

# THE WHEATSVILLE BREEZE

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

## A Big Dream Come True: Celebrating Wheatsville's 39th Birthday *by Dan Gillette, Chief Executive Grocer*



Setting up the original store in March 1976.

Back in the mid-70s our founders had a vision for a cooperative grocery store. A place where they and their friends would get together and get the good food they couldn't get anywhere else at the time. They envisioned a storefront of some kind somewhere near UT, probably, something small and affordable, I imagine. They likely figured we'd sell bulk food for cheap, probably some tofu and produce and maybe a few other odds and ends (ZigZags and wine anyone?). It would be a cooperative owned by its users and it would change Austin and, they dreamed, maybe the world.

Miraculously, unlike a lot of ideas in this world, the people who dreamed up Wheatsville actually did the work to create this place and up we sprang at our first location 29th and Lamar on March 16, 1976!

As we busted at the seams and grew our sales and struggled to make our nascent systems work and figure out the crazy grocery business, some of our founders thought about our next step. There was more we could do if we just had more space and a more prominent location—we could do such great things for our community!

So our founders gathered up resources (many people invested money, time and energy) to move us up to 3101 Guadalupe and we became a "real" neighborhood grocery serving a much larger group of people for the next several years. (I made that all seem pretty easy, but I know it was HARD WORK!)

We grew slowly through some good times and some not so good times and in 2005 we started to again think about what kind of future we wanted for our co-op. Would we finally open that second store people wanted in South Austin since the 80s? Spoiler alert: Yes, we would, but first we had to take care of Home Base. We were bursting at the seams at a facility that hadn't really changed much since we moved in decades earlier and the wear and tear was taking its toll on staff AND shoppers and we weren't reaching all the people we could have if we were just a little more welcoming and open and easy to shop at. Plus it was pretty hard to work here, maybe we could fix that, too. 165 of our owners invested \$715,000 and our staff set about planning an expansion and renovation of Guadalupe that was executed in 2008-2009.



Our check-out in 1976. The sign on the wall reads, "The future will be what the people struggle to make it." The rolling papers are next to the scale.



With the renovated store completed a long time owner told me (with tears of joy in her eyes) that, "We finally have the co-op we always dreamed of!"

The super success of the renovated store allowed us to again dream our future and the board and owners and management started to articulate the groundwork of what would become Wheatsville's BIG Direction, our path to having more positive impact in our world. We imagined that additional locations would best help us meet our end goals of More Local/Organic/ Sustainable Food, More Co-op economy & More Happy People.

And now, as we celebrate our 39th Birthday (our second with 2 stores!) we can see what dreaming of the future and imagining a better world can get us. And we can see the impact of our BIG Direction on our communities.

At the beginning we were here because of our founding owners (some of whom still shop here) and today we're here because of all of you! We are literally nothing without our amazing owners! Thanks and Happy Birthday to US!



Our humble offering of groceries in 1976



Our Grand Opening Party at 3101 Guadalupe in 1981.



Our limited edition 39th Birthday T-shirt will be available in March.

**Owner APPRECIATION DAYS!**

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, APRIL 18TH  
THRU SUNDAY, APRIL 26TH!

WHEATSVILLE FOOD CO-OP

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# COMMUNITY ACTION WEDNESDAY

## Community ACTION WEDNESDAYS

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

shoppers and look forward to the generous donations each month. Thank you for your support!



We collected **\$6,906.23** in donations and **311 books** for People's Community Clinic in January! These books will go into the waiting rooms at PCC to make for a more entertaining experience for the kids. We are the only group that holds a book drive for PCC, and those books last them throughout the year. Thank you for your donations!

### March: Austin Pets Alive!

Wheatsville's community action group for the month of March is Austin Pets Alive! Austin Pets Alive! has saved more than 25,000 dogs and cats since 2008. APA! has continuously been voted by our owners as one of Wheatsville community action group for many years now. Austin Pets Alive! focuses solely on the pets who have been passed over by other shelters' adoption programs and have no other options. Austin Pets Alive! is committed to making Austin a no kill city.

We will be collecting cat and dog food and other supplies for Austin Pets Alive! through this entire month near the Hospitality desk at both locations. This is a great way to support a local non-profit, when you may otherwise not have the time to volunteer.



### April: Ecology Action



Ecology Action is an eco-friendly, worker-run cooperative that operates a recycling drop-off and processing center in downtown Austin and offers business recycling and composting services for apartments,

bars, and commercial, residential and retail establishments. They even provide event recycling! Some of their past recycling collaborations include FunFunFun Fest, ROT Rally, Tour de Fat, Maker Faire, and SXSW. You can support Ecology Action by shopping on Community Action Wednesday donating your reusable bag & container credits. If you donate \$1 or more at the check-out and receive an Ecology Action sticker! Thanks for contributing to the environmental future of Central Texas!

### Community Action Recipients for 2015

January	People's Community Clinic
February	SafePlace
March	Austin Pets Alive!
April	Ecology Action
May	Urban Roots
June	Hospice Austin
July	Meals on Wheels and More
August	Sustainable Food Center
September	Austin Children's Services
October	Capital Area Food Bank
Nov/Dec	Wheatsville Co-op Community Fund



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



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

**Total Co-op Owners as of February 8, 2015: 17,127!**

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



## Popcorn Tofu!

By Lisa Weems, Deli Coordinator



Wheatsville may be many things to many people, but for a lot of folks, it's all about the Popcorn Tofu. Scroll through our Yelp! page, and you'll see people from all over the country waxing rhapsodic over these deep-fried nuggets of goodness, using words like "stupendous" and "divine." One enthusiastic fan raves, "It is so good I look like a crazy woman when I eat it, because I have to talk to it and let it know how much I love it." So how did this magical stuff come to be a Wheatsville staple?

Popcorn tofu originated about ten years ago, when Wheatsville was still one store with one tiny kitchen. The cooks were struggling to meet the demand for another iconic Wheatsville dish, the Southern Fried Tofu, which calls for slices of frozen, thawed, and pressed tofu to be dunked in a marinade, then breaded with a dry mixture of flour, cornmeal, nutritional yeast, and spices. In order to streamline this process, one of the cooks came up with the idea to combine the wet and dry ingredients to create a batter for the tofu, and Wonko's Popcorn Tofu was born (the name was quickly abbreviated to just Popcorn Tofu, or PCT in Wheatsville-speak—apparently Wonko was a shy guy).

The new dish was an immediate hit, so much so that frying batches in a cast-iron skillet on the stovetop quickly became unsustainable. Fresh Manager Dana Tomlin (then kitchen manager) took matters into her own hands and bought a tabletop deep fryer at Target, then the largest commercial fryer that could fit in the kitchen, and still the deli ran through batches of PCT in a matter of hours. By then, plans for the renovation of the Guadalupe store were in progress. Dana says, "I like to think we did it for the sake of the PCT lovers of the world! But, honestly, most of the store was having this same thing happen—we were all busting out of our seams and the need for space, larger equipment, and more storage was increasing."

I began my Wheatsville career at around this time, in the spring of 2008, as a baker and a deli counter clerk. I have vivid memories of Dennis, a former cook, making the popcorn tofu at the end of his shift, around 2 pm. Customers would start to trickle in at this time, asking, "Is the popcorn ready yet?" We counter clerks would dash to the kitchen to pull portions of freshly fried PCT from the cooling rack to make po'boys, and by the time it was cool enough to put in the display case, half of the batch would be gone. I don't ever recall a batch lasting past 7 pm.

One of the deli's main priorities for the renovation, then, was to ensure that we NEVER AGAIN run out of popcorn tofu! We built our kitchen, with a giant hood vent and electrical capacity, to support a full-sized commercial fryer, doubled our batch size to 40 pounds of tofu, and the rest is Wheatsville history! The freezing, thawing, and pressing process still takes several days but is essential to the success of the dish, since it helps the batter cling to the tofu, so we've created a walk-in and freezer storage system that revolves around the process. Our suppliers fortunately adapted to our continuously growing demand for tofu—we buy more tofu from our distributor than anyone else in Texas!

With the PCT system honed to this fine edge, we were able to introduce another flavor a few years back. The Spicy Buffalo Popcorn Tofu (BPCT) made its debut for Super Bowl 2012 and rapidly became part of our daily routine, along with its companion sauce, the Vegan Blue Cheez Dressing. When we rolled out our pizza program not long after, Chad Peters, one of our longest-tenured cooks and a popcorn tofu master, suggested using the small crumbles that are the inevitable by-product of the frying process as a topping. I admit I scoffed, but of course he was right—the PCT and BPCT pizzas with vegan Daiya cheese are among our top sellers.

Over the years, we have shared these recipes and the tips and tricks that make them successful with over 20 other co-ops around the country. We like to think that we are helping to grow the co-op Economy nationwide, right in line with our BIG direction, by demystifying the magic that is popcorn tofu!



The Wheatsville Breeze is a publication of

### Wheatsville Food Co-op

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**The Wheatsville Board of Directors generally meets at 6pm the last Tuesday of every month.**

Check [wheatsville.coop/membership/board-of-directors](http://wheatsville.coop/membership/board-of-directors) for details. Owners are encouraged to attend. Something that you would like discussed? Use the Open Time Form on the Board's webpage.

### Wheatsville 2015 Board of Directors

Doug Addison	Reyna Bishop
Marcia Erickson	Michelle Hernandez
Kitten Holloway	Deborah Ingraham
Nada Lulic	Allison Maupin
John Vinson	

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

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



## Local Vendor Spotlight: Adelbert's Brewery *by Shane Shelton, Specialty Coordinator*



Adelbert's Brewery produces hand-crafted Belgian style ales right here in Austin, Texas. Started by Scott Hovey, Adelbert's Brewery is a tribute to his brother, George Adelbert Hovey (1953-2000). Del always took time to enjoy a good ale with family and friends.

Scott and head brewer, Taylor Ziebarth, have both been passionate home brewers for many years. Scott completed the Master Brewers Association of the Americas' Malting and Brewing Science Course and Taylor attended the American Brewers Guild's Intensive Brewing Science & Engineering program.

Adelbert's Brewery is committed to brewing Belgian-style, bottle-conditioned ales. They believe quality beers require quality ingredients and a painstaking attention to detail throughout the brewing process. They use Bohemian old-world floor malted barley, low alpha Noble Czech hops, and fresh yeast propagated at the brewery. In their seven vessel brewhouse, they use a time consuming, multi-temperature decoction mash technique which extracts a more complex flavor from their grains.

They were happy to answer a few questions for us:

### 1. Can you tell me about the Inspiration behind your brewery?

Adelbert's Brewery is named in honor of Scott's brother, George Adelbert Hovey (went by Del), who passed away in 2000. When Scott decided to start the brewery, he couldn't think of a better way to pay tribute to his brother than name the brewery after him. Then after seeing a commercial about "the most interesting man in the world" he knew that made up character had nothing on his brother and his real life experiences. That's where all of our beer names come from. Each is named after a different story Del would tell.

### 2. What kinds of beers do you make and what would you say your brewing philosophy is?

We are a Belgian-style brewery focused on bottle conditioned ales. 99% of our ingredients (accept the water which we get from Austin) are sourced directly from Europe (malt, hops, yeast strains). We are about as authentic an European brewed beer you can get here in the states.

Adelbert's Brewery is committed to brewing Belgian-style, bottle-conditioned ales for people to seek, savor, and share with others. Adelbert's Brewery believes quality beers require quality ingredients and a painstaking attention to detail throughout the brewing process.

### 3. Why is bottle conditioned beer better?

At his first Craft Brewers Conference, Scott attended an aged beer tasting and fell in love. The cork and cage was the "sexiest" bottle format he'd seen and he liked the idea of creating beer that continued to develop and improve over time.

With bottle conditioning the beer is still alive. Overtime the flavors will continue to develop and change. They bring an excellent flavor when enjoyed fresh but also will bring something new to the table after a few months/years!



### 4. Who are your brewers and what is Adelbert's history?

Scott Hovey, founder and brewmaster of Adelbert's Brewery, believes in brewing the beer he likes to drink. A passionate homebrewer for many years, he found his calling when sampling aged Belgian beers at his first Craft Brewer's Conference (CBC). In 2010, he completed the Master Brewers Association of the Americas' Malting and Brewing Science Course while developing the business plan for Adelbert's Brewery.

Shipping its first bottles in late 2011, Adelbert's specializes in hand crafted Belgian-style ales. Now in its third year of business, Adelbert's beer has received 11 awards and is distributed all over Texas, California and New Mexico as well as south Florida and the Long Island area. Prior to starting the brewery, Scott received his degree in electrical engineering from the State University of



New York at Buffalo and worked in the semi-conductor industry for more than 25 years. When he isn't at the brewery, Scott can be found training for marathons and spending time with his wife and two kids.

Our head brewer is Taylor Ziebarth. He attended the American Brewers Guild's Intensive Brewing Science & Engineering program.

Other brewhouse staff: David Yancey (brewer) and Conner Strickland (cellerman)

### 5. Can you tell us what you like about working with the co-op?

Wheatsville on Guadalupe was one of our first accounts back in

early 2012 when we first started selling! We've had an amazing relationship with Wheatsville for the last three years and were honored when you included us in your new store on Lamar! We are thrilled to work with such an awesome retailer and your amazing, knowledgeable staff!

Wheatsville is committed to working and promoting local vendors. You graciously took a chance on us when we first started out and we've been appreciative ever since. Since our first delivery in early 2012, we aimed to provide the same level of customer service and reliability that you provide your customers. We love working with local partners and Wheatsville is awesome to work with!

### 6. What excites you about Adelbert's future?

Everything! Craft beer is booming and it's an exciting time watch it grow all over. We recently built a new climate controlled finished goods warehouse to better serve our customers - it's huge! We look forward to releasing several new beers over the coming year in addition to maintaining the outstanding quality of our year round offerings!

## Recruiting Local

*by Mariah Barrett, Recruiting Coordinator*



Wheatsville is always looking for amazing staff to help us stock, cook, merchandise and sell all of our great products. As the Recruiting and Development Coordinator at the co-op, I have the fun job of reaching out to our community to talk about Wheatsville employment opportunities. **This past February we visited the Career Expo hosted by Huston-Tillotson College.** I was happy to meet many capable, confident candidates that were excited to learn about the grocery industry and what makes Wheatsville special as a cooperative business. Some people had questions about whether we offer part-time employment that will fit into their school schedule. (We do!)

**People were most excited about our benefits. (They're awesome!) Health, dental, vision, and life insurance, bike to work reimbursement program, 401 K Plan, 15% discount on purchases, positive work culture, and so much more.** Wheatsville will be attending more events with Huston-Tillotson, as well as with UT in the upcoming months. I am also very proud of our other community partnerships with Austin Clubhouse, Marbridge Foundation, and Texas School for the Deaf (just to name a few!) Do you know a friendly, cheerful, customer service superstar who is looking for a fun and engaging workplace? Let them know they can **apply in person at either of our locations or online at [www.Wheatsville.coop](http://www.Wheatsville.coop).**



## Sunshine Community Garden Annual Plant Sale

March 7, 2015, 9am, 4814 Sunshine Dr Austin TX 78756

The sale is the largest Certified Organic Non-Profit Plant event in Texas. Over 150 tomato varieties, 72 Wicked Hot and Sweet Bell Pepper varieties, 15 kinds of eggplants, 5000 herbs and other plants ready for spring planting. For a complete list of plants on sale and varieties to grow go to [www.sunshinecommunitygarden.org](http://www.sunshinecommunitygarden.org)



Come early for a fun-filled day:

- Learn organic gardening practices.
- Talk with Vendors.
- Listen to Live Music.
- Walk the 180 gardens on display.
- Kids love to visit the Chicken Coop.
- Purchase Lady Bug compost too!

"Come join with gardeners of all ages at Austin's green oasis in the middle of the city. Buy locally grown transplants, support local merchants, including Gabriel Valley certified organic growers. SCG started in 1979 and is the largest and oldest community garden in the Austin area", said Ila Falvey, President of SCG. The first bite of a delicious and juicy home grown organic tomato will make you beg for more. Improve your health with regular gardening exercise. Save big money by growing your own organic vegetables!

SCG is a cooperative arrangement with the Texas School for the Blind and Visually Impaired (TSBVI)". A percentage of the sales proceeds will benefit TSBVI's horticulture and animal care programs. SCG members donate time, gardening experience and expertise to help students at the school. SCG also grow, harvest and deliver twice weekly thousands of pounds of vegetables per year to the Micah 6 Food Bank and Pantry.

# Staff TOP 1 PICK

NAI: FRONT END CLERK, GUADALUPE



## 1. Alter Eco Dark Quinoa

GREAT TASTING WITH AN ADDED QUINOA CRUNCH DELICIOUSNESS.

## 2. Wheatsville Walnut Pecan Pate

YOU'RE GONNA WANNA PUT IT ON EVERYTHING!

## 3. Talenti Gelato Sea Salt Caramel

YOU'LL NEVER KNOW WHAT 'SMOOTH' MEANS TILL YOU TRY THIS.



## 4. Bonne Maman Apricot Preserves

IT'S A TASTE OF HOME, WARMTH AND MEMORIES.



## 5. Organic Bulgar Wheat in bulk

GIVE RICE A BREAK. EXPLORE THIS WHOLE GRAIN NUTTINESS.

## 6. Wholesome Sweeteners Organic Coconut Palm Sugar

RICH FLAVORED AND A GREAT SUBSTITUTE FOR SUGAR.



## 7. Original Cinnamon Spice Bulk Tea

A BURST OF FLAVOR TO WARM YOUR HEART!

## 8. International Harvest

Organic Take a Hike! Trail Mix in bulk

MY EVERYDAY STAPLE FOR SURE.

## 9. Amy's Organic Split Pea Soup

JUST ADD A SQUEEZE OF LEMON AND VOILA!



## 10. Bakehouse Chocolate Chip Cookies

SIMPLY DELICIOUS. GREAT WARM!



## Texas Berry Season

by Jim Kovach, Produce Supervisor



With Spring rapidly approaching, I am getting really excited about my favorite season of the year, baseball season! But since that would make for a most peculiar produce article, I'll go with the next best season of the year, Texas berry season of course! After struggling through our Texas winter, sweet fresh Texas berries help erase the memory of all those recent cold nights. I most often just rinse and eat them right out of the package. But berries lend themselves to a wide array of quick recipes and are always welcome as a sweet salad compliment to a tangy vinaigrette.



Texas strawberries arrive first and are always much anticipated. The season runs from late February into early May. We'll be getting our strawberries from Poteet, Texas, the strawberry capital of the Texas. If you've never been to The Poteet Strawberry Festival, make this the year to do it. It will be held April 10 - 12 and is a great time for the family and a great place to soak up some Texas history as well as enjoy some amazing strawberry delights. Poteet is just south of San Antonio about 2 hours from Austin.

Blackberries and blueberries then round out the Texas berry season. Blackberries generally arrive first in May followed by blueberries in June. The blackberries we most often have for y'all are also from Poteet and are always delicate and delicious. They are my personal favorite berry and also have the shortest season here in Texas of just over a month. So snap them up when you see them because they don't stay around for long. Blueberries hail from East Texas and bring with them another fun Texas festival, The Texas Blueberry Festival on June 13 in downtown Nacogdoches. This year marks the festival's 25th anniversary celebrating the annual blueberry harvest. Stop by for a fun-filled day if your travels take you near Nacogdoches in June.

Though berry season doesn't last long, jams or preserves are a fabulous way to make it last much longer, or at least as long as your willpower will allow you to resist that fresh jar of homemade preserves. I love to turn Texas blueberries into a Blueberry and Basil Jam. All you need are blueberries, sugar, basil, pectin, lemon juice and water. Try a quick internet search and you'll find many quick and easy recipe variations. And if you are not into canning, just refrigerate your blueberry basil jam and use it within three weeks. It is fabulous! Happy Texas Berry Season!

## Hot Cross Buns

by Robin Roosa, Bakehouse Supervisor



Hot Cross buns, a small round bun made from a rich yeast dough with spices and raisins or currants, have become part of the modern day Easter tradition in many Christian countries. But they have their roots in ancient pagan ritual and are believed by some, to pre-date Christianity.

The Saxons worshipped Eostre, the Goddess of Spring (after whom Easter is named) and they served tiny cakes often decorated with a cross at their annual spring festival in her honor. When archaeologists excavated the southwestern



Italian city of Herculaneum, which had been buried under volcanic ash and lava since 79 AD, they discovered 2 small loaves each with a cross on it amongst the ruins. The cross in these ancient buns most likely signified the four seasons or phases of the moon.

A 14th century monk in St. Albans Abbey, England is widely credited with producing the first modern day Hot Cross Bun. He baked and distributed these buns on Good Friday to the poor, a tradition that goes on even today. The cross was cut into the dough as a symbol of the crucifixion and the spices were added to represent the frankincense and myrrh that the Three Wise Men brought to the baby Jesus.

There are many superstitions that have grown up around hot cross buns: sharing a bun with another is supposed to ensure lasting friendship throughout the year. If hung in the kitchen, they are said to protect against fires and ensure that all breads baked turn out perfectly. They are believed by some to bring good luck and it is not unusual to see Hot Cross Buns hanging on a rack or in a wire basket gathering dust for years. It is said, though, that buns baked on Good Friday will not spoil or grow moldy during the subsequent year.

The path of the bun has not been all smooth. The making and selling of the buns was banned by decree of Queen Elizabeth in the 1500s and bakers, under threat of forfeiting their entire production to the poor, were permitted to sell them only on Good Friday, Christmas and other special occasions. That eventually fell by the wayside and bakers began making the buns for the full Lenten season. Over time, the bun has evolved to include embellishment of the cross with piped icing decorations or sometimes pastry cream baked into the cut.

At Wheatsville Bakehouse, we use a traditional yeast dough rich with butter and eggs, spiced with cinnamon and nutmeg and studded with organic raisins and we decorate the cross with white icing. This year we are considering hanging a few stray buns (baked on Good Friday to prevent mold, of course) in the Bakehouse to ensure that our breads turn out perfectly throughout the rest of the year.



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# SUPER AWESOME → 1 DAY DEALS!

## DURING Owner APPRECIATION DAYS

Saturday, April 18 (May be combined with OAD discount!)

ANYTHING\* IN THE BULK DEPT. SCOOP & POUR BINS \*(Does NOT include Co-op Basics, prepacked items or bulk herbs & teas.)

→ 10% OFF!

Sunday, April 19

MEDITERRANEAN CHEF GRANDMA'S HUMUS (LOCAL) 10 oz

\$2 OFF!

→ \$2.99

Monday, April 20

ALL WHEATSVILLE BRAND SUPPLEMENTS

→ 50% OFF!

Tuesday, April 21

FRESH STRAWBERRIES conventionally grown 16oz

→ 2/\$4

Wednesday, April 22 3.2oz (excludes all other Chocolove Bars)

CHOCOLOVE ALMONDS & SEA SALT CHOCOLATE BAR

→ 3/\$4

Thursday, April 23

OASIS TEXAS BREWING COMPANY BEER

6X6 PACKS → \$36

Friday, April 24

ALL DELI-MADE TAKE & BAKE PIZZAS and ALL FROZEN PIZZAS

→ 50% OFF!

Saturday, April 25

TENDER BELLY DRY-RUB UNCURED MAPLE or HABANERO BACON

\$3 OFF!

→ \$6.99

Sunday, April 26

FRESHLY CRACKED PARMIGIANO REGGIANO

\$9 OFF!

→ \$14.99/lb

DEAL PRICES FOR OWNERS ONLY — ALL ITEMS AVAILABLE WHILE SUPPLIES LAST, NO RAINCHECKS.



### HONK!TX March 27 - 29

Celebrating our fabulous fifth year, HONK!TX will bring over 20 radical marching bands and community street bands to Austin's streets and parks for three days of free music, all of it kicking off with a special showcase of traveling bands on Thursday night.

When we began HONK!TX five years ago, there were but three other places that HONK!ed on the regular: Somerville, MA; Providence RI, and Seattle, WA. Now, New York City, Detroit and Wollongong, Australia have picked up HONK! fever. And the growth continues: musicians in Rio de Janeiro are talking about hosting their very first HONK! festival. It's amazing to witness these festivals spring up around the world and know that HONK!TX has played a huge role in this growth and five years of amazing support from Wheatville is part of it.

With the music and community in our hearts, we're more than ready to brass it up for our fabulous fifth year. And as always, we want you to be part of the experience: we rely on dozens of community volunteers to help us feed, house, transport and marshal these amazing musicians. Your generous community donations help keep our festival free and in the streets. To learn more, visit [honktx.org](http://honktx.org) or to make a donation, go to [austincreativealliance.roundtablelive.org/donate](http://austincreativealliance.roundtablelive.org/donate)—Mike\*Antares

Thursday, March 26:  
Benefit Showcase for Traveling HONK!TX Bands: 9pm-2am  
(Admission is charged.)

Friday, March 27:  
Community Outreach Shows 2-5pm,  
South Congress 6-10pm

Saturday, March 28:  
Adams Park and the surrounding  
area 12-7pm

Sunday, March 29:  
East Austin Parade and Revue  
in Pan Am Park 12-5pm;  
Film screening 6-9pm

# Local CONNECTION! 2 DAY DEALS: March 21st-22nd



## Yellowbird Sauce



**coop deals** \$2 OFF/bottle

YELLOWBIRD SAUCE WAS BORN FROM ONE MAN'S PASSION FOR SPICY FOODS AND EXPERIMENTING IN THE KITCHEN. AFTER MONTHS OF TRIAL AND ERROR, GEORGE MILTON PERFECTED THIS BRIGHT ORANGE HABANERO SAUCE OUT OF SIMPLE BUT POWERFUL INGREDIENTS LIKE FRESH HABANERO PEPPERS, CARROTS, TANGERINES, VINEGAR, LIME AND GARLIC. SINCE 2013, GEORGE AND CO-FOUNDER ERIN LINK HAVE DEVELOPED A DEVOUT FOLLOWING OF HOT SAUCE ENTHUSIASTS WHO WERE ESPECIALLY DELIGHTED BY THE RELEASE OF 2 NEW FLAVORS: JALAPEÑO AND SERRANO. TRY THEM ALL!

## Beetnik Prepared Meals



**coop deals** \$2 OFF/MEAL

FOUNDED BY DAVID PERKINS, BEETNIK FOODS INVESTS IN SOME OF THE BEST FARMERS AND RANCHERS IN CENTRAL TEXAS, WORKING WITH CERTIFIED ORGANIC GRASS FED BEEF AND PASTURE RAISED POULTRY TO PRODUCE FROZEN MEALS MADE WITH ONLY THE HIGHEST QUALITY INGREDIENTS. WHILE NUTRITIONALLY WHOLESOME ENOUGH TO MEET PALEO DIET STANDARDS, THESE MEALS DON'T SACRIFICE ON FLAVOR OR SUBSTANCE: THE INSPIRED DISHES INCLUDE A RICH PERUVIAN CHICKEN STEW, SAVORY BEEF MEATBALLS IN A ZESTY MARINARA, A VIBRANT MOROCCAN CHICKEN STEW WITH TURMERIC, AND MORE.

## Armadillo Soap



**coop deals** \$2 OFF/bar

FOUNDED BY BRIAN TOWNS, ARMADILLO SOAP COMPANY PRODUCES VEGAN-FRIENDLY NATURAL BAR AND LIQUID SOAPS. WITH 14 YEARS OF SOAP MAKING EXPERIENCE, BRIAN USES A VARIETY OF VEGETABLE-BASED OILS, EACH CHOSEN FOR SPECIFIC PROPERTIES. NEW: EXCLUSIVE TO WHEATSVILLE LAVENDER OATMEAL BAR!



## Thunderbird Bars

**coop deals** 2/\$3

## Epic Bars

**coop deals** 2/\$4

THUNDERBIRD ENERGETICA AND EPIC ARE NOT JUST FOOD BARS, THEY'RE A WAY OF LIFE. FUELING AUSTIN ADVENTURES SINCE 2011, THUNDERBIRD ENERGETICA BARS ARE MADE WITH SIMPLE, RAW, WHOLE FOODS WRAPPED IN 100% BIODEGRADABLE PACKAGING. IN 2013, THE COMPANY EXPANDED WITH A LINE OF PALEO INSPIRED BARS INCLUDING WHEATSVILLE SHOPPER FAVORITE: EPIC 100% GRASS FED BISON WITH BACON AND CRANBERRY. CHECK OUT KATIE AND TAYLOR'S NEWEST OFFERINGS: EPIC HUNTER GATHERER SNACKS AND EPIC JERKY BITES.

## Lick Ice Creams



**coop deals** \$2 OFF/PINTS

LICK ICE CREAMS EXCLUSIVELY USE FRESH MILK AND CREAM FROM MILL-KING MARKET & DAIRY OUTSIDE OF WACO, TEXAS TO CREATE THEIR RICH ICE CREAMS ALONG WITH LOCALLY SOURCED FRUITS, HONEY AND EVEN VEGETABLES. CO-OWNERS ANTHONY SOBOTIK AND CHAD PALMATIER CONCOCT UNIQUE, WELL BLENDED FLAVORS SUCH AS DARK CHOCOLATE OLIVE OIL WITH SEA SALT AND GOAT CHEESE WITH THYME & LOCAL HONEY!

## Buddha's Brew Kombucha



**coop deals** 2/\$4

BUDDHA'S BREW KOMBUCHA IS A FERMENTED TEA MADE WITH ALL ORGANIC AND FAIR TRADE INGREDIENTS AND IT'S FULL OF HEALTHY AND ENERGIZING PROBIOTICS, ENZYMES, ANTIOXIDANTS AND VITAMINS. KIMBERLY LANSKI, BREW MASTER AND OWNER OF BUDDHA'S BREW BOTTLES AND BREWS THEIR KOMBUCHA BY HAND IN THEIR SOUTHWEST AUSTIN BREWERY BY THE GREENBELT. RECENTLY ADDED TO THEIR COLLECTION OF FLAVORS: WHEATSVILLE EXCLUSIVE STRAWBERRY KALE!

## Sweet Ritual Vegan Ice Cream



**coop deals** \$2 OFF PINTS & ICE CREAM SANDWICHES

STARTING AS A MODEST SOFT-SERVE OPTION IN THE OLD TOY JOY ON GUADALUPE ST., SWEET RITUAL IS NOW A FULL-FLEDGED VEGAN ICE CREAM PARLOR IN THE HYDE PARK NEIGHBORHOOD. FOUNDERS AMELIA RILEY AND VALERIE WARD MOVED QUICKLY FROM SCOOPS TO PINTS OF THEIR SMOOTH AND CREAMY VEGAN ICE CREAM. IN A TRULY INSPIRED MOVE, SWEET RITUAL PARTNERED WITH CELESTE'S BEST CHOCOLATE CHIP COOKIE DOUGH TO CREATE PINTS OF 'SWEETSVILLE' MALT COOKIE DOUGH JUST FOR WHEATSVILLE!

## Casa Brasil Coffee



**coop deals** \$2 OFF/LB

CASA BRASIL COFFEES, LED BY FOUNDER JOEL SHULER, SOURCE, IMPORT AND ROASTS COFFEE BEANS EXCLUSIVELY FROM ARTISANAL GROWERS IN BRAZIL. JOEL WORKS DIRECTLY WITH THE COFFEE GROWERS AND IS ACTIVELY INVOLVED IN EVERY PRODUCTION PHASE, FROM GROWING TO ROASTING. CASA BRASIL'S MISSION STATEMENT IS SIMPLE: 1. DO WHAT IS RIGHT 2. CREATE BEAUTY. ENJOY THEIR COFFEE BLENDS AND SINGLE ESTATE COFFEE BEANS IN THE WHEATSVILLE BULK DEPARTMENT.

## Dos Lunas Cheese



**coop deals** \$2 OFF/LB

DOS LUNAS CHEESE IS A SPECIALLY AGED RAW COW'S MILK CHEESE, BASED ON THE TRADITIONAL QUESO FRESCO OF FOUNDER JOAQUIN AVELLAN'S NATIVE VENEZUELA. THE SON OF A DAIRY FARMER, JOAQUIN IS DEDICATED TO PRODUCING HIGH QUALITY CHEESES, USING MILK FROM GRASS-FED, FREE-ROAMING COWS AT STRYK FARMS IN SCHULENBURG, TEXAS. THE THREE CORE VALUES OF DOS LUNAS ARTISAN CHEESE ARE: HAPPINESS. HEALTH. PLEASURE. ONE TASTE OF THEIR CHEESE CONVINCINGLY PROVES THEY ARE DEFINITELY LIVING UP TO ALL THREE.

CELEBRATING OUR 39TH BIRTHDAY WITH Locally Made 2-DAY DEALS!



Hey shoppers, it's time to get a bigger cart! We're making it EASY for you to shop at the co-op! What's so great about shopping at the ONLY RETAIL GROCERY CO-OP in TEXAS?

## FAST

Easy in, easy out. Park close to the door and get through the line FAST. We're just the right size and filled to the brim with lots of good food! Have you ever seen a kid with a tiny cart? We're THAT fast. Jog by, pick up a hot taco and BOOM you're out the door without ever breaking your stride.

## GOOD

From 100% fair trade, organic coffee bar to over 2000 locally made products, we've got the some of the best food in town. Our bakers are here at 4am cranking up the ovens and our cooks start chopping and stirring at the break of dawn. Why? Because that's how WE make a big batch of GOOD.

## CHEAP

We've got more ways to SAVE, and yep, some things are pretty dang cheap! Look for signs Co+op Basics, Everyday Value, Co+op Deals and Owner Deals to SAVE BIG on your FAVORITE FOODS! From single cage-free eggs to a hot housemade lunch made with organic ingredients for just \$1.99, we're serving up cart-loads of value!



## Co+op Basics

Great Food, great Prices!

Save money or eat good food? Do BOTH! We've LOWERED PRICES on some of your favorite products! Our new Co+op Basics program offers a variety of popular, affordable grocery and household staples – the building blocks for hearty meals and day-to-day living.

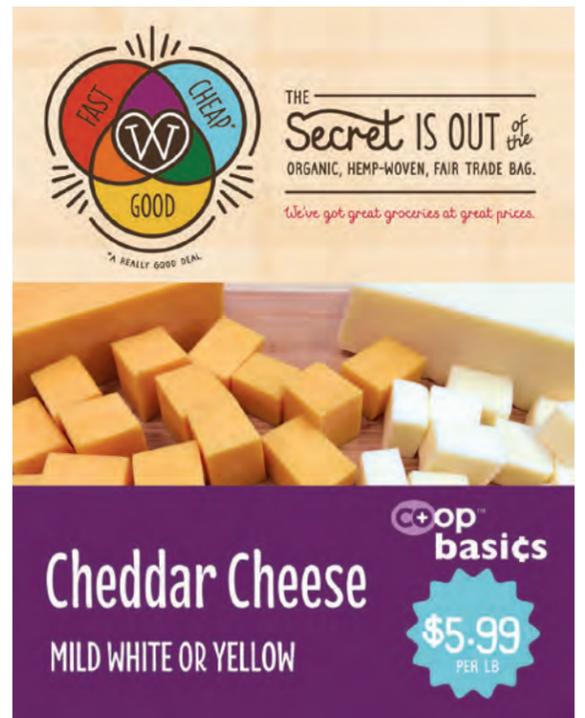
Why shop somewhere else when you can get what you need at the co-op for the same price or less? We're working hard to give you fantastic prices on some of our best-selling pantry essentials so that you can spend your dough where it counts most for you and your family.

Remember, every time you shop at the co-op you are voting with your dollars to support our local community and participate in our BIG Direction goals of growing the co-op economy, getting more local, organic, sustainable food onto plates and making more people happy.

We might be the only grocery co-op in Texas, but with over 16,000 invested owners like YOU – we're making a difference every day in how business is done. Time to ditch the hand basket and bust out the big cart!



You'll find Co+op Basics items in every department – just look for the purple Co+op Basics logo. For a list of all the items pick up one of our purple Co+op Basics brochures at the Hospitality Desk.



## Natural Value: The Name Says It All

by Niki Nash, Packaged Manager



As we focus on the value of shopping at Wheatsville, I would like to highlight one of our notable vendors: **Natural Value**. I had the pleasure of meeting the company's founder and president, Gary Cohen, last summer at an annual meeting for food co-op managers in St. Paul, Minnesota. Gary and I had a great chat about the need for high-quality, inexpensive options in grocery stores.

Less than 6 months later, Wheatsville started to offer a wide selection of Natural Value foods including **sustainably fished tuna, coconut water, organic coconut cream and coconut milk and organic tomatoes, all packaged in BPA-free cans.** Additionally, Wheatsville carries **Natural Value 100% recycled bathroom tissue, paper plates, lunch bags, cups and napkins, kitchen sponges and scrubbers, trash bags and cat food.** Many new Natural Value products are in the development phase, so keep your eyes out for those in the next few months. All of these essential items are marked at excellent prices, look for them as you're shopping the aisles, **especially the items designated as Co+op Basics** for super savings.



Additional items are marked at excellent prices, look for them as you're shopping the aisles, especially the items designated as Co+op Basics for super savings.

## Natural Value's Mission

We started Natural Value in 1995 with 25 products and one compelling mission: **to make natural and organic foods and environmentally friendly nonfood products more affordable.**

We think that a healthy lifestyle should be affordable for everyone. We developed Natural Value because we felt that we could find and deliver premium quality natural and planet-friendly products to the marketplace in a more efficient and cost-effective manner. We prefer a business model where everyone, including you, profits.

We believe in the concept of fair trade. We are proud to say we were trading fairly before it became popular. We pick a manufacturer, pay them a fair price, and then stick with them. We don't shop around for packers just to save a few cents and we aren't moving our manufacturing business to China. The quality you buy from us today is the same quality we will have next week, next month, and next year.

We're a family that's been doing this since 1995. We don't have a plan to sell out or change how we operate. This works for us. We especially want to help independent retail stores.

We take pride in the products we provide and guarantee them. We test all of our products ourselves. We are never going to sacrifice quality for price; that just isn't our style.

# Local Vendor Focus: Good Flow Honey by Adrienne Santschi, Grocery Coordinator



## How long have you been in the honey business and what prompted you to start?

We started selling honey in 1975. We only had a few hives, but they produced enough of a surplus for us to be able to sell some honey.

## Do you have a favorite variety of honey?

The best honey is the stuff you get to dip into when you are extracting it fresh off the hives.



## What is your best selling honey?

Wildflower.

## How long have you been selling Honey to Wheatsville?

Wheatsville has been carrying our honey since the beginning. We used to take in a drum, turn it on its side and let people bottle out of it. Wheatsville and Woody Hills Co-op were our first customers. And as I recall, our very first customer was a food-buying club started by the same people who started Wheatsville. We used to deliver to them on a street corner.

## How often do you get stung?

It depends on what we are doing, but it usually happens in the spring when it is still cold. They don't like having the roof taken off and if you get someone mad at you there is a good chance you'll get a lot of stings from that one and friends.

## Does it still hurt a lot after all of these years?

No, it is just a minor irritation. Old-timers used to come in for stings to help with rheumatism and arthritis, but if you are allergic you better stay away.

## What is the most unusual way that you've heard of Good Flow honey being used?

Some people use it in their hair or as a mask on their face. One person who is a pedicurist uses it for his treatment on feet.

## What is one thing about honey or bees that most people might not know?

They have an incredible communications system based on the chemicals in their pheromones.

## Will Good Flow Juice ever be available again? (Shoppers still ask every few weeks when your juice will return!)

Perseverance furthers as they say. We have been working at it steadily since we were forced to shut down because of new FDA regulations in 2008, and this might even be the year when it happens. We are getting close.



## What's your favorite recipe that features honey?

Bar-b-que sauce!

### EZ BBQ Sauce

- 1/2 cup organic ketchup
- 1/4 cup Good Flow honey
- 1 TBS Bragg's Liquid Aminos or soy sauce
- 1 tsp yellow mustard
- 1 tsp chili powder (or more to taste)
- 1/4 tsp salt
- 1/4 tsp black pepper

### Directions

Mix all ingredients together. Baste onto meat, tofu or tempeh before cooking or use as a dip. Serves 6



## News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!

Sign up to receive our weekly email at [WWW.WHEATSVILLE.COOP](http://WWW.WHEATSVILLE.COOP) or

Follow us on:



**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)

## LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE

Available at  
Wheatsville

or order  
direct at:

[theheartypegan@gmail.com](mailto:theheartypegan@gmail.com)



**The  
Hearty  
Vegan**

[heartypegan.com](http://heartypegan.com)

100% organic ingredients

non GMO, gluten-free vegan

# TEXAS FARMERS MARKET

CEDAR PARK | MUELLER

## EVERY SATURDAY

9 AM - 1 PM

## EVERY SUNDAY

10 AM - 2 PM

LOCAL, SEASONAL FOOD FROM REAL AREA FARMERS  
PLUS ARTISAN FOODS • LIVE MUSIC  
NEIGHBORLY FUN

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11200 LAKELINE MALL DRIVE | CEDAR PARK 78613  
4550 MUELLER BOULEVARD | AUSTIN 78723  
[TEXASFARMERSMARKET.ORG](http://TEXASFARMERSMARKET.ORG)

## Tecolote Farm is hiring a few more crew members.

Contact [tecolotefarm@gmail.com](mailto:tecolotefarm@gmail.com) if you're interested in working with this long established organic farm. Our CSA spring/summer season runs from late March to early August, for which we are hiring. Located 10 miles east of Airport/MLK intersection out MLK/FM 969, and Bastrop Co.

- Hourly wage dependent on experience, begins at \$8.50/hr (plus abundant organic produce to take home)
- Housing not provided, rental housing available nearby.
- Bilingual speakers (Spanish) preferred, not required.



## Cage Free Eggs

by Chris Moore, Bulk and Chill Coordinator



Almost all the eggs at the co-op come from both small and large local farms. Our selection includes some unique varieties such as soy free and certified organic, but **one thing all our eggs have in common is that they are all cage free.** This can mean

different things depending on the farmer. Some chickens are out ranging in the fields all day or some run around within a fence around each coop. With many of the local farms, we've had the great opportunity to personally go see for ourselves how the farms are run and how happy the chickens are.

### Jeremiah Cunninghams Worlds Best Eggs

As this farm first started out, they found that sourcing organic feed was not only expensive but hard to find in Texas. They decided to make their own organic feed right at the farm. Within just a few years they saw that the feed was in much higher demand than their eggs and the feed mill became the main source of income. The feed has done so well that the farm is looking to expand by building an additional organic feed mill in Georgia.



and bugs. With wonderfully dark rich yolks, these eggs sell out fast. We get fresh deliveries every Tuesday, right from the farm.

### Fruitful Hill Farm

This farm goes beyond free range with the practice of actually moving the chicken coops on a regular basis to ensure a healthy diet of fresh grass

### H&J Ranch

This small farm run by Henry and Joan only sell their eggs at their farm and at Wheatsville. We have been selling their eggs since 2007 and we take back their styrofoam egg cartons so that the farmers can wash them and reuse them. Don't forget to bring back your cartons.



### Cage Free Bulk Eggs

Cage free bulk eggs are a relatively new addition to the egg selection at Wheatsville. These eggs are sourced from cage free farms all over Texas from a locally operated food service provider. We get a lot of question about how we can sell these eggs so cheap. Well first of all, a certain amount goes into packaging and labels so when you take that aspect away you are just paying for the egg itself and not the brand. One of the great things about bulk eggs is that sometimes you just need one or two eggs for a recipe and not a whole dozen. Now you can just get how many you need.



Our egg selection is sourced as locally as possible and sometimes, due to the weather conditions, we can't get enough when the hens aren't laying as much. Rest assured that we will continue to strive to have an ethical egg selection at all times and are always looking for a stronger connection with our local Texas farmers.

## Pesach (Passover): April 3-11

by Niki Nash, Packaging Manager



For the past four 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 **Yehuda Gluten Free Matzo Style Crackers**. Classic **Streit's Matzo Ball Soup Mix** is complimented by a gluten free option as well. Traditional favorites such as **Streit's Coconut**



**Macaroons, Manischewitz Premium Gefilte Fish** and **Kedem Organic Grape Juice** round out the selection.

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 18th through the end of Passover. **All items are available while supplies last**, since we are only able to get one large order from our distributor. I hope you enjoy this year's Passover foods 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 and online [wheatsville.coop/shop/request-a-product](http://wheatsville.coop/shop/request-a-product)



## Chag Pesach Sameach!

by Jordana Hoffman, Guadalupe Operations Lead



Passover has always been my favorite holiday of the year. Even as a child, I preferred Passover matza to Hanukkah gelt, and I was always happy to help rid the house of Chametz, or leavened bread, which is forbid-

den during the holiday, even though that meant cleaning the whole house from top to bottom. I have always loved how different it is, a week like no other week of the year, that tells of an event unlike any other in Jewish history.

Perhaps another reason for my love of Passover, or Pesach in Hebrew, comes from the story of the exodus itself. Every year at the Passover seder, we recall the Jews' exodus from Egypt and their escape from slavery under Pharaoh. We talk about the ten plagues, Moses and Pharaoh, and of course, the parting of the Red Sea.

There is a story from a biblical commentator, about two men, freshly emancipated from Egyptian slavery, who were present at the splitting of the sea. They witnessed this amazing miracle and yet as they crossed the ocean floor to freedom, all they could do was complain about the mud in their sandals. These men were so blessed, yet so unaware of it because of a little mud.

It's so easy to get caught up these days, there's work or school, cellphones and Facebook; there are a million things to distract us from the beauty, to be the mud in our sandals. But when Passover comes, we get to step back. This Passover, celebrate the holiday by stopping the distractions and embracing all of your blessings. Have a Chag Pesach Sameach!



# FUNKY CHICKEN COOP TOUR®

Austin, Texas April 4, 2015 [AustinCoopTour.org](http://AustinCoopTour.org)

**Chickens, gardening, puppets and more!**

- \* Free activities for all ages at Tour Headquarters.
- \* Early bird tickets to see the coops on sale now! Go to [AustinCoopTour.org](http://AustinCoopTour.org) for details.

*A rain or shine event of Urban Poultry Association of Texas, Inc.*

**Thank you to our Best in Show sponsors:**



**With special thanks to Sunshine Community Gardens, our Tour Headquarter host!**

The 7th Annual Funky Chicken Coop Tour® (FCCT) will be all about chickens and the garden. Our feathery friends are crucial to the health and vitality of our garden soil: their waste serves to super-charge the garden compost pile while their scratching and pecking helps loosen Austin's heavy soils. Healthy garden soil not only grows better vegetables but also holds water better and reduces erosion. Maybe you thought chickens were good for eggs, plus pretty and fun to watch, but they can do so much more!

Visit **Coop Tour Headquarters at Sunshine Community Gardens**, in a cooperative arrangement with Texas School for the Blind and Visually Impaired, 4814 Sunshine Drive, Austin, Texas 78756. Tour Headquarters opens at 8:15 am, with free family-friendly events starting at 8:30 am. Coops viewing around town will be from 10 am - 4 pm.

**Per person tickets** (ages 13 and over) for coop viewing are available now online. Kids 12 and under are admitted free. Wheatsville, a 2015 Best in Show sponsor, will also have Tour tickets available closer to Tour day. Online ticket purchasers will be entered on Tour Day to win a deluxe coop donated by Happy Hen Treats. Visit our website for more information. [austincoopstour.org](http://austincoopstour.org)

FCCT is an event of the 501(c)(3) nonprofit Urban Poultry Association of Texas, Inc., and welcomes your donations. There are still opportunities to volunteer.

# MORE HAPPY PEOPLE! Staff Anniversaries!



- Ralf Hernandez 15 years as of 3/22 (produce coordinator)
- Dana Tomlin 12 years as of 3/4 (fresh manager)
- ★ Thor Armbruster 9 years as of 4/10 (store steward)
- Chad Peters 8 years as of 3/14 (cook)
- Bruce Cloud 7 years as of 3/19 (packaged clerk)
- Beth Beutel 7 years as of 3/27 (operations lead)
- ★ Traé Branham 7 years as of 4/2 (packaged clerk)
- ★ Mariah Barrett 7 years as of 4/14 (recruiting and development coordinator)
- Sam Sladish 6 years as of 4/20 (cook)
- ★ Adrienne Santschi 6 years as of 4/29 (grocery coordinator)
- Robert Kreuzburg 6 years as of 4/23 (produce receiver)
- ★ Brooks Wood 5 years as of 2/22 (visual merchandising coordinator)
- ★ Erica Rose 5 years as of 3/3 (ownership & outreach coordinator)
- Jimmy Dawson 5 years as of 4/14 (IS assistant & operations lead)
- ★ Candace Squire 4 years as of 3/24 (bakehouse baker)
- Cat Ramos 3 years as of 3/7 (cook)
- Erik Hernandez 3 years as of 3/7 (deli clerk)
- ★ Dianne Fox 3 years as of 3/22 (kitchen lead)
- Nicole Purvis 3 years as of 4/10 (order clerk – wellness)
- Kristen Petit 2 years as of 3/7 (deli clerk)
- Ryan Vanstone 2 years as of 4/24 (IS Manager)
- Danny Riha 2 years as of 4/25 (deli lead)
- ★ April King 1 year as of 3/11 (wellness clerk)
- Dustin Hamby 1 year as of 3/11 (deli lead)
- Phil Horan 1 year as of 3/13 (accounting clerk)
- Sven Teel 1 year as of 3/14 (deli clerk)
- ★ Tomato Vanhoye 1 year as of 3/14 (front end clerk)
- Danny De Anda 1 year as of 3/20 (meat clerk)
- Amy de La Rosa 1 year as of 3/31 (front end clerk)
- ★ Marie Miller 1 year as of 3/31 (deli lead)
- Danny Walker 1 year as of 4/5 (kitchen steward)
- Brent Worrell 1 year as of 4/16 (cook)
- Megan Lazaretti 1 year as of 4/17 (Wheatsville clerk)
- ★ John Charles Lee 1 year as of 4/17 (Wheatsville clerk)
- ★ Molly McBride 1 year as of 4/17 (Wheatsville clerk)



## Staff Spotlight- Reva Mosqueda

by Heather Fisher, Office Admin & Payroll Coordinator



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

**RM:** I've been at Wheatsville for nearly 3 years. I was first a cashier, and I am now working in the produce department.

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

**RM:** My family moved from Placerville California to Austin in 1999.

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

**RM:** Organic Valley whole milk, I wouldn't be able to make chocolate milk without it.

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

**RM:** My absolute favorite thing to do is go out on long bike rides with friends.

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

**RM:** I grew up having two quarter horses and two miniatures. It was a really rewarding experience. It also taught me that hard work pays off. Training horses is something I hope to do again.

**HF:** Fill in the blanks:

**RM:** I've always wanted to go on a bike tour and if I had it my way, people would not be unkind to cyclists.



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

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

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



We support  
Wheatsville Food Co-op!

www.workersassistance.com  
512.328.8519



Alliance Work Partners



Peer Assistance Leadership



Texas HIV Connection



Coordinated Training Services



Youth Advocacy



Child Care Food Program

The Wheatsville  
Member-Owned Business Directory is online!  
[wheatsville.coop/resources/member-owned-business-directory](http://wheatsville.coop/resources/member-owned-business-directory)

## Sign up for the Wheatsville Email List!

About once a week, you'll get an email informing you of events, new products, special deals or changes in the store.

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

# Classes & Events Register for classes by clicking through the links on our Calendar webpage.

Here's what's up for March & April. Check our web Calendar Page for the most up-to-date info.

If you're an experienced, energetic instructor that would like to lead cooking demos, workshops, or hands-on fun activities, please submit your class or workshop proposal on our website.

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

**EVENT:** It's My Park Day  
**DATE:** Saturday, March 7  
**INFO:** [www.austinparks.org/its-my-park-day.html](http://www.austinparks.org/its-my-park-day.html)

Wheatsville is proud to once again be title sponsor of the Austin Parks Foundation, It's My Park Day! Join the Wheatsville team as we pitch in at both Shipe Park and Zilker Elementary projects.

**EVENT:** KIDS COOK! Chocolate Making  
**DATE & TIME:** Monday, March 16, 10:30am-12pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$30  
**RSVP:** [kidslovechocolate.eventbrite.com](http://kidslovechocolate.eventbrite.com)

Join chocolate maker, Bob Williamson, for a fun and informative chocolate making class, just for kids! But really, it will mostly be just fun! We'll spend a little time learning about chocolate's history and production. The rest of the hour we'll make our own custom chocolate bars.

**EVENT:** Wheatsville's 39th BIRTHDAY!  
**DATE:** Monday, March 16

Join us for cake at both locations throughout the day.

**EVENT:** KIDS COOK! Mission: Breakfast  
**DATE & TIME:** Wednesday, March 18, 10am-12pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$25  
**RSVP:** [kidslovebreakfast.eventbrite.com](http://kidslovebreakfast.eventbrite.com)

In this very hands-on class, kids will cook up a variety of breakfast dishes. The menu will range from old favorites, like breakfast tacos to crepes, poached eggs and avocado on toast. We'll improvise new smoothie combinations. Get ready to prepare a healthy, exciting breakfast.

**EVENT:** Celebrate LOCAL with our Local 2 Day Deals!  
**DATE:** Saturday, March 21 - Sunday, March 22

After 39 years, Wheatsville has made a lot of friends in Austin. Join us in-store as we celebrate our local vendors, growers and makers with demos and great deals. See page 6-7.

**EVENT:** Tea Time with Raw Foods  
**DATE & TIME:** Saturday, March 21, 3pm - 5pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$35  
**RSVP:** [rawteatime.eventbrite.com](http://rawteatime.eventbrite.com)

Join Chris Green in preparing (and enjoying) an afternoon tea and learn how to make raw food at the same time. In this class we will be exploring some of the basic principles of raw food and learn to create: creamy nut spreads, gently dehydrated zucchini crackers, and some sweet and yummy desserts, accompanied by a selection of freshly brewed teas.

**EVENT:** Gardening with Chickens  
**DATE & TIME:** Wednesday, March 25, 7pm-8:30pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$15 Class fee includes a \$5 donation to the Urban Poultry Assn.  
**RSVP:** [gardeningwithchickens.eventbrite.com](http://gardeningwithchickens.eventbrite.com)

Maybe you thought chickens were good for eggs, but they can do so much more! Learn how to incorporate your BFFs for nutrient-rich compost, organic pest control, and thriving gardens.

**EVENT:** HONK!TX  
**DATE:** March 27-29  
**INFO:** [www.honktx.org](http://www.honktx.org)

Wheatsville is proud to once again be title sponsor of HONK!TX, a FREE grassroots community music festival! Join us as we welcome some of the best brass marching bands to Austin!

**EVENT:** Truffle Making Workshop  
**DATE & TIME:** Saturday, March 28, 2pm-4pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$35  
**RSVP:** [truffleworkshop.eventbrite.com](http://truffleworkshop.eventbrite.com)

Have you always wanted to make your own chocolate truffles? Join chocolate maker Bob Williamson as he teaches basic truffle making theory as we make our own handmade truffles!

**EVENT:** Texas VegFest  
**DATE:** Saturday, April 4  
**INFO:** [www.texasvegfest.com](http://www.texasvegfest.com)

Wheatsville is proud to be title sponsor of the fourth annual Texas VegFest! Join us at Fiesta Gardens from 11am-6pm for great food, cooking demos, learning and music!

**EVENT:** Funky Chicken Coop Tour  
**DATE:** Saturday, April 4  
**INFO:** [austincoopstour.org/join-the-tour/tour-411](http://austincoopstour.org/join-the-tour/tour-411)

Wheatsville is proud to be a sponsor of the 7th Annual Funky Chicken Coop Tour! Learn more about raising backyard chickens on this self-guided tour of Austin chicken coops!

**EVENT:** Energetic Rejuvenation  
**DATE & TIME:** Tuesday, April 7, 4pm-6pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$15  
**RSVP:** [energyrecharge.eventbrite.com](http://energyrecharge.eventbrite.com)

Do you ever feel tired, especially after a talking to a difficult person or supporting a friend in need? Do you feel run-down from life being so intense? Do you feel something "off" in your energy, but not sure how to fix it? Get a boost from this fun and interactive group experience.

**EVENT:** Healing with Smoothies  
**DATE & TIME:** Wednesday, April 8, 6:30pm-7:30pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$20  
**RSVP:** [healingsmoothies.eventbrite.com](http://healingsmoothies.eventbrite.com)

Already making smoothies and want to sample some new and healing recipes? Or are you new to making smoothies? Attend this fun and informational class and demonstration to learn how in just 10 minutes time you can significantly increase your daily nutrition.

**EVENT:** Paleo Cooking 101  
**DATE & TIME:** Saturday, April 11, 1pm-3pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$35  
**RSVP:** [paleocooking101.eventbrite.com](http://paleocooking101.eventbrite.com)

Whether you are 100% paleo, or just wanting to lower your carbs and increase your intake of nutrient-dense vegetables and animal products, Chef Celeste will show you lots of hidden gems from the shelves of Wheatsville and teach you to make delicious Paleo dishes and treats.

**EVENT:** Green Smoothies  
**DATE & TIME:** Tuesday, April 14, 6:30pm-8pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$20  
**RSVP:** [greensmoothies101.eventbrite.com](http://greensmoothies101.eventbrite.com)

Instructor Chris Green will teach you about the nutritional benefits Green Smoothies can offer. Sample three great recipes that will give you the fundamentals for creating your own delicious, nutritious green smoothies at home.

**EVENT:** Owner Appreciation Days!  
**DATE:** April 18-26

Owners, it's time for our quarterly Appreciation Days! Owners SAVE 10% OFF one ENTIRE SHOP April 18-26. Check page 5 for all of our Super Awesome One Day Deals!

**EVENT:** City of Austin Composting Class  
**DATE & TIME:** Saturday, April 18, 10am-11am  
**WHERE:** 4001 South Lamar Community Room  
**COST:** FREE  
**RSVP:** [compostisawesome.eventbrite.com](http://compostisawesome.eventbrite.com)

Learn how you can compost your food scraps and yard trimmings into a nutrient-rich fertilizer for your garden or lawn. Attending the class will get you one step closer to completing the City of Austin's Home Composting Rebate Challenge, which could save you up to \$75 on a home composting system! **Get a FREE countertop compost collector when you attend!**

**CLASS:** Chocolate Making 101  
**DATE & TIME:** Saturday, April 25, 1pm-3pm  
**WHERE:** 4001 South Lamar Community Room  
**COST:** \$35  
**RSVP:** [chocolatemaking101.eventbrite.com](http://chocolatemaking101.eventbrite.com)

Ever wondered how chocolate was made? Learn how cacao is transformed into chocolate with SRSLY Chocolate's own Bob Williamson. Taste and learn about cacao's history and impact. Students make and their own custom bar of fine flavor craft chocolate!



Featuring these amazing **cooking demos and speakers:**

**LEANNE HILGART**  
activist/entrepreneur

**JASON WYRICK**  
cookbook author

**MONIQUE MARTIN**  
cooking demonstrator

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## Texas VegFest

Saturday April 4th, 2015, 11am to 6pm

Fiesta Gardens—2101 Jesse E. Segovia St. Austin 78702

Texas VegFest is a free public education event that celebrates the health, environmental, and animal welfare benefits of a plant-based diet. The fourth annual Texas VegFest is scheduled for Saturday, April 4th, 2015 in Austin, TX at Fiesta Gardens between 11am and 6pm. Texas VegFest is orchestrated by Texas Veg Foundation, a 501(c)(3) nonprofit organization whose mission is to educate individuals on the health, environmental, and animal welfare benefits of a plant-based diet using public events as a tool.

Festival activities include **lectures, demonstrations, youth activities, community outreach area, featured nonprofits, meditation, interactive booths, and live music.** Educational lectures and demonstrations presented by **Leanne Hilgart of Vaute Couture, Jason Wyrick from the Vegan Taste, Monique Martin from Mo Beta Vegan.**

Wheatsville Food Co-op, Natural Epicurean, Aquasana, The Stanford Inn by the Sea, Primarily Primates, Ecology Action, Food Fight Grocery, Sweet Ritual, BeeFree Honee, Herbivore Clothing, Compassion Over Killing and more are attending as sponsors and vendors.

Texas VegFest is Featured in the *Vegan Survival Guide to Austin*; voted as one of the top 10 must attend VegFest in the US by One Green Planet; and runner-up in Austin A-List's Best Festivals 2014. For more information about attending or participating at Texas VegFest 2015, please email [info@texasvegfest.com](mailto:info@texasvegfest.com) or stay updated on [www.texasvegfest.com](http://www.texasvegfest.com), or [www.facebook.com/TxVegFest](http://www.facebook.com/TxVegFest).