

# THE WHEATSVILLE BREEZE

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



## Call for Nominations for the Board of Directors Why Not Run For the Board?

by Christina Fenton and John Vinson, Nominations Committee Co-Chairs

For this upcoming election, for the term starting January 2015, at least **six Board seats** will be up for grabs. We hope that over the next few weeks, some of you will be interested in learning more about being part of the Board, the group of people who are elected by you to work on behalf of and for the benefit of the owners of our co-op. The deadline for potential candidates to file applications is approaching fast – **August 1, 2014**.

With the opening and great success of our South Lamar store, the Board is having amazing conversations right now about the future of Wheatville, expanding the cooperative economy, and transforming society. Join the conversation!

If your interest is piqued, there are a few things that you can do to explore whether Board work is for you:

- 1. Attend a Board Orientation Session for Prospective Candidates.** This is where you will learn more about what Board work is and is not. (See the schedule below)
- 2. Attend a Board Meeting.** Come see the Board in action! Meetings typically occur the last Tuesday of every month. (See schedule below). It is a good idea to check the Wheatville website for any last minute changes if you are planning to attend.
- 3. Join a Committee.** The Board has many committees that are active at various times throughout the year. Joining one of them might be a great way to get more involved and to learn more about the Board's work. If you think you might be interested in joining a committee, email [boardemail@wheatville.coop](mailto:boardemail@wheatville.coop).

### I've Decided to Run, What Now?

If you decide you do have an interest in being involved in the board, you will want to understand the endorsement process. As part of our ongoing effort to make our recruitment efforts better, the Board has made a small adjustment to the requirements for a candidate to receive the endorsement of the board.

As was the case last year, all prospective candidates will be asked to attend a Board Orientation Session. However, this year a small informal group interview of candidates will be conducted. The interview answers will be reviewed by the Nominations Committee and will serve as a way for the Board to get to know each candidate better.

Any candidate wishing to receive Board endorsement will be required to:

1. Be a fully invested owner in good standing with the coop
2. Attend a Board Orientation Session for prospective candidates (participating in the informal interview)
3. Submit 2 references (either personal or professional)
4. Attend at least one Board meeting prior to the application deadline (August 1)
5. Agree to abide by the Directors Code of Ethics and Code of Conduct, and
5. Submit a complete candidate application by August 1. The application is now available on the Wheatville website.

The number of endorsed candidates allowed on the ballot will be limited to 2 candidates per vacancy plus one, with an overall cap of 9 total endorsed candidates allowed on the ballot. This means that if there are 3 vacancies, then up to 7 candidates can receive board endorsement. If there are 4 or more vacancies, then up to 9 candidates can be endorsed by the board. In the event that the number of candidate applications exceeds the cap, the Nominations Committee will evaluate each candidate's informal interview answers and application. References may also be called. Based on that information, the appropriate number of candidates will be chosen for endorsement.

The rationale for limiting candidates is based on the high number of candidates in prior elections. Many of our owners reported feeling overwhelmed by the large number of candidates and the amount of information they would have to sort through in order to make an informed decision. It is our hope that these limitations will make it easier for our owners to choose highly qualified Board Directors in future elections.

We think that Wheatville owners are some of the most wonderful and amazing people in Austin. You are a group of individuals with diverse backgrounds, strong opinions, varied work and personal experiences who understand the importance of the coop model. Each Board Director agrees that it is a real pleasure to represent the owners of Wheatville.

### Board Orientation Sessions

Wednesday, July 9 6:00-7:30pm Guadalupe  
Saturday, July 26 11:00am-12:30pm S. Lamar

### Pre-Election Board Meetings

Tuesday, July 29 30, 6-9:00pm Guadalupe

## Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, JULY 19TH  
THRU SUNDAY, JULY 27TH!



## City of Austin to Promote the Growth of Cooperative Businesses

In May, Austin Cooperative Business Association (ACBA) leaders presented the value of cooperatives in the local economy to city staff asking the city to foster cooperative solutions for affordable housing, quality jobs, and local food production and distribution. Staff and council members expressed support for the ideas.

Councilwoman Laura Morrison suggested that Council pass a resolution requesting a report detailing ways the city can help expand existing co-ops and start new ones.

On June 12 City Council unanimously passed the resolution. Over the next two months local co-op leaders will provide input to city staff about how the city can expand the local cooperative economy. Once the report is completed, ACBA will work with City Council and Staff to implement the policy recommendations in the report.

Wheatville is a founding member of ACBA. You can become an individual member of ACBA for \$50 or more.

To keep up with future developments sign up for the ACBA email list at <http://acba.coop> or Follow @ATxCBA on twitter.



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# Community Action Wednesday

## Community ACTION WEDNESDAYS

In May, we raised **\$6,688.38** for **Urban Roots**. Thank you!



### In July we will support Hospice Austin

Hospice Austin is a non-profit organization that serves terminally ill and bereaved persons with integrity, compassion and respect. They provide comprehensive, specialized care to patients and families living with a life-threatening or advanced illness in the home, in the hospital, in a nursing home or assisted living facility, or at Hospice Austin's Christopher House.

<http://www.hospiceaustin.org>



### Meals on Wheels and More

#### In August, we will donate to Meals on Wheels & More

Meals on Wheels and More seeks to nourish and enrich the lives of the homebound and other people in need through programs that promote dignity and independent living.

[www.mealsonwheelsandmore.org](http://www.mealsonwheelsandmore.org)

## Help for the Homeless

by Raquel Dadomo, Brand Manager



Have you ever been approached by someone at a stoplight or on the sidewalk who needs money? What do you do? What do you say? How can you make a difference? The problem of homelessness is sadly, not a new one, but for the past 30 years it's been increasing due to a growing shortage of affordable rental housing and a simultaneous increase in poverty.

Tomas Heikkala, longtime co-op owner, had an idea to create a survival bag for homeless folks. He wanted to offer good food, fresh fruit, water and a list of resources from Austin's House the Homeless organization that could be given in lieu of cash. The bags were running him about \$5 each retail and he wanted to help more people than his personal budget would allow. He came to Wheatsville for help and we were able to donate some of the essentials to get him started and a system to keep the program sustainable. **Thank you** for supporting our co-op so that we can make donations like this possible!

Tomas will be tabling at S.Lamar and Guadalupe about once per week, selling these bags for \$5 each. When you see him, thank him for making a difference and buy a bag to keep in your car. The next time a person asks for money, hand them a bag of food and wish them a good day.



## 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 cooperative economy!

## Co-op Owners enjoy:

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

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

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

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

**Total Co-op Owners as of June 17, 2014: 15,553!**

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

## DOGGONE IT! WHERE DID YOU GO?

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



## Wheatsville Participating in Survey of Co-op Members

by Brian Donovan, Director, Austin Cooperative Business Association

As a founding member of the **Austin Cooperative Business Association (ACBA)**, Wheatsville is participating in a Financial Services Survey and Credit Union Membership Drive. The survey will be done online and in the stores during September and October. The survey will gather information about Wheatsville shoppers' financial services providers and encourage respondents to join a credit union. As financial cooperatives, Credit Unions are an important part of the cooperative economy in Austin. ACBA wants to know how many Wheatsville shoppers are already members of credit unions and encourage those that are not to join one.

ACBA is a trade association advocating for cooperative businesses in Central Texas. Its mission is to increase membership and profitability of cooperatives and raise the profile of the cooperative business model. Cooperatives have been an important part of our economic vitality in Central Texas for more than 75 years. Please keep an eye out for the ACBA survey table when shopping at Wheatsville this Fall or take the survey online. There will be a drawing for prizes among respondents who are willing to share their contact information.

<http://acba.coop>



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3101 Guadalupe Austin, Texas 78705  
4001 S. Lamar Austin, Texas 78704  
512-478-2667 512-814-2888  
email [aldia@wheatsville.coop](mailto:aldia@wheatsville.coop)  
website [www.wheatsville.coop](http://www.wheatsville.coop)  
Editor & Production: Aldia Bluewillow

#### Contributors:

Reyna Bishop, Aldia Bluewillow, Carol Campbell, Cheryl Couture, Raquel Dadomo, Brian Donovan, Christina Fenton, Heather Fisher, Ralf Hernandez, Beth Ley, Mark Maddy, Chris Moore, Niki Nash, Nina Norton, Erica Rose, Dana Tomlin, Tree VanderMolen, Kate Vickery, John Vinson, Lisa Weems, Brooks Wood

Photos by: Aldia Bluewillow, Raquel Dadomo, Bob Kinney, and Ben Mason except where otherwise noted or not known

**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 at the meeting? Use the Open Time Form on the Board's webpage.

#### Wheatsville 2014 Board of Directors

Doug Addison	Reyna Bishop
Marcia Erickson	Christina Fenton
Michelle Hernandez	Steven Tomlinson
Kate Vickery	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-discriminatory information about food to people in Austin TX.

## 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:





# Becoming Better Leaders: Strategic Learning with the Board by Kate Vickey, Board Member



Hello, Wheatsville! I am so pleased to be able to update our owners on the ways that the Board is working to improve its leadership position. Every month during our meetings, we spend nearly an hour doing “strategic learning” where we learn something that will help us be visionary leaders for the co-op.

Over the past two years, we spent a lot of time doing strategic learning about various aspects of the Big Direction. We asked questions like, “how do we responsibly expand?”, “how do we use financial forecasting tools most effectively in our decision-making?”, and “what information does the board need from the general manager in order to make decisions about opening a second store?”. We learned a lot about how to be a board of a cooperative-in-expansion, and we are now working on documenting in order to keep building on our institutional knowledge for the benefit of the co-op and its owners.

With the potential for future stores on the horizon (as part of Wheatsville’s BIG Direction), this year’s Board considered it important to refocus our strategic learning time. Our 2014 plan focuses on our suite of ends statements. These ends statements describe Wheatsville’s vision and Wheatsville is the economic engine for the purpose of achieving these Ends.

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.

In particular, we have spent the past three months working on learning more about end statement #3: “easy access to sustainable, healthy food solutions.” We’ve been interested in digging into what we really mean by “access.” How do we make sure that we are providing access? To whom are we providing access and how are other co-ops thinking about this question?

To start our learning, we invited Margaret Shaw from the City of Austin’s Economic Development Department to talk with us about a report commissioned by City Council in 2013 called the “Economic Impact of Austin’s Food Sector” (summary report available [http://bit.ly/COA\\_EIAFS](http://bit.ly/COA_EIAFS)). Margaret shared a few highlights from this first-of-its-kind report. Most significantly, the food sector in the Austin metro area is responsible for \$4.1 billion in annual output, which is as much as the entertainment/music industry. The grocery sector is a significant portion of that number and Wheatsville’s annual sales make up a very small percentage of the overall sales for the area. The tourism industry in Austin is a huge contributor to our robust food economy, of course, and our focus on local food is an important part of the market’s success. The take-away for us was that Wheatsville is well positioned to continue to grow in the Austin food economy! Another key finding of the report, however, is that despite the success of Austin’s food economy, issues of hunger – particularly for children – and lack of access to fresh, healthy food are persistent and profound.

Allen Rogers, founder of the Rosewood Community Market (RCM) located at Rosewood Avenue and Chicon Street in East Austin, hoped to address this lack of access with his small-scale grocery store. The RCM, which had a goal of providing affordable fresh, healthy food in an area commonly thought of as a “food desert” because of its lack of grocery stores, was in operation for most of 2013, but closed its doors at the end of the year after a challenging year. We invited Allen to come speak with our



Allen Rogers

board about RCM, and the challenges of running a very small-scale grocery store while providing affordable local food. Allen reflected on the fact that he felt strongly that he wanted to open a grocery store in the Rosewood neighborhood and fell in love with the tiny space at Rosewood/Chicon. His commitment to that location created some unique challenges, particularly because he was trying to run a grocery store out of about 1,000 square feet of retail space. He also struggled



to create a space that appealed to both long-time residents of the Rosewood neighborhood – a robust community of color with many low-income residents – as well as the rapidly growing number of newcomers – mostly white folks – moving to East Austin. The question of how to create a grocery store that meets the needs of a diverse community is one that Allen and the RCM stakeholders are still wrestling with, and one that Wheatsville is also thinking about as we move forward with the Big Direction.

Following Allen’s visit with the board, we welcomed two members of

the Rosewood Community Market’s steering committee, Regina Mitchell and Libbie Weimer, to join us for a strategic learning conversation. The RCM steering committee is working on reincarnating the RCM as a food co-op and has been spending a lot of time thinking about the questions of social and economic justice in the food system. For this strategic learning discussion, we also read an article by Julie Guthman (professor of food, politics and economy at UC-Santa Cruz: <http://research.universityofcalifornia.edu/profiles/2011/09/julie-guthman.html>) called “If Only they Knew”: The Unbearable Whiteness of Alternative Food.” The article challenged us to think more deeply about the role of race in the alternative food system (e.g. local, sustainable, organic foods). Libbie and Regina told us about the many discussions they have been having about how to meaningfully engage a diverse and largely low-income, non-white community in supporting a food cooperative.

We discussed questions like: Who has power in the traditional and/or alternative food system and what role does race play in that power structure? In what ways have you witnessed the impact of race or racism in the alternative food system? What does it mean for a grocery store – or any space – to “feel like a white space”? Regina and Libby made a number of interesting points about the absolute necessity of building individual relationships with potential owners of a new food-co-op, honing in on what the needs of a community are. The RCM steering committee is dedicated to creating a co-op that really meets the needs of their community.

These strategic learning discussions are part of a continuum of learning for the board. They help us to understand more deeply our mission in relation to the needs of a growing and diversifying membership in a city that is also changing and growing at an incredible pace. We are committed to being thoughtful leaders and hope to have many more discussions about the questions of access, diversity, affordability, and food justice.



## Report from the Austin Co-op Summit 2014

by John W. Vinson, Wheatsville Board Member and Wheatsville’s Representative on the Board of the Austin Cooperative Business Association



On April 4th and 5th, the Second Annual Austin Co-op Summit took place at several locations throughout Austin. The Summit was hosted by the Austin

Cooperative Business Association of which Wheatsville is a Charter Member. Overall, more than 150 cooperators attended the various sessions and events. The theme of this year’s Summit – *Towards Shared Abundance and Prosperity* – centered on the cooperative development of the local food movement and how cross-sectoral cooperative efforts can help grow that movement. Much of the thrust of the Summit underlined the general importance of organizing cooperators from various sectors (that is consumer, worker, housing, electric, agricultural co-ops, as well as credit unions), because working collaboratively we can have a bigger impact on our communities while growing the cooperative economy.

The Summit commenced with a reception at the Acton School of Business on Lady Bird Lake. Several co-ops donated food (including Wheatsville and Cabot Creamery), beverages (Black Star), chocolates (Equal Exchange), etc. A dozen mostly local co-ops tabled at the reception providing information on their cooperative products, services and missions. The reception also featured a panel discussion, kicking off the cross-sectoral theme of the Summit, with Steven Brookner, President of the National Cooperative Bank (D.C.); Mike Williams, President/CEO of Texas Electric Cooperatives (an electric co-op trade association based in Austin); and Michael Beall, President/CEO of the National Cooperative Business Association and the Cooperative League of the of the USA (D.C.).

On Saturday, the educational and panel discussion sessions took place at UT’s Jesse H. Jones Communications Center featuring various cooperative business and organizational speakers. The keynote speaker for the Summit was Dr. John Park, a Texas Extension Specialist for cooperative business and the Roy B. Davis Professor of Agricultural Cooperation for Texas A&M AgriLife Extension Service at Texas A&M University. He presented on the topic of food distribution and marketing and the challenges facing the local food and food hub movements.

The main Summit sessions were broken into two tracks featuring the following subjects and speakers:

**Agricultural Cooperatives Past and Present** — Tommy Engelke, CEO of the Texas Agricultural Cooperative Council; Billy Curb, the Business, Cooperative, and Energy Specialist for the United States Department of Agriculture Rural Development Office in Temple, Texas; and Rick Carrera, Project Director for the Texas Rural Cooperative Center at The University of Texas-Pan American.

**Types of Cooperatives** — Michael Racis, Vice President for Communications and Business Services for Pedernales Electric Cooperative; Cyndi Jimenez, a founding member of Dahlia Green Cleaning Services, Austin; Dana Curtis, a founding member of the Workers’ Assembly at Black Star Co-op Pub and Brewery, Austin, and current Business Team Leader; and Annelies Lottmann, a founder of Yard to Market Co-op, Austin.

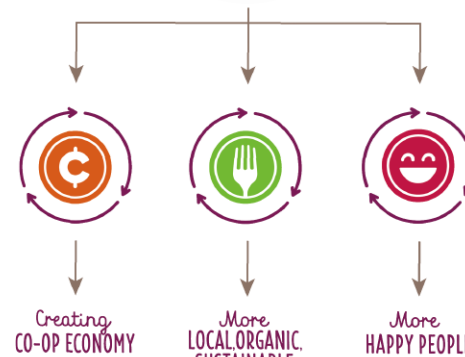
**Cooperative Development Resources in Texas** — Billy Curb (see above); Greg Koehler, the Central Texas Outreach Coordinator for the Texas Rural Cooperative Center; Daniel Miller, General Manager for the properties of the North American Students of Cooperatives; Nicole “Nikki” Marin Baena, Board member of the United States Federation of Worker Cooperatives.

**Opportunities for Cooperatives in the Local Food Movement** — Dominique Renee Bowman, founder and Executive Director of The Green Lots Project (Chicago), Austin/Travis County Sustainable Food Policy Board member and a coalition member of Food For Black Thought; Dan Gilotte, Chief Executive Grocer of Wheatsville Food Co-op, Board member and former Board Chair of the Cooperative Grocers Network and Board member of the National Cooperative Grocers Association; Jake Carter, a founding Board member of Moontower Community Agricultural Cooperative, Austin; Andrew W. Smiley, Deputy Director of the Sustainable Food Center, Austin.

**Advocacy** — Alan Knapp, Vice President of Advocacy for the National Cooperative Business Association and the Cooperative League of the of the USA (D.C.); Carlos Perez de Alejo, a co-founder of Cooperation Texas, Austin, and a Board member of United for a Fair Economy.

**10 Things You can do to Advance the Cooperative Movement in Austin and Beyond** — Patricia B. Sterner, COO for the National Cooperative Business Association; Brian Donovan, Executive Director of the Austin Cooperative Business Association.

The Summit ended with a Saturday evening dinner at the Sustainable Food Center in which 35 guests were treated to a meal prepared by Black Star Co-op and Brewery chef Johnny Livesay. The dinner was an incredible networking opportunity for all who attended. By all accounts, the Summit was a great success. We look forward to next year’s Summit and hope that, like Austin’s co-op economy, the Summit will continue to expand and foster diverse cooperative communities.





## Local Vendor Focus: Lick Honest Ice Cream by Chris Moore, Chill Coordinator



In celebration of National Ice Cream Month in July, we are proud to focus on local and delicious Lick Honest Ice Cream.

Wheatsville's South Lamar location is just down the street from Lick's storefront so Packaged Manager, Niki Nash, and I traveled by scooter to drop by and say hello to Lick co-founder Anthony Sobotik.

After providing us with perfectly creamy ice cream samples, Anthony answered some of our questions, the first being: Why is Lick ice cream so dang good?

Anthony says it starts with the fresh milk and cream from Mill King Creamery in McGregor, Texas. Never homogenized and pasteurized at lower than usual temperatures, Mill King products have been highly prized at Wheatsville for several years. Anthony and his partner Chad Palmatier have an excellent relationship with the Mill King farmers—they process the milk that will become Lick Ice Cream directly on the farm and they have an exclusive agreement that ensures only Lick Ice Cream enjoys that benefit.



photo: ilicklick.com

The other reason Lick Ice Cream has had much critical acclaim, including a recent nod in *The Thrillist's 21 Best Ice Cream Shops in America*, is flavor. Anthony's culinary background and South Texas upbringing inspire him to seek out true, fresh flavors regardless of whether or not they are traditionally found in ice cream such as the extremely popular **Roasted Beets & Fresh Mint**. Some of the flavors that have been a slam dunk from day one are the **Dark Chocolate with Olive Oil & Sea Salt**, made with Texas Olive Ranch Extra Virgin Olive Oil and **Hill Country Honey and Vanilla** featuring Austin Honey Company Honey.



photo: ilicklick.com

Since he's an ice cream expert, we asked Anthony for some summertime dessert ideas:

- Lick Dark Chocolate Sea Salt Ice Cream scoops on warm Bourbon Pecan pie from Tiny Pies.
- Lick Pecans & Cream Ice Cream with hot peach cobbler made with Texas Peaches.
- Lick Cilantro Lime Ice Cream is light and refreshing on its own!



## Melon Primer by Ralf Hernandez, Produce Coordinator

Summertime is here, and our produce department is bursting at the seams with delicious, fresh, and healthy fruits and vegetables. Most of our veggies are available year round, taking advantage of the different climates and growing conditions worldwide. One of the main advantages for the customer to buy seasonally is the heightened quality,

freshness, and flavor of the produce, and this is clearly evident when it comes to melons. Choosing a ripe and flavorful melon may seem tricky, but here are a few simple guidelines to choosing the perfect melon for your household:

- The most important clue melons will give you scent; they should give off a sweet, pleasant aroma at the stem end when they are ripe.
- Choose melons that feel heavy for their size.
- Ripe melons should yield slightly to gentle pressure.
- Avoid melons with lumps or soft spots.

Once you have selected the melon, consume immediately or leave them unrefrigerated if they are not ripe enough yet (no scent yet). Once you have cut into the melon, they should be kept refrigerated (tightly sealed) for up to 5 days. As always, if you need help selecting the right melon for you, or if you would like to taste one, just ask your friendly produce clerk. Here are a few of our favorites that will be available in our produce department:

### Honeydew

Creamy yellow coloring, and slightly tacky to the touch when ripe; green flesh with a subtle, sweet flavor.



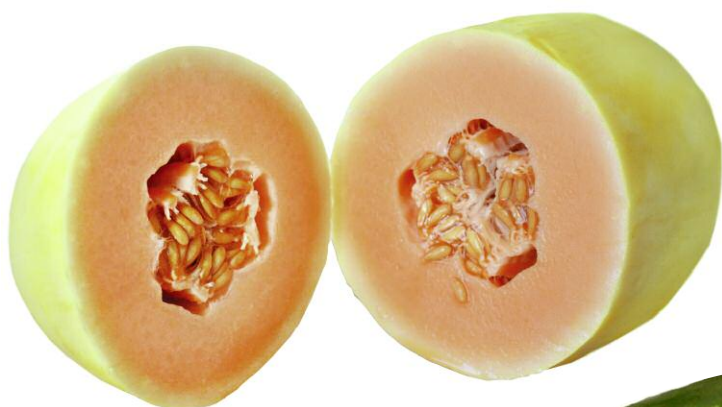
### Cantaloupe

The "netting" on the melon should be creamy colored when ripe. Very aromatic orange flesh, with a musky, sweet flavor



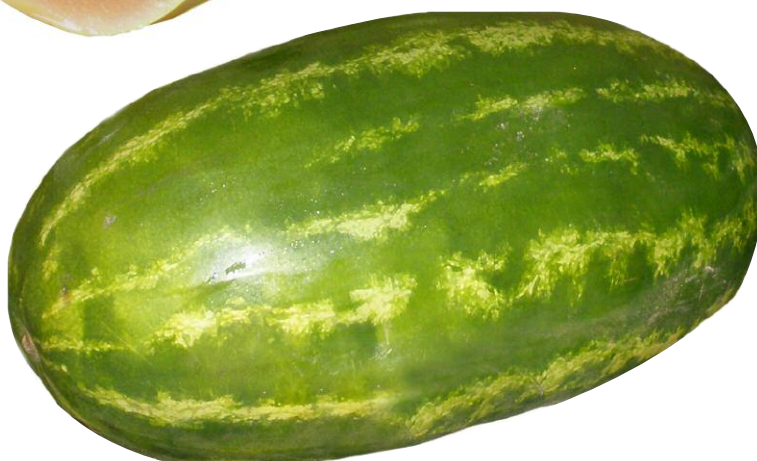
### Crenshaw

Large, oval shaped melons with a yellow-green ridged skin with a pinkish-orange flesh. It's easy to pick out ripe ones as they give off a really sweet, strong aroma.



### Watermelon

Super hydrating and quite the crowd pleaser. To pick a ripe one, thump the watermelon and listen for a hollow, drum-like sound.



### Galia

Golden/green netted exterior with pale green flesh. Intoxicating aroma with sweet, juicy flesh. My personal favorite!







## New at Wheatsville by Nina Norton, Category Management Coordinator

### Must B Nutty Almond Flour Tortillas

If you're paleo, gluten-free or just looking for other options, check out Must B Nutty's handcrafted Almond Flour tortillas. Completely grain- and gluten-free, they're also vegan and consist of just five simple ingredients: almond flour, tapioca flour, water, sea salt, and xanthan gum. Produced here in Austin! Find them in our refrigerated case.



### Fatworks Premium Cooking Oil: 100% Grass-fed Beef Tallow

Fatworks is the first and only company dedicated to providing the finest premium quality, traditional animal fats. Founded to meet the very exacting standards of gourmet cooks, chefs, bakers and fry fanatics,

these fats also meet the requirements for Paleo/Primal diet followers. If you've never used beef tallow for your cooking and/or baking, you don't know what you're missing! Tallow adds a richness to anything you're making, and Fatworks' 100% grass-fed, kettle rendered tallow is pure, delicious, and stable (needs no refrigeration). Also, because of its purity, it's more reusable than ordinary tallow (simply strain to re-use several times). In recipes where coconut oil's distinctive flavor and aroma may not be desired, tallow is a great alternative.

Fatworks' products are always sourced from humanely treated, hormone- and antibiotic-free, and just as importantly, pasture-raised animals! They strive to source animals that eat as close to their natural diet as possible because of a deeply held belief that this is what all animals (including humans) should do.

Coming soon: 100% Free Range Pasture-fed Leaf Lard (from pork) and Duck Fat.

### Seafare Pacific Soups:

West Coast Cioppino, Smoked Salmon Chowder, Seafood Bisque

Sea Fare Pacific adheres to stringent standards that support certified sustainable, Pacific Northwest fishing families. They line-catch albacore off the pristine Oregon, Washington, and California coastlines one at a time with a hook and line to keep the earth and ecosystem safe, and to provide the highest-quality, omega-3 packed tuna with no mercury concerns. Each catch is prepared by hand at ice-cold temperatures in Coos Bay, Oregon, and is cooked only once to preserve its natural oils and flavors. Sea Fare Pacific takes great pride in providing the superior health benefits of wild caught seafood from sustainably managed stocks, while keeping the entire catch-prepare-package loop right here in the USA to support American working families. Innovative BPA-free pouches utilize less energy and resources to produce and ship, and actually keep the final product fresher than a can.



### Hummusphere Smoked Hummus Dressing:

Red Pepper Balsamic, Black Bean Ranch, Hummus Goddess

Local producer Hummusphere (formerly Baby Zach's) introduces creamy hummus-based salad dressings in three varieties:

Roasted Red Pepper Balsamic, Black Bean Ranch and Hummus Goddess. The high-protein, low-fat dressings are made with a base of chickpeas smoked over applewood and other non-genetically modified ingredients.

### Tres Pupusas:

Spinach & Cheese, Black Bean & Sweet Corn, Green Chile & Cheese, Pinto Bean & Cheese

Originating from El Salvador, a pupusa is a stuffed corn tortilla filled with delicious goodness.

Tres Pupusas are produced with organic, non-GMO corn masa and are naturally gluten free meals. Pupusas are traditionally served with a side of curtido (cabbage slaw with vinegar) and salsa roja; you can find the recipe for curtido on the side of each package. Guacamole is also a delicious complement to these gluten free pupusas, and for breakfast, they are perfect with a fried egg or two on top!



### Maya Kaimal Chickpea Chips:

Seeded Multigrain, Sweet Chili

Chickpeas are loaded with protein, fiber and flavor. Maya Kaimal's Chickpea Chips combine this glorious bean with rice and sesame seeds, much like the South Indian snack murukku; their savory goodness comes from the Asian spice asafoetida. You'll keep reaching for more of these addictively crispy chips. Non-GMO, Gluten-free, and Vegan.



### Richard's Rainwater Sparkling Happy Water



Richard's Rainwater is pure, collected Central Texas rain water bottled at the source in Dripping Springs, Texas. By the time Richard's Rainwater hits the bottle, it has been filtered to .008 microns in a closed-loop system using no chlorine or other chemical germicides for disinfection at any time during the process. How small is .008 microns? Well, one whole micron is one one-hundredth the diameter of a human hair. Richard's Happy Water is a sodium-free sparkling version of their standard Rain Water bottled in glass, with nothing added but bubbles.



### Austin Eastciders:

Gold Top Cider, Original Dry Cider

Local producer Austin Eastciders uses dozens of rare antique cider apple varieties (the apples with which hard cider was traditionally made) to produce flavors that have not been widely experienced in America since Prohibition. Bittersweet cider apples, being high in tannins and acids, make for a completely different cider than the ones most Americans are used to encountering, which are commonly made with dessert (or 'eating') apples these days. Made with vintage bittersweet and bittersharp apple varieties for a smoother, more complex flavor, Gold Top is medium dry, lightly carbonated and extremely refreshing. The Original Dry is offered in a four pack of cans, since it's the perfect format for the outdoor lifestyle of the lake, the pool, music festivals etc. in summertime Austin.

Austin Eastciders have made it their mission to hunt down the right kind of apple varieties, wherever they may be, bring them to Austin, and make some amazing tasting ciders with them using some very simple, natural processes. Over the coming years, they're planning to work with apple growers all over the South, from Texas to Virginia, to recultivate true Southern cider apple varieties in enough quantities that everyone can enjoy great cider, real cider, at an affordable price.



### Stellar Organics Wines: Cabernet Sauvignon, Shiraz, Merlot, Rose

Stellar Winery, South Africa's largest producer of fine organic wines, processes organically-grown grapes for the South African and export markets. Situated in the Namaqualand hamlet of Trawal, Stellar Winery is privately owned, with the workers having a 26% shareholding in the cellar. Well-known for its innovative approach, Stellar has achieved a number of "firsts" in the wine industry, including being the first organic wine-making operation in the world to gain FLO Fair Trade certification and the first cellar in Africa to produce commercially viable no-sulfite-added wines. Additionally, Stellar Organics' wines are vegan-friendly!



# SUPER AWESOME → 1 DAY DEALS!

## DURING Owner APPRECIATION DAYS

Sat, July 19 ALL TERRAIN AQUASPORT SPF 30 LOTION 30Z Reg. \$11.99 → \$6

ALL TERRAIN HERBAL ARMOR INSECT REPELLENT 80Z Reg. \$12.99 → \$6

Sunday, July 20

RAINBOW LIGHT WOMEN'S ONE & MEN'S ONE MULTIVITAMIN 150CT Reg. \$33.99 → BUY ONE GET ONE FREE!

Monday, July 21 Freezer Section

GOODPOPS ALL-NATURAL FROZEN POPS (LOCAL) 4 CT Reg. \$4.99-\$5.49 → BUY ONE GET ONE FREE!

Tuesday, July 22 Bulk SPROUTED ALMONDS

Reg. \$14.99/lb → \$10/lb

Bulk CHOCOLATE SPROUTED ALMONDS

Reg. \$19.99/lb → \$15/lb

Wednesday, July 23 3.2oz (excludes all other Chocolove Bars)

CHOCOLOVE ALMONDS & SEA SALT CHOCOLATE BAR Reg. \$2.79 each → 3/\$4

Thursday, July 24

CASTELLANO MANCHEGO CHEESE Reg. \$15.99/lb → \$11/lb

Friday, July 25 in the Grab & Go case only

POPCORN TOFU PO'BOY Reg. \$5.99 → \$4

Saturday, July 26

TENDER BELLY DRY-RUB UNCURED MAPLE BACON 160Z Reg. \$10.49 → \$8

Sunday, July 27 Dairy Case

MEDITERRANEAN CHEF GRANDMA'S HUMUS (LOCAL) 90Z Reg. \$4.99 → \$3

DEAL PRICES FOR OWNERS ONLY — Not an Owner yet? Find out how YOU can become one at the Hospitality Desk.



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## Ownership Has Its Privileges!

by Brooks Wood, Wheatsville's Fanatical Foodie

As an owner at Wheatsville Food Co-op, one of the benefits I most enjoy is the Owner Deals Program. About every two weeks, **hundreds of new Deals, just for Owners of the co-op**, are offered to help me and my family save money. I've watched this program really blossom over the past five years. As Wheatsville

has grown, so have the number of Owner Deals. These wonderful Deals are available in the Bulk, Grocery, Refrigerated, Frozen, Cheese and Wellness Departments. You'll also find Owner Deals on end caps and large displays; and every quarter during Owner Appreciation week, you'll find them all over the store! Owner Deal signs are easy to spot in-store with their crisp red & white colors.

Wheatsville's weekly email is another terrific resource to learn about Owner Deals that we're especially excited to tell you about. Signing up is super easy, simply go to our website and type in your email address in the top right hand corner of our homepage. While you're there, you can easily access a complete list of Owner Deals. We also provide a sheet in-store highlighting super ways to save with Owner Deals. These sheets are available at the Hospitality Desk and at every register. Just another great benefit of being an Owner in the co-op!



## More Ways to Save!



## Owner Appreciation Days

Four times per year we offer 10% OFF ONE ENTIRE SHOP during Owner Appreciation Days. Buy as much as you like, including all sale items! SAVE BIG and stock up!

## Patronage Rebates

Ever wonder why we ask if you're an owner of the co-op? Well that's because we keep a running tally of how much you've spent with us during the year. In profitable years, owners receive a percentage back on the grand total.

## Stay in Touch

Some of our best deals and giveaways are highlighted in our weekly newsletter and on Facebook, Twitter and Instagram. Follow us for all the latest news and savings! Also, make sure your address is up to date if you're an owner. We'll send you the Breeze newsletter full of information about co-op events & happenings plus occasional coupons and fliers. Don't miss out!

# Staff TOP 10 PICK



TREE VANDERMOLLEN: PACKAGED CLERK, S. LAMAR

- Kosmic Kombucha Groovy Green**  
IT'S GROOVY. IT'S GREEN. NEED I SAY MORE?  

- The Deli Salad Bar**  
THE SELECTION IS TOP NOTCH AND IT TAKES A LOT TO MAKE UP A POUND.
- Lacinato Kale in produce**  
BECAUSE EVERYONE SHOULD EAT MORE KALE.
- Long Grain Brown Rice in bulk**  
A TRUE STAPLE IN MY HOUSEHOLD.  

- Crio Brui coffee replacement**  
CHOCOLATE AND ESPRESSO. MY KIND OF MORNING.
- Steve's Ice Cream Blackberry and Honey**  
SAVE THE BEES! EAT STEVE'S!  

- Tres Coastas Espresso**  
CAN'T. FUNCTION. WITHOUT.
- So Delicious Organic Coconut Milk**  
IT'S AS THICK AS WHOLE MILK AND MADE FROM MY FAVORITE FRUIT.  

- Bakehouse 9 Grain Sandwich Bread**  
NONE OTHER CAN COMPARE WHEN IT COMES TO MAKING SANDWICHES.  

- Bee Pollen in wellness**  
THIS LOCAL POLLEN IS (FROM) THE BEE'S KNEES.

## LOCAL, HANDMADE TEMPEH AND TEMPEH SAUSAGE

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non GMO, gluten-free vegan





## Local Connection: Yellowbird Sauce by Niki Nash, Packaged Manager



Having been born in August in Texas, I am well aware of how high the temperatures get around here. I

have always spent my birthday in pursuit of cooling down in a chilly pool or movie theater. However some people prefer to chase the heat all the way to the world's largest gathering of heat-seekers: *The*

### *Austin Chronicle* Hot Sauce Festival.

Established in 1990, the event draws as many as 15,000 spectators and more than 350 entries every year. This year *The Austin Chronicle* Hot Sauce Festival will take place

on Sunday, August 24 at Fiesta Gardens on what is sure to be a scorching hot summer day. George Milton, the hot sauce mad scientist behind Yellowbird Sauce, will be there representing what has become the most popular hot sauce at Wheatsville.

Since we started carrying it in spring of 2013, the fanaticism for the sauce has been a force to be reckoned with. People love the well balanced flavors of carrots, garlic, onions, limes and tangerines with a nice kick from spicy habanero peppers. Multiple sriracha shortages and an increased interest in foods made without preservatives, meant that the arrival of Yellowbird in Austin couldn't be better timed. With his tireless girlfriend, Erin Link, by his side creating the brand design and managing all the behind the scenes work, Yellowbird George has built the business from the ground up thanks to support from the enthusiastic community of pepper fanatics. After media nods from *Thrillist.com* and *Bon Appétit* magazine, the Bird enjoyed a new audience eager for a spicy bottle of Texas goodness to be shipped directly around the country.

At Wheatsville, we appreciate the thought and care that George puts into his company and product, despite his extremely full schedule. Several months ago he had to make a tough decision on whether to keep the sauce in plastic bottles but add preservatives for health code reasons or to move to glass bottles and maintain the integrity of the ingredients. Fans were relieved that the formula stayed the same and I have to say, the glass bottles are snazzy! Based on feedback from customers and retailers like us, George recently rolled out a "baby bird" sized 5 oz bottle of sauce to compliment the larger 12 oz size. There are other plans in the works, so keep an eye out for new developments. In the meantime, enjoy the heat if you can and we'll see you at the Hot Sauce Festival! (I will be at the ice skating rink).



## Salty Bird

Recipe by Addie Broyles

1/2 cup kosher salt  
5 tsp Yellowbird Sauce

### Directions

Preheat oven to 350 degrees. In a small bowl, thoroughly mix together salt and hot sauce. Line a baking sheet with parchment paper and spread the salt/hot sauce mixture in a thin layer. Turn off the heat and place the baking sheet in the oven. Every so often, stir the salt to help break up the clumps. Leave for several hours or overnight. Once the salt is dry, store in an airtight, glass container. Turns a Salty Dog into a Salty Bird—plus the jars of spicy salt make great gifts.



## Bakehouse Breads Great for School Lunches By Lisa Weems, Deli Kitchen Supervisor

It's often said that breakfast is the most important meal of the day, but a healthy and satisfying lunch is equally important to getting your kids through their busy school days. Send them off right with sandwiches made on our delicious and wholesome Bakehouse breads. All of our breads are baked daily using only organic flours, and with so many varieties to choose from, you can make a different sandwich every day of the year!

Our rustic and French sandwich rolls are the perfect portable size for a lunchbox and are sturdy

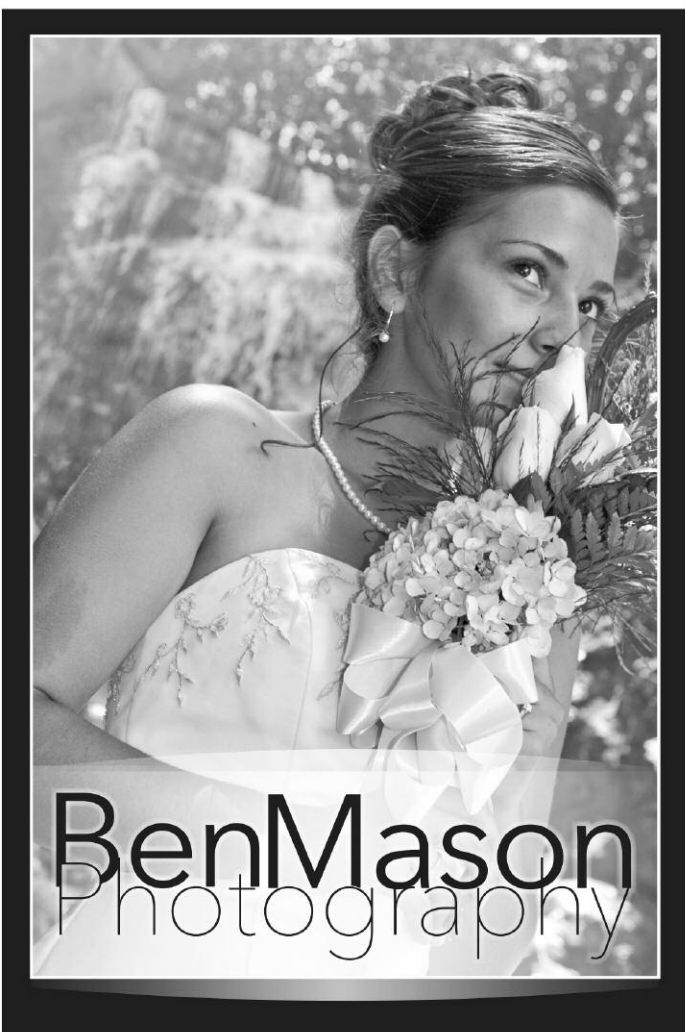
enough to hold up throughout the morning. Try stuffing them with our delicious tuna or chicken salads, available in the self-serve deli case (line the roll with a lettuce leaf to prevent sogginess) or any of our all-natural Boar's Head lunch meats, sliced to order at our meat counter.

We also have a variety of delicious cheeses available for slicing, or check out our cheese department for an assortment of pre-sliced cheeses when you're on the go. For more adventurous eaters, I highly recommend our amazing jalapeño cheese bread, piled high with ham and spicy mustard, but for younger or pickier eaters, the classic sourdough and whole wheat sandwich breads are an excellent choice for all kinds of fillings.

Try a new twist on the old classic by putting peanut or almond butter on our amazing whole wheat cinnamon raisin bread. Whether you add jam, honey or bananas as an extra, the sweet plump raisins and exactly right proportion of cinnamon really take this kid-friendly favorite to the next level. This relatively new bread is a staff pick at Wheatsville and is also outstanding toasted with butter or cream cheese!

Our whole wheat walnut bread is another excellent option for a more unusual sandwich. I love this bread with goat cheese or Brie, with thinly sliced apples or pears—a complete lunch in one hand!

Whatever your choice of filling, there's a Bakehouse bread to complement it and complete the perfect sandwich! Come on by and give them a try—we're always happy to give you (and your hungry kids) a sample!



BenMason  
Photography

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# Knowing the Source of Your Food *by Mark Maddy, Meat & Seafood Coordinator*

It's always rewarding to see where your food comes from. Whether it's at a team-building event at Urban Roots or traveling to another part of the country to see the running of the salmon, pig farms in the midwest or just taking a ride to one of the dairies or chicken farms that are in our neighboring counties, being able to feel the land that brought forth your food brings a shared sense of home.

One of the ways for national programs to reduce the need for more and more industrialization is to use many farms with the same standards and genetics as a supply chain. This accomplishes a couple things. It helps to mitigate natural situations like weather and other random events that crop up on farms. It also helps to keep family farms on the land.

## Niman Ranch

I have been to Paul Willis' pig farm in Iowa. Situated amongst corn farms, it is picturesque and smells alive. After you put on your boot-length shoe covers you approach a field of hogs. Round open-ended shelters appear out of the dust and corn. Sows and piglets are lounging about in their shelters. Some piglets run after each other, curious about the strangers, then seek the safety of their mothers. The land looks a little chewed over, but it is hog heaven.

Even though Paul Willis is one of the founders of Niman Ranch, when his farm's turn comes, one of the inspectors from Niman Ranch's third party organization will come make sure that his farm is living up to the breeding and feed standards and all of the humane treatment standards that all Niman Ranch farms adhere to.



## Smart Chicken

I've also been to the Smart Chicken Organic Farm in Nebraska. Their organic antibiotic-free line is produced by family farms in Nebraska, Iowa and Kansas. It is far more challenging to maintain certifications of many small farms than just the one.

The organic barns are nestled into the Nebraska countryside. Chickens are very sensitive to moisture and temperature, so the climate inside the large barns where they are housed is carefully regulated. About every three feet, a door is open where the chickens are free to go outside and eat bugs and small rocks while still being protected from predators. The barns are odor free and the chickens are docile and surprisingly quiet. Even when being transported to the processing facility, they are calm and stress-free. The organic farm is certified humane, not all of the family farms use the same size barns and Smart Chicken has not required that they change this. This is one of the ways that

Smart Chicken helps to support their chicken farmers.

It is rewarding to maintain relationships with those who share our high standards. I am proud that Wheatville contributes to making viable agricultural businesses, which is at the very heart of sustainability.



Paul Willis and piglet

I, along with many other people, was given a tour of this hog farm as part of a yearly celebration event that Niman Ranch holds for their hog farmers. Several chefs are chosen from around the country to prepare a very special meal for the farmers. Niman also give out educational grants for the children of farmers who are planning to go into the agriculture business.

When I attended, the median age for farmers was continuing to go up and most of the younger generation were not interested in becoming farmers. The last I heard, things were starting to improve and younger folks were getting more excited about keeping the family farms. Keeping family farms and helping to make them financially viable is one of the core beliefs of the Niman Ranch organization.

## Help Grow New Co-ops



### Food Co-op initiative

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



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

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

## Sign up for the Wheatville Email List!

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

Go to **www.wheatville.coop**

to sign up!

## Try this at home!

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

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



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

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[www.travisaudubon.org/fieldtrips.html](http://www.travisaudubon.org/fieldtrips.html)



# Staff TOP 10 PICK



CHERYL COUTURE: MEAT CLERK, GUADALUPE



## 1. Oh Kimchi! Daikon Kimchi

I WENT TO KOREA LAST SPRING, THIS IS AS LEGIT AS ANYTHING I HAD OVER THERE.

## 2. Go Max Go Mahalo Candy Bar

VEGAN ALMOND JOY, BETTER THAN THE REAL THING.



## 3. Starlite Cuisine Vegan Santa Fe Chicken Tacos

FOLLOW THE OVEN DIRECTIONS FOR A TASTY TREAT!

## 4. Olli Salumeria Molisana

THE SURE WAY TO LOOK LIKE A BALLER AT YOUR NEXT COCKTAIL PARTY.



## 5. Dr. Bronner's Hemp Peppermint Soap

WASH YOUR FACE, CAR, LAUNDRY, AND DISHES WITH THIS MIRACLE SOAP!

## 6. Earth Balance Vegan Sour Cream Potato Chips

VEGANS, REJOICE, YOU CAN NOW ENJOY FLAVORED POTATO CHIPS!



## 7. Barbara's Peanut Butter Puffins

I'LL EAT A WHOLE BOX OF THIS IN ONE SITTING. NO REGRETS.

## 8. Franklin BBQ Espresso Sauce

NOW YOU DON'T HAVE TO WAIT IN LINE FOR THE BEST BARBECUE SAUCE IN TOWN!



## 9. Justin's Chocolate Hazelnut Butter

CREPE'S BEST FRIEND.

## 10. Aura Cacia Tea Tree Oil

I HAVE YET TO FIND A SKIN ISSUE THAT CAN'T BE SOLVED WITH TEA TREE OIL.



## MORE HAPPY PEOPLE! Staff Anniversaries!

- John Perkins 17 years as of 8/11 (finance manager)
- Christine Stout 7 years as of 7/27 (accounting clerk)
- ★ Beth Ley 5 years as of 7/9 (hr manager)
- Clark McKay 5 years as of 7/27 (deli counter supervisor)
- Rachel Badger 5 years as of 8/27 (operations lead)
- Davy Wybiral 4 years as of 7/13 (pricing coordinator)
- Jennie Andropoulos 4 years as of 7/26 (operations lead)
- Cecelia Evans 4 years as of 7/28 (packaged lead)
- Cece Flores 4 years as of 8/18 (front end clerk)
- Erin Gordy 4 years as of 8/29 (produce clerk)
- Raquel Dadomo 3 years as of 7/18 (brand manager)
- Wayne Sears 3 years as of 7/28 (order clerk)
- ★ Carlos Gonzalez 3 years as of 8/23 (order clerk)
- Emily Ash 3 years as of 8/29 (order clerk)
- Brandon Crider 3 years as of 8/29 (operations lead)
- Tyler Williams 2 years as of 7/18 (hospitality clerk)
- Jessica Van Roekel 2 years as of 7/21 (deli clerk)
- Carol Campbell 2 years as of 7/23 (front end supervisor)
- Carlos Alvarenga 2 years as of 8/1 (packaged clerk)
- Jason Ewing 2 years as of 8/14 (packaged supervisor)
- Justin Weems 2 years as of 8/14 (packaged lead)
- ★ Austin Marsh 2 years as of 8/23 (operations lead)
- Alex Durant 1 year as of 7/1 (deli lead)
- Jenn Green 1 year as of 7/15 (kitchen lead)
- Jason Joachim 1 year as of 7/30 (meat supervisor)
- Eric Lambert 1 year as of 7/9 (meat assistant)
- Lesley McKechnie 1 year as of 7/29 (kitchen lead)
- Averey Robertson 1 year as of 7/22 (operations lead)
- Robin Roosa 1 year as of 7/4 (bakehouse supervisor)
- Goktug Salgirtay 1 year as of 7/15 (cook)
- ★ Robert Villarreal 1 year as of 7/22 (deli lead)
- Joy Petty 1 year as of 8/1 (deli counter supervisor)
- Georgianne Austin 1 year as of 8/1 (operations lead)
- Howard Miller 1 year as of 8/1 (produce & meat supervisor)
- Jeanette Adelson 1 year as of 8/12 (produce clerk)
- Gabriel Yzaguirre 1 year as of 8/12 (deli clerk)
- Robert Akin 1 year as of 8/19 (packaged clerk)
- Shon Boone 1 year as of 8/19 (packaged clerk)
- Andre Davis 1 year as of 8/19 (order clerk)
- Shawnee Walters 1 year as of 8/19 (wellness clerk)
- Liz Aguilar 1 year as of 8/20 (cook)
- CJ Beaman 1 year as of 8/20 (cook)
- ★ Randy Begert 1 year as of 8/20 (cook)
- Chris Brockett 1 year as of 8/20 (front end clerk)
- Hannah Cassana 1 year as of 8/1 (order clerk)
- Cheryl Couture 1 year as of 8/20 (meat clerk)
- Angela DeVore 1 year as of 8/20 (produce clerk)
- ★ Patrick Fairbanks 1 year as of 8/20 (steward)
- Jackson Fallin 1 year as of 8/20 (receiver)
- Tim Firebaugh 1 year as of 8/20 (order clerk)
- Christie Gonzales 1 year as of 8/20 (produce clerk supervisor)
- Margaret Halpin 1 year as of 8/20 (hospitality clerk)
- Amie Humphrey 1 year as of 8/20 (front end clerk)
- Emily Johnson-Pounds 1 year as of 8/20 (front end clerk)
- Kyrie Kress 1 year as of 8/20 (deli lead)
- ★ Janna Lame 1 year as of 8/20 (deli clerk)
- James Lavery 1 year as of 8/20 (produce clerk)
- ★ Kevin Long 1 year as of 8/20 (order clerk)
- Brooke Pimentel 1 year as of 8/20 (baker)
- Rachel Patterson 1 year as of 8/20 (wellness clerk)
- Patrick Mankins 1 year as of 8/20 (cook)
- Celia Ross 1 year as of 8/20 (operations lead)
- Damon Schwieder 1 year as of 8/20 (hospitality clerk)
- Lee Serrato 1 year as of 8/20 (meat assistant)
- Janelle Revord 1 year as of 8/20 (hospitality clerk)
- Christina Lee Shane 1 year as of 8/20 (deli clerk)
- Leah Trice 1 year as of 8/20 (front end clerk)
- Jim Kovach 1 year as of 8/23 (produce supervisor)
- Kyle Artrip 1 year as of 8/26 (cook)
- ★ Ian Mankins 1 year as of 8/28 (packaged clerk)
- Allison Maupin 1 year as of 8/28 (front end clerk)
- Kelly Dugan 1 year as of 8/28 (baker)
- ★ Lindsey Pratt 1 year as of 8/28 (produce clerk)
- Derek Spivey 1 year as of 8/30 (steward)

The Wheatsville Member-Owned Business Directory is online!

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



## GROWING GROWING GROWING ...MORE HAPPY STAFF

by Beth Ley, HR Manager

You may have noticed we have a long list of staff anniversaries in this issue of *the Breeze*. Typically a list of 15-20, this anniversary list has 74 names on it! That is because August 1st marks the one year anniversary of when we started hiring new staff for our South Lamar location.

It feels really awesome to grow our staff and offer amazing co-op jobs and benefits to more people in Austin. In June 2013 we had 107 Wheatsville staff benefiting from our awesome, **low deductible, low monthly premium insurance plan** (Wheatsville covers 80% of the cost for employees and their families.) This month we have 179 Wheatsville staff benefiting from this insurance coverage! We also have 16 more people participating in the 401 K plan.



Our **Bike to Work Program** is another popular benefit at the co-op. Those employees that bike to work frequently qualify for reimbursements on bike related expenses or safety equipment. We have 89 staff participating in this program and to date have paid back over \$2500 in reimbursements.

Of this list of 74 anniversaries, 26 staff members have either changed departments or been promoted in the past year.

Wheatsville offers **leadership training classes** and we are very interested in hearing about people's future goals and how we can support them along their co-op career paths.

But most importantly – we have more smiles in the aisles, more people benefiting from a friendly work culture, and more people living out the co-op principles on a daily basis!



## Staff Spotlight- Carol Campbell

by Heather Fisher, Office Admin & Payroll Coordinator



HF: What is your Wheatsville history?

CC: I've had the great pleasure of having worked at Wheatsville for almost two years now. I started on the front lines as a Front End Clerk, became the Front End Clerk Supervisor after about 6 months, and then the Front End Supervisor after another 6 months. It's been a fun and awesome journey.

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

CC: My family and I are from Austin. My mom and I transplanted to Bastrop when I was in the fourth grade where we stayed until the day after I graduated. Then we both hauled our butts back to Austin asap.

HF: What is your favorite product at Wheatsville?

CC: GUAYAKI'S SPARKLING CLASSIC GOLD YERBA MATE!!!!!! I call it my vroom vroom juice. It gives me happy pep!!

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

CC: Watching movies in fun ways; The Alamo's Rolling Roadshows, Blue Starlite Drive In, Movies in the Park, etc.

HF: Tell me one thing that most Wheatsvillians don't know about you.

CC: Campbell's Hole was supposedly named after my uncle who skipped school a whole lot in the 70s, and I'm related to Bonnie of Bonnie and Clyde AND John Wesley Hardin (that guy who shot someone for snoring too loud).

HF: Fill in the blanks:

CC: I've always wanted to be a camp counselor and if I had it my way, liquor stores would not be closed on Sunday.

## I ♥ Wheatsville!

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

**"Woot! Thanks Wheatsville and Honest Tea! (after winning the raffle bike)" Nicole**

"I was so alarmed at how overwhelmingly nice everyone was. The staff kept asking me if I'm doing ok. The cashier smiled at me like it was a healing session. Everyone was calm. I couldn't find any anxiety anywhere, which made me pretty anxious. I had a coffee donut and I will be returning to have another, and to observe the behavioral patterns of calm, smiley, employed young persons." Yelp

**"Listening to @koop, drinking a @kosmickombucha Salty Dog (from @wheatsville), feeling like the walking embodiment of Austin."** Twitter

"Today I went to Wheatsville Coop to purchase dinner for my boyfriend and I. He requested Pork Chops in the car; I took this as a culinary challenge. I love to cook, however Pork Chops was a whole new ball game for me. Upon being in the deli section, looking at different cuts of Pork Chops, I was approached by a male with a beard (sadly I do not recall his name.) and he asked me if I needed any help. We discussed the differences between the Pork Chop cuts, and not only that, but he gave me his secret to cooking a good Pork Chop! Marinate it for as long as you can, sear them on each side, and then put it in the oven at 400 degrees. I did this for 15 minutes... and literally the best Pork Chop I ever had or cooked, even my boyfriend agreed! I did a soy, honey, garlic marinade, I totally recommend it. Overall, Wheatsville has great staff, especially in the deli department! They have great cuts of meat with decent prices." Yelp love!

**"I always love shopping here. Everyone is so so friendly and helpful. They all just seem to be having fun and happy to be here."** Juliana

"There are all these stores opening up in town, but this is the best one!" Kenneth N

"I'm on holiday here; I'm going to be sad to leave/ This is the best supermarket I've ever been too!" Anneli

"Wheatsville Food Co-op, How often are you going to be doing movies on Mondays? I think it's a great idea for spreading awareness, education, and building community. Keep it up! Would be interested to see a summer or future calendar. Love you guys!" Facebook <3

**"We love all of the mini loaves you make!! I Wheatsville Food Co-op! So proud to be an owner!" Brandy**

"Wheatsville's breads are second only to baking them myself." Mark O

"Had some (new Cinnamon Raisin bread) for breakfast this morning. yum." Jenn B

"So cute!!"(in reference to the YellowBird sauce w/ ties for Father's Day) Instagram

"This place is amazing; these are my highlights: -popcorn tofu po'boy -southern fried tofu sandwich -high quality meats and oh-my-god cheese selection - you can write down suggestions in the book if they don't have your favorite soda, or whatever - 'Friendly' staff just doesn't do them justice. I want to have a party just so I can hang out with them when they aren't working. -breakfast tacos -bulk coffee...and bulk just about anything else -produce. Best I've seen in a grocery store! If you haven't been, go mosey around for a little while. You'll see what I'm talking about after 10 minutes inside the door." Sara S.

**"This place is a godsend if there ever was one. It makes my woman happy, provides good food and feeds my children."** Geoff D

**"Square foot for square foot Wheatsville is the best grocery store in Austin."** Robert L

"My favorite olive oil (Salud de Paloma Extra Virgin Olive Oil) is a top 10 pick at my favorite grocery store (Wheatsville Food Co-op)!" Alexandra L

**"I'm a diehard Wheatsville fan because it's one of the cheapest places to get a healthy lunch. Go there and get the black bean taco with all the fixins'— I like the casera salsa (you get a choice when you order a taco, and it's the mildest one, but the flavor is awesome). if you get two of the tacos, it's filling enough to call it lunch. Then finish it off with dessert: a coconut cacao Hail Mary tart from the refrigerated section—pure Heaven."** 5 Star Yelp

**"It's such a nice store, it just helps to lift me up."**

"I love the co-op smell!" lunchtime customer



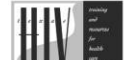
Workers Assistance Program, Inc. is an Austin (c)(3) community-funded nonprofit collaborative fission of charitable and educational services. Since 1977 our mission has been to serve Austin folks of all ages by promoting optimal levels of organizational and individual well-being through providing:

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

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



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



We support Wheatsville Food Co-op!

www.workersassistance.com

512.328.8519



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

Here's what's on deck for July and August. Check our website's Calendar Page [wheatstville.com/news-and-events/event-calendar](http://www.wheatstville.com/news-and-events/event-calendar) for the most up-to-date info.

We're looking for experienced, energetic instructors that would like to lead cooking demos, workshops or hands-on fun activities for kids and/or adults. Please submit your proposal on our website.

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

**EVENT: Board of Directors Info Session**  
**DATE: Wednesday, July 9**  
**TIME: 6-7:30 pm**  
**COST: Free**  
**WHERE: meeting room at 3105 Guadalupe**  
**RSVP: [boardemail@wheatstville.com](mailto:boardemail@wheatstville.com)**

Free info session for members considering running for the board of directors in the next election. This session is open to any member that would like to deepen their knowledge of how our co-op works and understand better what the board does and how they work.

**EVENT: Getting Started with Chickens**  
**INSTRUCTOR: Michelle Hernandez**  
**DATE: Wednesday, July 9**  
**TIME: 7-8:30 pm**  
**COST: \$10**  
**WHERE: 4001 South Lamar Community Room**  
**REGISTER: <http://raisingchickens.eventbrite.com>**

What other pet makes you breakfast AND helps with garden work? In this class we'll teach you key information for getting started raising chickens, including benefits, breed selection, and time considerations to this new pet commitment. We'll provide an overview of a daily chicken maintenance routine to help participants decide if raising chickens is right for them and explore some ways to integrate poultry into a backyard food production system. Michelle Hernandez, Founder and Event Director of the Funky Chicken Coop Tour® brings her years of experience raising chickens, ducks, and guineas into the classroom experience.

**CLASS: Pregnancy Protein for Vegan Mamas**  
**INSTRUCTOR: Kati Pelletier**  
**DATE: Tuesday, July 15**  
**TIME: 7-8 pm**  
**COST: \$35**  
**WHERE: 4001 South Lamar Community Room**  
**REGISTER: <http://veganmamas.eventbrite.com>**

During pregnancy, mamas should eat approximately 70 grams of protein per day. Vegan mamas often have to work extra hard to build protein into their pregnancy diets. Come learn how to add vegetable protein to your pregnancy! We will be learning about vegan proteins and sampling such goodies as garbanzo burger buns, crunchy tempeh pie, greener goddess dressing, and almond delight. Kati Taylor has spent time as a midwifery apprentice, is an ongoing mamababy food consultant, mama to an audacious five year old, and sometimes vegan. She'd rather talk food & pregnancy health than just about anything else



**KUTX.org 98.9 fm** 

**EVENT: Magic Carpet Kiddie Time**  
**DATE: Saturday, July 19, 2014**  
**TIME: 10am-12pm**  
**COST: FREE**  
**WHERE: 4001 South Lamar Community Room**

We're rolling out the magic carpet for co-op kids! We'll have board games for pre-schoolers through adults, a simple craft and light refreshments. Drop by for a few minutes or a couple of hours.

**EVENT: MOVIE NIGHT: Food for Change**  
**DATE: Tuesday, July 29, 2014**  
**TIME: 7pm-9pm**  
**COST: FREE - Snacks and drinks will be served.**  
**WHERE: 4001 South Lamar Community Room**  
**RSVP: <http://wheatstvillemovienight.eventbrite.com>**

Food For Change is a feature-length documentary film focusing on food co-ops as a force for dynamic social and economic change in American culture. The movie tells the story of the cooperative movement in the U.S. through interviews, rare archival footage, and commentary by the filmmaker and social historians.

**EVENT: Board of Directors Info Session**  
**DATE: Saturday, July 26**  
**TIME: 11am-12:30 pm**  
**COST: Free**  
**WHERE: 4001 South Lamar Community Room**  
**RSVP: [boardemail@wheatstville.com](mailto:boardemail@wheatstville.com)**

Come to the final orientation session of 2013 to learn more about the work of Wheatstville's Board of Directors. If you are considering running for the Board, this is your last chance to attend an orientation session required to be a board endorsed candidate.

**EVENT: Gardening with Chickens**  
**INSTRUCTOR: Michelle Hernandez**  
**DATE: Tuesday, August 5**  
**TIME: 7-8:30 pm**  
**COST: \$10**  
**WHERE: 4001 South Lamar Community Room**  
**REGISTER: <http://gardeningwithchickens.eventbrite.com>**

What other pet makes you breakfast AND helps with garden work? In this class we'll teach you key information for getting started raising chickens, including benefits, breed selection, and time considerations to this new pet commitment. We'll provide an overview of a daily chicken maintenance routine to help participants decide if raising chickens is right for them and explore some ways to integrate poultry into a backyard food production system. Michelle Hernandez, Founder and Event Director of the Funky Chicken Coop Tour® brings her years of experience raising chickens, ducks, and guineas into the classroom experience

**EVENT: Magic Carpet Kiddie Time**  
**DATE: Saturday, August 9, 2014**  
**TIME: 10am-12pm**  
**COST: FREE**  
**WHERE: 4001 South Lamar Community Room**

We're rolling out the magic carpet for co-op kids! We'll have board games for pre-schoolers through adults, a simple craft and light refreshments. Drop by for a few minutes or a couple of hours.

**CLASS: Inhale...Exhale...Be Well!**  
**DATE: Wednesday, August 27**  
**INSTRUCTOR: Jo Eckler**  
**TIME: 7pm - 8:30pm**  
**COST: \$15**  
**WHERE: 4001 South Lamar Community Room**  
**REGISTER: <http://inhaleexhale.eventbrite.com>**

Feeling a little frazzled? Like you're losing your luster? Too busy and wore out for a retreat, spa day, vacation, or yoga class? Join us for one quick hour to learn some mindfulness and breathing techniques that will put a pep in your step and give you a whole box of simple, quick, portable tools to ease stress and reduce anxiety throughout your day, even in Austin traffic. We'll even throw in a few to help you slide smoothly into sleep to top it off. (After class is over, you can head to the health & beauty department to smell some of their great products, grab a smoothie from the deli, and your quickie spa day is complete!)

## More I ♥ Wheatstville!

"LOVE all the vegan GF baked goods" Delora

A customer walked in the doors and immediately said "Oh my god! It smells amazing in here!"

**"The world outside these doors makes me feel so rushed but then I step into Wheatstville and it's nice and calm like a peaceful oasis."** Jeffrey

"I love starting my days at WV!" Kathryn H (at 8 am)

"Jason in the meat dept. is awesome! I just got an education in fish! Y'all are so knowledgeable." Reza P

"I appreciate the good vibes and attention to detail, y'all are great!" Ryan

**"I like making your store my first stop. I can get some yummy food and start my day with lots of smiles."** Milan, driver for Mountain Valley water

"I'm from out of town, but if I lived here, I would be in here all the time!"

"I love organic food and buying bulk, so my husband and I love to come here. It seems like you guys are doing well."

"I'm from Houston but I always find myself here every time I visit Austin."

**"This is awesome! It's my first time in the store and I love it! Strongly considering becoming an owner!"**

"I love this place. It was the first grocery experience I actually enjoyed (was 26 at the time). I walked in and 'I like this music. And the people are smiling. And the food is good!' I travel the world, and I keep coming back." Nathan T

"There so much we love about you guys. We usually bring our own bags, but we also use your paper bags for everything!"

**Someone left their purse and we returned it to them. The next customer in line said: "I hope someone would do that for me, too, but of course they would here. It's always such a great energy coming into Wheatstville."** Jennifer

"I'm so glad Wheatstville is in South Austin now! I'm here all the time. You're just a hop, skip, and a jump away!" Melissa

(Woman returning her basket) "It was so nice being in here today. It reminds me of the little Mom and Pop stores from where I grew up. We always go to Central Market or Whole Foods, but this place is really different, it feels like home. I'm glad we came in here today." (Husband calling out from car to agree) "A very pleasant experience!" First-time shopper couple

**A disabled customer was dropped off by a taxi in front of the store. Austin offered to help him navigate the store. As he left, this is what he told me: "Thank you. HEB is too crowded for me, and only offers one type of alkaline water; here, you have many choices for me." When I told him thank you for coming in, and wished him a good day, he replied "Thank you. Today was a winning day. Most days are losing days for me, but you've made today a winning day." Nearly brought tears to my eyes!** Georgianne

"It's so easy to be cheerful in Wheatstville—it has such a pleasant and sweet energy." Brooks)