




the wheatsville breeze

Big Changes & Fond Reflection



Spring 2026



**Ch-ch-ch-ch-chaaaanges!
Big things are afoot at
Wheatville and we're excited
to take you on the ride with us.**



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Reflecting on 26 Years

Bill Bickford
General Manager



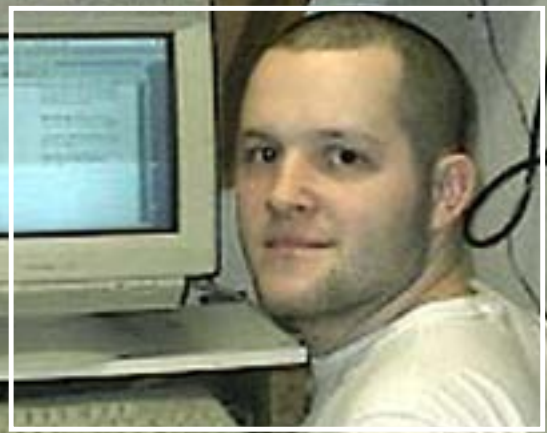
As Wheatsville prepares to celebrate half a century of serving Austin, I find myself thinking back to the first time I stepped into the funky little store on Guadalupe—the place that would eventually define my entire adult life. I've told the story many times before, but as I prepare for my own milestone, it feels right to tell it once more...

The year was 1999, and I had just moved into an apartment on 39th Street. I'd been living in Austin for a few years attending UT, but it was my first place near the Guadalupe store. After settling in, my first order of business was to buy some groceries, and rather than go to the Hancock HEB, I was motivated to find someplace smaller, local and, well...cooler.

Right away, I knew Wheatsville was different. As a recently converted vegetarian, I found so many more options than I'd seen anywhere else. I loved the food, the vibe, the ease of shopping, and even that specific Wheatsville smell—a scent I'd eventually become nose-blind to, or perhaps just came to recognize as home. When I got to checkout, they asked if I was a member of the co-op. I had no idea what that meant, so of course I asked.



As the cashier explained co-op membership and I began to wrap my mind around the idea of a grocery store being owned, governed and operated by its community—being ultimately beholden to and even symbiotic with that



community—I was immediately smitten. It appealed to me so much that, even as a broke college student finishing up his last few credits, I joined on the spot. The cashier tried to gently steer me toward the more affordable annual memberships we sold at the time, but I was all in! I put down \$70 that I probably needed for rent or gas and became a fully invested owner!

way to becoming a Floor Manager, and I saw the opportunity to learn, do and ultimately be so much more at the co-op, serving and working alongside amazing people who helped me understand why Austin would become my forever home. That was the start of my co-op journey. In the years since, I've had the opportunity to grow as a person and a professional more than I ever could have imagined. More importantly, I got to know and become friends with many of the most important people in my life. And even those I only walked a shared path with for a short time, I will remember fondly for as long as I live. You know who you are, and I will always carry you with me.



A couple days later, on my second visit, I filled out a job application. I already had a fulltime job—ironically, cashiering at the Fresh Plus in Clarksville. But it was summer and I wanted to earn extra money before Fall semester. My third visit was an interview, and by the fourth, I was working a training shift with the same cashier who had explained co-op ownership to me barely a week prior.



My love affair with the co-op would only deepen from there. As summer ended, I had to choose only one job to keep into my final semester. The choice was incredibly clear. I was already on my

That 22-year-old cashier could never have imagined the journey ahead, but after decades of growing alongside this organization, it is time for me to find a new path. As I shared with owners last week, I am stepping down as Wheatsville's General Manager.

I'm pursuing a new opportunity, still within retail here in Austin, but outside of the grocery world. To say it was a complicated decision to move on would be an understatement. I have spent half my life within these walls and serving this community; it's difficult to imagine doing anything else. However, stepping away now is the right decision for both myself and my family.



As I reach the conclusion of my 26 years in co-ops, I've been thinking a lot about those early days. I didn't just learn how to bag groceries at Wheatsville; I learned what it meant to be part of something larger than myself. I learned that a grocery co-op isn't just a place to buy tofu—it's a democratic engine for shared wealth and a community hub where people truly care about one another. I will miss the place dearly.

One of the reasons I feel at peace with this transition is the leadership team remaining behind. I am incredibly proud that Tanya Carney, our South Lamar Store Director, will be stepping in as General Manager.

Tanya and I have discussed this opportunity since she first joined us in 2022. Coming to us with deep experience from the Lexington Food Co-op in Buffalo, New York, she has quickly proven to be an invaluable member of our co-op leadership. She has been my identified successor for her entire four years at Wheatsville, and I have total confidence in her vision, heart, and judgment. Tanya isn't just filling in; she is leading our co-op into the next chapter, one that I know will serve this community for another 50 years.

While I am 'checking out' of my professional role, I am not leaving the Wheatsville family. I look forward to the 50th Anniversary bash on March 29 at Guadalupe, and I look forward to seeing you all from the other side of the register.

Thank you for the many years of trust, the stories shared in the aisles, and for making a 22-year-old cashier feel like he belonged.



WPRB



Meet the Lovely Tanya!

Tanya Carney

Our New General Manager!

Hello Wheatsville Community,

I'm honored to serve as your General Manager and grateful for the chance to introduce myself. I bring more than a decade of experience in retail and cooperative leadership, and I'm excited to lead Wheatsville into its next chapter while continuing to serve our Austin community. My path—from cashier to senior leader—has taught me that vibrant stores are built by empowered people and strong community connections. For the past four years, it has been a true privilege to serve as South Lamar's Store Director and to work alongside such dedicated staff and engaged owners.

I joined my first food co-op when I was 20, in Buffalo, NY. I still remember the warm mix of patchouli, herbs, and fresh ground coffee—and the kindness of the people who welcomed me. Working there as a part-time cashier in college showed me the power of a strong local food system and what a community can accomplish when it shares values and works together.



When I joined Wheatsville in 2022, I felt that same warmth right away. A staff member greeted me with a genuine, upbeat "welcome in," and I knew I had found a special place. My hope is that everyone who walks through our

doors feels that same welcome and sense of belonging.

I studied Anthropology at Buffalo State University, which gives me a people-centered approach to leadership grounded in curiosity and a systems view of community. I also recently completed a Co-operative Management certificate through Saint Mary's University, which strengthened my skills in strategy, governance, and mission-driven innovation.



I'm thankful for the opportunity to serve Wheatsville and its vision. I believe in our co-op's mission to cultivate a thriving community through sustainable food and shared ownership. I look forward to continuing this important work together.



In cooperation,
Tanya Carney

Co-op Power 50 Years at a Time

Brandon Hines
Wheatsville Board President



I joined the Wheatsville Board of Directors almost 10 years ago. I have been an owner and a regular shopper for 20 more years before that. Being on the board has given me a new appreciation for what it actually takes to keep a co-op operating. The staff, the history, the bylaws, the finances, the community relationships were all more intricate, more hard-won, and more meaningful than I had fully understood from the outside. I share that because when I think about fifty years of Wheatsville, I think of the countless people who built and sustained this organization across decades, most of whom none of us will ever know by name.

Austin was very different in 1976, the year Wheatsville opened. Wheatsville was part of a national wave of community-run natural food stores that believed deeply in the connection between what we eat and how we live together. Those founders were idealistic, committed, and operating on a shoestring budget. This year we celebrate fifty years as a co-op, now more than 28,000 owners strong.

In addition to celebrating our fiftieth year as a co-op, we will undergo two major changes: the closing of our Guadalupe location at the end of 2026 and the departure of our GM, Bill Bickford, who has spent nearly his entire adult life advancing the cooperative cause. Both will be missed. The board has appointed Tanya Carney as the new General Manager of Wheatsville. Tanya has deep roots in the world of cooperatives, having been a store manager at Lexington Co-op in Buffalo, New York. More recently, Tanya has been the store manager of our South Lamar location, and has been preparing for this leadership transition alongside Bill Bickford under our Emergency GM Succession policy. Tanya has done an excellent job running the South Lamar location, and we look forward to supporting her as she transitions into her new role as General Manager.

Cooperatives endure not because they hold onto what was, but because they hold firmly onto why. The "why" at Wheatsville has always been about building a community where people have genuine power over their food system, where workers are treated with dignity, and where economic participation is truly open to everyone. That purpose does not change.

That purpose is also more urgent than ever. It is time to recapitalize the co-op. Our capital campaign is an opportunity to invest directly in what comes next for your co-op. When you invest in Wheatsville, you are casting a vote for the kind of Austin you want to live in. Co-ops have always been built this way: through the collective will of people who believe that things can and should be better. The original Rochdale Pioneers understood this in 1844, and so did the Austinites who founded Wheatsville in 1976. If you have the means, I encourage you to make an investment in your co-op.

Fifty years from now, I hope someone is writing a Breeze article about the centennial of Wheatsville, reflecting on the people of our era the way we reflect on Wheatsville founders from 1976. As people who believed in something, and who did what was necessary when it mattered. That future is available to us. It just requires all of us to show up for it. I am proud and grateful to serve this community alongside you. Thank you, as always, for being part of our beloved cooperative community, and I hope to see you at the celebration.

Welcoming our 2026 Board Members



On January 27, 2026, the board seated two new board members and, fortunately, did not have to say goodbye to any outgoing members. We're delighted to welcome Wade Powell and Rachel Fischer to the Board. Incumbents Brandon Hines, Cody Atkins, and Joelle Williams were also reelected.

Lindsay Winters

Ownership & Outreach Coordinator

The board held its annual retreat on December 13, 2025, which offered a valuable opportunity to strengthen as a team and set the groundwork for the year ahead. After spending much of 2025 building foundational knowledge and refining strategic direction, the board is well positioned to deepen its focus on financial performance and owner engagement in 2026. We're excited to begin the year with two new directors and three returning incumbents guiding the work ahead.

Wade is a wildland firefighter, restoration ecologist, and proud public employee. He's been a Wheatsville member since 2010, with his connection to the Co-op beginning in 2007 while shopping for the House of Commons Co-op.

A longtime believer in the cooperative model, he's excited to help strengthen the cooperative economy in Central Texas and is committed to supporting Wheatsville's future while growing our membership and community impact.



Wade Powell



Rachel Fischer

Rachel served on the Wheatsville Board from 2020–2022 and has been a dedicated owner since 2002. Back when Guadalupe was the only location, she regularly made the trek from southwest Austin.

Her professional and volunteer background spans work at the State Capitol, roles as a legal assistant and lobbyist across multiple industries, and later a shift into agriculture—growing organic vegetables and assisting with row crop harvests in the

Midwest. She believes cooperatives offer a meaningful balance between corporate capitalism and mission driven purpose and is excited to serve Wheatsville again.

The board elects officers each year, and to provide continuity, the 2026 officers will be continuing their service, with Julie Gomez as Treasurer, Brianna Menard as Secretary, and Brandon Hines as President. Please feel welcome to reach out to the Board if you are interested in learning more about how they provide stewardship and oversight of our cooperative. You can reach the Board at boardemail@wheatsville.com.

2026

community action

Each year Wheatsville Owners vote for 10 local non-profit organizations to support in the coming year. Throughout the year, each non-profit has an assigned month where we accept donations at the register by rounding up totals at the checkout. During February and March, round up donations support Wheatsville's Capital Campaign Fundraising, helping us invest in improvements to our co-op.



JAN: League of Women Voters

A non-profit, non-partisan grass-roots civic organization working toward a democracy in which all feel they can participate.



FEB & MAR: Wheatsville

Help us reach our capital campaign goal of one million! Rounding up is an awesome way to contribute if investing isn't for you!



APR: Keep Austin Beautiful

Provides essential support and supplies for community cleanups and beautification projects.



MAY: Urban Roots

Urban Roots is a non-profit organization that uses sustainable agriculture to empower youth and inspire the community through leadership development and food access initiatives.



JUN: CASA

Empowers volunteer advocates to stand up for the best interests of children in the foster care system, ensuring they have a voice in court and a brighter future.



JUL: Sustainable Food Center

Works to strengthen the local food system and improving access to nutritious, affordable food.



AUG: Austin Creative Reuse

An organization giving teachers, artists, and makers in our community access to creative materials that might otherwise go to waste.



SEP: Ecology Action

A non-profit organization dedicated to promoting sustainable practices through environmental restoration, waste reduction, and community education.



OCT: Shoal Creek Conservancy

A non-profit dedicated to making improvements to the Shoal Creek Trail.



NOV: A New Start

A volunteer group that rescues, rehabilitates, and releases injured, orphaned and sick native Texas wildlife in Austin.



DEC: Hospice Austin

A non-profit organization providing compassionate end-of-life care, grief support, and palliative services to patients and their families.

Help us hit ONE MILLION!

Wheatsville is at a critical transition point.

Over the next year, we will be stepping away from our Guadalupe store and navigating the real, short-term costs associated with that change. At the same time, we are focused on reinvesting in our South Lamar store to ensure it continues to deliver the best possible shopping experience—strong operations, great service, and a thriving market for local farmers and producers. Finally, we want to make sure the co-op is financially positioned to act on future growth opportunities as they arise, increasing our impact and our ability to serve more of our community.

Owner investment makes every major chapter of Wheatsville's story possible. Investments from members funded the renovation of the Guadalupe store in 2008 and the opening of our South Lamar location in 2013. Once again, we are turning to our community of co-op owners to help ensure that Wheatsville remains strong, resilient, and community-owned for decades to come.

1 WHY?

- **Co-op Financial Security**
- **Store Improvements**
- **Build Reserves to Expand!**

2 DETAILS

- **18+, Texas Resident**
- **\$500 Minimum Investment**
- **5, 7 & 9 Year Put Dates**

3 BENEFITS!

- **Annual Dividends**
 - 4% starting and 4.5% on investments over 10K!
 - Additional premium at put date for investments over 10K!
- **Expanded Selection**
- **Tech Updates**

Questions? Email us at
invest@wheatsville.com

Invest



Donate



Set up for Spring Success!

plants, sustainability, and gardening galore!

Rita Daily

Marketing Director



This past Saturday, February 28th, we had a rockin' kick off to the Spring season with our Plant & Sustainability Fair at the South Lamar location. Tons of folks came out, stocked up on their starter plants for this year's garden, and did a lil' shopping in the process. We had booths of local artists selling their wares, a number of community organizations hanging out and talking about what they do best, and of course... our beloved DJ Danny keepin' the vibes goin' strong. Didn't make it out? No worries, we've still got plenty of starter plants at both locations just waiting for their turn to be planted in your garden.

A Few Gardening Tips n' Tricks

1. Water Deeply in the Morning to Encourage "Root Chasing"

Many gardeners water lightly and frequently, which keeps roots shallow and prone to drought stress. Watering deeply and less often, especially in the morning, encourages plants to grow deeper root systems. This makes them more drought resilient and better able to withstand summer heat.

2. Crushed Eggshells Take Years to Break Down — Powder Them Instead

Coarse or whole eggshells break down extremely slowly, often taking years to release nutrients. If you pulse eggshells in a blender until they're powdery, calcium becomes available to plants much more quickly and actually benefits the soil.

3. Choose Perennials for Low Maintenance, Long Lasting Benefits

Perennials return year after year, reducing the need for replanting, watering, and fertilizer.

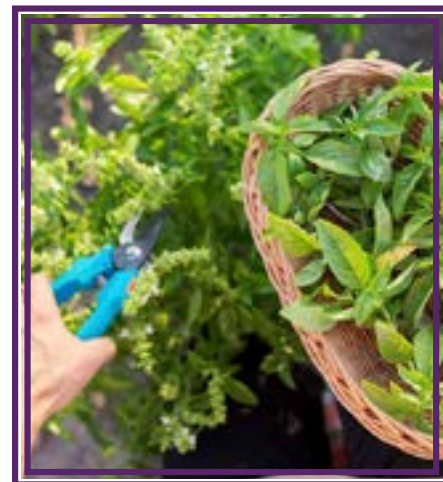
Many herbs—like rosemary, mint, sage, and oregano—are long lasting, low maintenance options that also attract pollinators and beneficial insects.



4. Harvest Herbs in the Morning for Maximum Flavor

Herbs such as basil, thyme, mint, and oregano contain the highest concentration of essential oils right after the morning dew dries but before the sun becomes intense.

Harvesting at this time produces the strongest flavor and aroma.



5. Use Diluted Aspirin to Boost Plant Resilience

A small dose of aspirin dissolved in water can help strengthen plants by mimicking salicylic acid, the natural hormone they use to activate their immune system and improve stress tolerance. A light aspirin solution can help plants stay vigorous, strengthen roots, and resist pests — with tomatoes, peppers, cucumbers, squash, roses, marigolds, and petunias showing the most benefit.

Staff Feature



Dan Junk

South Lamar Produce
Manager

WV: Do you have a favorite book, movie or song?

My current favorite song is "Eternal Sunshine" by Ariana Grande. She never fails to put me in a good mood!

WV: What's your favorite place to visit?

New York City, no question. Almost endless things to do and endless foods to try.

WV: What's your favorite office snack or treat?

I am a chocolate fiend. Come by my desk and there is almost always a chocolate bar waiting.

WV: Do you have any hidden talents or hobbies?

I am probably the best whistler you know and I've always got a song in my lil' heart!



Celebrate our 50th with *50 Wheatsville Facts*

Wowee-zowee, y'all. Can we talk about how Wheatsville is nearly half a century old? We are *fast* approaching our 50th birthday and are brewing up something **really** special to celebrate! Think art vendors, live tattoos, live music, comedy-based wrestling with Party World Rasslin (what?!?), the classic popcorn tofu po'boy, beus, and obviously some birthday cake! Oh, and free beer from our friends at Pinthouse (while supplies last)! Come out **Sunday, March 29th, 12-5pm to our Guadalupe store's parking lot** to help us celebrate. In the mean time, enjoy these fun Wheatsville facts! 50 in honor of our 50th, of course.

1. Founded in 1976 during what is known as the "Third Wave of Co-ops".
2. The co-op is named after Wheatville (with no 's'), the first post-Civil War Black community in Austin founded by James Wheat in 1867.
3. James Wheat's original homes still stands on San Gabriel, just north of 24th Street, in the heart of West Campus. It has a historical marker and is currently occupied by The Cauldron, a bar and coffee shop.
4. Wheatsville is owned by more than 29,000 members of the community. You can be an owner too!
5. The original Wheatsville location was at the corner of 29th and North Lamar. The location then became a bike store for many years after Wheatsville moved to Guadalupe.
6. Wheatsville was originally run by unpaid volunteers known as "turn-ups".
7. Wheatsville is run by democratic control. Each owner/member gets one vote in board elections, regardless of how much money they spend.
8. Any owner/member can run to be on the Board of Directors.
9. Wheatsville has a national reputation in the world of cooperatives.
10. The first Wheatsville GM, Walden Swanson, is in the Co-op Hall of Fame for his contributions to the world of cooperatives. You can read more about his early Wheatsville memories in this issue.
11. Wheatsville is a member of National Cooperative Grocers, a co-op of co-ops.
12. Wheatsville is the only full-service cooperative grocery store in Texas.
13. Wheatsville shoppers have raised well over one million dollars by rounding up at the cash register
14. Wheatsville is known for our Popcorn Tofu which was invented at Wheatsville in 2003 by the beloved Wonko.

15. Wheatsville has helped many local brands in their early years including: NadaMoo, GoodPop, Siete, Bola Pizza, Yellowbird, Rambler, and more!
16. Wheatsville is consistently ranked as "Best Neighborhood Grocery" by The Austin Chronicle reader surveys.
17. Wheatsville is the caretaker of Mangiasaurus, the giant mascot of former Mangia Pizza which a former board member affectionately called Guad-zilla.
18. For many years, Wheatsville sponsored a stop during the annual Bike-to-Work Day events.
19. Wheatsville Food Co-op in Austin, Texas, was established in 1975 using funding secured from a successful ZZ Top concert on Labor Day weekend in 1974 that served as a benefit for the University of Texas Student Association. Co-op founders used proceeds from the concert to help launch the grocery cooperative.
20. In the 1990s, Wheatsville was one of the few Austin grocers to fully participate in the 18-year grape boycott. He visited the Guadalupe store in 1991 to thank the staff for their support.
21. Wheatsville is the longest running cooperative of any kind in Austin.
22. The South Lamar location features 50 solar tubes and skylights to reduce the need for artificial lighting.
23. Wheatsville South Lamar was built to the specifications of the City of Austin's Green Building Program standards.
24. The South Lamar store includes a specialized classroom space for community cooking lessons. Reserve the space for your private events!
25. The Guadalupe store features a massive mural honoring fair-trade cocoa farmers, created by local artist J Muzacz.
26. Many Wheatsville deli sweets are made in-house using 100% vegan recipes.
27. In profitable years, Wheatsville issues patronage rebates to owners.
28. Wheatsville dedicated the Bluewillow Lounge in honor of longtime Staff Artist Aldia Bluewillow.
29. Wheatsville South Lamar is a popular pickup and dropoff point (and all-around hangout zone) for students from the nearby Ann Richards School for Young Women Leaders.
30. During election years, you can almost always find a volunteer deputy registrar at the front of the stores. Just one more way Wheatsville supports democracy.
31. The Bluewillow Lounge trivia nights are known for being exceptionally difficult, focusing on Austin history and obscure science.

32. Several past staff members have Wheatsville logo tattoos. One even has the PLU number for Popcorn Tofu tattooed on their arm.
33. Wheatsville carries a large selection of organic and clearly labeled local products.
34. The board holds an annual Fall Owners Gathering in October to share information on the state of the co-op. October also happens to be Co-op Month!
35. During the 2025 government shutdown, Wheatsville partnered with The Sustainable Food Center to provide produce for those most affected.
36. It is common to find staff members who have worked at Wheatsville for 20+ years, which is unheard of in retail grocery.
37. The Guadalupe store opened in 1981 during the Memorial Day Flood that devastated the community.
38. The South Lamar store opened in 2013.
39. Shopping at Wheatsville keeps more of your money in the local economy.
40. Wheatsville is the only full-service grocery store in Austin with a mission focused on the betterment of our community.
41. Wheatsville can cater your next event.
42. The Wheatsville Bakehouse can provide wholesale 100% organic baked goods.
43. There is always something going on at Wheatsville. Check out our calendar of events.
44. Every Wheatsville Breeze since 2010 is available on our web site.
45. Wheatsville has a physical archive of Breeze issues dating back to the 1970s.
46. Wheatsville offers store tours. Get a peek behind the scenes of your co-op!
47. Wheatsville follows the Seven Cooperative principles, as laid out by the International Cooperative Alliance.
48. The board recites our ends policy at the beginning of every meeting: Wheatsville will be at the forefront of a transformed society that has: a thriving community centered on hospitality, kindness, and generosity; a robust cooperative economy; easy access to sustainable, healthy food solutions.
49. Wheatsville comes with an Owner's Manual . . . Really! This is where you can learn all about what it means to be an owner.
50. Wheatsville hosts a business directory dedicated to Wheatsville owners consisting of much more than 50 businesses—check the Wheatsville business directory first for all your needs!

Love Letters to Guad



As our time with the Guadalupe location comes to a close, we want to take a moment to truly appreciate all the amazing years this locations has given us. From childhood memories, to professional development, to meeting some of our most cherished people in life, this store gave us so much.

In short, all we just want to say...

Cheers to Guad—we love you dearly!

Brandon Hines Board President

Dear Guad,

I cannot believe you are leaving us. You have been a central part of my life for more than 30 years. I remember my early years, struggling to get by, making an order of your black beans and brown rice stretch for multiple days. I was a quiet kid who didn't fit in, but you were there for me. I remember treating myself to a ginger tempeh when I finally got into college. You powered me through two degrees. I don't know how I could have done it without you. I always wanted to be cool enough to work at Wheatsville but never had the courage to apply. Serving on your board has been an honor. You brought to life an amazing store in South Austin. I will think of you every time I make the journey across town to shop at South Lamar—and I will make that journey!

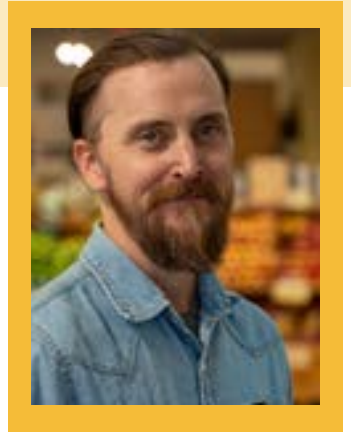
Forever with gratitude,

Brandon Hines, Shopper since 1991, Owner since 1995, Board member 2018 to present.

P.S. I hope to see you back in the neighborhood in the future.



Jason Ewing Guadalupe Store Director



Wheatsville,

As we approach your final days, I've been thinking back to when I first walked into the Guadalupe store in 2012. At the time, you were a one store co-op with a personality all your own, and I honestly wasn't sure I was cool enough to work alongside the incredible people who kept you running. I was stepping into a community that felt bigger, brighter, and more confident than I did — and somehow, you let me grow into it. Before I got here, I had already spent ten years in grocery retail. I thought I understood the work and what a grocery store could be. But those years paled in comparison to what you offered me. You showed me what it meant to operate with intention, to lead within a community instead of just managing a store, and to be part of something built on values instead of transactions. You elevated the work into something meaningful.

Guadalupe became the place where I found my footing as a leader. It shaped how I work, how I show up for people, and how I understand community driven business. And it was from that foundation — from the hard work, grit, and culture built at Guad — that the possibility of a second location even existed.

Being part of opening the Lamar store from the ground up is something I'll always carry with pride. I remember standing inside that giant, empty building long before it looked like a grocery store, imagining what it could become. Helping turn that empty space into a functioning, thriving second location was one of the most challenging and rewarding experiences of my career. And the truth is simple: Lamar would not exist without the people, history, and spirit of Guadalupe. Both stores taught me more than I ever expected — about cooperation, about patience, and about building something real with other human beings. While it's painful to see this chapter close, I'm deeply grateful for the years I spent inside these walls and with the people who made them meaningful.

Thank you for shaping my life, my work, and the leader I've become.

Jimmy Roberston Former Board Member



Getting the old Kash & Karry grocery store on Guadalupe ready for Wheatsville involved lots of blood. OK, maybe some sweat and tears as well, but definitely blood. Tucked into a dark corner of the back stock area was a well-sealed room with a very heavy door, and I was part of a small volunteer crew assigned to clean it out. After a few tugs to open the thick door, we turned on the light and stepped into the horrific scene: the old meat locker. It was freezing with a heavy layer of ice stuck to the walls. The ice was bright red. Over the next few days our crew pounded away at the icy walls—I had wondered why we'd been given sledge hammers for this assignment—while the meat locker warmed up. And with the warming came the melting. Very gross. The room was finally cleaned (exorcised?) and the old Kash & Karry was on its way to being transformed into something new and wonderful.

Cody Atkins Board Member



You moved into your current location in 1981, the same year I was born. It took me about twenty years to find you, but once I did, you became a steady and grounding presence in my life.

Your aisles held hippies, homesteaders, activists, early adopter vegans, bulk-bin regulars, families reading every ingredient label, backyard gardeners, and everyone in between. Somehow, it all worked. You were proof that community doesn't require uniformity, just a shared space and shared purpose.

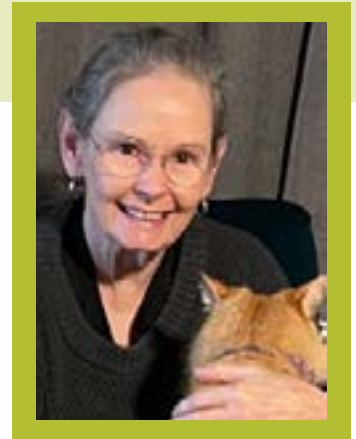
I met my wife in your aisles. The two amazing kids we now have are, in more ways than one, part of your story too. From rooftop concerts

and marching bands weaving through the store to the occasional celebrity sighting, there are plenty of memorable moments. But what I'll miss most are the small, everyday, human moments: the kindness, smiles, and warm connections from the community that called you home.

The future of Wheatsville stands on the foundation you built. Without you, none of what comes next would have been possible.

Cody Atkins, Wheatsville Employee 2010 to 2021, Board Member 2023 to present

Mindy Nobles Board Member



Dear Wheatsville on Guad,

I first walked into through your doors 1995 while visiting my son at UT. The energy was immediately evident: lines of people at the cash registers, people shopping the aisles, checkers who engaged warmly with each person they checked out. My son explained that was a local food co-operative with a retail store. I was already a co-op member in my northeast Texas town, but this was a co-op on another plane of existence. I was enthralled.

Approximately 20 years later, I walked through your doors as I now did on many occasions, having moved to Austin and having become an owner in the co-op as one of my first orders of business. With me was my then four year-old granddaughter, our third generation Wheatsville-ite. We checked in at the service counter to make sure it was okay that she was packing a light saber in case any bad guys were on the premises.

Now, with the passing of almost 10 more years, I must tell you good bye, dear Wheatsville on Guad. Time has swept city growth and Guad patrons north and in other directions, and Wheatsville will re-tool its offerings in response. We will still be with you always. But, for now, we will retreat to South Lamar and plan next steps. You will stand, though, as a beacon of good Austin energy and the continuing promise of the cooperative movement. I hope one day to be walked by one of my grown grandchildren into a future Wheatsville location. Wheatsville lives on!

Merijayd O'Connor Board Member

A love note to Guad
2/20/2026

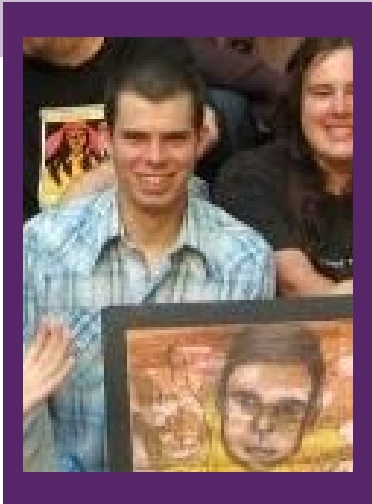
Wheatsville Guadalupe has been much more than just a place to buy food. Since 1995 I have felt a sense of home, community and comfort anchoring me into the Austin community. Writing this, I feel the sad reality that my beloved grocery store location is going to close.

As we let go of the tired, old building that no longer serves us, I am heartened that Wheatsville Food Co-op lives on in all of us. The shared memories of gatherings, friendly encounters and the love of quality food will keep us together, in cooperation.



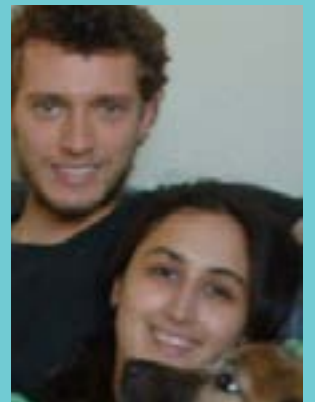
Wade Powell Board Member

I don't think I became a co-op member until sometime in the teens, but my first exposure to Guadalupe Wheatsville, my home store, came in 2007, when I was a part of the household membership at House of Commons Co-op. I was a house shopper as a part of my weekly labor and I had some memorable times doing the Sunday shop (often hungover) with some dear housemates of mine. These Sunday mornings instilled a lifelong love of cooperative culture, and helped make me who I am today.



Phil Johnson Former Manager on Duty

Probably the best thing that ever happened to me is that I met my wife Andrea at Wheatsville while I was working as a cashier in 2003. She worked down the street and would come in for lunch. One day she asked me out on a date and we've been together pretty much every day ever since for the last 23 years and raised two amazing kids. I also met many great friends there and was introduced to the greater co-op world. I'm now working in my 20th year at the Ashland Food Co-op in Ashland, Oregon as the IT/POS Manager. I owe it all to Wheatsville!





How Wheatsville Got Its Bank Loan

I remember how the Guadalupe Street store got its financing. Gary Newton played a central role, and probably Burgess and John D. as well. Before I went to work at the newly established National Consumer Cooperative Bank (NCCB) in 1980, we had prepared a loan application to finance Wheatsville's relocation from the old 29th and Lamar location. The problem was that the application had been written for a different site further down Lamar and unfortunately that location had fallen through. Damn.

Gary and the staff would need to start over with a fresh application for the Guadalupe location. The window was short, the work was substantial, and a new application would take time.

Then Ronald Reagan came to the rescue.

Reagan had appointed David Stockman as Director of the Office of Management and Budget. Stockman, for some unreasonable reason, had it in for NCCB. Perhaps because the establishment of NCCB was one of the last bills Carter signed before leaving office? In any case, Stockman was on a zealot's crusade to shut NCCB down entirely. Kinda like DOGE last year.

Carol Greenwald, then NCCB's CEO, came under intense pressure to get loans out the door fast. She called the staff together and asked if anyone knew of loans that could be approved and disbursed quickly, before Stockman could impound the funds. I raised my hand. I knew of two: Wheatsville Food Co-op (even if the application was written for the wrong address) and Whitehall Housing Co-op (the application included a group shower — carefully described in creative language). Both loans were approved immediately without adequate underwriting or even a site visit. The money went out the door, and Wheatsville, Whitehall, and NCCB are still thriving.

P.S. — I hope Mary Jude and BJ can tell the story of hiding from the NCCB officer who came to shut Wheatsville down a couple of years later, and how a group attending a cooperative convention in Ohio raised enough money in 24 hours to make the payment that kept the chains off the doors.

P.P.S. — Due to age and entropy, I cannot swear to the details of this account. It's accurate, but perhaps not precise.

Robert Villareal Lamar Front End Manager

When I started at the Guadalupe Wheatsville, I didn't know what a co-op was and how it worked, I just knew I needed a job. I never knew how much becoming staff at Wheatsville would enrich my life, through the connections I made with the various wonderful people I've worked with, to the amazing and very personable owner base we have at that store. I'm gonna miss my introduction to the co-op world and all it's amazing wonder, but I'm very happy to have shared in it's history, from Five Dollar Dinner to weathering the pandemic and will never forget how much that location will always mean to me.

Love you, Guadalupe, thank you for everything.



Judith Craft Former Employee & Creator of Wheatsville Arts Festival!



Hello Wheatsville Breeze,

My name is Judith Craft, I was hired in 1981 to work in the very small Deli which had only a 2 burner hotplate for cooking. After a couple of years, I left to go traveling with my partner Stevo Barnes. In Maine, I met a Raku artist who took me to The Maine Festival, an amazing event held on a picturesque college campus. There were three live music stages, a dance stage, a poetry stage, and a stage for children's entertainment. The collection of booths featured

several hands on demonstrations, including basket weaving, quilting, violin making, wood sculpture and pottery making, along with all the talented artists selling their work. I spent two days taking it all in.

Upon returning to Austin, I became a "refry" (hired back) at Wheatsville. A discussion about how to boost sales in December when students leave town resulted in my proposal that we host a smaller version of what I'd been so impressed with in Maine. I contacted a couple of artist friends and on the first weekend in December 1983, the Coop Artists Fair was held in the north parking lot with 17 artists participating. Sales were higher than previous Decembers.

The name was changed to Wheatsville Arts Festival, less cumbersome, better marketing... pun intended! The Arts Festival became quite successful for participants and for the coop. It grew to 77 booths, using some borrowed spaces across Guadalupe. It ran four years beyond the 2009 expansion of the coop. I am delighted the Wheatsville Arts Festival has been reborn at the south location.

Marilyn Scholl Former General Manager



Congratulations Wheatsville! I had the privilege of being the GM during the 10th anniversary. Still have the mug! The co-op I came from (Gordon Park Co-op in Milwaukee) had also just celebrated their 10th. That was quite an era for food co-op development and the beginning of my 40 year career working for and with cooperatives.

Here is a photo from last spring when a group of us gathered while I was in Austin.



Jim Jones Former Grocery Manager



Hello Wheatsvillians - former employee and still proud member of the co-op Jim Jones here. Happy 50th! Most of my decade-long tenure as a working member took place in the 90s - yikes! Seems like yesterday! I enjoyed my time at Wheastville immensely - not only did the co-op's mission statement influence and help guide my direction in life, but so did the many wonderful personal relationships I formed with my fellow workers/members. Here's a

shout out to you: Jason P, Kevin W, Owen M, Shane S, Paul H, Bret & Tammy, Kim, & Kim C & Kim D, Judy, Hal, Nils, Mary K, Donna, Aldia, Susie, Bill B. Laura N, Julia B, Julie B, Neal, Cedar S, Alan C, Chrissy, Pam P, Lee J, Sam & Joey C, John P, Patty, Niki N, Dan G - and so many more. It was truly joyful and a wonderful experience. I miss you all and think of you often.



Our Newest Obsessions

Adrienne Santchi

South Lamar Grocery Manager

Mr. Natural

The most recent addition to our bakery case is none other than beloved, local vegetarian/vegan Mexican restaurant Mr. Natural. An Austin institution for over 35 years, we couldn't be happier to partner with Mr. Natural for our newly reintroduced vegan donuts. Be sure to swing by either location to discover which flavor is your new favorite.

Afia

Afia, meaning "a toast to health and wellness", began as a way to fill "a gap on grocery shelves where Middle Eastern and Mediterranean food should be". Founded by Syrian immigrants, this Austin company is featured throughout our coop. Entrée bowls and falafel balls can be found in our freezer section. Additionally, Afia falafel is served as a wrap or a platter in the deli cold case.

Tapios

Packed with "85 decibels of crunch", this modern twist on Brazilian biscoito de polvilho (tapioca starch crackers) is naturally grain free and plant based. Enjoy them with the milk of your choice as breakfast cereal or straight from the bag as a grab and go snack.

Ni-Howdy

What's there to do when your family staples turn out to be full of ingredients you don't feel comfortable putting in your body? Why create your own alternatives and found a business to sell them, of course. Real ingredients, no preservatives, and no seed oils means Asian staples you can feel good about bringing to the table.

Kessho

Initially started as a means to bridge Asian flavors and bean to bar chocolate, these Austin transplants have expanded into the food truck and gelato businesses. From boba tea to lamb skewer, salted plum to black sesame, you definitely haven't had a chocolate bar like this before. Better yet, through partnering with Kokoa Kamili and Uncommon Cacao, you can rest assured that what you're indulging in is fairly traded and ethically harvested.

Hundy

Imagine a "fruit pop" actually made from fruit. Seeking to bring nutrition to frozen treats, Hundy created a line of single ingredient popsicles that parents and children can agree on. Woman owned and based in Austin, TX, these popsicles are 100% organic and exceed USDA Smart Snack standards.

It's All Good

Gluten free, plant based, soy free, and oil free while maintaining the size of an average loaf of bread? It used to be a fantasy, but now you can find It's All Good's sourdough sandwich loaves, sandwich buns, and boules in our freezer section. Come on down, pinch yourself, realize you're not dreaming, and load up your cart with what you once thought was impossible.

Dad's Best Hummus

Organic, hand-crafted hummus in 7 and 16 oz varieties, straight out of Austin, TX. What more could you want?



THE WHEATSVILLE WIRE

Wheatville's 50th Birthday Party



MARCH 29, 12PM - 5PM

at the Guadalupe location

Join us in celebrating 50 YEARS of Wheatville!!!
We'll have art vendors, live music, free Birthday cake,
live tattoos, free beer (while supplies last),
and what we really can't wait for....

PARTY WORLD RASSLIN'!

This will be a ridiculously fun, silly, all-ages event
& we can't wait to see you there!

Austin Old Time Jam

Every 1st & 3rd Tuesday, 6pm
at the South Lamar location

Grab your fiddle, banjo, guitar, or other acoustic string instrument! This jam session is free and open to players of all skill levels who are interested in playing and learning traditional American Old-Time string band music.

Table-top Game Night

Every 2nd Thursday, 6:30pm
at the South Lamar location

Join community organization Local Queer for a night of board and table top gaming! Grab a snack, meal, or drink from Wheatville and come hang!
All are welcome.

Free Yoga & Sound Bath

March 24, 7pm
at the South Lamar location

Come stretch, relax, and take a moment to breathe out all the stress in your life. This class is free and will take place once a month moving forward.

Private Events

Did you know you can rent the Bluewillow Lounge for your meeting, class, or other event? See details and fill out the request form on our website [HERE](#) if you're interested!