

THE WHEATSVILLE BREEZE

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



In 1976, *S-A-T-U-R-D-A-Y, NIGHT!* Was blaring out of AM radios at **The Stallion** and at **Skateland**.

All in the Family and *Bionic Woman* were on TV screens.

The Bad News Bears, *Taxi Driver* and *Car Wash* were playing at the **Americana Theater**.

Frank Zappa, **Commander Cody and the Lost Planet Airmen**, and **Willie Nelson** could be seen at the **Armadillo World Headquarters**.

And a quirky new kind of store was just starting up at 29th and Lamar. One of those health food kind of stores but run by a whole buncha people who said they owned it.

I was five years old and living in Connecticut but I sure am proud of our founders and the amazing vision and commitment they showed by starting this beautiful and wonderful co-op we are part of today!

We've changed over the years, of course we have! The world has, too. But I think through it all we've maintained our co-op ideals, our love of good food, our commitment to local and organic and our sense of humor!

We'll be celebrating the special achievement of any business reaching the historic 40th birthday milestone all year long because DAMN we're proud of what we've accomplished!

Happy Birthday Wheatsville, I love your zany and interesting and earnest past and I love where we're going in increasing our positive impact on our communities with Wheatsville's BIG Direction! Can't wait to see what the next 40 years bring!

— Dan Gillotte, Chief Executive Grocer

40th Birthday Party!

Come celebrate with us on our 40th birthday
Wednesday, March 16th from 12-6pm
 Join us for BIRTHDAY CAKE at the top of each hour
 at BOTH STORES until it's gone!

ONE DAY DEALS on your Wheatsville FAVORITES!

- Wheatsville DONUTS \$1 each
- Popcorn TOFU on the HOT BAR
- Raw Deal Salad \$4.99/lb
- Popcorn Tofu Po'Boy \$3.99 Grab-n-Go only
- Kosmic Kombucha WV Pear of the Dog 18 oz. 2/\$4
- Sweet Ritual Pints BUY ONE, GET ONE FREE!

Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, APRIL 16TH
 THRU SUNDAY, APRIL 24TH!



Show your Co-op Pride!

Forty years is a BIG accomplishment and we could not do it without YOU! Keep your eyes peeled for lots of fun t-shirts, mugs, and more including artwork from some of our favorite classic Austin Chronicle ads. Show your co-op pride and tell your story!

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Community ACTION

Wheatsville donates \$1000 each month to benefit community groups selected by our owners. Customers can also contribute any dollar amount at the cash register any day of the week.

During January, we raised \$3,124.56 and donated hundreds of kids books to the People's Community Clinic.



March: Urban Roots

A youth development organization that uses sustainable agriculture to transform the lives of young people and increase access to healthy food in Austin. <http://urbanrootsatx.org/>



April: Austin Pets Alive!

Austin Pets Alive! focuses solely on the pets who have been passed over by shelters' adoption programs and have no other options. Austin Pets Alive! is committed to making Austin a no kill city. www.austinpetsalive.org/about/faqs/#who



May: Hospice Austin

A non-profit organization that serves terminally ill and bereaved persons in our community with integrity, compassion and respect. Hospice Austin provides comprehensive, specialized care to patients and families living with a life-threatening or advanced illness. www.hospiceaustin.org



June: American Honeybee Protection Agency

Central Texas Bee Rescue and Preserve is dedicated to saving and protecting the future of our nation's bee population. They are the extermination alternative. honeybeekind.com/



July: Workers Defense Project

WDP empowers low-income workers to achieve fair employment through education, direct services, organizing and strategic partnerships. WDP is working to address workplace abuse faced by low-wage workers. www.workersdefense.org



August: 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/

Now made without gluten!

POPCORN TOFU
BUFFALO POPCORN TOFU
SOUTHERN FRIED TOFU

Same great taste, without the wheat!



The Wheatsville Breeze is a publication of
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The Wheatsville Board of Directors generally meets at 6pm the last Tuesday of every month. Check wheatsville.coop/membership/board-of-directors for details. Owners are encouraged to attend. Something that you would like discussed? Use the Open Time Form on the Board's webpage.

Wheatsville 2016 Board of Directors

Doug Addison, President
Reyna Bishop Michelle Hernandez
Kitten Holloway Deborah Ingraham
Rose Marie Klee Nada Lulic Boyt
Andi Shively John Vinson

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

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



You Own It!

by Erica Rose, Ownership & Outreach Coordinator

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



Total Co-op Owners as of February 18: **19,122!**

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

Nominations Committee

Leadership & Learning Opportunities:
Join a Committee!

by Nada Lulic, NomCom member



In the upcoming months, the Nominations Committee will hold orientations for members interested in learning more about serving on the Board of Directors. We'll be publishing those dates on our website soon. In the mean time, opportunities to be a bigger part of Wheatsville's future involved around.

Exercise your standing invitation to attend Board meetings. Dates, times and locations are listed here: wheatsville.coop/membership/board-of-directors. Kick it up a notch, come join your humble board members on one of our committees.

Committee membership is a great way to see what it's like to work with the Board and WV Leadership and to live the 4 Pillars of Cooperative Governance: Accountable Empowerment, Teaming, Democracy, and Strategic Leadership For some great reading on the 4 Pillars: www.grocer.coop/articles/four-pillars-cooperative-governance

Your contribution to a committee may be a particular superpower (like financial expertise or project management) or a wealth of passion for Wheatsville and things co-op — either way, we'd love to have you! All that's required is that you are member in good standing, are willing to pitch in, and have access to a computer and email. Here is a list of our

primary committees and when they are active:

1. Review Committee (active from around April – August)

Experience accountable empowerment; learn in depth about WV's finances and the business processes that make our co-op work. Each year, the board engages an independent firm to conduct a financial audit of the co-op. The Review Committee works on planning and preparing for our annual audit in late summer/early fall. Serving on the Review Committee provides you a depth of understanding and an overall view of the financial and process practices of our co-op. Email mhernandez@wheatsville.com for more information

2. Fall Owner Gathering (FOG) Committee (active from around June – October)

Enjoy planning and delivering events with creative flair? Join the FOG Committee team! This annual Board-hosted event is part business meeting and part celebration of Wheatsville. Our members get to hear from the Board and our leadership about the co-op's work throughout the year and enjoy cooperative camaraderie with friends. Email board@wheatsville.com to add your magic to the FOG!

3. Nominations Committee (ongoing, near & dear to my heart)

Responsible for the expression of democracy, the Nominations Committee's mission is to engage with members, turn them into Board candidates (or committee members!) and carry them through the election process. If you love recruiting, or want to learn, join us! Email nlulic@wheatsville.com and you'll hear from me pronto! We're ready to kick-off candidate recruiting.

4. Strategic Learning Committee (ongoing)

One of the best things about being on the Board is strategic learning, a program which ensures that the board undertakes important issues, such as the food justice, role of co-ops in the economy, and understanding our co-op's finances. This is an ongoing committee to develop a program for continual learning, available to ALL members, to take place during Board meetings. Email board@wheatsville.com



March Local Vendor Spotlight: Jeremiah Cunningham's World's Best Eggs

Interview by Chris Moore, Bulk & Chill Coordinator



1. How long have you had the farm and what made you choose to farm chickens and eggs?

Our founder, Jeremiah Cunningham, started his first large-scale flock of chickens in 2005. Like most sustainable farmers, we had to bootstrap our way to get started. We knew that if we were going to make it in this industry we had better start with what we knew best - eggs. Organic, pasture-raised eggs weren't on grocery store shelves at that time, so it was an exciting time to start a pasture-based chicken farm.

Jeremiah was always quick to point out that "World's Best Eggs" isn't a brag - it's a classification. He always reminded folks that they too could raise the world's best eggs if they raised chickens on grass, bugs, and organic feed, with plenty of space and sunshine. Part of our mission at Coyote Creek is to teach others about organic farming and backyard chicken ventures.

2. When you first started out how hard was it for you to source organic materials for your feed?

When we started producing World's Best Eggs in 2005, there wasn't an organic feed mill in the southern United States. Sourcing organic feed was a difficult task. Since then, one of our primary goals as the only organic feed mill in Texas is to provide a market for Texas-grown organic grains and to support the conversion of acreage from chemically-intensive conventional agriculture to sustainable organic agriculture. We are committed to Texas farmers, both grain farmers that utilize Texas farmland to provide the ingredients for our non-GMO and certified organic feeds, and to Texas farmers and ranchers who raise animals in the most considerate way possible - humanely, on pasture, with organic feed, and as part of a healthy ecosystem. **As we have grown, we have been successful in converting 8,000 acres of farmland into organic grain production to meet our farm's needs and the needs of all of the local, organic farmers!**



3. How do your farming practices differ from conventional/ cage free farming?

To start, the happiness and welfare of our birds is our #1 priority. Our chickens live entirely outdoors where they are able to fully express natural behaviors such as scratching in the dirt for bugs, taking dust baths to stay clean, and stretching their wings in the sun. Our hens are provided

with a variety of environmental enrichments such as roosts and perches, shade covers, protection from predation, patio misters on warm days, and safe and ergonomic housing. Their houses are moved weekly to fresh pastures.

In addition to our hens' wild diet, we mill organic feed for them daily on-site at the farm. Our feed is USDA Certified Organic and Non-GMO Project Verified, and it never contains herbicides, pesticides, animal by-products, hormones, or pharmaceuticals. Because the hens forage in the pasture all day, about 30% of their diet comes from green plants and insects. This makes our eggs extremely nutrient-dense, higher in Omega-3 fatty acids, and lower in cholesterol than eggs produced in confined conditions.

At Coyote Creek Farm, we adhere to the most stringent animal welfare standards and have been instrumental in establishing some of the animal welfare standards adopted by current agencies. Our farm is recognized as one of the highest rated organic egg farms in the U.S. by the Cornucopia Institute.

FREE City of Austin Composting Class

Saturday, April 23 from 10am-11am
4001 South Lamar Community Room

RSVP: <http://wheatsvillecomposts.eventbrite.com>

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



4. What are some of your favorite products at Wheatsville?

Late July Tortilla Chips, Dewberry Hill Chicken, the produce section (yes, all of it), Ruta Maya Dark Roast Coffee, Jaime's Red Salsa, Margarita's tortillas, Bubbie's Sauerkraut, Theo's Chocolate Bars...

5. Do you have a favorite way to cook eggs or a favorite recipe?

It's hard to choose just one favorite egg dish! We love pickled red beets eggs, breakfast tacos, and homemade eggnog, but Tortilla Española is sure to please everyone!

Tortilla Española

3/4 cup olive oil
1 lb potatoes, peeled and thinly sliced
1 medium onion, thinly sliced
6 eggs

1. Heat oil over medium heat in a 10" skillet. Add potatoes and onions and cook until potatoes are soft but not brown. Set aside to cool slightly.

2. Beat eggs in a large bowl. Season with salt & pepper. Add potatoes and onions with a slotted spoon to beaten eggs while reserving oil in pan. Cover and refrigerate for 1 hour.

3. Heat 2 Tbs. reserved oil in the same pan over medium heat. Add egg and potato mixture, spreading evenly in the pan. Cook uncovered on low heat until the sides have set and the middle is beginning to set.

4. Gently slide a spatula along edges and underneath tortilla to loosen. Place a large plate over pan and quickly turn plate and pan over so tortilla falls onto plate. Add 1 tsp. reserved oil to pan, slide tortilla back in (uncooked side down), carefully tuck in sides with a fork, and continue to cook until eggs are just set, about 3 minutes. Cut into wedges and serve at room temperature.

6. Is there anything new in the works for Coyote Creek?

Coyote Creek Organic Feed Mill & Farm will soon be expanding into the South! We have recently purchased property in Georgia, and will be opening an organic feed mill and pastured egg farm there. It will follow the same model as our Elgin, TX farm and mill, and will provide organic eggs and animal feed to a new community!

Thanks to the following folks for answering our questions:
Cameron Molberg, General Manager/CEO
Jenny Myers, Farm Manager
Emily Erickson, Community Relations & Sales Manager
Rob Cunningham, Owner

Learn more at: <http://coyotecreekfarm.org/>





New Livable Wage and Benefits Plan *by Dan Gillotte, Chief Executive Grocer*



We learned though a staff satisfaction survey done in early 2015 that pay was a strong concern for many of Wheatsville's staff due to Austin becoming more

expensive. We took this issue very seriously and convened a Wage Task Force, made up of interested staff from all parts of the co-op, to help us address the challenge of paying employees a livable wage while balancing our other important financial obligations.

The Wage Task Force met for several consecutive weeks to work through the wage issue. In late summer 2015, we enlisted the aid of our friends at National Co-op Grocers to help us come up with a workable solution. They shared their NCG Co-op Livable Wage and Benefits model, which we applied to the wage situation at Wheatsville. Once we applied the Austin-specific costs to the equation, we found that a worker in Austin getting benefits that offset their health care and food costs, as ours do, would need to earn \$13.01 an hour. Once we saw and understood this number, we committed to making this new wage plan a reality for all of our staff.



We learned that increasing wages to \$13.01 ensures that all full-time staff members are able to afford a one bedroom apartment in Austin, have health insurance, eat on the USDA moderate food plan, have a cell phone and transportation, and 5% for savings.

The new Livable Wage and Benefits Plan was implemented on January 4, 2016. The plan, which increased wages for over 80% of hourly staff, ensures that every Wheatsville employee earns a living wage of at least \$13.01 after his or her introductory period. The new plan will also add benefits to our co-op business.

We expect to:

- Retain more of our great staff
- Attract more qualified and experienced candidates for open positions, and
- Create a stronger more positive and team-oriented co-op culture overall.

The Livable Wage and Benefits plan is a huge financial change at our co-op. The Wage Task Force, store managers, supervisors and myself came up with the staffing plan we would need to be able to afford this change yet implement it quickly. It involves an all staff effort to get more done with the same number of people and to become a highly efficient organization in the process. This is the path that all other successful livable wage co-ops have taken in order to be fiscally sound.

Our staff is working in new, smarter and more efficient ways to make this work while still delivering the friendliest store in town that you have grown to love. We will need commitment from our staff, owners, customers and the community to help make this bold new plan work.

I'm proud of what we've done here at Wheatsville to address a serious concern for our staff and our community and your patronage will help us ensure it's a success!



Owners, SHARE YOUR STORIES!

With almost 20,000 co-op owners and 40 years of shared history, our grocery store has carved out a unique place in Austin. Share your story so that we can share them with everyone!

Tell us your tales at <http://wheatsville.coop/membership/story>



Looking Back and Ahead: Direction and Vision for the 2016 Board

by Doug Addison, Board President

Round-number birthdays and anniversaries are a traditional prompt for reflection, renewal and recommitment. I have to admit, though, that celebrating our co-op's 40th birthday — which we will mark on March 16 — is more a cause for excitement than my own a few years ago. On the other hand, I like to think that our co-op and I have at least one thing in common: we keep getting better with age.

We enter 2016, as it seems we have for a while now, living in a nation of deep political division, inequality and unfairness and in a world of seemingly intractable problems. From our rosy, optimistic, boomtown perspective in Austin, those problems might seem distant or unfamiliar. But we on the board, and surely some of you, have borne witness to how Austin's rising cost of living and food access challenges affect some of our neighbors. By reciting Wheatsville's Ends at the start of each meeting, the Board seeks to focus its work on the cooperative values and principles such as equity, solidarity and compassion that frame our work in guiding Wheatsville as a force for good.

This year, the board seeks to study and learn from the past challenges and move positively into the future. The 2016 Board has the skills, curiosity and empathy to do this. As I move into the president's seat, I'm joined by two past Wheatsville board presidents, Reyna Bishop and Rose Marie Klee, and a dedicated team with 38 years of combined co-op board experience. Even our board administrative assistant, Beth Beutel, now serves on the Board of Black Star Co-op.

As the Board considers how to spend its approximately 40 hours together this year, some themes of interest, inquiry, conversation and learning are beginning to emerge. Above all, the Board needs to keep its focus on Wheatsville's long-term success, and to listen to and lead an ownership that grows in both numbers and diversity of viewpoints by the day. Wheatsville will certainly sign up its 20,000th owner this year.

To that end, the Board hopes to devote about a third of its time together this year, after completing its fiduciary and policy-monitoring duties, exploring the challenges and changes facing Wheatsville, Austin and the global cooperative movement in the years ahead. We want to be ready to respond to issues facing our community and focus Board energy and owner interest in a positive direction. We're always looking for ways to expand member engagement through transparency and participation.

On the economic front, the Board is curious about the market forces that are bringing fierce competition to Wheatsville, and the negative consequences of gentrification and rising cost of living. The Board aims to engage in learning conversations with economics and food co-op experts both in Austin and elsewhere to understand how Wheatsville can continue to grow and thrive while staying true to cooperative values and principles and achieving its Ends. We might even organize an Austin grocery store tour to get to know the competition a little better.

I've only lived in Austin for half of Wheatsville's lifetime, but it seems as though Austin has redefined itself three or four times in that span. Not many of us would recognize the Austin of 1976. The Kash-Karry grocery store still operated at 3101 Guadalupe, while our co-op eked out its first few years in what's now a bike shop at 29th and Lamar. While the times they have changed, I suspect the cooperative spirit — not to mention the natural food offerings of that first store — would speak to something familiar in all of us.

I hope you're as excited about Wheatsville's birthday and its next 40 years as I am, and the role it can play in Austin progress over the next four decades and beyond. If you want to know more, join us at a board meeting on the third Tuesday of the month. In addition to Reyna, Rose Marie and myself, this year's board includes board secretary Kitten Holloway, John Vinson, Deborah Ingraham, Michelle Hernandez, Nada Lulic, and Andi Shively. We have a lot of great things to do together in 2016!



<p>PARADE YOU can march in our Sunday East Austin parade! Join all the HONK!TX bands, community groups and enthusiastic Austinites!</p>	<p>SCHOOL OF HONK Bring or borrow a horn & come to our Saturday workshop to learn songs and march in our Sunday parade! All ages and levels of experience welcome.</p>	<p>Sponsored by WHEATSVILLE FOOD CO-OP Cultural Arts Division CITY OF AUSTIN</p>
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Performances all weekend long by more than 25 street bands from all over the nation and world:

- April 1: South Congress Avenue**
- April 2: Adams-Hemphill Park**
- April 3: Parade & Revue at Pan-Am Park**

Full schedule & volunteer opportunities: honktx.org

This project is supported in part by the Cultural Arts Division of the City of Austin Economic Development Department.

In celebration of our 40th Anniversary
we've got some **AMAZING DEALS** on your **FAVORITE LOCALLY MADE ITEMS**,
ALL WEEK! April 25th through May 1st

We've got over 2,000 local items in store, from farmer's market favorites to locally made must-haves. And our vendors are the folks that keep our shelves filled to the brim with items you **KNOW** you'll find at Wheatsville. Keep your eye open for **EXCLUSIVE FLAVORS & DEALS ALL YEAR!** We're celebrating 40 years of YUM!



Local Love by Niki Nash, Packaged Manager



As Packaged Manager, I manage a team of talented people who work closely with the hard-working independent vendors and farmers in Austin and the greater Texas area to bring the Wheatsville community over **2,000 excellent local products**. We are SO fortunate to have such a wide-range of locally produced and/or processed foods and wellness items to choose from in Austin. We are living in a town where you can get extra virgin olive oil pressed from Texas olives, coffee that's freshly roasted a few miles away, creamy goat cheese and crispy pecans, chocolate that's been crafted from bean-to-bar, pickles, eggs, kombucha, frozen meals and pizza, meat alternatives, scented soaps, herbal supplements, protein powders, energy bars, granola, ice cream, chips, salsa and more hand-crafted beers and ciders than we can even fit into the store. These are glory days for Austin producers and we're all reaping the benefits!

Friend and co-worker Aldia Bluewillow has given me insight to the early days of Wheatsville since her start at Wheatsville in 1983. Some of the first local products sold at the fledgling Wheatsville are from vendors with whom we still have a great relationship such as **Good Flow Honey Co.** and **White Mountain Foods**.



Now in 2016, Wheatsville's ties to the local community are stronger than ever, with nearly **350 local vendors and farmers working with the co-op on a regular basis**. Look for **Local Connection signs throughout the stores to identify them**. Plus, each month a local vendor is given a special focus; look for the large

LOCAL VENDORS ARE PARTNERS sign up on the walls in the Produce departments as well as a Breeze or blog article, in-store sampling and sales.

How do these vendors start a relationship with Wheatsville? The first step is filling out a new vendor application on the Wheatsville website. We'll follow up for more information if the products look like a good fit for Wheatsville, with priority given to items that have already been requested by shoppers. **The Wheatsville Wish List** is the best way for product requests to be made, either in-store at the Hospitality Desk or online wheatsville.coop/shop/request-a-product. We really do look at your requests! Unfortunately we can't honor them all, the volume is very high, but we try to accommodate as many as we can, especially when considering new items.

2016 Featured Local Vendors

January	fitpl
February	Great Bean Chocolate
March	Jeremiah Cunningham's World's Best Eggs
April	Margarita's Tortillas
May	Celeste's Best Cookie Dough
June	Bastrop Cattle Co.
July	Sweet Ritual
August	Hat Creek Pickle Co.
September	Bola Pizza
October	4th Tap Brewing Cooperative
November	Texas Olive Ranch
December	Third Coast Coffee

Once a vendor has been determined to be a good fit for Wheatsville, the appropriate department coordinator works with them to be as successful as possible. This includes setting up sampling and introductory sales as well as discussions about product packaging and barcodes. Many of our vendors are making the transition from selling at Farmer's Markets or small stores and Wheatsville is their first large retailer. Some vendors will build a thriving foundation at Wheatsville and then go on to bigger state and national chain stores, while others are satisfied to consistently offer their excellent products in just the Austin area. Either way, we are always proud to see a business achieve their goals thanks to the support of Wheatsville shoppers. And your support is so important to the people behind the products. **THANK YOU!**



For the year of Wheatsville's 40th anniversary, we're celebrating *all* of our local vendors throughout 2016 with even *more* opportunities to talk to the producers in the stores and to try their products and *more* special sales and events. Special attention will be on **Kosmic Kombucha's "Wheatsville's Pear of the Dog"** exclusive kombucha blend and **Sweet Ritual**, who sell their non-dairy ice cream pints exclusively to Wheatsville. Also, look for exclusive local products in honor of Wheatsville's 40th, such as **Lick Ice Creams' "Happy Birthday Cake" Ice Cream**, **Third Coast Coffee's Principle 6 Blend** and many others!



Coming soon.... Happy Birthday Cake

It's your birthday, so live it up! Celebrate with **Lick Ice Creams EXCLUSIVE Wheatsville flavor: Happy Birthday Cake!** This fun pink birthday cake is colored with local **Johnson's Backyard Garden beets**, smothered in sweet vanilla ice cream, and sprinkled

with bittersweet **Great Bean dark chocolate**. Look for it at your favorite Wheatsville location in April!

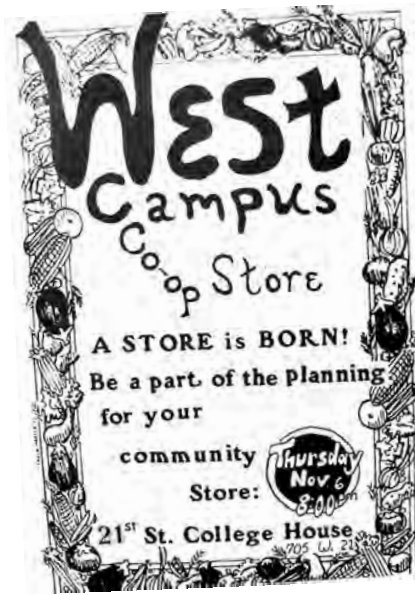
Lick Honest Ice Creams has been handcrafting seasonal and sustainable artisan ice creams since 2011. Free of antibiotics and added hormones, Lick's milk and cream come from grass-fed Texas cows at local **Mill-King dairy**. The other ingredients are sourced from small farms and local artisans scattered across the Lone Star State with a focus on Central Texas.



News & Updates

KEEP UP WITH ALL THE LATEST NEWS & STORE HAPPENINGS!
Sign up to receive our weekly email at WWW.WHEATSVILLE.COOP or

Follow us on:   



1975

As the story goes, funding for Wheatsville came in part, from the one and only ZZ Top concert in Memorial Stadium at UT.

1976

Doors open at our first store on 29th street. Wheatsville began selling good food to the community and our neighbors.



1970s

Members known as TurnUps, because they "turned up", did the work of running the store.



2001

If we can't be the biggest we'll be nice, instead! Dan Gilotte introduced the idea of Wheatsville as the "Friendliest Store in Town". Look at us now! 2015 Austin Chronicle Critic's Choice Award: Best No. 1 Most Knowledgeable: Monica at Wheatsville



photo: Todd V. Wolfson

2008

Groundbreaking on the 3101 Guadalupe renovation begins. Cranes, jackhammers, steamrollers and deli wall made of plastic. We survived it all thanks to the support of our owners and amazing and patient staff!



2007

The Mangiasaurus is craned onto our roof for safe-keeping by request of Mangia Pizza, our former neighbors on Guadalupe. They were sadly unable to take him to their new location - but we've loved him like our own ever since. Thanks, artist, Dale Whistler! www.austinchronicle.com/blogs/news/2007-10-22/553132/



2009

Renovation of 3101 is complete, though echoes of jackhammers still remain. PONG plays on the roof and cops stop by for a "visit". Sorry, neighbors!



1980

Wheatsville leases the Kash & Karry on Guadalupe and makes plans to move from 29th and Lamar. We renovate the building mostly using volunteers.



1981

Grand opening at 3101 Guadalupe.

The kids in the picture at right are now all grown up!



In the early 80s, GM Mary Jude Peterson kept us on a strict budget.

1991



photo: Alan Pogue 1991

The movie Slacker opens. We still think it was a documentary.

Wheatsville staffers Greg Ward and Kevin Whitley appear in the movie but did not slack off at work.



Kevin Whitley, stocker



Greg Ward, cashier



2011

Dan Gilotte refines the Board of Director's Ends Policies into our BIG Direction Goals. After working with Amy's Ice Cream and Zingerman's in Ann Arbor, MI he launches open book management and involves all staff in our financial goals and decision making.



1981-1988

Years of struggle. Once we almost shut down, but a last minute round of pass the hat and a (strategically) missing general manager kept the locks off our doors. After that, we realized that paying bills and being profitable is a really important part of staying in business. In 1987, staff chose to take a pay freeze and reduced benefits.



Interim GM Helen "the Big Enchilada" Burnette stringently controlled the pursestrings until the arrival of General Manager Dan Poe in 1988. Dan, with advice from finance whiz Hunter Ellinger, and a new board made a plan which a dedicated staff put in effect and turned it around.



In 1988, Hunter Ellinger mapped out a business plan for success and gave the Board needed financial training.



1993

We finally turn a profit and the first patronage rebate given to owners! WOOHOO! Benefits restored to staff,



Our awning was designed by Wheatsville produce staffer Mark Maccek while studying architecture at UT.

1989

The awning is added to the front of Wheatsville. Wheatsville advances from being a local hidden gem to an iconic Austin landmark.



1996

Profit is short-lived after strong competition opens close to us. But you know what they say about competition right? It makes you stronger. Dan Poe, our general manager writes a passionate letter to our members asking them to support the co-op and to shop with us. They do and we survive and thrive! THANKS, OWNERS! You all make the magic happen.

2013

The dream of two stores is finally a reality! With a sparking sign, driving rain, and dust everywhere Wheatsville staff, owners, shoppers and Board Members, open the S.Lamar store at 7:30am on September 20th.



2012

After a very, very long search, Dan ends his search for a second store space to lease (and tears up papers to have his name changed to Goldilocks). Wheatsville signs the lease for the 4001 South Lamar store, and lucky us - it's juuuust right.



2016

With almost 20,000 Owners and 40 years of history, Wheatsville launches our Livable Wage & Benefits plan to staff, raising entry level wages to meet the rising cost of living in Austin. Owners support the co-op and staff by shifting more of their shopping dollars to the co-op. THANK YOU, AUSTIN!



How Did Wheatville Get Its Name?

Compiled by Raquel Dadomo from previously published stories and first-hand stories of people that were there.

One of the questions we often get asked is how did Wheatville get its name? Lots of people think it might reference our great bread selection, but like many co-ops born out of the social activism of the 1970s, Wheatville's name goes much deeper. Enjoy and pass it on!



Wheatville Historical Landmark at 2409 San Gabriel St

"Wheatville was named after my grandfather on my mother's side. Wheatville was a place where about 300 inhabitants lived. It was located on the east and south of Shoal Creek."

My mother's father was named James Wheat. His home was in Arkansas. He had two daughters and four sons. After emancipation, my grandfather got a wagon, a yoke of oxen, and he put his wife and family in it and came to Austin, Texas in 1867. They went out on a place on West 24th Street. They settled on Colonel Thomas's place where he raised corn from Guadalupe Street to West 24th to San Gabriel Street.

They bought two lots on San Gabriel Street. The property that they bought wasn't but \$15 and \$25 a lot so they could build a three and four room house for \$100. They did not have faucets, but they did have wells in Wheatville."

—Lawrence Owens

Excerpted from an interview between Marie Gilbert and Lawrence Owens

Wheatville

Edited from stories collected from the Austin History Center in 1996-2001

Wheatville, the first black community associated with Austin after the Civil War, was located at the western edge of Austin on former plantation land. The boundaries of Wheatville corresponded to present 24th Street to the south, 26th Street to the north, Shoal Creek to the west, and Rio Grande Street to the east.

James Wheat, a former slave from Arkansas, brought his family to the area and founded the community in 1867. In 1869 he bought a plot of land at what is now 2409 San Gabriel Street and became Wheatville's first landowner. Wheat raised corn in a site now bounded by Guadalupe, West 24th, and San Gabriel streets.

Wheatville residents worked mainly as domestics in white households, merchants in the community, and as semiskilled laborers in the Austin construction industry. A few blacksmiths lived in Wheatville, and some residents farmed and raised livestock. George Franklin, a former slave and a carpenter, purchased land at the site of present-day 2402 San Gabriel in 1869 and constructed a stone building with walls four stones thick. Now known as the Franzetti building, it became the center of the community as subsequent owners used it to house families, grocery stores, various other businesses, and churches.

Wheatville had about 300 inhabitants at its peak, which was probably around the turn of the 20th century. The community remained relatively isolated until Austin's white population began to expand toward

the more varied landscape and better drainage offered to the west. Wheatville began gradually changing to a neighborhood of Italian immigrants, and white residents surrounded the community. In 1905 Salvatore Perrone bought the Franzetti building and began operating a grocery store there. As land values in the area increased, the city passed restrictions on building quality and the raising of livestock within city limits.

In 1928 the city of Austin adopted a plan to locate all public facilities for blacks, presumably schools, recreation facilities, and health clinics, in East Austin. The plan's stated purpose was to draw the remaining black inhabitants in western Austin to the east. The Wheatville school closed in 1932, and the community had practically vanished by the mid-1930s.

The remaining sign of Wheatville is the stone building at 2402 San Gabriel. In August 1977 the Austin City Council declared the building a historical landmark. Wheatville Food Co-op, founded in 1976, was named in memory of the community.

BIBLIOGRAPHY: *Austin American-Statesman*, October 7, 1984. Austin History Center Files. *Delta Sigma Theta Sorority, A Pictorial History of Austin*, Travis County: *Texas's Black Community, 1839-1920* (Austin, 1972). Jacob Fontaine III and Gene Burd, *Jacob Fontaine* (Austin: Eakin Press, 1983). Vertical Files, Barker Texas History Center, University of Texas at Austin (Jacob Fontaine). Nolan Thompson SOURCE: *New Handbook of Texas*, 1996 COURTESY: The Texas State Historical Association

Wheatville was named after Wheatville, one of the first African-American communities in Austin, founded by James Wheat not long after the Civil War. The original location of the Wheatville Co-op in 1976 was within the historic boundaries of the Wheatville neighborhood, which lies within the larger West Campus area near UT.

In 1976, when Wheatville Co-op was founded, the community of Clarksville, another of the first African-American communities in Austin, was fighting its own "death by highway" as the construction of Mopac was to destroy many Clarksville homes, as was a second highway planned to cut horizontally through the neighborhood (the second highway was not built).

In support of the 1976 African-American community of Clarksville, and to honor the new co-op's historic Wheatville neighborhood, the founders chose the name "Wheatville."

—Suzanne Batchelor, former Board member

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April Local Vendor Spotlight: Margarita's Tortilla Factory

Interview with Sonia Grizzle by Chris Moore, Chill & Bulk Coordinator



1. How long have you been in business and why tortillas and tamales?

We have been making organic flour tortillas and non-GMO corn tortillas & tamales since January 1997. Why tortillas & tamales? I grew up eating home cooked meals accompanied by hand made flour or corn tortillas. My mother, Micaela, taught me even at the young age of 7, to make flour & corn tortillas. When I married, I continued in that tradition. After my second child was born, I looked for an easier way and bought the first commercial flour tortillas. I don't remember the brand, because at the store, all tortillas look the same when you read the ingredients. And they all taste and smell the same. From there on, my thought was, "I can't believe people actually eat these tortillas! because the tortillas tasted like cardboard and smelled terrible!" So I set out to make the first true "homemade" tortilla. I went to local natural foods stores and presented my tortillas.

2. As a small business how hard was it for you to source organic and non-GMO ingredients?

Sourcing organic and verified non-GMO ingredients from Texas has been difficult. Our organic materials come from Colorado and verified non-GMO corn comes from California. There is one Texas organic corn producer and they sell their corn to an international corn processor, limiting their local sourcing.

3. We know that you run a family business but what does that mean on the labor side of your business?

We are truly a family run business. My children have grown knowing every aspect of the business, from production to delivering the product, to doing demos. However, we would not be able to produce these products without the help and dedication of our employees.



Sonia Grizzle, owner of Margarita's Tortilla Factory

4. Do you have a favorite product that you produce and or recipe?

To me, there are certain foods that can only be eaten with flour or corn tortillas. For example, red meats and soups, to me, go best with corn tortillas. My favorite food are beef fajitas. I enjoy eating them with Margarita's stone

ground corn tortillas accompanied with roasted onions, tomatoes and serrano peppers. Flour tortillas taste best with guisados, like carne guisada. On our website, www.margaritas-tortillafactory.com, we have recipes that my three children have enjoyed over the years.



These are simple recipes yet they are so delicious. As a child, I was fascinated by how my mother and father created a fabulous meal with simple ingredients. With my family, I continue the tradition of home cooking all the meals. I enjoy staying true to my roots, my heritage. I enjoy watching the expressions of my family and friends as they eat the food I have prepared. Good food is to be shared. It brings joy and happiness to everyone present.

5. Do you have anything new in the works?

Austin is a great place to live and do business. There are thousands of tourist visiting our city and discovering our products and wishing our products were available in their local grocery store. Our company is going through a transition. We are slowly growing into the national spotlight. As our products become available statewide and even nationwide, we will strive in making the cleanest product possible, still adhering to the basic family recipe, without preservatives or additives. It brings me great joy that Margarita's tortillas and tamales will be enjoyed by many more people.



A Few Wheatsville Green Facts

1. We recycle metal, cardboard, plastic, paper, and glass and compost food scraps!
2. Break it Down, our local recyclers, estimate that we divert 20 tons of cardboard each month between both stores. That's the same as 3 elephants or 250 people!
3. People have used their own bags or containers approximately 600,000 times per year between both stores!
4. S. Lamar has 57 SolaTubes which use highly reflective fiber optic tubes to direct sunlight into our store so that we don't use as much electricity.
5. Wheatsville offers bulk refills of wellness products like Dr. Bronner's soaps, lotions and laundry detergent!
6. Throughout our second store construction process, we chose noVOC or lowVOC building materials and paint to have an odor-free store.
7. Our waterless urinal at S. Lamar saves 1.5 gallons of water per flush! 12 flushes per day saves 6,552 gallons of water per year!
8. Our paper bags are made with 100% recovered fiber, minimum of 85% post consumer content, and are printed with water-based inks.
9. Wheatsville is part of Austin Energy's Green Choice program which uses the money we pay for utilities to build wind farms and help Austin reach its goal of goal of 55% renewable energy use by 2025!



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

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Tuesday, April 19

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→ 10% OFF

Wednesday, April 20

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→ 3/\$4

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→ 50% OFF

Saturday, April 23

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coop basics

More Ways to SAVE with Co+op Basics!

Looking to stretch your grocery budget? So are we! That's why we're continually adding new products to our Co+op Basics program. Co+op Basics offers everyday low prices on many popular grocery and household items. From milk to beef to cereal, you'll find both new value-priced brands as well as new low prices on some old favorites. Don't worry, with Co+op Basics you don't sacrifice quality for price, many of these items are certified organic and all are a great value! **Just look for these signs that indicate over 200 Co+op Basics items available at Wheatville.**

Keep in mind, Co+op Basics prices are as low as we can go, so they're not eligible for case discounts or Owner Appreciation Days discounts

Don't forget to take advantage of these other great ways to save when shopping the co-op:



- **Co+op Deals** Our biweekly flyer focused on packaged grocery
- **Fresh Deals** Our weekly flyer focused on fresh produce, meat/seafood and deli
- **Owner Deals** Ownership has its perks! Sign up for our weekly email or check our website to stay up to date with Owner Appreciation Days and deals.

• **Buy Bulk** Save big and get just what you need; buy a pinch or a pound. It's been one year since we launched our Co+op Basics program, and we're happy to announce that we've recently expanded our selection to include ALL Field Day items. We've added over 100 Field Day products to help round out your weekly shop and fill your cabinets. These products are GMO-free, preservative-free, and don't contain artificial colors or flavors. And the best part (besides the low price)? Most are certified organic!

Check out all of our new household and pantry staples the next time you shop. From organic cookies, organic salad dressing, organic peanut butter, organic jelly to Mediterranean sea salt and many more, we've got the foods you love at EVEN BETTER prices!

We know you like shopping at the co-op but we also know you have lots of choices. Co+op Basics offers shoppers and owners the best prices possible so that you have more money to spend on the things that are the most important to you. We appreciate your patronage and thank you for supporting the only retail grocery co-op in TEXAS!

FAQ



What is Co+op Basics?

Co+op Basics is a selection of over 200 affordably priced pantry and household items that can be found throughout the store. We've chosen some of our most popular items—the essential building blocks for hearty meals and day-to-day living.

Can I use manufacturer's coupons?

Absolutely! If you find a manufacturer's coupon you are welcome to redeem them at either of our stores on your next shop.

Can I get a case discount or use my Owner Appreciation Day discount?

In order to give our shoppers these great prices all year round, we are unable to allow any further price reductions on Co+op Basics items.

Does Wheatville accept WIC or SNAP cards?

We are happy to accept Lone Star cards, but at this time are not able to redeem WIC benefits.

Let us know what you think!

Leave us a comment at the Hospitality Desk and let us know if Co+op Basics makes your shopping easier! Remember, **YOU OWN IT!**

Staff TOP 10 PICK



SOPHIE AMADOR: DELI LEAD GUADALUPE



1. Niman Ranch Natural Pulled Pork BBQ Sauce

THE BEST PULLED PORK YOU CAN EAT!

2. Chocolove Toffee & Almonds in Milk Chocolate



ONE OF MY FAVORITE CHOCOLATES!

3. Ginger Tempeh Pasta

THIS PASTA IS SO AMAZING, CAN'T GET TIRED OF IT.



4. Guayaki Bluephoria Yerba Mate

COULDN'T GO A DAY WITH OUT THIS ONE!

5. Topo Chico Sparkling Mineral Water

PERFECT FOR EVERY MEAL!

6. Mediterranean Chef Grandma's Hummus

MY FAVORITE HUMMUS IN THE PLANET!



7. High Brew Coffee Black & Bold

I AM IN LOVE WITH THIS FLAVOR!



8. Essentia Alkaline Water 1.5l

KEEPS ME HYDRATED EVERY DAY!

9. Tender Belly Uncured Dry Rubbed Maple Bacon

THIS BACON IS UNBELIEVABLE TASTY.



10. Celebrity Chevre Original Goat's Milk Cheese

MY #1 FAVORITE CHEESE!



Staff Spotlight- Christine Stout

by Heather Fisher, Payroll & Benefits Analyst



HF: What is your Wheatsville history?

CS: I started working at Wheatsville in August 2000 on the Front End. After a few months I was promoted to Floor Manager, and then applied to be Front End Manager. After traveling for a few years and working at another co-op in Vermont, I came back

to Wheatsville in 2005. I worked on the Front End as a Floor Manager again, as well as a Marketing Assistant to Aldia. I then went up to Maine to work at Rising Tide Community Market as their Outreach and Education Coordinator for a few years before returning back to Wheatsville for a third time. This time I am working as the S. Lamar Accounts Payable Clerk.

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

CS: I grew up in Houston, and ended up in Central Texas going to school at Southwest Texas State University. I ended up in Austin at Wheatsville after many long years following my favorite band around the country.

HF: What is your favorite product at Wheatsville?

CS: I don't know if I can narrow it down to one! I love the Deli's Walnut Pate, Buddha's Brew Blueberry Kombucha, the Bakehouse Rosemary Garlic bread, all the cheese...

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

CS: I don't live in Austin, I have been living in San Marcos and now Wimberley since returning from Maine, so I will tell you my favorite swimming hole in Wimberley is Blue Hole. It is amazingly relaxing and cold on a hot summer day.

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

CS: That I spent many, many years traveling the country selling my hand made clothing and jewelry at festivals and concerts in my VW bus or school bus, depending on the year.

HF: Fill in the blanks:

CS: I've always wanted to live in a tree house and if I had it my way, Texas would not be so hot.

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MORE HAPPY PEOPLE!

Staff Anniversaries!

- 25 Years — ★ Shane Shelton (Specialty Coordinator)
- ★ — 16 Years — Ralf Hernandez (Produce Coordinator)
- ★ — 13 Years — Dana Tomlin (Fresh Manager)
- ★ — 10 Years — Mark Maddy (Meat & Seafood Coord.)
Jimmy Evans (Operations Lead)
Thor Armbruster (Store Steward)
- ★ — 9 Years — Joseph Ramirez (Hospitality Clerk)
★ Chad Peters (Cook)
Nancy Nicolai (Wellness Order Clerk)
Erin Gordy (Produce Order Clerk)
- ★ — 8 Years — Lisa Weems (Deli Coordinator)
Chris Labrasca (Produce Receiver)
Kerie McCallum (Deli Order Clerk)
Bruce Cloud (Grocery Clerk)
Beth Beutel (Operations Lead)
Traé Branham (Refrig. Order Clerk)
- ★ — 7 Years — Ryan Fowler (Meat Assistant)
Sam Sladish (Cook)
Adrienne S. (Grocery Coordinator)
- 6 Years — ★ Brooks Wood (Visual Merch. Coordinator)
Jimmy Dawson (Info Systems Assistant)
Jessica Van Roekel (Deli Clerk)
Erica Rose (Ownership Coordinator)
- ★ — 5 Years — John Robertson (Packaged Supervisor)
Mike Cockrell (Packaged Lead)
★ Christofer Akin (Bulk Clerk)
Nina Norton (Category Mgmt Coord.)
- ★ — 4 Years — Reva Mosqueda (Front End Clerk)
Erik Hernandez (Cook)
Dianne Fox (Kitchen Lead)
★ Nicole Purvis (Wellness Order Clerk)
- ★ — 3 Years — Ryan Vanstone (IS Manager)
Danny Riha (Deli Lead)
Dylan Pacheco (Deli Clerk)
★ Kristen Petit (Deli Order Clerk)
- ★ — 2 Year — Brent Worrell (Grocery Clerk)
Megan Lazaretti (Accounting Clerk)
John Charles Lee (Front End Clerk)
Molly McBride (Deli Steward)
★ Justin Carlin (Packaged Lead)
Sergio Torres-Peralta (Deli Clerk)
- Philip Allen (Kitchen Lead)
Jonathan Bailey (Deli Steward)
Christina Fanning (Grocery Clerk)
Danny Walker (Refrigerated Clerk)
Amy Hamilton (Front End Clerk)
Joshua Teel (Deli Clerk)
★ Jennifer Vanhoye (Front End Clerk)
Daniel De Anda (Meat Assistant)
Amy De La Rosa (Front End Clerk)
★ Sara Miller (Deli Lead)
- ★ — 1 Year — Zikomo Nichols (Produce Clerk)
★ Jesse Moon (Deli Steward)
★ Sean O'Connor (Cook)
★ Sophia Amador (Deli Lead)
★ Dana Ogrin (Meat Clerk)
★ Christina Gadd, (Cook)
Cade Karrenberg (Packaged Lead)
Christopher Pelletier (Deli Lead)
Matthew Garza (Produce Clerk)
Lazara Rodriguez Garces (Deli Steward)
★ Claudio Wong (Cook)
★ Zena Crowley (Front End Clerk)
★ Marquis Zeno (Front End Clerk)
★ Shannon Cloud (Deli Clerk)
Kyla Wagener (Wellness Order Clerk)
Alison Kittenplan (Front End Clerk)
Ashley Mitchell (Bakehouse Clerk)
★ Lorie Cox (Deli Clerk)
★ Teresa Harrison (Deli Clerk)
Matthew Sissac (Grocery Clerk)

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Child Care Food Program:
 Offering nutrition training and funding for food supplements to day care providers to assist in compliance with the USDA's Child & Adult Care Food Program.

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