Wow! 38 years ago our founders go together to ensure there would be food co-op in Austin that would stand the test of time. Thanks to their incredible hard work and vision and all the hard work and support of those who came behind them, we now celebrate our 38th birthday with TWO Wheatsville stores, ONE amazing co-op! I hope that you are able to come to one of our stores on our birthday to help us celebrate. Even if you can’t get to us on our birthday, please do take a few minutes to appreciate our founders who we owe so much to. I thank them for creating Wheatsville and helping to make Austin the special place that it is.

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

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

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

When you first joined the Wheatsville Board in 2005, we were the only retail co-op in Austin. That sure can’t be said now, due in large part to your vision of growing the Austin Co-op Movement. You have a passion for adeptly tilling and fertilizing Central Texas soil so seeds of cooperation can grow. I recall with a smile what you said when we shared the parking lot of the new Wheatsville South on May 24, 2012. You envisioned a series of co-ops sharing the Lamar Oaks Shopping Center with Wheatsville and I expect that to happen.

It was a heartfelt evening when you received the CCMA Howard Boxer Award for Board Service surrounded by fellow board members and Wheatsville stalwarts on June 7, 2013. So, Rose Marie, on behalf of all former Wheatsville Board Chairs: John Dickinson, Hunter Ellinger, BJ Combs, David Walker, Mike Rush, Diane Bell, Sarah Monger, and myself—we welcome you into the Wheatsville Co-op Board Chair Emeritus family.

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

Owner APPRECIATION DAYS! OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP! → SATURDAY, APRIL 5TH THRU SUNDAY, APRIL 13TH!

Thanks, Rose Marie! by Rob Kinney, Board Pres. Emeritus
If you have an ownership inquiry or need to update your mailing information, please stop by the Hospitality Desk when you are ready to join!

Patronage Rebates – your community and help grow the cooperative economy!

Contact Erica Rose, Ownership & Outreach Coordinator, at

Doggone it! Where did you go?
Owners—if you're not getting the Wheatsville Breeze, please contact the Ownership & Outreach Coordinator at wheatsville.coop

Wheatsville donates 1% of Wednesday sales to benefit community groups selected by our owners.

In March, we will support the Sustainable Food Center
From seed to table, the Sustainable Food Center creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system.

In April, we will support Ecology Action
Ecology Action’s mission is to educate and empower people to create a healthier environment through waste prevention, accessibility to recycling and cooperation. Ecology Action operates recycling drop-off centers across Central Texas and maintains a recycling drop-off and processing center in downtown Austin. www.ecology-action.org

You Own It!
by Erica Rose, Ownership & Outreach Coordinator

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

Co-op Owners enjoy:

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

Owner Deals – sale items just for owners

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

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

Total Co-op Owners as of February 20, 2014: 15,497!

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

The Wheatsville Breeze is a publication of Wheatsville Food Co-op
3105 Guadalupe 4001 Lamar Austin, Texas 78705 512-428-2667 512-814-2888 email oldsco@wheatsville.coop website www.wheatsville.coop

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Photos by: Alida Bluewillow, Raquel Dadono, John Ewing, Bob Kinney, and Ben Masson

The Wheatsville Board of Directors meets at 6pm the last Tuesday of every month at 3105 Guadalupe (building North of store). Check http://wheatsville.coop/membership/board-of-directors for details. Owners are encouraged to attend.

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 nondiscriminatory information about food to people in Austin TX.

The Wheatsville 2014 Board of Directors
Doug Addison, Chair Reyna Bishop, Secretary
Marcia Erickson, Michelle Hernandez, Angela Meina Raab
Steven Tomlinson, Kate Vickery
John Vinson

February 14, 2014
Dear Mrs. Gilberts,

Thank you for your support of People’s Community Clinic with your gift of gently used children’s books! PCC would like to acknowledge all of our patients without your generous help. Some private donations make up most of the clinic’s budget each year, your support makes a tangible difference to PCC’s mission.

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

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

Sincerely,

Regina Rogers, MD
Chief Executive Officer

The Wheatsville Breeze, March/April 2014
Page 2

Upcoming Events

March 1—It’s My Park Day www.ascoutparks.org

March 16—Wheatsville’s 38th Birthday. Join us for free birthday cake at the Hospitality Desk on the hour, Noon-6pm.

March 20—HONKiDA Brass Band Blitz Benefit Showcase details at www.honktx.org

March 21–23—HONKiDA Festival of community street bands. See page 4 for more details or go to www.honktx.org

• Friday, March 21: Pre-Festival Community Shows
• Saturday, March 22: Adams & Hemphill Park area, 11:30am-8pm
• Sunday, March 23: East Austin Parade in Pan Am Park Noon-2pm

Join the Wheatsville parade team! Meet us there in your Wheatsville t-shirt.

More information: www.wheatsville.coop

• Sunday, March 23: Revue 2:30-5:30pm

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

April 5–13—Super Awesome One Day Deals—one super awesome deal per day for Owners only! See page 6 for day by day deals or go to www.wheatsville.coop

April 6—Urban Roots Tour de Farm, Benefit dinner at the farm, 5pm. See page 6 for details. www.urbanrootsatx.org

April 19—The Funky Chicken Coop Tour: A self guided tour of Austin coops. See page 6 for more details or go to www.AustinCoopTour.org

May 8—Sustainable Food Center’s Farm to Plate benefit dinner at the Barr Mansion. See page 6 for more details or go to sustainablefoodcenter.org

Community Action Recipients for 2014

January
People’s Community Clinic

February
People’s Community Clinic

March
Sustainable Food Center

April
Ecology Action

May
Urban Roots

June
AustinPets Alive!

July
Hospice Austin

August
Meals on Wheels and More

September
Austin Children’s Shelters

October
Capital Area Food Bank

November & December
Wheatsville Co-op Community Fund

Community Action Wednesdays

2015 March 18, 15
April 1, 15
May 13, 15
June 10, 15
July 8, 15
August 5, 15
September 2, 15
October 7, 15
November 11, 15
December 9, 15

Wheatsville 2014 Board of Directors

Alivia Elrod
Michelle Ely
Kimyra Kreis
Amelia Meina
Mike Mackey, P.D.
Kara Strate, D.L.
Margaret Austin

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Wheatsville 2014 Board of Directors

Alivia Elrod
Kimyra Kreis
Amelia Meina
Mike Mackey
Kara Strate
Margaret Austin

Hi Wheaties!! I’d like to introduce myself as your Board President for the calendar year 2014. In our recent January meeting, the board bid farewell to our President of 6 years, Rose Marie Klee. Rose Marie has made an indelible mark on the culture of this Board and I feel excited and honored to continue on the leadership path she and other Board President’s before her have forged. This will be my fourth year serving on the Board and I am so excited to be able to represent our now more than 15,000 owners (woot!).

I was born in 1975, which means that I am only one year older than Wheatville. It is interesting to think about the co-op in terms of human life span and thinking about Wheatville in terms of my life isn’t particularly far-fetched things in perspective for me. I can imagine Wheatville in it’s infancy, back when it’s founders were trying to figure out how to do something real and tangible that would have a lasting impact for it’s owners and in the community long after their involvement ended. Like loving parents, the founders figured out a model of growth that would give their “baby” the best start in the world. And like any new parents, they made a lot of mistakes and had to compromise and adapt along the way.

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

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

In many ways, the Wheatville Board of Directors has been on a similar trajectory of growth and maturity as the co-op itself. Over the past several years, the Board has transitioned to a form of governance called Policy Governance (PG). This transition occurred in part due to the recognition that it didn’t make any sense for a group of well-meaning volunteers, who had limited time together, and who were not experts in the running of a grocery store, to try to delve too deeply into operational matters. We needed a system, and PG provided just that. In order to be effective, the Board had to figure out a way to lay down clear expectations (our Policies) for it’s one employee (our CEG, Dan Gillette), to allow that employee to make any reasonable interpretation of these expectations, and to require that the employee provide adequate proof that the Board’s expectations were being met. Rose Marie Klee, our outgoing Board President, was instrumental in converting the Board to PG and this is part of her ongoing legacy.

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

**Teaming**

The importance of Board representation, training, and the work it takes to build a group dynamic and culture that allows for effective learning, discussion and decision-making.

**Democracy**

The Board’s responsibility to ensure that owner’s have the information, representation, and the voice required for them to meaningfully participate in the co-op.

**Strategic Leadership**

The work of learning in a strategic way that informs the manner in which we define the purpose and set the direction of the co-op.

**Accountable Empowerment**

The process for assigning power and accountability (PG as described above is our primary mechanism for fulfilling accountable empowerment).

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

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**In our January Board meeting we said farewell to outgoing Board President, Rose Marie Klee, and Board Director, Mark Wechsner. Rose Marie started a tradition a few years back where each Board member had their good-bye to outgoing Board directors, thanking them for their contribution to the Board and allowing the outgoing directors have the opportunity to reflect on what Board service has meant to them. Mark spent three years on the Board. In our goodbyes, many Board Directors commented on the breadth of Mark’s experience: he is a scientist who has played an invaluable role in both our Back Star Co-op and is currently starting his own business! Reyna Bishop said, “You don’t shy away from hard conversations and you talk about issues in a really positive, productive way.” Kate Vickery said, “You made the Board better, we’re relied on you, trusted your opinions and valued your thoughtfulness.” Mark will be missed.

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

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

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**A Fond Farewell and a Warm Welcome**

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

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---

**The Wheatville owners have elected two brand new Board members who both started their 3 year terms in January: Angela Melina Raah, and Michelle Hernandez. When asked what each of them are most looking forward to about 2014, Angela said, “Becoming a Board member has been intensely educational. After observing or attending four Board meetings, I’m beginning to know how little I know about how Wheatville actually works. My goal this year is to get educated enough about the co-op’s brain and guts so that I can understand and discuss with the rest of the board the issue of affordability.” Michelle Hernandez said she is “very excited about the opportunity to work with other people that are enthusiastic about the co-operative genre model and all that entails. I look forward to seeing the BIG Direction in action and getting to meet more co-op owners.”

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

Our new officers:

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

The Wheatville Board has made an incredible mark on the culture of this Board and I feel excited and honored to continue on the leadership path she and other Board President’s before her have forged. This will be my fourth year serving on the Board and I am so excited to be able to represent our now more than 15,000 owners (woot!).

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**The Wheatville Breeze, March/April 2014 Page 3**
Focus on Local Farms: Dewberry Hills Farm by Mark Maddy, Meat & Seafood Coordinator

Dewberry Hills Farm has been a partner here at Wheatsville since before our renovation. Jane and Terry Levon put care and standards into raising their chickens that are second to none. The fact that they do it less than 50 miles away in Lexington, Texas just adds the local factor to the highest quality chicken we have.

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

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

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

One of their biggest problems, and they also agree that it is a good one to have, is keeping up with the demand for their chicken. As Wheatsville was less, and they stay up with the demand for their chicken. As Wheatsville was

They have fed my family this chicken for a long time and it has been a pleasure to grow with them.

To read Jane’s own words about farming visit wheatsvillecoop.com/news-events/news/dewberry-hills-chicken

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

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

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

The number one thing Jane and Terry say about2014

ONCE AGAIN, WHEATSVILLE IS PROUD TO BE THE TITLE SPONSOR OF THIS YEAR’S HONK!TX—March 21 – 23, 2014

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

Thursday, March 20th

The Official Pre-HONK!TX Party & Benefit Show

Venue: Hotel Saint Elmo, 6th & E. 16th St. Details: www.honktx.org

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

Friday, March 21st

Pre-Festival Community Shows

Partnered with our community organizations. Look for details at www.honktx.org

HONK!TX Kickoff

Location TBA, announcement at presstime. See www.honktx.org

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

Saturday, March 22nd

HONK!TX in the Park!

Location TBA, announcement at presstime. See www.honktx.org

Adams Park/Hempill Park Neighborhood, near 24th and Fruit St. 1:00pm – 5pm, Free

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

Sunday, March 23rd

HONK!TX Parade Day at Pan-Am Park, Lth and Cicion St, 12pm – 2pm

Free Band Rehearse: 2:30pm – 5:30pm

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

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

Following will be the annual all-farmers’ parade where bands will have 3 minutes to strut their stuff. Be on the lookout for appearances by the Trombone Choir and the all-new Bass drum line!

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

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To read Jane’s own words about farming visit wheatsvillecoop.com/news-events/news/dewberry-hills-chicken

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One of the best things about having such great local products is being able to shake the hand of the person that is raising your food. I have known Terry and Jane now for about seven years, since we started offering the Dewberry chickens here at Wheatsville in 2008. I have fed my family this chicken for a long time and it has been a pleasure to grow with them. 
This past winter has seemed never ending for us Central Texans. It felt like the cold started earlier and was way colder than winters past. Now that March is here, with its warm and inviting weather, it means one thing: time to get your hands dirty and get your spring garden started! The last frost date on average is on February 23rd and the unrelenting summer heat usually sets in at the beginning of July. That gives us a good four months of enjoying the fruits (and vegetables) of our labor in the garden.

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

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

Their tomatoes are wildly popular, and even a novice gardener can enjoy success when trying one of their grape or cherry tomato varieties. Cucumbers, summer squash, and eggplant also do well in the heat. Stop by the co-op, pick up some plants and enjoy many a beautiful day with your new friends in the garden.

Endangered Species Filled Chocolate Bars

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

Rhythm Superfood Tortilla Chips

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

Rocco & Lola Toasted Almond Breading

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

Shredded Citrus Chicken or the Cilantro Lime Marinated Beef

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

Tempeh or Veggie Fajita

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

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

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

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

First, pick your TORTILLA:

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

Pick your BEANS:

- Organic Black Beans
- Vegetarian Refried Pinto

Then pick your RICE:

- Organic Brown Rice
- Cilantro White Rice (delicious)

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

Women’s Assistance Program, Inc. (a 501c3) community-based nonprofit collaborating 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 resilience strategies
- community-based substance abuse prevention and intervention
- after school group mentoring services to build relationships (youth and adults)
- awareness, education and involvement in the prevention of HIV and other contagious diseases
- state wide training programs for evidence based prevention and outreach
<table>
<thead>
<tr>
<th>Day</th>
<th>Item</th>
<th>Regular Price</th>
<th>Sale Price</th>
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<tbody>
<tr>
<td>Saturday, April 5</td>
<td>Dr Bronner's Peppermint Soap 32oz</td>
<td>$13.99</td>
<td>$8</td>
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<tr>
<td>Sunday, April 6</td>
<td>Emergen-C Super Orange Vitamin C 30ct</td>
<td>$9.99</td>
<td>$6</td>
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<td>Monday, April 7</td>
<td>Daiya Vegan Pizza All Flavors!</td>
<td>$9.49</td>
<td>$5</td>
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<td>Tuesday, April 8</td>
<td>Bulk Sprouted Almonds</td>
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<td></td>
<td>Bulk Chocolate Sprouted Almonds</td>
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<td>Wednesday, April 9</td>
<td>Chocolove Almonds &amp; Sea Salt Chocolate Bar</td>
<td>$2.69/ea</td>
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<td>Friday, April 11</td>
<td>Popcorn Tofu Po'Boy</td>
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<tr>
<td>Saturday, April 12</td>
<td>Niman Ranch Leg of Lamb Roast</td>
<td>$9.49/lb</td>
<td>$7/lb</td>
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<tr>
<td>Sunday, April 13</td>
<td>Grandma's Hummus 9oz</td>
<td>$4.99</td>
<td>$3</td>
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</tbody>
</table>

**Deal Prices for Owners Only — Not an Owner yet?** Find out how you can become one at the Hospitality Desk.
E ather Day reminds us to consider how our choices impact the environment. Shopping Wheatsville’s bulk foods department is an easy and economical way to prevent food waste and to significantly reduce packaging that could end up in landfills. Bulk foods allow you to purchase only the amount that you need. They arrive in our stores with significantly less packaging than their counterparts on the grocery shelves. Best of all, you can reuse your own containers to further reduce additional packaging such as plastic bags.

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

At Wheatsville, we recycle our packing boxes through a great local group, Break It Down Austin. Between the two stores, we recycle nearly 8000 pounds of cardboard a week! Bulk foods for the most part arrive in a single bag or box, so their impact is significantly lower.

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

Of course, some packaging is a necessity in the grocery business, to ensure that goods arrive at the store intact and untainted. Fortunately, we work with several wonderful organizations that help us reduce the impact of this packaging. In addition to recycling our cardboard, Break It Down Austin also handles our single-stream recycling and composting programs. We recycle glass, steel and aluminum cans, plastics, office paper, newspapers, magazines, the list goes on and on. We also compost our food scraps, paper food containers (like the boxes you use for the food bar), our corn plastic utensils, and much more. Jeff Payne of Break It Down is excited and generous support, including their participation as Presenting Sponsor for our upcoming Tour de Farm on Sunday, April 6. Guests will get the chance to hear from Urban Roots youth leaders, tour the farm and feast on local treats by a few of Austin’s best chefs. The event is shaping up to be a huge success, and we’re thrilled that Wheatsville is taking a leadership role.

We are also proud to kick off our 7th year! A new crew of 30 youth Farm Interns, between the ages 14-17, just joined us from 16 different schools to grow 35,000 pounds of food for the community on our 3.5 acre farm in east Austin. We will be donating 45% to local soup kitchens and food pantries like Caritas of Austin and Meals on Wheels and More and we will be selling the rest at the Saturday downtown farmers market and through our 2014 Urban Roots CSA.

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

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

Please visit our website, urbanrootsatx.org to learn about opportunities to join our CSA, volunteer on the farm, and learn about our annual Tour de Farm. Thanks so much Wheatsville. We heart you!
In January, Jason Ewing and I got the opportunity to go on a field trip to H&J Ranch. Henry and Joan’s ranch has been providing Wheatsville with farm fresh eggs for eight years and is located just 8 miles east of Austin.

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

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

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

Buy maps at Tour Headquarters or online at funkycoopertour.brownpapertickets.com. Maps are $12 and can be shared with others in your touring party. Watch for savings coupons on FCCT. Create your own custom tour, on two wheels or four. The only place where you can buy their eggs, besides the ranch, is at Wheatsville. We carry both their large and medium chicken eggs. We also get duck eggs from them when they are available. One advantage of them being a small local producer is that they take back all the Styrofoam egg cartons. They wash and reuse the cartons to save on cost and to combat waste—so be sure to return your cartons to the Hospitality Desk at either Wheatsville location.

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

The Farm to Plate fundraiser offers guests a “sip and stroll” format, with handmade cocktails by the Tasty Texan, biodynamic wines and local microbrews. Wheatsville Food Co-op has made Farm to Plate possible for the past six years as the presenting sponsor and continues to support SFC this year. In addition, Barr Mansion has again graciously donated their space, an ideal venue for SFC given its zero-waste event, in keeping with both SFC and Barr Mansion’s traditions of bringing together local farmers, talented chefs, beverage artisans, and of course, our cherished supporters who attend year after year to enjoy time with friends while supporting our mission,” said Ronda Rutledge, Executive Director.

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

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

**Farm to Plate**
Thursday, May 8

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

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

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

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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 envision a food secure community where all children and adults grow, shine and prepare healthy, local food.

For information on supporting the 2015 Farm to Plate fundraiser, contact Sarah Ciulla atinfo@sustainablefoodcenter.org or call (512) 475-5555 Ext. 307.

Sustainable Food Center is a 501(c)(3) non-profit organization.
Pesach (Passover): April 14–22, 2014

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

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

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

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

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

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

Not a fan of chocolate? No problem! We’ll have large bags of Yummy Earth Organic Lollipops, Jelly Beans and Fruit Snacks as well as PEEPS, Nikki’s Hippity Hop Bunny Cookies and more! Mr. E. Bunny tipped me off that his candy supplies are while they last, so hop on by starting Wednesday April 2nd!

Vendor Spotlight: Streit’s Kosher baking for over 80 years

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

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

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8. Chamomile Tea in Bulk
   I THINK IT’S BETTER THAN THE POPCORN TOFU....

7. Sweet Ritual Salted Caramel Ice Cream
   THE BEST VEGAN ICE CREAM EVER.

6. Organic Bananas
   I’VE NEVER TRIED IT, BUT MY CAT REALLY SEEMS TO LIKE IT.

5. Red Rabbit Cooperative Bakery
   Local. Vegan. Kim Chi.

4. OH! Kim Chi Vegan Daikon Kim Chi
   Local. Vegan. Kim Chi.

3. Wellness Salmon Dried Cat Food
   I’VE NEVER TRIED IT, BUT MY CAT REALLY LIKES IT.

2. Justin’s Vanilla Almond Butter
   I LIKE TO EAT IT WITH BABY CARROTS.

1. Southern Fried Tofu.
   I THINK IT’S BETTER THAN THE POPCORN TOFU....

MORE HAPPY PEOPLE!

Staff Anniversaries!

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

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

AD: What is your Wheatsville history?
KF: I moved to Austin when I was 14, so generally this is my hometown!

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

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

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

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

by Clark McKay, Deli Counter Supervisor, Guadalupe

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

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

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

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

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

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

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

The 2014 Wheatie Award Winners:

Class Clown:
- Brandon Crider (G)
- Carol Campbell (SL)
- Ryan Fowler
- Jackson Fallon (SL)

Best Style:
- Caroline Robinson (G)
- Margaret Halpin (SL)

Most Likely To Make Their Day:
- Monica Ford (G)
- Kristen Peilt (SL)

Best Hustle:
- Carol Campbell (G)
- Chris Moore (SL)
- Alex Neifield (SL)

Most Likely To Transform Society:
- Dan Gillette

Most Active In The Community:
- Gae Flores (G)
- Beth Beatle (SL)

Clean Machine:
- Thor Armbruster (G)
- CJ Beam (SL)

Most Wheatsville Pride:
- Clark McKay (G)
- Martin Barrett (SL)

Naturally Knowledgeable:
- Jimmy Dawson (G)
- Nina Norton (SL)
“Every time I come here for breakfast it’s always the best one I have all week!” Katrina

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

“Today’s vegan comfort food tour of Austin is complete; frito pie from Wheatsville Food Co-op, #popcorntofu burrito?? i might literally drop everything right now and go get one. “ #addicted #delicious Instagram

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

“Hi. My name is Laurie and I’m a popcorn tofu with cashew tamari dipping sauce addict. I just love coming into this place, it always has such a good energy. I feel so lucky to live close by.” Teresa H

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

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

2. Healthforce Nutritionalis
Vitaminal Green
WORTH EVERY PENNY. TRY IT OUT AT THE DELI IN A SPINACH PINEAPPLE SMOOTHIE.

3. HummuspHERE
Thai Curry Hummus
I NEVER GET TIRED OF IT.

4. Hummusphere
Espresso Almond Butter
AS GOOD AS IT SOUNDS, DUDES.

5. Pachamama Guatemala
Roast Coffee Beans
THANKS TO SIR REAL, OUR S. LAMAR BULK ORDER CLERK, FOR TURNING ME ON TO THESE BEANS. FARMER OWNED COOPERATIVE!

6. Bulk Go Take a Hike
Trail Mix
PERFECT RAW SNACK.

7. Oak Hill Farms
Triple-Washed Spinach
GET YOUR LOCAL GREENS.

8. Pineapple Basil Smoothie
with Almond Butter

9. Austin Beerworks
Heavy Machinery Black IPA

10. Badger Balm for
Hardworking Hands
AFTER CONSTANT HAND WASHING AT WORK, THIS STUFF IS IN MY POCKET ALWAYS.