

# THE WHEATSVILLE BREEZE

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



## TASTE OF THANKSGIVING

Saturday, November 17th 12-2pm both stores

Join us for our traditional Taste of Thanksgiving Sampler –from entrees to traditional pies, try a bite of all your holiday favorites!

**Holiday Sampling** November 3rd– 18th

Every Saturday & Sunday, 12-4pm at BOTH STORES

Drop by any weekend in Nov. 3rd-18th for a taste of some of our most popular holiday favorites!

We're happy to help you figure out the perfect menu for you and your guests.



## Wheatville Gift Cards Make a Perfect Gift!



## We LOVE making you happy year-round,

but the holidays give us an opportunity to kick it up a notch. From being the only retailer in town to carry locally raised turkey to freshly baked pies to suit every diet, our goal is to help make your celebrations stress-free and special. Your co-op has all the ingredients you need for an amazing meal, we're the friendliest store in town, and we're an easy shop that won't have you standing in some crazy long line.

If you're hosting a meal this year, be sure to come early to load up on pantry staples, including meat-free roasts. Remember, butter freezes and you will always need more than you think. Squash, potatoes, and onions are happy in a dark corner (but not stored together) and you can get fresh fragrant spices by the spoonful in our Bulk Herb Dept.



If you're going to a party we've got loads of sides, sweets, fair trade gifts, locally grown flowers, and poinsettias that are affordable and always appreciated. Deli fan-favorites include our Traditional or Vegan Garlic Cheddar Chive Cheeseball, Coconut Cream Pie, and any of our deliciously crusty Bakehouse breads made with 100% ORGANIC flour. For wine, we suggest bringing a bottle of Rioja – fair trade, co-op made, and soon to be certified ORGANIC!

We know you've got loads of options when it comes to your holiday shop and THANK YOU for shopping at the co-op!

**We're OPEN ON THANKSGIVING 7:30am – 1pm  
and will have fresh Christmas trees!  
Be sure to stop by and pick one up - they go fast!**

**HAPPY HOLIDAYS!**

**EVERY PARTY NEEDS A CHEESEBALL!**

## Holiday Hours:

- Wed, Nov. 21 OPEN 7:30am-11pm
- Thurs, Nov. 22 Thanksgiving Day – OPEN 7:30am-1pm
- Fri, Nov. 23 OPEN 10am-8pm
- \*\*\*\*\*
- Mon. Dec. 24 Christmas Eve OPEN 7:30am-7pm
- Tues, Dec. 25 CLOSED for Christmas
- Wed, Dec. 26 OPEN 10am-8pm
- Mon. Dec. 31 New Year's Eve OPEN 7:30am-8pm
- Tues Jan. 1 New Year's Day OPEN 10am-9pm

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# Community ACTION



In the spirit of all of the holiday food, **our November Community Action Group is the Central Texas Food Bank!** The Food Bank's service area covers over 19,064 square miles in Central Texas. The mission of the Central Texas Food Bank is to nourish hungry people and lead the community in ending hunger. When you donate to the Central Texas Food Bank every dollar provides five nutritious meals. CTFB serves more than 48,000 Central Texans each week! Holy Cow! CTFB makes healthy food available for families that are in crisis, raising funds for this amazing non-profit.

In addition to donations at the register, Wheatsville will also donate \$1,000 to the food bank in November. Thank you so much for your support of this incredible local community group!

Each year during our annual election Wheatsville Owners vote for 10 local non-profit organizations to support in the coming year. Wheatsville then adds a \$1,000 donation to the non-profit at the end of each organization's assigned month. In addition, Wheatsville also accepts cash donations at the register throughout the month



Thanks to our shoppers for raising **\$16,243.40** for **WORKERS DEFENSE PROJECT** in August!

A record breaking **\$17,003.72** was raised for **MEALS ON WHEELS** in September!

Thank You!

Following the Central Texas Food Bank, our **December Community Action group is our Co-op Community Fund.** This fund helps to grow the co-op economy! Wheatsville

has a Community Fund in our name and we use the earnings from our fund to support local community groups and the cooperative movement. During the month of December, all donations collected will go into the Twin Pines Cooperative Fund, while the interest collected from those donations will be used towards local non-profits in Austin. We focus on groups that are working toward a similar mission. The Wheatsville Co-op Community Fund supports the two principles cooperation amongst cooperatives and concern for the community. Go Co-op!

## DONATE FOOD FOR CENTRAL TEXAS FOOD BANK

Look for bins at the front of each store November through December.



Total Co-op Owners as of October 19

# 23,057!

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

The Wheatsville Breeze is a publication of

## Wheatsville Food Co-op

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Photos by: Carlos Hernandez, Raquel Dadomo, and Aldia Bluewillow, except where otherwise noted or not known

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

### Wheatsville 2018 Board of Directors

**Rose Marie Klee, President**

**Doug Addison**      **Jason Bourgeois**

**Brandon Hines**      **Don Jackson**

**Brian Mikulencak**      **Lisa Mitchell**

**Lyz Nagan**      **MeriJays O'Connor**

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

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



**Christmas at the Co-op!**  
Deck the halls with fresh trees, wreaths, poinsettias, and MORE!  
You'll find all your holiday favorites at Wheatsville.  
EASY, CONVENIENT, GREAT SERVICE.

# CHRISTMAS TREES

**IN STOCK, FRIDAY November 23**  
Fraser Fir Christmas Trees (6-8ft.)

Shipped Direct to us from Brown's Tree Farm  
Lake City, Michigan, In business for 35 years

Also Available:

- Evergreen Wreaths
- Poinsettias
- Christmas Cactus
- Rosemary Mini Christmas Trees
- Fresh Chestnuts

**big 3 day deals**

**BIG 3 DAY DEAL**  
Friday, Nov. 23 thru Sunday Nov. 25  
Christmas Trees \$29.99 EA.  
**YOU SAVE \$10**

# Wheatsville Gift Cards

## Make a Perfect Gift!



Choose any amount!  
From fair-trade, organic coffee to popcorn tofu,  
we've got a gift that's right for everyone on your list!

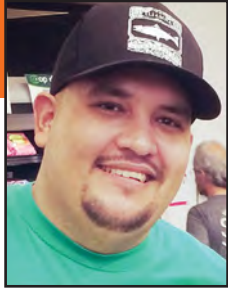
# Celebrate! the Night the Lights were Lit



## Friday, December 21st

On December 21, 1844 the lights were lit at 31 Toad Lane in Rochdale, England, the first modern cooperative. With just 28 members and open only 2 nights per week, the Rochdale Pioneers sold four key items; butter, sugar, flour and oatmeal. Driven by idealism and vision of a better social order, the Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

We invite you to celebrate this special night with us! Stop by either store on Friday, December 21st from 5pm – 8pm for an Pioneer Oatmeal Cookies and music. We look forward to seeing you at the co-op!



## Turkey & More For Your Festive Holiday Meal by Jaime Martinez, Meat & Seafood Coordinator



The holidays are a time of year when you come together with family and friends to enjoy great food, company and share priceless memories. Wheatsville is committed to providing the very best options for you that focus on humanely raised animals,

high quality products and that personal touch that helps take the stress of figuring out your memorable holiday dinner.

Turkey has traditionally been the go to protein for holiday meals. Turkeys are low fat, big enough to feed a crowd of hungry holiday eaters and can be prepared multiple ways including traditional roasting, smoking with your favorite woods, and frying for a juicy unconventional eating experience.

This year Wheatsville will also have some other options for your special holiday meal. **Rib Roasts** and **Beef Tenderloins** from **Meyer Natural Beef**— who pride themselves on humanely raised beef. Also, **In-House Seasoned Pork Rib Roasts**, with a **Hickory Smoked Sea Salt and Pepper** could make your holiday dinner take on a new tradition. Choosing any of these options will make your special meal a hit!

All of our Turkeys are  
**HORMONE FREE, ANTIBIOTIC FREE,  
VEGETARIAN FED, and Non-GMO.**



### Best Value Mary's Turkeys

**Mary' Natural and Organic Turkeys** – Both are fed a Non-GMO vegetarian diet. No pre-order necessary.

**Mary's Heritage Turkeys** – Limited Supply, Pre-order suggested.

A uniquely American turkey, the authentic Heritage Turkey is the turkey that our forefathers knew and cherished. The Narragansett, the oldest United States turkey breed, and the Bourbon Red are the two varieties that are considered Heritage turkeys. These turkeys can fly and still roost in trees. They have naturally darker meat, larger thighs and smaller breasts. This can cause changes to the cooking times so we recommend a thermometer to cook that turkey to perfection.

#### Mary's Organic and Natural Turkey Breasts

These are smaller which make them great for extra guests or instead of a whole bird for a smaller dinner group.

### Ferndale Smoked Turkeys

This family farm from Cannon Falls, Minnesota prides themselves on a three generation family tradition of providing the very best free-range turkeys. Perfect for a heat and eat dinner!

### How To Place Your Order

Click on our Thanksgiving **ORDER FORM** on our website at [www.wheatsville.coop](http://www.wheatsville.coop) to place your order. We start taking orders November 1st. Orders **DO NOT** need to be placed for Mary's Natural and Organic Turkey, we order plenty.

## Beef and More!

### Meyer Natural Angus Beef

#### Rib Roast

These roasts are great for a larger dinner party. You buy these buy the rib and each rib weighs about 2lbs and feeds 1-2 persons. Our experienced Butchers can help you pick the right size!

#### Meyer Natural Angus Beef Tenderloin

This elegant cut of beef is also known by Chateaubriand which is the center cut of the Tenderloin. You need 8oz per person and a whole Tenderloin weighs 3-5lbs.

### Seasoned In-House Coleman Natural Pork

#### Hickory Smoked Salt & Pepper Crusted Bone In Pork Roast

Spice up your holiday meal with this cut that is seasoned in house and tied by our experienced butchers. This cut is typically 8 ribs and feeds about 8 people. Each rib is basically a bone in pork chop.

### Seasonings

This year we will offer **Bill Baron's Turkey Brine Kits, Holiday Poultry Mix, Hickory Smoked Sea Salt & Pepper Blend and Honey Orange Ham Glaze** to help you season your protein to perfection. All these seasonings are MSG-free and made in small batches to ensure optimum taste. Ask your friendly Wheatsville Butchers for more information!

# Holiday Hams

## Niman Ranch

Niman Ranch and its network of U.S. family farmers and ranchers raise livestock, humanely and sustainably to deliver the finest tasting meat in the world. Their network has over 750 family owned farms!

Niman Ranch smoked hams are brined in a salt and maple sugar solution, then slow smoked over apple-wood. These hams are fully cooked, but for larger hams we recommend an hour or more in the oven to heat it through. Remember to add a glaze before it goes in the oven.

### Niman Ranch Spiral Cut Bone-In Half Ham

A traditional holiday ham. It's about 8-10 lbs, and can feed 10 to 14 people. It comes with a packet of glazing seasoning, but you can use your own or none.

### Niman Ranch Jambon Royal Ham

Prepared in a European style, this 4-5 lb ham is cut in a different shape and packed with smokier and saltier flavor.

### Applewood Smoked Petite Ham

Smaller ham for a more intimate gathering of 2-3 people. Also great for recipes that call for ham.

### All Our Holiday Hams are:

- Hormone FREE
- Antibiotic FREE
- Fed vegetarian feed
- Pasture Raised

## Locally Produced

### Pederson's Natural Farms

Pederson's hams are produced in Central Texas and come from self sustainable family farms that not only raise their own hogs but ALSO grow their own grain to feed their animals; these hams are great choice for the taste of Texas. Supply is limited, so order early.

#### Pederson's Organic Spiral Sliced Bone-In Smoked Hams

Certified Organic and perfect for large family settings

#### Pederson's No Sugar Spiral Sliced Bone-In Smoked Hams

Paleo-friendly pork as a great choice for that large family setting or for plenty of leftovers.

#### Pederson's No Sugar Spiral Sliced Boneless Smoked Ham

Paleo-friendly pork. Add your own glaze to bring the flavor of your home to this fine ham.



## Spicy Butternut Squash Soup with Lime Crema and Roasted Seeds

by Lisa Weems, Deli Coordinator

This is an adaptation of a soup I made at Thanksgiving a few years back that was the star of the meal! It can easily be made vegan by substituting olive oil for the butter and coconut or almond milk for the milk—omit the crema or use non-dairy sour cream and milk. Best of all, all components of the soup can be made at least a day in advance! Enjoy!

### Ingredients

#### Lime Crema:

- ½ cup heavy cream
- ½ cup sour cream
- 1 Tbs fresh lime juice

#### Method

Preheat oven to 375°F. Line two rimmed baking sheet with foil or parchment and set aside. To make the lime crema, whisk together heavy cream, sour cream, and lime juice. Cover and chill for at least two hours. The crema can be made up to a week ahead of time.

To prepare the squash and seeds, cut each squash in half lengthwise (it is easiest and safest to cut from about the middle of the squash to one end, then turn the squash and repeat on the other side). Scoop out seeds and fibers from the inside of each half and set aside. Place the squash halves cut side down on a prepared baking sheet. Roast for 45 to 60 minutes (it may take a bit longer if your squash are very large). Meanwhile, remove fibers and pulp from seeds (they do not need to be completely clean!). Discard fibers. Rinse seeds and pat dry, then toss with olive oil, cumin, chili powder, and salt. Spread in single layer on second baking sheet. Once squash is tender, remove from oven and lower oven temperature to 325°F. Put seeds in oven and roast, stirring occasionally, for 15 to 20 minutes, until seeds are golden and starting to pop. When squash is cool enough to handle, scoop the flesh from the skin and place in a food processor or blender and puree until smooth.

Melt butter or heat olive oil in a large pot over medium heat. Add onions and sauté until translucent, about 10 minutes. Mix in butternut squash puree, milk, and crushed red pepper. Working in batches, puree mixture, then return to pot. Add broth and simmer for 10 minutes to blend the flavors, stirring occasionally. Taste and season with additional salt and pepper if desired.

To serve, ladle soup into bowls, drizzle with crema, and sprinkle with pumpkin seeds. Serves 12 as a starter.

*Adapted from Epicurious*

#### Soup and Seeds:

- 2 med. to large butternut squash
- 1 Tbs olive oil
- 1 tsp cumin
- 1 tsp chili powder
- ½ tsp salt
- 6 Tbs butter or olive oil
- 6 cup finely chopped onions
- 2 cups whole milk
- 2 tsp crushed red pepper
- 8 cup chicken or vegetable stock
- Additional salt and pepper to taste





# Co-op Partner Spotlight: La Riojana

## How did La Riojana get started?

Four generations ago, in the 1940s, our ancestors, many of whom were wine growers from Italy, first came to the area of La Rioja in north west Argentina and decided to come together to make wine.

What started out as a small bodega, buying grapes to turn to wine, slowly grew as different families made La Rioja province their home and started planting their own vines.

Hundreds of families have followed in their footsteps, all working together to share their grapes and build what has become the La Rioja co-operative.

## How big is the co-op now?

We have over 500 producer partners, many from families that have been part of the co-op since its beginning. Our members help to produce over four million cases of wine a year from over 4,000 hectares of vineyards. Over 80% of them are small-scale producers, with the majority owning no more than three hectares each.

La Riojana is one of the largest co-ops in Argentina and is currently ranked the country's third largest wine exporter by volume. But for our growers, their families and communities, La Riojana means so much more than just the company to whom they sell their grapes.

They are the foundation to the winery's success. Everything La Riojana does is based on providing help, support and services that allow our members and families to grow and prosper.

Co-operative principles are the fundamental philosophy of the business. Every member gets one vote in helping decide what the overall co-operative does regardless of size.

We guarantee to provide a higher than average market price for each member's grapes.

We ensure they benefit from lower prices through collective purchasing of services and products, like diesel, fertiliser and frost insurance. We offer financial and credit support to help members through difficult times. We also offer our members technical and agricultural advice.

By working closely with our members, we are able to ensure that all our products, from wines, sparkling wines, grape juice, to olive oil, meet the highest quality standards.

## Why is Fair Trade so important?

The Fair Trade Minimum Price guarantees growers and producers a fair price for their grapes, which aims to cover their average cost of sustainable production, or the market price, whichever is higher. They also receive the Fair Trade Premium, where wine producers and their commercial partners will pay additional money to help invest in social and economic initiatives in their communities.

## How does La Riojana contribute to it's community?

Argentina is still a developing country and large parts of its wine production relies on growers and their workers living and working in small, remote, rural, poor communities, with often basic local services. They are often in need of a constant water supply and clean drinking water in what can be hot, hostile and difficult conditions.

By following Fair Trade principles, we have been able to raise funds to invest in vital services, for not just our immediate La Riojana growers and workers, but for their families, friends and the wider communities in which they live.

To date, La Riojana has invested in over 30 different projects to benefit our members, workers and their families as well as our local communities. These projects include:

- Education
- Local Community Improvements
- Production Improvements
- Healthcare
- Socio-economic improvements
- Administration & training

*"Fair Trade allows us to expand our role in terms of social responsibility, it allows our workers who live in rural areas access to good standards of health and education, and also allows them to improve their general standard of living."* Rodolfo Griguol, chief winemaker



There are three projects that particularly stand out:

**The Tilimuqui water project** which has brought a reliable supply of fresh drinking water for the first time to the local community where many of Riojana's workers and their families live. This project involved the building of a deep well, a reservoir and a water storage tank to provide enough pressure to serve the wider community.



*"Before the water project we only had water every so often. We now have a water tank installed in our house giving us a reliable running water supply. Our community now has drinking water 24 hours a day, every day of the year."* — Rene Alejandro Garcia, vineyard worker



**The Tilimuqui school project** which funded the construction of the area's first secondary school, therefore enabling teenage children in the area to stay in the community and has a current intake of over 400 children.

*"The school has given me the opportunity to learn many new skills and a good education. When I leave school I want to study agricultural engineering and eventually work as an agricultural engineer."* — Angel Leonel Morales, Tilimuqui School student



**Construction of a new health clinic** started in 2016 to bring healthcare to 10,000 people living in the villages of Tilimuqui, Malliagasta and Riojana's wider communities.

## A few words from Wine Buyer Shane Shelton:

By bringing these wines to the US and selling them exclusively to co-ops, La Riojana hopes to continue to make a positive impact. This includes creating sustainable villages with solar power and organic certification for its farms. This is great and I haven't even got to my favorite part, the wines!

They're fantastic! The **Malbec** is medium bodied and exceptionally smooth. The **Chardonnay** is vibrant and delicate. The **Cabernet Sauvignon** is smooth and fruity. The **Bonarda/Malbec blend** is a smooth and medium-bodied wine.

All of the wines from La Riojana are fairly priced wines of exceptional quality. When you buy La Riojana you are getting more than just a great value, you're also helping to make positive change. From co-op to co-op!

# Specialty Top Five For the Holidays by Shane Shelton, Specialty Coordinator



1

## WINE: *La Riojana Pinot Noir Reserve*

The key to pairing wine with the wide variety of foods on the holiday table is to find wines that are softer, fruity, bright and less tannic. This medium bodied Pinot Noir is packed with delicious strawberry, cherry and blueberry aromas, as well as spicy notes due to the aging in oak barrels. La Riojana has invested more than \$11 million Argentinean pesos for various projects aimed at improve living conditions for its growers and workers in the Famatina Valley, a historically poor area of Argentina.

**FAIR TRADE. CO-OP MADE**



2

## SPARKLING WINE: *Stellar Organics Extra Dry*

Stellar Organics make some really fantastic Fair Trade wines that are certified organic and vegan friendly. This extra dry sparkling wine has grapefruit and lime on the nose. It is crisp and fresh tasting with a smooth nutty finish. Perfect for holiday gatherings as well as ringing in the New Year!

**FAIR TRADE**



3



## BEER: *Sierra Nevada Celebration*

Brewed especially for the holidays, Sierra Nevada Celebration is perfect for a festive gathering or for a cozy evening at home. Celebration is a dry-hopped, slightly strong ale that pours a beautiful rosy amber color with a nice full head. It features a big blast of Cascade, Centennial, and Chinook hops and a not-too-heavy mouthfeel. Supply is limited since this is a seasonal release so be sure to stock up while you can.

4

## CHEESE: *Deer Creek the Fawn Mellow Cheddar!*

This slightly sweet and mild traditional Cheddar is handcrafted from wholesome rBST-free milk from , Sheboygan Wisconsin. The Fawn has a sweet nuttiness, yet is full and complex with a rich lingering finish! This delicious cheese has won many awards including the International Cheese Awards 2017 Gold Winner for Best USA Mature Cheddar. Pair with Chardonnay, Rose, or a nice porter beer. Perfect for a holiday cheese tray!



5

## VEGAN CHEESE: *Miyoko's Double Cream Garlic Herb Vegan Cheese Wheel!*

This vegan cheese is so good that a non-vegan like me loves it! Miyoko's is made with nuts instead of milk, but it is a real cheese that is cultured just like dairy cheese. This vegan cheese wheel is creamy and savory with a buttery richness that makes it perfect on crackers or melted in your favorite holiday dishes. Put in you thanksgiving mashed potatoes for next level flavor!



# The Second Annual BIG CO-OP FAIR by Raquel Dadomo, Brand Manager, Photos by Carlos Hernandez

What a show! Our second annual BIG CO-OP FAIR was kicked off by our neighbors, The Ann Richards School Marching Band, Drum Line and Color Guard! Over 100 young women assembled in our S. Lamar parking lot and kept sunshine turned up to an ELEVEN for our BIG EVENT! DJs from KOOP took over for the rest of the afternoon, with a magical range of music that gave everyone a smile while getting their face painted or riding the Ferris wheel!

Inside the store, aisles were stuffed with 25+ of our favorite local vendors. We had longtime partners such as **Celeste's Best Cookie Dough** (for real, the BEST), **mmmpa-nadas** dishing up savory pastries, **La Riojana** showing off their fair-trade, cooperative, and (soon to be official) organic wine, and **Equal Exchange** giving bites of some of their finest chocolates. We also welcomed some co-op newcomers that already have quite a following such as **Mammoth Creamery** low-carb ice cream, **Bee Tree Farms** local goat cheese, **Treasured Earth** gluten-free desserts and so many more!

OWNERS got to hear from our Board of Directors about the direction and health of our co-op at the Annual Owner Meeting, meet this year's Board Candidates, and participate in a Q&A. Our monthly non-profit round-up campaign partners were there too – each one showing the impact we make when work together to support our community.

Kids loved taking a peek behind the scenes on our Bakehouse, Produce, Chill, and Packaged Department tours. From juice to dough – everyone loved seeing how the food we all love gets on the shelf. For others, learning more about our history from co-op docents gave a deeper appreciation for how far we've come!

THANK YOU for JOINING US! If you were inspired by something YOU saw at the fair be sure to pass it on.

**TOGETHER we make great things happen!**





# Fair Trade – Give the Gift that Gives Twice by Cody Atkins, Wellness Coordinator



If thinking globally and shopping locally is kinda your thing then consider picking up a Fair Trade gift or few at Wheatville this holiday season. When you choose Fair Trade you are giving more than just a gift- by choosing FAIR TRADE products you are supporting businesses that encourage democratic decision-making, transparency, gender equity, and independence all over the world. It's also a way to give gifts guilt-free; the knit hat you buy might warm a head but it will also warm your heart knowing that your purchase supports a mission to end injustice in the world. This holiday season you can be twice as nice by choosing any or all of these awesome brands we're proud to partner with. Here's a few:

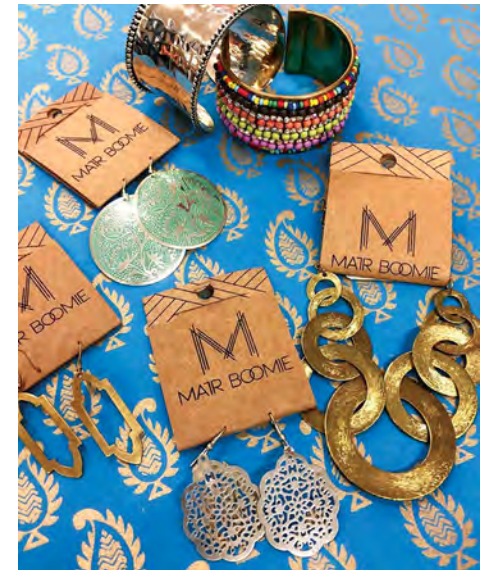


## Matr Boomie

Matr Boomie combines quality, style, and affordability with a Fair Trade mission that makes them a staff favorite. In addition to an extensive selection of jewelry, we will be featuring an expanded collection of handmade bells, ornaments, journals, gift wrap, and bags this holiday season.

This past year we were invited to their headquarters in North Austin where we got to see the process of design and distribution of their products as well as learning about the impact that Fair Trade makes on the artisan's lives, many of whom have a very personal relationship with Matr Boomie. Even though we all understood what Fair Trade meant prior to the visit, we were all moved by the individual stories that were shared.

**FUN FACT: Matr Boomie was founded here in Austin in 2006 in the apartment of founders, Manish and Ruchi. Many of their artisans were discovered by traveling across India from town to town with nothing more than an artisan's name as a lead- as Manish told us during our visit: there's no Google Maps in rural India!**



## Silk Road Bazaar

Silk Road Bazaar produces goods by marginalized artist groups located in Central Asia. The materials used are locally-sourced by designers to help provide sustainable livelihoods for rural farmers and craftsmen. Their assortment of ornaments are the perfect adornment to your Wheatville Christmas Tree!



**FUN FACT: Silk Road Bazaar lives amongst the artist groups for an extended period of time. During that time they help them become self-sustainable by developing their designs, management techniques, quality control and computer skills.**



## Andes Gifts

A perennial Wheatville favorite is back with a refreshed array of knitted goods! We'll still have the popular Animal hats for kids and adults but we are adding new patterns and designs from the artisan cooperatives of Peru and Bolivia. Many are made with 100% alpaca yarn which can be compared to cashmere in terms of weight, warmth, and softness.

**FUN FACT: Wheatville sells the 2nd most Andes Gifts in the whole country. The top selling retailer? Willy Street Co-op in Madison, WI. Not bad considering our geography!**

## Think Globally, Shop Locally



### Mulxiply

Mulxiply produces hand-crafted felted animals; each uniquely shaped with natural wool. You can find giraffes, elephants, deer, and even corgis and golden retrievers on our shelves this year! All Mulxiply items are produced via the Associate of Craft Producers (ACP) which is a not-for-profit World Fair Trade Organization in the Kathmandu Valley of Nepal.



**FUN FACT:** The name is pronounced like you would say "Multiply." Your purchase x their product = Employment and Opportunity. They call it the multiply effect!



### Bears for Humanity

Bears for Humanity produce non-toxic teddy bears and other plush animals using organic cotton. They are not considered Fair Trade as they are produced domestically right here in the USA. However, all products are Global Organic Textile Standard (GOTS) certified organic, manufactured with zero chemicals, pesticides or heavy metals using Fair Trade practices for non-domestic materials.



**FUN FACT:** In addition to supporting Fair Trade practices for their imported materials, Bears for Humanity are produced by at-risk men and women in the CalWORKs program. For every bear sold, they give a bear to a child in need.

## Fair Trade & Co-ops:

### Food & Drinks by Niki Nash, Packaged Manger



Fair trade food and drinks make great gifts too. These companies source from co-ops or are co-ops as well, meaning your support strengthens the co-op to co-op connection.



### Divine Chocolate

Every holiday season, we look forward to the arrival of Divine Advent calendars, seasonal chocolate bars and chocolate gelt coins. Divine Chocolate is co-owned by the 85,000 farmer members of Kuapa Kokoo, the cacao co-operative that supplies the cocoa for Divine products. 5% of sales from the Milk Chocolate Advent Calendar will go towards empowerment initiatives for the women cocoa farmers of Kuapa Kokoo.

**\*\*New in 2018\*\*** We asked, they answered! This year we will have Divine Dark Chocolate Advent Calendars!



### Equal Exchange Coffee, Chocolate & Tea

Dedicated to democratically organized small farmers and producers since 1986, Equal Exchange worker-owned co-op has been at the forefront of social change AND top-quality coffee, chocolate and tea for a great price. Equal Exchange "just add water" Organic Hot Cocoa Mix is a crowd-pleaser at holiday parties, be sure to get one for your house too.



### Riojana Fair Trade Wine & Olive Oil

'Tis the season for wining and dining so be sure to pick up a bottle (or six!) of Riojana Fair Trade Wines. Crafted in the lush Famatina Valley in the La Rioja province of Argentina, these high-quality wines are being featured throughout food co-ops like Wheatville across the country. La Rioja is a co-op too and they're committed to sustainable farming practices and developing the families and communities of the producers. Pair their amazing Bonarda-Malbec with a bottle of Organic, Fair-Trade Extra Virgin Olive Oil and you have the perfect gift that comes with an authentic co-op to co-op connection as a bonus.



# Staff TOP 10 PICKS



SUSAN SCHNEIDER, WELLNESS CLERK, GUADALUPE

## 1. Austin Blanks Wheatsville T-Shirt

AN EASY AND STYLISH WAY TO LOOK JUST LIKE A LOCAL!!



## 2. Evolution Salt Co. Salt Lamp

ADD SOME MELLOW TO ANY AREA  
- DESK, BEDROOM, ETC.



## 3. Norpro Triple Spiral Slicer

NOODLES MADE FROM VEGGIES - HEALTHY AND DELICIOUS!



## 4. Klean Kanteen Stainless Steel Bottles

KEEP YOUR BEVERAGE COLD OR HOT AND CLOSE AT HAND...  
NO NEED FOR PLASTIC.

## 5. To Go Ware Reusable Bamboo Utensil Set

EVERYTHING YOU NEED IN A HANDY LITTLE  
POUCH....NO NEED FOR  
THOSE DISPOSABLE FORKS.



## 6. Haw-A-Hank Bandanas

MADE IN THE USA AND THE ANSWER TO SO MANY QUESTIONS.



## 7. Norpro Ceramic Compost Keeper

60 - 70% OF HOUSEHOLD WASTE IS COMPOSTABLE....CUT DOWN  
ON TRASH AND KEEP YOUR KITCHEN TIDY TOO.

## 8. CannaBees Rescue Blend

CBD FOR WHAT AILS YOU IN HONEY FROM RESCUED BEES.



## 9. Dr. Singha's Mustard Bath

SOAK AWAY YOUR ILLS WITH THIS AGE OLD FORMULA.

## 10. Kitchun BATCH PLEASE!

Jane Ain't So Plain Paleo Cookie Mix

THESE ARE SO DELICIOUS AND SUPER EASY TO MAKE.



## Staff Spotlight: Beth Beutel

Operations Lead & Board Administrative Assistant

### 1) What is your history with Wheatsville?

I've worked at Wheatsville since the spring of 2008, and always on the Front End. I survived the renovation at the Guadalupe store, and came to the South Lamar store for a new adventure when we opened in 2013.



### 2) Where are you from and when did you get to Austin?

I was born and raised in Houston, went to college in Los Angeles, and moved to Austin in 2008.

### 3) What is your favorite product at Wheatsville?

Riojana Wines. Fair Trade, cooperatively made, soon to be certified organic, and delicious! I drink the Rosé in the summer and the Bonarda Malbec when it's below 80. I even had these wines at my wedding!

### 4) What is your favorite place to go in Austin?

The Paramount Theater. My uncle worked there when I was growing up, so to me, it's not just weird-Austin meets historic-Austin, it also feels like home.

### 5) What is something most people don't know about you?

I studied German for eight years!

### Workers Assistance Program, Inc.

Creating Better Workplaces, Schools & Communities

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



We support Wheatsville Food Co-op!

[www.workersassistance.com](http://www.workersassistance.com)

512-328-8519

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.

#### PAL@ | Peer Assistance Leadership:

Mentoring students through a program, adopted by the state, as an elective course to fight teen pregnancy, gang participation, and climbing dropout rates.

#### Alliance Work Partners:

Outfitting the workplace with healthier, more productive employees and lowering healthcare costs by providing world-class employee assistance programs.

#### Texas HIV Connection:

Focusing at both the state and personal level on decreasing the spread of HIV by increasing education and participation in the act of prevention.

#### Coordinated Training Services:

Providing training statewide to expand the prevention infrastructure, guided by the latest in technology, research, and quality standard approaches.

#### Youth Advocacy:

Empowering youth to communicate with respect, lead substance-free lives, and experience greater opportunities by focusing on the client's strengths.

#### 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.

# Local Vendor Spotlight: Matr Boomie by Cody Atkins, Wellness Coordinator



## What is your origin story? Who started the business and why?

In 2006, Manish Gupta embarked on a journey to create opportunities for marginalized artisans in India to realize their creative, economic, and leadership potential. Through grassroots efforts with a team in India, he and his wife, Ruchi, found master artisans and created workshops to transform unskilled men and women into skilled artisans. We gathered a team in Austin, Texas to create modern product designs inspired from traditional Indian art forms. Today, the little company launched in our Austin apartment is a leading wholesale and retail company in the ethical, sustainable, fair trade market. In 2018, Matr Boomie was awarded the People & Planet Award from Green America. This award is given to small businesses who show dedication to a green economy and worker empowerment.



## What makes your products unique? Why should someone buy them?

Matr Boomie makes products that beautifully pair modern design with hand-made art forms. We have a design team in Austin that creates and selects designs that are relevant for the market. The designs are then handcrafted by artisans in rural India using traditional art forms that have been passed down through generations. We prefer to work with marginalized groups like women, minorities, and rural artisans so they can have fair access to trade opportunities and fair wages.

## Are your products fair trade?

Our products are all fair trade. Many of our products are made from sustainable and responsibly-sourced resources, and several of our products are made from recycled or upcycled material such as cotton, sari, or metal. As part of our mission to create a world that's more compassionate, kind and connected, Matr Boomie goes beyond fair wages. We also invest in development projects, healthcare, education, skills training, loan programs, and scholarships for women, minorities, and people with special needs.

Purchases of Matr Boomie's exclusive products sustain jobs for people throughout India who have been handcrafting artisanal goods for generations. We partner with women's groups, minorities, people with special needs, urban slums and isolated rural communities to empower artisans through dignified, sustainable employment. Above all, we value:

- Safe work conditions
- Education
- The confidence and well-being of our artisan partners
- No child labor



## What are your most popular products and why?



- Jewelry – handmade, unique, India-inspired styles that are affordable, lightweight, and colorful
- Bells – handcrafted bells made from recycled tin that are hand-tuned and have a distinct sound that is unlike most bells
- Puzzle Boxes – handcarved wood boxes in fun designs that are a puzzle and a small storage space in one



## Do you have a special tagline or slogan?

Made by hand. Made with love. Made for good.

## How many staff members do you have?

28 – 14 in Austin; 14 in India

## Where are your items sold?

Matr Boomie products are sold in fair trade and boutique stores nationwide as well as in several popular online stores, museums, and zoos.



## SOCIAL NETWORK

**WEBSITE:** <https://matrboomie.com>  
**Facebook** @MatrBoomie — Followers: 3,536  
**Twitter** @MatrBoomie — Followers: 4,037  
**Instagram** @MatrBoomie — Followers: 1,977

# Bakehouse Top Five Holiday Picks

by Robin Roosa, Bakehouse Supervisor



1



## Pumpkin Pie

Hands-down our most popular pie for Thanksgiving! Our hand-rolled crust is made with 100% ORGANIC FLOUR and baked fresh in our Bakehouse. Gently spiced with cinnamon and nutmeg, the only thing that can make this pie any better is a spoonful of whipped cream. TRADITIONAL or VEGAN

2



## Bûche de Noël

This rich and decadent dessert features a chocolate cake rolled with smooth and creamy espresso and chocolate buttercreams. This beautifully decorated traditional French holiday treat is a distinctive and delicious finale to any holiday celebration.

4

## Mini Sweet Breads

New this year and perfect for gift-giving, entertaining or just enjoying with a cup of tea, our mini sweet breads come in 3 flavors just right for the holidays— Chai Gingerbread, Cranberry Orange and Chocolate Chip Mint. A sweet and thoughtful solution for gift giving not only to family and friends but for all those hard-to-shop-for folks on your list— teachers, co-workers, hairdressers, etc. Simply tie on a pretty ribbon and you're done (and appreciated)!



5

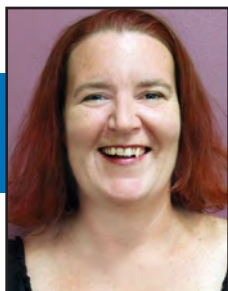
## Cookie Gift Box

You can never have too many cookies at Christmas. This assortment of our buttery almond spritz cookies and spicy gingerbread men makes entertaining and gift giving a breeze.

3

## Chocolate Cherry Bread

December's Feature Bread is a stunning loaf of our signature sourdough studded with chunks of dark chocolate and cherries. Don't miss this!



# Black Eyed Peas and Greens: a New Year's Tradition

by Lisa Weems, Deli Coordinator

It is a long-standing Southern custom to eat black-eyed peas and greens on New Year's Day to bring fortune in the coming year. Origin stories vary somewhat, but it is generally agreed that the ritual began during the Civil War, when Union soldiers pillaged the food supplies of their Confederate opponents, leaving behind only the peas and greens as food for livestock. However, Southerners were able to survive the lean years of the war by eating these nutrient-dense foods themselves. Some claim that the black-eyed peas symbolize coins and the greens folding money, so eating them on the first day of the year means financial success in the coming year. We'll have an array of dishes featuring these traditional ingredients to help you get your good luck on for 2019:



**Lucky Black-Eyed Pea Soup** Tender peas and a whole array of fresh vegetables and herbs simmered in a tasty tomato-based broth. This soup goes wonderfully with our own Bakehouse-made cornbread (in spicy Southwestern or vegan varieties), yet another traditional New Year's dish in the South.

**Braised Greens and Black-Eyed Peas** Organic lacinato kale combined with garlic-infused black-eyed peas, caramelized onions, and vegan Bac'un Bits to add that classic smoky flavor.

**Texas Caviar** A black-eyed pea salad with crisp colorful peppers and a tangy vinaigrette dressing.

**Plain Jane Black-Eyed Peas** Simply cooked and recipe-ready! Try them in this super-easy and tasty hash for the first breakfast of the year: [www.veganricha.com/2016/12/black-eyed-pea-sweet-potato-hash.html](http://www.veganricha.com/2016/12/black-eyed-pea-sweet-potato-hash.html)



# Staff TOP 10 PICKS



NICOLE MARSH, WELLNESS PRODUCT SPECIALIST, S. LAMAR



## Bears For Humanity Stuffed Animals

ORGANIC, HAND SEWN IN USA. PLUS THEY DONATE A BEAR TO A CHILD WITH EVERY PURCHASE!

## Black Dahlia Nail Polish

LOCALLY MADE, VEGAN, CRUELTY FREE IN UNIQUE BRIGHT COLORS!



## Danica Hand Towels

CUTEST SELECTION IN TOWN! I'M LOVING THEIR HOLIDAY FA-LA LLAMA PRINT!

## Socksmith Men's, Women's and Kids Socks

FROM HEDGEHOGS TO CAREBEARS, THERE'S SOMETHING FOR EVERYONE!

## CannaBee's CBD Infused Raw Honey

TAKE THE EDGE OFF WITH A COMPANY THAT USES HONEY FROM RESCUED BEES!



## Farmhouse Culture Gut Shot

KEEP YOUR TUMMY HAPPY THIS SEASON WITH A SHOT OF THIS DELICIOUS PROBIOTIC DRINK!

## Luna Tigre

## Pumpkin & Apple Pie Candles

SET THE MOOD WITH THESE LOCAL HOLIDAY PIE SCENTED CANDLES!



## Pacha Bath Bombs

FUN STOCKING STUFFER THAT GIVES BACK! EVERY ONE SOLD HELPS PROVIDE CLEAN WATER TO THOSE IN NEED!

## Clean Energy Drinks

A GOOD REASON TO FUEL UP!...50% OF THEIR PROFITS SUPPORT RECOVERY FROM DRUG & ALCOHOL ADDICTION!

## Little Secrets Dark Chocolate Peanut Butter Candies

FAIR TRADE, NATURAL INGREDIENTS, NO ARTIFICIAL DYES AND SUPER YUMMY!



## Together for Kwanzaa

December 26 – January 1

The holiday season keeps our calendar full of activity. Some holidays come with a lifetime of tradition, others are taught and learned. Some come with friends and family, others help us take a moment to ourselves to reflect on some aspect of our selves or lives we want to grow.

Kwanzaa is a cultural African American and Pan-African celebration of family, community and culture with Nguzo Saba (Seven Principles) at its core:

- 1) UMOJA - Unity
- 2) KUJICHAGULIA - Self-determination
- 3) UJIMA Collective Work and Responsibility
- 4) UJAMAA - Cooperative Economics
- 5) NIA - Purpose
- 6) KUUMBA - Creativity
- 7) IMANI - Faith

Created in 1966 by Dr. Maulana Karenga, professor of Africana Studies at California State University, Long Beach, the Seven Principles (noted in Swahili) act as guideposts much like our cooperative principles. Kwanzaa is a recommitment to these grounding ideas and principles and reaffirmation of a shared identity.

As a cooperative, we believe there is community in a shared belief and power in trying to achieve it together. Co-ops are built on the idea of inclusivity and empowerment. Together, we wish you a happy Kwanzaa season.

## News & Updates

KEEP UP WITH THE LATEST DEALS & STORE EVENTS

SIGN UP FOR OUR WEEKLY EMAIL

AT [WWW.WHEATSVILLE.COOP](http://WWW.WHEATSVILLE.COOP)

Follow Us on   

# WHEATSVILLE FOOD CO-OP

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## Latkes for Hanukkah by Lisa Weems, Deli Coordinator

Hanukkah is a commemoration of the revolt of the Maccabees, during which the oil that the soldiers used to light their reclaimed temple lasted for eight days, though it should only have burned for one. Thus, it is traditional to eat oil-fried foods during the Hanukkah season. One of the most beloved are potato latkes. These savory pancakes were originally made with ricotta cheese—it wasn't until potatoes were widely planted in Eastern and Central Europe during the 1500s that latkes evolved to the crispy potato cakes that are now so beloved!

Latkes taste their very best when made fresh and eaten immediately, but you can make them ahead and freeze them for up to two weeks. Slightly underfry the latkes, then cool and freeze in a single layer (once frozen, they can be put into freezer bags or wrapped in foil). Reheat them in a 375°F oven for about 15 to 20 minutes, flipping once. Sour cream and applesauce are traditional accompaniments. This recipe is easily double or even quadrupled if you are cooking for a crowd.

### Classic Potato Latkes

Makes about 3 dozen  
Adapted from *the New York Times*

### Ingredients:

1 pound russet potatoes, scrubbed  
1 large onion  
2 large eggs  
½ cup matzo meal or flour  
2 tsp. coarse kosher salt,  
plus additional fine salt for sprinkling  
Freshly ground black pepper to taste  
Neutral oil such as canola or safflower for frying

### Method:

Using a coarse shredding disk on a food processor or the largest holes on a box grater, grate potatoes and onions. Transfer mixture to a clean kitchen towel and squeeze and wring out as much moisture as possible, or you can use a salad spinner. Quickly transfer potato onion mixture to a large bowl and mix in eggs, matzo meal, and salt and pepper.

Heat a large heavy skillet over medium-high heat and add about ¼ inch of oil. The oil is hot enough when a drop of batter sizzles immediately when dropped into the pan. Working in batches, drop batter by heaping tablespoons into the oil, then use a spatula to flatten and shape the batter into discs. Don't crowd the latkes too much or the oil temperature will drop, making them greasy. When the edges of the latkes look brown and crispy (about 5 minutes), flip them and cook for another 5 minutes. Transfer the latkes to a tray covered with paper towels or brown paper bags to drain; sprinkle lightly with salt. Repeat with remaining batter.

## Happy Hanukkah!

One taste and you'll agree –  
co-ops do it better

The family farmers of La Riojana Cooperative, the first producer of Fair Trade olive oil in Latin America, are proud to offer this fine product exclusively to co-op shoppers. Enjoy the spicy and sweet flavor of this blend of organic olives in your next meal.

Cooperating  
for a  
better  
world



Visit [www.strongertogether.coop](http://www.strongertogether.coop) to learn more!

RIOJANA  
FROM FAMILY FARMS TO FAMILY TABLES