

# THE WHEATSVILLE BREEZE

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



## Hold on South Austin! We're coming as fast as we can! *by Dan Gillotte, General Manager*

On April 5th, I put the final order in for our food bar and the vent hoods for our kitchen and bakery areas! Earlier this week we made final decisions about the colors of our refrigerated display cases (silver outsides, black interiors for those of you keeping score) and secured a soda fountain from our friends at Maine Root (they'll be selling us their locally

made fountain beverages and lemonades)! These are just a few of the decisions that we're making everyday to build the best possible co-op store for '04 and beyond.

Besides equipment choices, we're also working hard on hiring for important positions as we grow from a single store to a multi-store co-op. By the time you read this, we'll have hired a new Information Systems Manager and a new Store Manager for 3101 Guadalupe. Why a new Manager for Guadalupe? Well, that's because I've asked Bill Bickford to lead the charge at 4001 South Lamar and be our first Store Manager at that location! Bill happily accepted and is extremely excited to bring the same excellence that he helps deliver at 3101 Guadalupe to south of the river this summer!

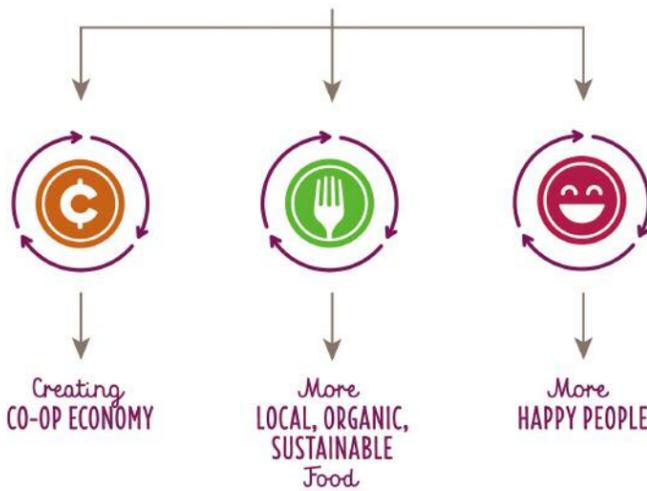
We continue to work with the architects, store planners and contractors to make final decisions on flooring, wall treatments, the entryway and patio, but we're making good progress. Throughout this adventure, I am doing all I can to build the best possible store with as green a features as possible while also being as thrifty as can be. That ain't easy! But I hope you'll be pleased with the results!

We have raised nearly \$400,000 in investments for the project from 30+ owners which we are SO thankful for. It's not too late for you to consider investing. The board extended the deadline for purchasing shares to June 30th, so you still have time to request a packet and possibly invest in your co-op! E-mail [invest@wheatville.coop](mailto:invest@wheatville.coop) for a packet if you would like to invest \$5,000 or more.

We know that not everyone can invest at that level, but EVERYONE can help! How? There are 3 main ways:

- 1. Shop at 3101 Guadalupe** until we open the south store. South Austin folks, don't wait! Get your Wheatville fix NOW and help us be as financially strong as we can be heading into opening.
- 2. Get your friends and neighbors to shop at Wheatville.** Bring a friend for lunch or dinner or breakfast or snack! If busy times are scaring you off, Thursdays during the day and Friday and Saturday evenings are some of the quieter times at the co-op!
- 3. Encourage your friends and neighbors to join!** The equity that owners pay help us be prepared financially! \$55 on its own isn't much, but with thousands of owners adding it all up really makes a positive contribution!

Thanks for all you do to help make our next step a huge success! You can be sure that we are working our tails off to make sure that 3101 Guadalupe continues being an awesome place to shop as we add our new awesome store at 4001 South Lamar! (Yes, I did just use awesome twice, but that's really the right word for our soon to be two stores!)



## Owner Capital: How Your Investment Grows the Cooperative Economy

*by Gabriel Gallegos, Ownership Coordinator*

All this talk about a second store means more owners! Cooperatives exist to benefit their members...or as we call them: *owners*. The owners supply the business with a capital investment and help run the business by participating in annual co-op elections. Our Board is Directors is comprised entirely of co-op owners.

When new owners join the co-op, they make a \$55 capital investment which goes a long way in helping the co-op thrive. Unlike income (product sales, membership joining fees, etc.) which the co-op pays tax on, capital investments are treated as equity, which is un-taxed. This means that *all* of the capital that owners invest in Wheatville stays in Wheatville. Owner capital can be used for a wide range of things like store renovations, expansions, repairs, purchasing large equipment *and opening new stores!* Without owner investments, co-ops would not exist. In fact, this is one of the major distinctions of the cooperative business model which we refer to as "Member Economic Participation", our third Cooperative Principle.

As the opening of our 4001 South Lamar location nears, we are looking forward to welcoming new owners from the 78704 community. You can help us by spreading the word to your neighbors, friends, and family. The next time you are at our Guadalupe store, pick up a *Join Us* brochure for a friend in 78704 who is not yet a co-op owner. While discussing cooperative ownership, let your friends know what their capital investment means for Wheatville and how they can make a difference by supporting a cooperative grocer. In addition to investing their capital in Wheatville, new owners in

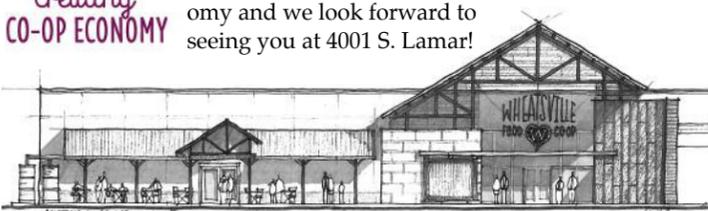
78704 will be investing in strengthening their community and more local, sustainable, and organic food options.

Our knowledgeable staff is also a great resource for learning about cooperative ownership. If you have not yet joined but are interested, stop by and see us at the Hospitality Desk. We can let you know about payment options, which benefits might be the best for your shopping needs, and recommend some great products.

Thanks for helping us grow the cooperative economy and we look forward to seeing you at 4001 S. Lamar!



Creating CO-OP ECONOMY



## Upcoming Events...

Thursday, May 9: Wheatville is a proud sponsor of the Sustainable Food Center's Farm to Plate benefit dinner at The Barr Mansion. See page 12 for more details or go to [sustainablefoodcenter.org](http://sustainablefoodcenter.org)



Friday, May 17th: Bike To Work Day

Join us 7-9:30am at the Wheatville Commuting Station under the awning. Free breakfast will be served to bicyclists.



For a complete list of Bicycle Commuting Stations go to [www.biketoworkaustin.org](http://www.biketoworkaustin.org).

### In this Issue:

Community Action / We Own It! / Brand Update: Telling Our Story	2
Consider Running for the Board / CCMA: Deep in the Heart of Co-ops	3
Father's Day Grilling / Mother's Day Chillin' / Cooperative Produce	4
New at Wheatville / Red Rabbit: A Co-op Love Story	5
National Hemp Week / Summer Skin Care	6
Composting Bins come to Wheatville / Sprouting! / Lisa's Top 10 Picks	7
Happy Bike Month! City Improvements for Cyclists	8
Viva Streets / Bike to Work Day at Wheatville / Bike Safety Tips & Checklist	9
Cody's Top 10 Staff Picks / Staff Anniversaries	10
Work at Wheatville! / Staff Spotlight - Tess Gargrave / Staff Bike to Work Benefits	11
I ♥ WV - Shoppers share their love of our co-op / SFC's Farm to Plate Benefit	Back Page

# Community Action Wednesday



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

**In February, we donated \$4844 to SafePlace and in March we collected \$2656 for the Sustainable Food Center.**

The group selected for May is **Austin Pets Alive!** and the group selected for June is **Out Youth**



**Austin Pets Alive!** is focused on helping the healthy and treatable pets at risk of being killed in a shelter. They rescue dogs and cats who are at the greatest risk, providing them care within their shelter or with one of hundreds of foster families, and adopting them out. Austin Pets Alive! saved over 6000 pets in 2012. [www.austinpetsalive.org](http://www.austinpetsalive.org)

Helping People Help Pets



**Out Youth** provides a safe space for sexual and gender minority youth to come together, receive support, and make friends with people who understand and accept who they are. Out Youth's programs and services ensure that these promising young people develop into happy, healthy, successful adults. [outyouth.org](http://outyouth.org)

## Community Action Recipients for 2013

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



## You Own It!

by Gabriel Gallegos, Ownership Coordinator

As a cooperative, Wheatsville operates by and for the co-op owners, people who have voluntarily joined by paying a \$15 joining fee and \$55 investment. Purchasing an ownership in the co-op is a great way to invest in your community and help grow the cooperative economy!

## Co-op Owners enjoy:

**Owner Appreciation Days** – 10% off of one shopping trip, four times a year

**Owner Deals** – sale items just for owners

**Patronage Rebates** – a share of Wheatsville's profits (during sufficiently profitable years as determined by the Board of Directors)

**Democratic Participation** – vote in the Wheatsville Election...plus more! Stop by the Hospitality Desk when you are ready to join!

**Total Co-op Owners as of April 9, 2013: 13,158**

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

## DOGGONE IT! WHERE DID YOU GO?

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



## Brand Update: Telling Our Story

by Raquel Dadomo, Brand Manager

We've got loads of news from the Brand Department! To start off, we got a brand spankin' new website just in time for our 37th birthday! The new site has everything from latest department news, store news, Co-op Deals, job listings, online application and a place where you can check-in for the latest progress updates at the South Lamar store! We would like to give a special shout-out to our website developer, David Guillory from Source Pixel Foundry and Christian Helms our designer from Helms Workshop, for all their work, time and effort creating a website that fits our needs as a growing co-op. Not only does the new website speak volumes about our commitment to local, organic, and our community, but it's also friendly and easy to use!

On the inside of the store you'll be seeing a lot more colorful, fun, information and signage on our walls! This is again, a piece of our overall brand work as we grow and expand, aimed at telling our unique story as a cooperative. Our new signs and artwork include everything from 'Where the Popcorn Tofu Gets Made' to signs that highlight and celebrate our local vendors, community giving and our commitment to great food! Currently, our Co-op Values and Principles are being painted on the pillars around the store. As luck would have it, we've got 17 pillars – just the right amount for our 17 Co-op Values and Principles! It was kismet!

On the outside of the store, we're working with the folks at Custom Sign Creations to finalize plans for the neon logo change at 3101. This eagerly anticipated project will create visual unity between the two stores and be the culmination of many months of brand work.

We would like to thank Joe Swec, Custom Sign Creations and Helms Workshop for their creative interior and exterior design work and our staff for all their input and feedback. We're super proud to be able to give our Owners and customers a fun and friendly place to shop! As the only retail grocery co-op in Texas, the community we make and share together is really special and we want to share that with everyone!

Visit our new website at [www.wheatsville.coop](http://www.wheatsville.coop)!



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## Wheatsville Food Co-op

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except where otherwise noted or not known

## The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/BODindex.html> for details

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

## Wheatsville 2013 Board of Directors

Rose Marie Klee, president  
Doug Addison  
Marcia Erickson  
Steven Tomlinson  
John Vinson  
Reyna Bishop  
Christina Fenton  
Kate Vickery  
Mark Wochner

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

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

# Not Too Early to Consider Running for the Board by the Nominations Committee

The newest members of the Wheatsville Board of Directors were seated less than three months ago, yet we are already gearing up for the 2013 election in which at least three seats will be up for grabs. Board perpetuation is one of the most important responsibilities that we, as the Board, task ourselves with. This is why our **Nominations Committee** is the only committee to remain active all year. Each Spring, around this time, we commit ourselves to getting better at identifying intelligent, thoughtful, qualified candidates to carry forth the vision of prior Boards and to think strategically about the future of our coop.

Now, you might ask, "Who are these wonderful and amazing candidates and where do they come from?" The simple answer is, "YOU!" We think that Wheatsville owners are some of the most wonderful and amazing people in Austin. You are a group of individuals with diverse backgrounds, strong opinions, varied work and personal experiences who understand the importance of the co-op model.

Still not convinced to make a run for one of the seats? That's OK. The election is many months away and the application packet isn't even available yet. But, if your interest is piqued, there are a few things that you can do to explore whether Board work is up your alley.

**1. Attend a Board Orientation Session for Prospective Candidates.** This is where you will learn more about what Board work is and possibly more importantly, you will learn what Board work is not.

**2. Attend a Board Meeting.** This is the best way to see the Board in action.

Board meetings occur the last Tuesday of every month from 6-9pm (check the Wheatsville website for any last minute changes if you are planning to attend) and are open to all owners.

**3. Join a Committee.** The Board has many active committees that are active at various times throughout the year. Joining one of them might be a great way to get more involved and to find out if Board work is for you. If you think you might be interested in joining a committee, email [Boardemail@wheatsville.coop](mailto:Boardemail@wheatsville.coop).

### Board Orientation Sessions

Wednesday, May 15, 6-7 pm  
Saturday, June 15, 12-1 pm  
Wednesday, June 26, 6-7 pm  
Saturday, July 13, 12-1 pm  
Wednesday, July 24, 6-7 pm

### Pre-Election Board Meetings

Tuesday, May 28, 6-9pm  
Tuesday, June 25, 6-9pm  
Tuesday, July 30, 6-9pm

### Notice of Changes to the Endorsement Process for Prospective Candidates

As part of our ongoing effort to make our recruitment efforts better, the Board has made a few adjustments to the requirements for a candidate to receive the endorsement of the Board.

### Change #1:

Starting this year, all prospective candidates will be asked to submit two references (either personal or professional). The references will be reviewed by the Nominations Committee and will serve as a way for the Board to get to know each candidate better.

In addition to the new requirement of two references (and in keeping with prior year requirements) any candidate wishing to receive Board endorsement will also be required to:

- 1) Be a fully invested owner in good standing with the coop,
- 2) Attend a Board Orientation session for prospective candidates,
- 3) Attend at least one Board meeting prior to the application deadline,
- 4) Agree to abide by the Directors Code of Ethics and Code of Conduct, and
- 5) Submit a complete candidate application by the application deadline.

### Change #2

The number of endorsed candidates allowed on the ballot will be limited to 2 candidates per vacancy plus one, with an overall cap of 9 total endorsed candidates

allowed on the ballot. This means that if there are 3 vacancies, then up to 7 candidates can receive Board endorsement. If there are 4 or more vacancies, then up to 9 candidates can be endorsed by the Board. In the event that the number of candidate applications exceeds the cap, a subcommittee of the Nominations Committee (which will include two Board members and two non-Board members) will interview each candidate. Based on these interviews, the appropriate number of candidates will be chosen for endorsement.

It may seem strange, and possibly even undemocratic, to limit the number of candidates allowed on the ballot. This very issue has been a hot topic of discussion for the Board, both this year and last. Our experience after the 2010 election (during which 11 candidates competed for 5 vacant seats), was that too many choices actually resulted in a significant reduction in owner participation, and thus less democracy. Many of our owners reported feeling overwhelmed by the large number of candidates and the amount of information they would have to sort through in order to make an informed decision. The result was that many people voted for the Community Action Wednesday recipients but left the Board candidate section of the ballot blank. It is our hope that these new limitations will increase voter participation and will make it easier for our owners to choose highly qualified Board members in future elections.



# National Food Co-op Conference Comes to Austin by Kate Vickery, Board Member

Each year, 500 members of the food co-op community gather together to learn from each other and national experts about how we can make our home co-ops better. This year, Wheatsville is very excited to be the host for the **Consumer Cooperative Management Association (CCMA) Conference June 6-8**, right here in Austin.

In keeping with Wheatsville's commitment to ensure that its leadership team is well trained to be able to lead the co-op effectively, a few board and management team members attend these inspiring conferences every year. This year's conference, appropriately named *Deep in the Heart of Co-ops*, will be the fourth CCMA conference that I have been lucky enough to attend.

Each time I go to CCMA, I am reminded that what we are doing here at Wheatsville is part of a much larger story that goes way beyond popcorn tofu and policy governance. Wheatsville's owners are part of a growing national movement making our economy and food system more just, using the cooperative model. Last year, at the conference in Philadelphia, we were celebrating the **International Year of the Co-op**, complete with a march on the Liberty Bell. In 2013, we are kicking off of the **Cooperative Decade**, an ambitious ten-year plan that aims to make cooperatives:

- The acknowledged leader in economic, social and environmental sustainability
- The model preferred by people
- The fastest growing form of enterprise

Throughout a weekend of excellent learning sessions and great food, CCMA helps bring our food co-op community together and our keynote sessions often set the stage for a year's worth of strategic learning. Last year, keynote speaker **Marion Nestle** (Professor in the Department of Nutrition, Food Studies, and Public Health at New



Adam Schwartz (founder of The Cooperative Way) leads chants at the march to the Liberty Bell in Philadelphia in honor of the International Year of the Co-op.

York University and well-known author) challenged co-ops to think about how we fit into the national conversations about finding remedies for food insecurity, obesity, and other diet-related public health crises. In 2011, **Mari Gallagher**, who wrote the groundbreaking study on "food deserts" in Chicago, challenged us to think about how co-ops fit into the landscape of food inequalities, especially in urban areas. These talks have continued to shape my thinking about Wheatsville's role in Austin and the food system broadly.

This year, I have no doubt we are going to be challenged again by keynote **Kristen Christian**, founder of **Bank Transfer Day**, a national collective action of people ditching their big banks for credit unions that was born out of the Occupy movement. It is vital that the food co-op community continue to be pushed forward by these big discussions – our ability to transform society absolutely depends on it.

All are welcome to attend CCMA – we would love to see some Wheatsville owners in attendance! In addition to learning, we also spend lots of quality time with our friends from all over the country. You can bet that CCMA Austin will include great Texas food, Black Star beer, and a whole lot of music. We can't wait!

More about:  
Blueprint for a Cooperative Decade: <http://ica.coop/en/blueprint>  
CCMA: <http://ccma.coop>  
Marion Nestle: [www.foodpolitics.com](http://www.foodpolitics.com)  
Mari Gallagher: [www.marigallagher.com](http://www.marigallagher.com)

More about:

Blueprint for a Cooperative Decade: <http://ica.coop/en/blueprint>

CCMA: <http://ccma.coop>

Marion Nestle: [www.foodpolitics.com](http://www.foodpolitics.com)

Mari Gallagher: [www.marigallagher.com](http://www.marigallagher.com)



2011 Wheatsville board members hang with Don Kreis (Hanover Co-op, New Hampshire). From left: Theron Beaudreau, Kitten Holloway, Kate Vickery, Don Kreis, Mark Wochner, Rose Marie Klee.





## Father's Day Grilling

by Mark Maddy, Meat & Seafood Buyer, Dad & Grillmaster

It's perfect how Father's Day and grilling season meet up. While it seems that plenty of dads would think of grilling as a sort of vacation, why not show the old man that he is not the only one capable of starting a fire and cooking on it.

One thing to say about grilling with charcoal—if you don't have one, get a charcoal chimney. It is an inexpensive grilling tool that saves time and money and gets your charcoal hot quicker. It also makes it easy to get your next batch of coals hot if you are going to be grilling for a while.

Grilling is a great way to enjoy the natural flavors of whatever you are cooking, from meat to vegetables and even some fruits. The T-bone is the classic Texas grilling steak. I also like the hanger steak—it is packed with flavor, is leaner than a ribeye and has great texture as well as a great price.

Since you've got the grill out and fired up, you should grill your whole meal! Cherry tomatoes and asparagus are awesome on the grill. Sweet corn is perfect for grilling. Remove the silk, but keep the husk and soak them in water for thirty minutes. I like sprinkling Cajun seasoning on the corn, but salt is delicious too. Corn on the cob is usually the first thing I put around the edge of the grill and the last thing I take off. I like adding some smokiness with wood chips.

I am not sure how it works in your house, but every Father's Day I make **Jalapeño Poppers**. I use the **Pederson's Cherry Wood Smoked Bacon** or the **Niman Ranch Applewood Smoked Bacon**, jalapeños and cheese. I usually use cream cheese. Softer cheeses are ideal considering they do not cook very long, goat cheese, soft gouda and cheddar would be great. I am going to rock some blue cheese this year, with gorgonzola and Roquefort.

Cut off the stem of the jalapeño and split it down one side. This enables you to remove the seed pod and the ribs and makes it easier to stuff the cheese in there. You can also split them in half which helps with chilizillas, and you can make your materials go further by making two poppers from one jalapeño.

After stuffing the cheese in the pepper, wrap the bacon around the stuffed jalapeño. You can stretch the bacon by dragging a knife across it, which will also make your materials go further. I recommend using some type of skewering device to keep the bacon on. When you put these on the grill, do not put them directly over the flame. When the bacon starts to render it will flame up causing the bacon to burn and or slide off. When the bacon reaches your desired doneness, load them on your plate and enjoy Father's Day!



## Mother's Day Chillin'

by Chris Moore, Chill Buyer

A delightful way to show your appreciation for Mom is making her breakfast in bed. There is an abundance of delicious and

local refrigerated items that can provide your Mom with an excellent breakfast.

Start with a glass of cold-brew coffee from one of several local companies such as **Chameleon Cold Brew**, **Kohana** or even our latest edition from **Third Coast**

**Roasters, Frios Mios**, ready to drink!

We have some of the best local eggs and dairy products that Austin can offer. **Mill King Creamery's** new **Greek yogurt** is creamily delicious and their **Half & Half** will make Mom's coffee smooth!



I recommend Fruitful Hill farm eggs, delivered fresh from the farm, for Mom's sunny sides up.



If

break-

fast isn't your mom's thing, why not surprise her with a sweet treat from Hail Merry. Their tarts and macaroons are raw, vegan and gluten free and deliciously rich! From the Chill Department, we wish you a most wonderful Mother's Day!



## The Cooperative Produce Difference

by Adam King, Produce Manager

What makes your co-op different from other stores in town? Why should you choose to make the decision to do more of your shopping at Wheatsville? I could go on about the intangible things: the welcoming atmosphere we work so hard to create, how we strive each day to be the friendliest store in town, how we are genuinely interested in helping you make the most informed choice when shopping for yourself and your family, but what are the facts of the matter? Let's get down to brass tacks!

I think our differences are neatly summed up in the seven cooperative principles: voluntary and open membership, democratic member

control, members' economic participation, autonomy and independence, education, training and information, cooperation among cooperatives, and concern for community. Within the produce department, we focus particularly on education, training, and information and concern for community.

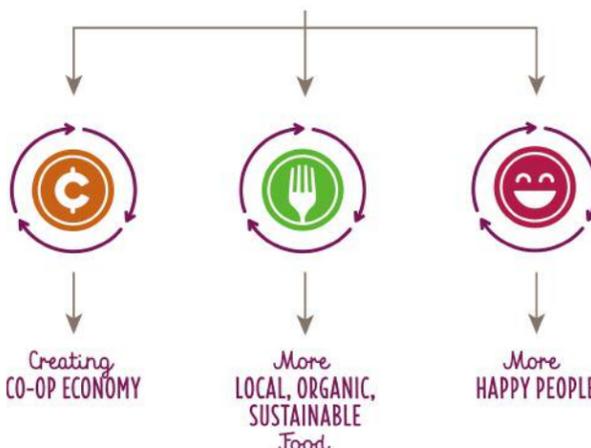
While a shopping trip isn't always a great time

to get a food education, we take as many opportunities as we can to inform and educate our owners and customers in the store without overwhelming them. This is most evidenced by our transparency in our signs and point-of-sale communications. We have worked hard to create a sign system that is easy to read and conveys the most important pieces of information: is it organic? conventional? locally grown? If it's locally grown, how far from Wheatsville was it produced? We don't want to leave any questions unanswered. For example, did you know that on the average day, your produce department is around 80% organic? While there's an 8 out of 10 chance that the apple you just picked up is indeed organic, we'll make sure the signs

explicitly states it either way. When local or certified organic produce is unavailable we will stock conventional so you won't have to go without.

Your produce department's concern for the community is manifest in our commitment to making every effort to support local agriculture and by extension the local economy. We know that out of every dollar used to purchase local produce, 68¢ stays within the local economy (check out the Andersonville Study of Retail Economics at [www.andersonvilvestudy.com](http://www.andersonvilvestudy.com) for more info). Depending on the time of year, your produce department purchases up to 25% of our produce from local farms. It's not as easy as buying it all from one national distributor, but the impact on our local food economy and foodshed is obvious: more stable, local jobs, more happy people, more healthy, locally grown food.

Thanks for supporting Wheatsville Co-op in our expansion and in this bold step forward. I know Wheatsville's not an ordinary grocery store, and I'm glad you're making the choice to reward the efforts we're putting in for you. See you in the produce aisle!



### Cooperative Principles

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation among Cooperatives
7. Concern for Community



## New at Wheatsville!

by Nina Norton, Category Management Coordinator

### Morels the Vegan Butcher's What a Jerky!!



Morels the Vegan Butcher started as a food truck based out of Louisville, Kentucky, serving quick bites to vegans on the go. Morels' sandwiches and wraps quickly found their way into retail outlets, and their latest creation is vegan jerky made from a cult veggie favorite, **Butler Soy Curls!**

**Judas' Original** is marinated in Bragg's Liquid Aminos (in place of soy sauce, which contains gluten), fresh garlic, onion powder, natural liquid smoke and subtle hints of nutmeg and cloves. Before being dehydrated, it's tossed in fresh cracked black pepper.

**Ned's Spicy Chipotle** jerky uses the same base marinade as the Original, but also has ancho chilies, chipotles, and roasted red pepper flakes added for some heat. With less moisture than other veggie jerky options, Morels' version will appeal to those who love a drier jerky with a nice tear to it. Neither of these "premium cuts" contains gluten ingredients.

### Wild Squirrel Nut Butters

Chocolate Coconut, Cinnamon Raisin, and Honey Pretzel Peanut Butters

Vanilla Espresso, Chocolate Sunflower Seed Almond Butters



Keeley Tillotson, 19, and Erika Welsh, 20, were University of Oregon sophomores when they made their first batch of homemade nut butter. After running out of their last jar of store bought peanut butter (and dreading a trip to the grocery store in an Oregon downpour), the two began to experiment, adding chocolate, cinnamon, coconut and other delicious ingredients to their own homemade peanut butter. They first sold at farmers markets and in small craft fairs; now, little more than a year and a successful Kickstarter campaign later, Wild Squirrel Nut Butter is sold in more than 150 stores.

### Beyond Meat

Grilled, Lightly Salted, and Southwestern Style Chicken-Free Strips

The hype surrounding this plant-based meat alternative has been building for nearly a year, but it was only available on the west coast—until now! Beyond Meat is the first-ever plant protein that looks, feels, tastes, and acts like meat! Made of a blend of soy and pea protein, flours, and fiber, Beyond Meat uses a proprietary process that organizes plant proteins into a near-perfect replica of meat. One three-ounce serving packs 120 calories and 18 grams of protein.



### Yellowbird Habañero Sauce



Produced right here in Austin, Texas, Yellowbird's new habañoero hot sauce packs a fiery punch! The name was inspired by the yellow bird pepper, a distant Chinese relative of the habañoero, which resembles tiny, plump, cartoon birds. The story behind the name of these peppers is that birds are immune to spice and the peppers in the "bird" family are so small that they are eaten whole by birds. This is a food source untapped by all other animals and the peppers are so hot they even deter insects (random fact: a number of companies even make a plain habañoero sauce that is specifically for coating birdseed so squirrels and other rodents don't eat it!). These spicy treats eaten in significant quantities by birds start to lend their flavor to the bird's flesh, which actually deters predators! The seeds pass whole through the bird's digestive system and they propagate the existence of their favorite little meal. Yellowbird Sauce is a potent, earthy-fruity blend of habañoero peppers, carrots, onions, tangerines, vinegar, lime and garlic, with a consistency comparable to that of sriracha.

## Red Rabbit: A Co-op Love Story

by Lisa Weems, Kitchen Supervisor



We love Red Rabbit here at Wheatsville. We love their amazing variety of delicious vegan donuts, their massive cinnamon-cardamom rolls, and my personal favorite, the melt-in-your-mouth apple fritters. We love that they now deliver to Wheatsville seven days a week so that owners and staff alike can get a daily fix. Best of all, we love that Wheatsville has been able to contribute to the thriving Austin cooperative community by helping Red Rabbit become a successful and growing business.

According to Cathy, one of Red Rabbit's co-founders, the co-op got started after she watched Michael Moore's documentary *Capitalism: A Love Story*, which included a segment on the Alvarado Street Bakery, a worker-run cooperative in California. Cathy was working in a corporate-run commercial bakery at the time and found the business model less than satisfying. "I was tired of working in jobs where I was told what to do by people who had no idea of what my job entailed. Who knows better about how to make work flow more efficiently and effectively than the people actually doing the work?" The very next day, Cathy approached a number of baker friends about starting a worker-owned bakery. Though she found several like-minded colleagues, none of them



had any idea of how actually to start a cooperative. Enter **Cooperation Texas**, a non-profit based in Austin whose sole purpose is to help cooperative ventures get off the ground. The Red Rabbit crew signed up for the organization's start-up course, which provided the tools they needed to get started, and they began production within six months of graduating from the course.

Other coops, including Wheatsville, have been vital to Red Rabbit's initial success and continued growth. Wheatsville was Red Rabbit's first customer and remains its largest. Black Star Co-op was also among Red Rabbit's first customers. "There is such camaraderie amongst Austin coops," Cathy said. "It is very refreshing. One of the seven cooperative principles is 'cooperation amongst cooperatives,' which contrasts with the competitiveness that can exist between conventional businesses."

More recently, this spirit of cooperation took tangible form when Wheatsville and College Houses helped secure a loan for Red Rabbit from Northcountry Development Fund, an organization which provides loans to cooperative businesses nationwide. With this financial support, Red Rabbit has moved to a new and larger kitchen, which has allowed them to make larger batches of their signature items as well as expand the number and variety of products that they offer. The kitchen, which Red Rabbit shares with several other local businesses, is completely vegan, offers recycling and composting, and is located less than 2 miles from Wheatsville. In addition to making their donuts every day, Red Rabbit has expanded production of those amazing cinnamon-cardamom rolls and of several varieties of muffins and brownies for a growing number of local coffee shops and restaurants. They just introduced an individual-sized monkey bread that is for sale at the Mueller Farmer's Market on Sundays (for now!) and are in the planning stages for still more new products.

Wheatsville is so proud to have been part of Red Rabbit's early successes and looks forward to a future of growing the co-op economy in Austin and beyond!

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# Hemp: Our Heritage, Our Future

4th Annual Hemp History Week

"Hemp is of greatest importance to our nation." –Thomas Jefferson

2013 marks the fourth year of Hemp History Week, the largest national grassroots marketing and public education effort to renew strong support for hemp farming in the U.S. and raise awareness about the benefits of hemp products. The main aims of Hemp History Week are to celebrate America's rich history with industrial hemp before it was outlawed and educate the public about the barriers to hemp farming in the U.S.

When it comes to food, fabrics, rope, paper and building materials, industrial hemp has a longstanding history in the United States. Cultivated by the first European settlers in the 1600s, by the 1800s hemp was a staple crop of American agriculture, often reflected in town names like 'Hempfield' and 'Hempstead.' George Washington, Thomas Jefferson and John Adams all cultivated hemp on their farms. Hemp was handled by the U.S. government like any other agricultural crop. More than 150,000 acres of hemp were cultivated as a part of the USDA's 'Hemp for Victory' program during WWII.

Today, the U.S. hemp industry has estimated annual retail sales of \$452 million dollars. Yet the crop that was planted by the nation's founding fathers, and is today a rising star in healthful living, is currently prohibited from being grown on U.S. farms.

Advocate for a federal policy change while sending a strong, positive message to President Barack Obama and Congress to remove barriers to hemp farming and let farmers grow the versatile and profitable crop. There's a law called the Controlled Substances Act (CSA) that says it is illegal to make, distribute or sell products that cause a human being to ingest any amount of THC. Strictly speaking, the CSA does not

make growing hemp illegal; rather, it places strict controls on the production of hemp, making it illegal to grow the crop without a DEA permit. Historically, the DEA refuses to grant permits for commercial production of the crop.

Vote Hemp is a national, single-issue, nonprofit organization dedicated to the acceptance of and free market for industrial hemp and to changes in current law to allow U.S. farmers to grow the crop. Vote Hemp is working to shift federal regulation of industrial hemp farming out of the hands of the DEA and get hemp farming regulated on the state level. Visit [vote-hemp.com](http://vote-hemp.com) to learn more about H.R. 525, the Industrial Hemp Farming Act of 2013 and how you can use your voice to contact your Senators and Representatives. There's also an easy web-form addressed to President Obama urging him to allow states to regulate hemp without a DEA permit. The President can change federal policy on industrial hemp to reflect today's reality and ensure a better tomorrow for America's families and farmers, the economy, and our planet.

Engage consumers by showcasing the range of hemp products available and the nutritional as well as environmental benefits that they provide.

When it comes to consuming hemp, let's start with a basic principle. Industrial hemp is non-psychoactive varieties of the Cannabis plant grown for fiber and seed. It is not marijuana. Ingesting foods with hulled hempseeds does not lead to intoxication. It's totally legal to eat it. Hemp is an excellent source of protein. It's got all of the amino acids arranged just so, and they can meet the body's needs in a way few other plant proteins can. It's full of nutrients and minerals and omega-3 and omega-6 essential fatty acids. Hemp seeds are nearly a perfect food source: high in digestible protein, essential fatty acids and naturally occurring minerals, as well as gluten-free with no

known allergens.

Environmentally speaking, hemp's excellent fiber can replace virgin timber pulp in paper, glass fibers in construction and automotive composites, and pesticide-intensive cotton in textiles. Because of its huge market potential and high biomass/cellulose content, hemp is an ideal future crop for producing bio-ethanol and bio-plastics. Industrial hemp is an extremely hardy plant. Its dense foliage and planting density prevent weeds from growing without the use of herbicides. Hemp consumed in the U.S. is made from shelled hemp seeds grown sustainably on Canadian farms, without the use of pesticides. Hemp is easily cultivated and grown in a variety of areas, even those that are particularly dry, with poor soil and short growing seasons.

Economically speaking, Canadian farmers net an average of \$200-400 per acre for hemp while American farmers often net less than \$50 per acre for soy and corn. U.S. companies are producing popular and sustainable hemp foods, hemp body care products, hemp clothing, hemp paper and more. These companies want to purchase U.S. grown hemp

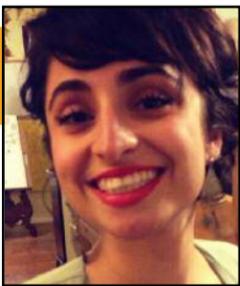


Hemp History at Wheatville

Come by the co-op during Hemp History Week to take advantage of some great sales on hemp products and to sample how delicious

they are. From pure hemp oil, seeds and protein to waffles, cereals and snack bars made with hemp ingredients, you won't believe how tasty this amazing plant is. And don't forget Wheatville's best selling multi-purpose soap: Dr. Bronner's as well as many other bodycare products that are rich with the benefits of hemp oil. Not quite sure what to do with it?

Local super company Happy Hemp recom-



## Summer Skin Care by Sabrina Wagner, Wellness Clerk

'Tis the season to boost our Vitamin D! The sun is setting later in the day

and allowing us to spend more time enjoying the Greenbelt, picnics at Zilker Park, and our lovely Barton Springs. When the sun's rays hit your skin, a reaction takes place that produces Vitamin D. A healthy level of the sunshine vitamin helps protect against depression, insomnia, heart disease and cancers of the breast, prostate, and colon. While we make it a point to get a healthy dose of life light, we must make sure to balance our sun soaking with sun protection. Unprotected overexposure to the sun can lead to skin damage like sunburn, moles, brown spots and skin cancer. With the right tools, we can enjoy the sun, get our required dose of Vitamin D and keep serious skin conditions at bay.

**Applying sunscreen is tool #1.** Choosing the right SPF (Sun Protection Factor) is important. SPF indicates how long you can be in the sun before getting a sunburn. For example, SPF 15 will delay the onset of a sunburn 15 times longer than without sunscreen. In other words, when applied correctly, a person who usually gets a sunburn after 10 minutes of exposure can stay in the sun for 150 minutes. Choose an SPF that's right for you, and apply the sunscreen 20-30 minutes before soaking up those rays. Most importantly, reapply sunscreen after swimming, sweating or after more than two hours. A sunscreen stick for touchups is a small and convenient way to stay sun safe.

**Tool #2 is SPF lip balm.** Our lips are extremely sensitive and can be damaged by the summer sun, wind, and dry heat. It is important to stay hydrated and keep a good,



protecting lip balm handy. Not all lip balm is created equal, so make sure to check the label for the SPF.

**Tool #3 is to wear breathable, tight-woven fabrics.** This is important even on a cloudy summer day. UV rays can penetrate clothing and clouds. A little cloud coverage on a hot day is great, but 80% of UVA and UVB rays can penetrate the clouds; you can burn without ever seeing the sun!

Choosing the right sun protection is important. I recommend the W.S. Badger Company. Badger has sunscreen for daily, active, and sport levels. They make a superior sunscreen for babies, a lip balm stick with SPF 15, and a sunscreen stick for face and touchups. Their products protect with non-nano zinc. Among other great qualities, Badger is cruelty free, has broad spectrum protection, and contains organic ingredients. You can pick up Badger products in the wellness department at Wheatville, and be confident that the only things burning in the sun this summer are calories.

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www.ttimeflatwear.com

"I'll never wear a bra again!"

**Try this at home!**

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

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

Be sure to check out the FREE Co+op Kitchen iPad® app in the App Store™.

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## New Composting Bins

by Rory Alexander, Operations Manager

On Earth Day, Monday, April 22nd, we removed our trash cans and single stream recycling bins and replaced them with new three stream containers. Each unit has one bin for compost, one for trash and one for single stream recycling. By first recycling, and now composting, our store will continue to reduce post-consumer

waste and send less garbage to our community landfill. Our store has composted our own compostable materials for some time and has had many requests to expand the program to our customers. We're excited to offer on-site consumer composting to expand on our current recycling program.

Wheatsville proudly partners with Break It Down Compost and Recycling, founded in 2009 by Jeff Paine and Melanie MacFarlane. Their company picks up our compost and recycling materials and then fully processes the material at their facility. The single stream recycling is hand sorted in-house and rigorously processed up to 99% recycled. The average service will only average 80-90% fully recycled after sorting so Jeff and Melanie are far beyond the industry standard. The compost is handled and transformed through heat and aeration into rich soil which is excellent for gardening!

There are helpful graphics to make the new bins user friendly. The compost slot should be used for food scraps of all kinds including fruits, vegetables, meats, bones, food-soiled paper products and our compostable plastic spoons, forks and knives. All of these materials will break down to organic soil materials and eventually complete the circle into a beautiful garden! Our single stream recycling slot should be used for all glass, aluminum, unsoiled paper items and plastics coded #1-#7. That should leave a somewhat empty slot for the remaining trash which would not qualify for compost or recycling.



The new containers are located in several areas of our outside dining patio, our inside dining counter and on the outside east deck. We have also replaced some of the containers used by our staff behind the scenes. The addition of composting our on-site consumer materials will move our store one step closer to reduce landfill waste and reducing our carbon footprint!

Wheatsville Coop is dedicated to our community and environment. We hope our new on-site composting and recycling efforts will be happily supported by our patrons and staff. Reducing waste and recycling our used materials will make our co-op a greener place to shop and enjoy! Please note that at this time we unfortunately cannot accept your home recycling or compost materials due to our space constraints. We will be happy to provide information for alternative locations that can fulfill these needs for your household. Thank you for your support!

## Sprouting! by Cody Atkins, Wellness Supervisor



As the weather continues to get warmer, the odds are good that your eating habits will change. Cold soups replace hot soups, smoothies provide a cool relief from the Texas summers, making stir fry means you don't have slave over a stove for hours, and salads and sandwiches are a great choice for a day on the greenbelt. Hot weather meals provide a great opportunity to incorporate sprouts into your diet.



Sprouts are a tasty way to add nutritional value to a meal as they are high in nutrients, enzymes, and protein. For instance, a cup of broccoli sprouts contains five times the Vitamin E and eighteen times the selenium as a cup of full-grown broccoli. Additionally, half of a cup of split-pea sprouts has over ten grams of protein and contains several minerals, including iron,

magnesium, phosphorus, copper and manganese.

Sprouts are also an economical way to enrich your diet. For example, one pound of sprouting seeds can yield up to five pounds of sprouts. A half pound of our Lentil Fest only costs \$4.69 and can produce up to two and a half pounds of sprouts! That's enough for a three side dishes of sprout salad for a family of three.

Now I'm not saying to replace all of your family's vegetables with sprouts, but they are a healthy and tasty way to enhance your summer dishes. In addition to sprouting jars, trays, and bags, we carry a full line of sprouting seeds from Handy Pantry that are non-gmo and certified organic.



For a helpful video on how you can sprout your own seeds at home,

check out a video featuring our own, Dana Tomlin, at: <http://strongertogether.coop/food-lifestyle/cooking/grow-your-own-sprouts>

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# Staff TOP 10 PICK



LISA WEEMS, KITCHEN SUPERVISOR

## Wheatsville's Housemade Sausages

ALL MADE BY OUR MEAT DEPARTMENT AND ALL SPECTACULAR! A GREAT STARTING POINT FOR A QUICK DINNER.



## Brazos Valley Horseradish Pecan Cheddar

SHARP, CREAMY, AND NUTTY ALL AT THE SAME TIME...AMAZING.

## Oak Hill Farms Spinach

GREAT TEXTURE AND FLAVOR, RAW OR COOKED.

## Fara Coffee in Bulk

LOCALLY ROASTED AND REASONABLY PRICED...I COULD DRINK THEM BY THE POTFULL.



## Maille Mustards

AN ESSENTIAL IN MY FRIDGE...FOR SANDWICHES, DRESSINGS, GLAZES, ETC. ETC.

## Newman's Organic Dog Treats

MY ROWDY PUPS ACTUALLY OBEY FOR THESE!



## Snyder's of Hanover Sourdough Hard Pretzels

MY FAVORITE CHILDHOOD SNACK, FINALLY AVAILABLE IN TEXAS.

## Raw Deal Salad in Deli Self Serve

IF YOU HAVEN'T TRIED IT YET, YOU OWE IT TO YOURSELF! GOOD FOR YOU AND ABSOLUTELY DELICIOUS.

## Austin Beer Works Pearl Snap Pilsner

LIGHT, CRISP, AND FLAVORFUL...PERFECT FOR SIPPING AND A GREAT PAIR WITH ALL KINDS OF FOOD.



## Wheatsville Canvas Reusable Bags

WASHABLE, GOOD-LOOKING, AND TOTALLY INDESTRUCTIBLE. I KEEP ONE FOR GROCERIES, ONE FOR LAUNDRY, AND ONE FOR KNITTING PROJECTS!

# City of Austin Celebrates Bike Month by Nadia Barrera, City of Austin Bicycle/Pedestrian Project Coordinator

Happy Bike Month, Wheatsville Owners! We are honored to have the opportunity to share with you what your City of Austin Bicycle Program has been working on since the last Bike Month and what is coming your way in 2013-2014.

## Twice As Many Riders!

In 2012 the City of Austin celebrated one of the Bicycle Program's greatest accomplishments; according to the American Community Survey of the US Census Bureau, 2% of Austin commuters on the roadway are using bicycles to get to work. Until now, Austin traditionally had only around 1% of its commuters arriving to work by bicycle. According to "Journey to Work" data, many US cities fall below 2%. We are proud to report that Austin ranks 6th among large cities nationally for bicycle share of journey to work (after Portland, OR; San Francisco, CA; Seattle, WA; Washington D.C.; and Denver, CO). Austin also has twice as many cyclists traveling to work as the national average (charts below courtesy of Ryan Robinson, City of Austin Demographer).

## How We Plan To Reach 5% Bicycle Modal Split By 2020

This year Austin joined five other cities (San Francisco, DC, Portland, Memphis, and Chicago) to be recognized as a "Green Lane City" by the Bikes Belong Foundation. The Green Lane Project will support these six cities in building a world-class cycling network on city streets. We are poised to make significant progress over the next two years by installing cycle tracks (or physically separated bicycle lanes) and related improvements, which we're calling "green lanes." The project will facilitate a partnership between the selected cities and provide them with strategic and technical assistance, while expanding the national knowledge base and sharing it widely. This year, cycle tracks on Rio Grande Boulevard, Bluebonnet Lane, and Barton Springs Road were completed along with a portion of the Lance Armstrong Bikeway on 3rd Street.

2013 will be a spectacular and busy year for the Bicycle and Urban Trails Programs, but we will need your help and feedback along the way. We have several programs and projects planned in 2013 that will help us reach our City Council goal of a 5% mode split by 2020 (did we mention that we hit our 2% by 2015 goal early?). These are:

Amending the City of Austin Bicycle Master Plan to align with the new Imagine Austin Comprehensive Plan. We will build this new vision together with Austin's citizens during the public input processes planned for mid-2013. This will include re-thinking our bicycle network to include more cycletracks or "green lanes" geared towards creating a family-friendly network of bicycle routes.

We will also be creating an Urban Trails Master Plan and amending the Transportation Criteria Manual. Sponsored by the Public Works Department, these two projects will coordinate with relevant City departments and provide opportunities for community input. They will plan for

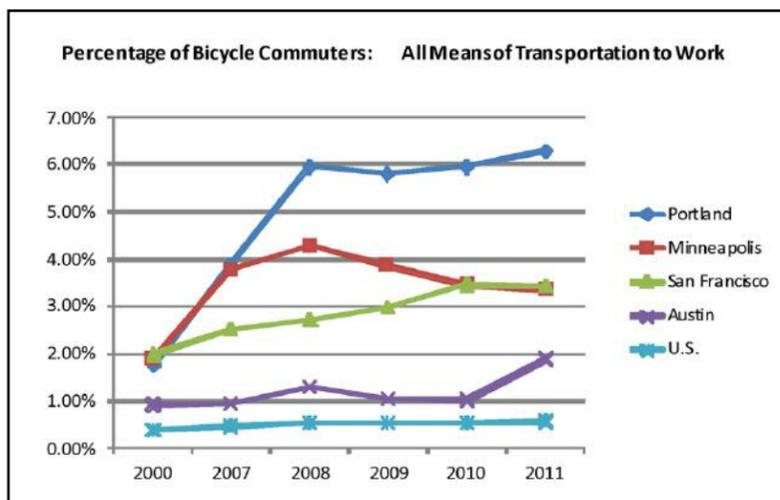
multi-use trails that can better serve both recreational and transportation functions, and also ensure that we align our transportation design criteria based on current best practices with the Imagine Austin plan, respectively.

Perhaps one of the most exciting and visible items to emerge in 2013 to help us toward 5% is Bike Share. Once up and running, we will join cities like Denver, San Antonio, Washington, DC, and Minneapolis, who all enjoy successful Bike Share programs. People living in communities with Bike Share liken it to cell phones, nobody understands how people functioned downtown prior to Bike Share – it's simply become a necessary and convenient part of life. Bike Share has also proven transformational in encouraging people to use their personal bicycle for transportation more often.

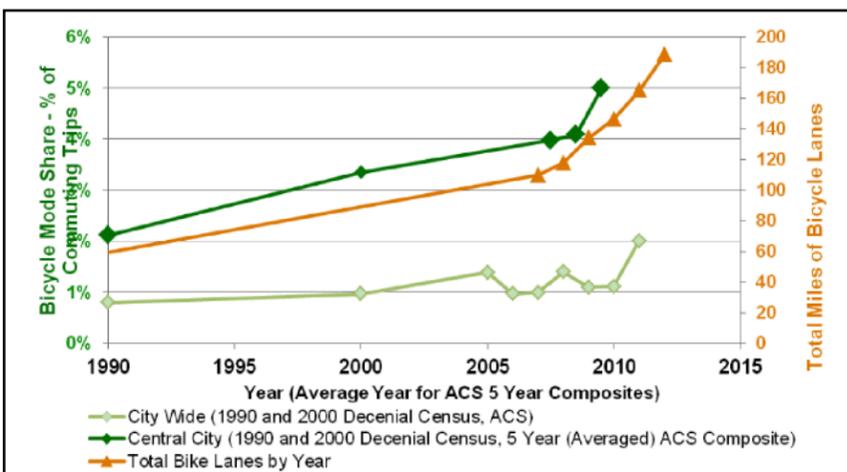
We hope to accomplish this goal by continuing to bring you more bicycle facilities in more parts of the City. These include, but are not limited to:

- Cycletracks along Berkman Drive from 51st Street to Manor Road.
- The completion of the 7.3-mile Southern Walnut Creek Trail from Govalle Park to Johnny Morris Road.
- Beginning construction of the Austin to Manor Trail from Johnny Morris Road to Daffan Lane.
- South Lamar bicycle lanes from Panther Drive to the existing bicycle lanes on Barton Springs (this will get you to the new Wheatsville!).
- 30 more linear miles of new or improved bicycle lanes all over the City – keep your eyes peeled!

Stay tuned and stay "in the know" with what we are working on by "liking" our City of Austin Bicycle Program Facebook page or by following us on Twitter



Our work is paying off! We've historically improved or striped 30 linear miles of bicycle lanes every year for the past five years. As you can see from the chart below created by Engineer Associate Nathan Wilkes (a Wheatsville Owner), as bicycle lane miles have increased in the City of Austin, there has been a corresponding increase in the percentage of Austinites using a bicycle for commute trips. Simple solutions like narrowing the travel lanes for motor vehicles help us to find space for bicycle lanes. This was our experience on Guadalupe near Wheatsville. We hope you are enjoying these new bicycle lanes as much as we are. Look for future improvements along Guadalupe south of 24th Street to MLK coming this fall.



This chart also highlights the high percentage of bicycle commuters in our central city; bound generally by Mopac on the west, Pleasant Valley on the east, RR 2222 on the north, and Oltorf on the south. While the City Council set overall bicycle commuting goals for the City at 2% by 2015 and 5% by 2020, a secondary goal was also set for the central city at 8% by 2015 and 10% by 2020. Currently, the total central city mode share averages at about 6%, and while we hit our 2015 citywide goal early, we still have some work to do to ensure that we hit our 2015 central city goal of 8%.

@COABikeProgram. These are great ways to learn more about public input opportunities for the Bike Plan, Urban Trails Plan or where you think Bike Share stations should be located throughout the City. Our website [www.austintexas.gov/bicycle](http://www.austintexas.gov/bicycle) is also a great resource for information on our program. Through these channels, we let Austinites know about city-wide events like **Bike to Work Day** and **VivaStreets!** planned for May 17th and 19th of this year. Once again, we are so happy to have had the opportunity to share with you what we are working on and what is coming up this year. We look forward to another great year for cycling!



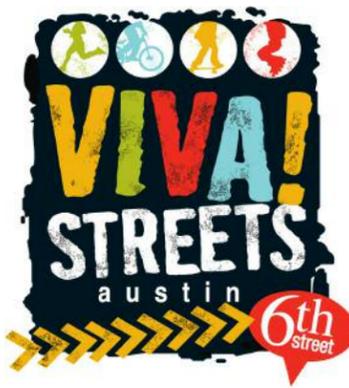
Cyclists near the Pfluger Bridge during the "Ride With the Director" event.



Rio Grande Cycle Track ribbon cutting.



Bluebonnet Cycle Track inaugural ride.



**Sunday, May 19, 2013  
Noon – 5pm**

**East 6th Street between Brazos St. and Robert  
Martinez Jr. St.**

**VIVA STREETS! – run, play, walk and roll**  
Most events in Austin are done to celebrate only runners, musicians, or organizations, but we are **celebrating fun on May 19th by closing East 6th Street to cars and opening it up for you.**

All kinds of car-free fun are welcomed so strollers, unicycles, training wheels, hula hoops, roller skates, frisbees, yoga mats, skateboards, and dancing shoes are encouraged. You can also climb a rock wall, take a Zumba class, or challenge a friend to street chess. Or jump on a fixie, road, touring, tri, mountain, BMX, hybrid, recumbent or frankenbike and cycle to VIVA STREETS! Bring your parents, kids, friends and co-workers out to enjoy the day!

If you're hungry after all that activity, healthy snack samples will be given out during cooking demonstrations and local restaurants will be open for business.

This type of event, usually called a *ciclovía*, began in Colombia in the late 1970s. Since then, similar events have been shown to be very successful in many other cities throughout the U.S. including San Antonio, Fort Worth, New York City, Boulder and Madison. Our local *ciclovía* is called VIVA STREETS! and it is all about getting people of all ages and backgrounds outside and moving around and having fun!

Last year's inaugural VIVA STREETS! event hosted approximately 15,000 people! This year we are expecting many more, closer to 25,000 attendees, so make sure you're part of the fun!  
[www.vivastreetsaustin.org](http://www.vivastreetsaustin.org)



## Bike to Work Day! Friday, May 17 Bicycle Commuter Breakfast Station at Wheatville 7-9:30am

May 17th is officially Bike to Work Day in Austin! This year marks the 57th anniversary of Bike to Work Day, started by the League of American Bicyclists. The month of May has also been officially designated as National Bike Month.

The special event has been adopted nationwide and is meant to inspire people to ditch their cars and meet fellow commuters along the way to work. The 2013 Austin Bike to Work Day is looking to be the largest yet and there will be dozens of morning and afternoon commuting stations for participants to rest, enjoy refreshments and snacks, and meet fellow commuters and local bike-friendly businesses. For a map of all the commuting stations visit <http://bike-toworkaustin.org>.

Bike commuters, please join us here at Wheatville from 7-9:30 am on Friday, May 17th!



### BEFORE YOU RIDE, CHECK YOUR BIKE FOR SAFE OPERATION

**Have your bicycle inspected twice a year by a bike mechanic.**

#### SADDLE

Adjust frequently for comfort and growth. Tighten saddle and seat post nuts securely, leaving at least 2 1/2 inches of seat post down in the frame.

#### FENDERS

Be sure they are undamaged and securely fastened.

#### BRAKES (coaster or hand)

Check before your first ride. Must brake evenly every time, no slippage. Periodically inspect and maintain brakes. The coaster brake arm must be securely fastened to the frame.

#### CHAIN

Check frequently for damage and stretch, and readjust if necessary. Lubricate frequently with light oil.

#### PEDALS

Reflectorized pedals add safety in night riding. It is imperative that the shoulder of the pedal axle be securely tightened against the crank arm. Replace worn or damaged pedals.

#### BELL OR HORN

Be sure it works properly, load and clear.

#### LIGHTS AND REFLECTORS

If reflectors are damaged or lost, for your safety, replace them immediately. Lights and reflectors should be visible at dusk and at night; headlights from 500 feet, rear reflector from 300 feet. Flashing lights and pedal and spoke mounted reflectors are very visible to motorists. Don't ride at night without a light. At some angles, an unlighted bike is invisible to motorists. Use state-approved reflectors.

#### TIRES

Inspect frequently for wear or leaks. Remove embedded stones, nails, glass, etc. Keep inflated to the correct pressure which is stamped on the sidewall of the tire.

#### WHEELS

Should rotate smoothly without wobbling from side to side. If necessary, should be realigned. Axle nuts should be kept tight.

#### SPOKES

Replace broken spokes promptly. Keep them tight.



## Bicycle Safety Tips from [www.austintexas.gov/departments/bicycle-program-0](http://www.austintexas.gov/departments/bicycle-program-0)

Riding a bicycle is fun and by using your bicycle instead of a car, you can help reduce air pollution and traffic congestion in Austin.

#### Obey Traffic Signs and Signals

Bicycles must drive like other vehicles if they are to be taken seriously by motorists.

#### Never Ride with Headphones

#### Always wear a helmet

#### Never Ride Against Traffic

Motorists aren't looking for bicyclists riding on the wrong side of the road. State law and common sense require that bicycles drive like other vehicles.

#### Use Hand Signals

Hand signals tell motorists and pedestrians what you intend to do. Signal as a matter of law, of courtesy, and of self-protection.

#### Don't Weave in or Leave the Curb Between Parked Cars

Don't ride out from between parked cars. Motorists may not see you when you enter traffic.

#### Follow Lane Markings

Don't turn left from the right lane. Don't go straight from a lane marked "right-turn only" unless "except bikes" is posted.

#### Riding in the Middle of the Lane is Safest When:

- the lane is too narrow to share safely
- debris or glass is on the edge
- obstructions force you away from the edge
- traveling the same speed as traffic

#### Choose the Best Way to Turn Left

There are two ways to make a left turn. (1) Like an auto: signal, move into the left turn lane and turn left. (2) Like a pedestrian: ride straight to the far-side crosswalk. Walk your bike across.

#### Don't Pass on the Right

Motorists may not look for or see a bicycle passing on the right. Pass on the left like other vehicles.

#### Make Eye Contact with Drivers

Assume that other drivers don't see you until you are sure that they do. Eye contact is important with any driver which might pose a threat to your safety.

#### Scan the Road Behind

Learn to look back over your shoulder without losing your balance or swerving. Some riders use rear-view mirrors, but still look before turning.

#### Avoid Road Hazards

Watch out for parallel-slat sewer grates, gravel, ice or debris. Cross railroad tracks at right angles.

#### Keep Both Hands Ready to Brake

You may not stop in time if you brake one-handed. Allow extra distance for stopping in the rain, since brakes are less efficient when wet.

#### Be Visible: Wear Bright Colors in Daylight and Use Lights at Night

Texas law requires a white headlight (visible from at least 500 feet ahead) and a rear reflector or taillight (visible up to 300 feet from behind).

#### Don't Ride Double

Riding with extra people on the back or handlebars of the bike makes it unsteady and unsafe. Only ride with two people on tandem bikes designed with two handlebars and two seats.

#### Keep your Bike in Good Repair

Adjust your bike to fit you and keep it working properly. Check brakes and tires regularly. Routine maintenance is simple and you can learn to do it yourself.

# Staff TOP 10 PICK



CODY ATKINS—WELLNESS SUPERVISOR



**Silver Tongue Mouthwash**  
IT HAS YET TO TURN MY TONGUE SILVER  
BUT I'LL KEEP TRYING.

**Wheatsville Vegan Lip Balm**  
GIVES YOU SOFT, SUPPLE LIPS THAT EVEN  
BEES CAN APPRECIATE.

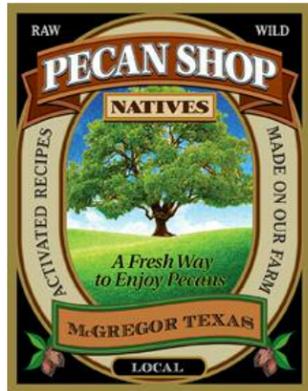


## Breakfast Tacos

TRY MY SIGNATURE TACO; EGG,  
CHEESE, AND AVOCADO ON A CORN  
TORTILLA.

## Local Crispy Pecans

THEY ARE LOCAL, CRISPY, AND  
PECANS; THREE OF MY FAVORITE  
THINGS COMBINED.



## Peanut Butter Pro Bar

A FRIEND CALLS THESE "BIRD-  
SEED BARS", I CALL THEM  
DELICIOUS – KAW KAW!

**Wheatsville Margarita Pizza**  
PIZZA IS ONE OF THE MAJOR FOOD GROUPS  
FOR ME.

## Country Life Coenzyme B Complex

GREAT FOR STRESS, PHYSICAL OR MENTAL.



## Fage Total Greek Yogurt

ADD SOME LOCAL HONEY, SOME  
BLUEBERRIES, AND THE AFOREMEN-  
TIONED PECANS FOR A GREAT  
SUMMERTIME TREAT.



## WV Pint Glasses with a Ranger IPA

ALSO GREAT FOR STRESS.  
TASTES GOOD TOO.

## ★ Guess What!! ★ We have staff anniversaries

**Shane Shelton 22 years as of 6/14**  
(Beer, Cheese, & Wine Buyer)

★ **Bill Bickford 14 years as of 6/10**  
(Store Manager)

**Ricky Shaw 10 years as of 5/27** (Cook)

★ **Mariah Downing 7 years as of 5/30**  
(Front End Clerk)

★ **Mark Maddy 7 years as of 6/9** (Meat Buyer)

**Jimmy Evans 7 years as of 6/13** (Operations Lead)

**Joseph Ramirez 6 years as of 5/15**  
(Produce Clerk)

★ **James Stricker 5 years as of 5/1** (Front End Clerk)

**Lisa Weems 5 years as of 5/3** (Kitchen Supervisor)

★ **Chris LaBrasca 5 years as of 5/21**  
(Produce Receiver)

★ **Kerie McCallum 5 years as of 5/23** (Deli Lead)

**Ken Hargrove 4 years as of 5/1** (Meat Assistant)

**Olivia Pepper 4 years as of 6/5** (Front End Clerk)

**Matt Washburn 4 years as of 6/26**  
(Operations Lead)

★ **Annie Downs 3 years as of 5/7**  
(File Clerk & Recruiting Coordinator)

**Oscar Patino 3 years as of 6/28** (Front End Clerk)

**John Robertson 2 years as of 5/16**  
(Stocking Supervisor)

★ **Mike Cockrell 2 years as of 6/10** (Cook)

**Chris Akin 2 years as of 6/28** (Grocery Clerk)

**Nina Norton 2 years as of 6/28**  
(Category Management Coordinator)

★ **D Williams 2 years as of 6/29** (Front End Clerk)

**Cody Phifer 1 year as of 5/4** (Deli Clerk)

**Reva Mosqueda 1 year as of 5/9** (Front End Clerk)

**Navada Lujan 1 year as of 5/18** (Deli Clerk)

★ **Chris Weihert 1 year as of 6/8** (Deli Clerk)

★ **Hannah Garland 1 year as of 6/21** (Baker)

The Wheatsville  
Member-Owned Business Directory  
is online!

Do business with your fellow co-ops! See the listings at  
[wheatsville.coop/resources/member-owned-business-directory](http://wheatsville.coop/resources/member-owned-business-directory)



TRAVIS  
AUDUBON

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

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

# MORE HAPPY PEOPLE: Join the Staff of the Friendliest Store in Town

Apply to Work at the soon to open 4001 South Lamar Location *by Annie Downs, Recruiting Coordinator*



Wheatsville is very excited to add over 60 positions to the co-op with the opening of 4001 South Lamar, growing the co-op economy in Austin and providing quality jobs with amazing benefits and work culture.

Why should **you** apply to work at Wheatsville? The answers are many...but don't take my word for it, check out the quotes from Wheatsville Staffers!

Being the friendliest store in town doesn't just mean we are friendly to our customers. It means that we genuinely seek to add kindness into everything that we do for our customers, our coworkers, the environment and the Austin community. If you are the type of person that likes a happy work environment and enjoys giving back to others, Wheatsville is for you.

Wheatsville offers competitive wages, an awesome review / raise schedule, incredible insurance packages, unique benefits like a bike to work reimbursement program and access to an emergency fund in case of financial hardship, and lots of professional development opportunities.

4001 South Lamar will need staffers with a wide variety of experience and skill sets. From cooks, bakers, and meat cutters in the deli to produce clerks, wellness clerks, grocery clerks, and cashiers. For a full list of open positions including job descriptions and information on experience level required see the Wheatsville website at [www.Wheatsville.coop](http://www.Wheatsville.coop). All information is in the "Job Opportunities" section under the Co-op Heading. You can also apply online or drop an application off at our 3101 location.

We will be conducting the majority of our interviews in June. Please keep checking the Wheatsville website for the latest information. Also, share the good news that Wheatsville is hiring with all your friendly friends and family members! We look forward to seeing your applications and welcoming many more Austinites into the Wheatsville family!



## Wheatsville's Bike to Work Benefit

*by Annie Downs, Recruitment Coordinator*

In June 2011 Wheatsville created a Bike to Work Benefit. If a Wheatsville staffer rides their bike to work 4 times in one month for a distance greater than 8 miles total, they get \$20 in their Bike to Work Bank that they can use to get reimbursed for bike related expenses. This program came about after Mindy Dolnick, Wheatsville baker extraordinaire, brought the idea to HR earlier in the year.

Bike to Work has been a huge success in the past two years. From January 2012 to December 2012 a total of 44 staffers used this benefit and \$5421 was reimbursed! So far in 2013 18 staff have qualified for the benefit and \$1065 has been reimbursed. Those numbers have nearly doubled since the program's inception in 2011.

Wheatsville is really proud of the benefits we can offer our awesome staff, this one being one of the favorites!

## Wheatsville S. Lamar Job Fair

Join the team of the Friendliest Store in town

Interviews for 4001 S. Lamar Location happening  
Sunday, June 16.

Benefits of working at the co-op include:

- Competitive Wages
- Paid Breaks
- Holiday Pay
- Medical, Dental, Life and Vision Insurance
- Sick and Vacation Pay
- 15% Discount on purchases
- 401K Retirement Plan and many more!



Check the jobs posting page at [www.wheatsville.coop/co-op/job-opportunities](http://www.wheatsville.coop/co-op/job-opportunities) for more info.

## Staff Spotlight- Tess Gargrave

*by Annie Downs, File Clerk & Recruiting Coordinator*



**AD:** What is your Wheatsville history?

**TG:** I started as a Deli Clerk in February of 2011. Now, I'm an Operations Lead

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

**TG:** I'm from Ohio. I packed up my car and drove to Austin the day I graduated from Ohio State University. It's been four years!

**AD:** What is your favorite product at Wheatsville?

**TG:** Go take a Hike trail mix, the Raw Deal, and Chocolate Goddess Clusters.

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

**TG:** Explore the greenbelt with my little velvet black pug, Creta.

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

**TG:** I'm moving to Brooklyn this summer. Off to the next adventure!

**AD:** Fill in the blanks:

**TG:** I've always wanted to travel the world and if I had it my way, money would not be a factor.

## Amazing Bike Rides *compiled by Annie Downs*



We asked staff: What is the most amazing thing that has happened to you while riding your bike?

**Tara Polivka**

One time I had just gotten in a bike accident with a car. My bike was completely totaled. Then this guy riding by on his bike stopped and gave me his bike for free!



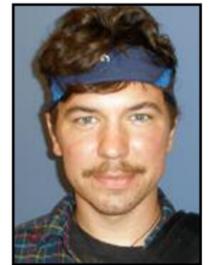
**Miranda Robinson**

Getting on my bike in the morning just makes me smile. No matter what kind of day I'm having riding my bike a couple of miles always makes it better.



**Alex Neiheisel** I live down south and coming down Congress and seeing that skyline is just amazing. Especially if you're with a couple of friends.

**Clark McKay** During SXSW I was riding to work and a bunch of SXSWers were at the bus stop. As I passed they stuck out their thumbs and gave me the hitch hiker sign. I told them to hop on! Other than that, just riding through the neighborhood behind Wheatsville to get to work is very pleasant.



**Rachel Badger** The best time I've had was riding up to Mt. Bonnell on a social ride with about 50 people to see the full moon.

**Eric Amos** I've come across some of the best garage sales ever while riding my bike. Especially on Shoal Creek.



### Help Grow New Co-ops



### Food Co-op initiative

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



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

[foodcoopinitiative.coop/monadnock](http://foodcoopinitiative.coop/monadnock)



**Thundering Paws Animal Sanctuary**  
Offering a safe haven for animals who are homeless, neglected, injured or abused.  
[www.thunderingpaws.org](http://www.thunderingpaws.org)

Workers Assistance Program, Inc. is an Austin (c)(3) community-funded nonprofit collaborative fission of charitable and educational services. Since 1977 our mission has been to serve Austin folks of all ages by promoting optimal levels of organizational and individual well-being through providing:

- training in resiliency strategies
- community-based substance abuse prevention and intervention
- after school group mentoring sessions to build relationships between youth and adults
- awareness, education and involvement in the prevention of HIV and related diseases
- statewide training programs for evidence-based prevention and coalitions

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



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



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

## Sign up for the Wheatsville Email List!

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

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

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

# I ♥ Wheatsville!

Each week we capture all the love you give us—in person, on comment cards, emails, Facebook, Yelp, Twitter etc. Here are a few of the comments we've gotten that we thought would be fun to share! Got love? We have I ♥ Wheatsville comment cards at the Hospitality Desk.

"I am obsessed with this place. It is one of the last local havens of true Austin. Not only is it fun to shop here, but they make the best food. Pro tip: breakfast sandwich on ciabatta, the white cheddar makes it! And I could never live without the ginger tempeh pasta!" Jayce K.

"i spend most of my day thinking about you ;)" Harris G on FB

"This places is beard heaven!" Laura

"I love it here! I can't get here enough and I look forward to living in town again so that I can come here more often." Lakeway Resident

"If you're having out of town visitors, but you don't want them to move to Austin, then don't take them to Wheatsville Co-op. They will immediately drop whatever life they have in their hometown and move here. I went to Wheatsville Co-op before I moved to Austin. We had nothing like this in my hometown and I was walking around in slack jaw amazement at all the organic fruits, vegetables and products. I knew I couldn't go back to my hometown after this." Alexandria B on Yelp

"I have lived in a lot of towns, including Boulder, and this is the best co-op there is. We are so lucky to have this place. It is really nice to be able to shop at a co-op that is also a well run business" Andrew T

On owner resignation form: "Moved to Seattle. I go to PCC now but I dream of popcorn tofu...I really do! I have lost 7 pounds though...coincidence? I think not." Neil K

"Healthy, healthy, healthy, and just plain AWESOME! The selection of organic and vegan products is amazing! They pretty much have it all. I personally like the deli counter. You gotta try the popcorn tofu Po-Boy- ALL FLAVORS; They are amazing! But my favorite is the "Raw Deal" It's a organic kale salad that is super delish! I can't wait to try other deli salads. I'm in healthy heaven!" Mike V on Yelp

"I'm in from London and had to stop by. I was an owner before I moved. There is nothing like Wheatsville in England. You have the best veggie selection here. I love it." She proceeded to buy a WV canvas bag, pint glass, and coffee mugs along with her 3 deli sandwiches.

"Coming to Wheatsville always makes it better!" Judy M

Customer Mike told us how much he appreciated our involvement with Honk!TX. He said that, "the food was amazing, the service was amazing and that it's awesome to see an organization that supports things like HonkTX!"

"When I come to Wheatsville I feel like I'm getting the best of the best. Mark N

**SIXTH ANNUAL FARM TO PLATE BENEFIT**  
FOR NONPROFIT SUSTAINABLE FOOD CENTER

**sfc**  
SUSTAINABLE FOOD CENTER

PRESENTED BY  
WHEATSVILLE FOOD CO-OP  
BARR MANSION Artisan Ballroom

**FARM to Plate**  
SUSTAINABLE FOOD CENTER  
MAY 9, 2013

**EAT, DRINK AND BE LOCAL**  
May 9, 2013 | 6:30pm - 9:30pm  
Barr Mansion at 10463 Sprinkle Road

Starring over 25 of Austin's top chefs, including Jesse Griffiths of Dai Due, Sonya Coté of Hillside Farmacy and Andrew Wiseheart of Contigo, Central Texas farmers, grazers and breweries, biodynamic wine and The Tippy Texan.

Bank of America | FARM CREDIT FindFarmCredit.com | H-E-B | Helping Here: www.marqueeeventgroup.com | marquee event group  
ESCOFFIER SCHOOL OF CULINARY ARTS | AUGUSTE | Michael C. Bell DDS, PC Cosmetic & General Dentistry | BROWN MCCARROLL | MAXWELL LOCKE & RITTER  
Blue Avocado | edible AUSTIN | AustinLifestyle

Tickets and tables on sale at [sustainablefoodcenter.org](http://sustainablefoodcenter.org).

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

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

The Farm to Plate fundraiser offers guests a "sip and stroll" format, with handmade cocktails by the **Tippy Texan**, biodynamic wines and local microbrews included. Wheatsville Food Co-op has made Farm to Plate possible for the sixth year in a row as title sponsor. In addition, Barr Mansion has again graciously donated their space, an ideal venue for SFC given its edible landscaping!

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

This year, SFC expects 600 guests at the highly anticipated event, building upon the success of five sold-out years with enhancements such as VIP sponsorship experiences and a new award honoring an Austin food scene hero. As in years past, Farm to Plate is a zero-waste event, in keeping with both SFC and Barr Mansion's commitments to closing the food system gap. Staff and volunteers are on hand to compost and recycle, and the event producers work hard to ensure nothing goes into the landfill. Even guest goodie bags are green! Reusable insulated totes by Blue Avocado are frequently seen at SFC Farmers' Markets and at Wheatsville after Farm to Plate as guests put their thank-you gift to good use as a shopping bag.

Don't miss out on buying a table of ten or an individual ticket to the fundraiser of the season benefiting the programs of SFC! Tables and tickets available to the public starting March 1st at [www.sustainable-foodcenter.org](http://www.sustainable-foodcenter.org)

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

Launched 2013

**KUTX**

the **AUSTIN MUSIC** experience

[KUTX.org](http://KUTX.org) 98.9 fm **KUTX** MUSIC 98.9

AT THE SCOTTISH RITE THEATRE

**SCOTTISH RITE THEATRE**  
18th & Lavaca, Uptown Austin

207 W 18TH ST  
AUSTIN, TX 78701

SUNDAY, MAY 5TH, 2013

DOORS OPEN: 6:30PM  
FILM STARTS: 7:30PM  
Q&A SESSION: 8:30PM

SUGGESTED DONATION: \$5

**MANY HANDS**

A DOCUMENTARY TO INSPIRE COOPERATIVE GROWTH BY EXAMINING THE TRIALS, TRIBULATIONS AND MIRACLES OF THE CO-OP COMMUNITY OF AUSTIN, TEXAS

DIRECTED BY ERIK JONES