

THE WHEATSVILLE BREEZE

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



It Ain't Easy Buildin' Green, but We're Working Hard at It- Green Features of Wheatsville South Lamar

by Dan Gillotte, General Manager

We are so excited about building out an amazing new store at 4001 S. Lamar and I can't wait for you to see it!

While renovating a space to turn into a grocery store is no easy undertaking and can be costly, we're also very aware of your desire and our desire to build the greenest store possible. I'm really excited as we head into Earth Day to discuss with you a few of the main green features that we are planning at our South Lamar store. We are aiming for an Austin Energy Green Builder Silver 2 Star ranking and we'll at least achieve a Bronze 1 Star like we did with the renovation of 3101 Guadalupe.

Green features that we're planning include:

LED Lighting and Tons of Daylight. We plan to use a system of solar tubes in our roof along with skylights to let as much daylight as possible into the new store. We'll also be using a system that will lower or raise the LED lights in the store depending on how bright or dark it is outside. During the day, lights will automatically dim if it's sunny (like it often is here in Austin) or brighten during a cloudy day and at night.

All of our refrigerated cases will also have LED lights. Some things we like about LED lights include the fact that they are long-lasting. LED bulbs last up to 10 times as long as Compact Fluorescent Lights. We also like that LED bulbs are cool and don't cause heat build up like most lights which is a benefit in a store where we're trying to keep cool most of the time. In general, they use about a third to half the energy of compact fluorescent bulbs, which is very efficient and allows us to have well-lit stores but use far less energy than other lighting choices.

Preheated Hot Water. Heat generated from our refrigeration units will be used to help preheat our hot water.

Polished Concrete Floors. We like concrete because it's a recycled and recyclable material. But we like it most because its durable and doesn't need any of the environmentally unfriendly treatment that vinyl tile requires. We expect this choice to save us money and keep us from having to do several chemically intensive strip and waxes throughout the year.

Bicycle Support and Encouragement. In addition to a bunch of bike parking, we'll have a shower for staff to help encourage them to ride their bikes as well as our other bike to work incentives that we already offer.

Low or No VOC Paints and Sealants.

It's a small thing, but we'll outfit our office to a large degree with **used equipment**. We're big fans of the reduce, reuse parts of the three Rs and using perfectly good but previously used office equipment is one way we can do that.

We plan to continue our excellent practices of **recycling and composting in-store created waste** (with some exciting announcements about this coming around Earth Day! Stay tuned!)

Keep in touch with store development activity on our website and via Facebook and Twitter and the weekly email! You can find links to sign up for our email or connect via Facebook and Twitter on our website: www.wheatsville.coop



Austin "Bag Ban" by Bill Bickford, Store Manager

March 1st marks the start of Austin's new **Single-Use Carryout Bag Ordinance**. You've likely seen lots of news coverage on this ordinance, more commonly referred to as the "bag ban." Because such coverage can tend to generalize and over-simplify the issues, I wanted to let you know *exactly* what the effects will be on the co-op.

The most talked-about aspect of the ordinance is that businesses will be prohibited from offering plastic carryout bags under 4 mil thickness. That is roughly the thickness of the type of sturdier plastic bag you might find at a department store. The more common plastic handle bags commonly found at grocery and convenience stores will be prohibited. We are not currently planning to stock a thicker plastic bag, though we will certainly listen to customer feedback if there is a strong desire for us to add one.

The requirements for paper bags are also increasing. Effective immediately, paper carryout bags must have at least 40% post-consumer recycled content. Next year, that threshold will increase to 80%. They must also have carrying handles if they are above a certain size. I'm happy to report that **our paper bags are 100% recycled with a minimum of 85% post-consumer content and are also certified by the Forestry Stewardship Council**. So there should be no change to our paper bag option.

There is also a category of bags referred to in the ordinance as "non-carryout" bags that includes plastic bags used to contain items such as bulk foods, produce, meat or bakery items. These are explicitly permitted under the new ordinance, and we will continue to offer them for the convenience of our shoppers.

Finally, we are also using the new bag ordinance as an opportunity to review and expand our selection of reusable bags. We are committing ourselves to offering a wide assortment of options that vary in cost, materials, size, and shape. If you have specific suggestions on types of bags you'd like to see, feel free to fill out a Suggestion Form at our Hospitality Desk. **And as a reminder, Wheatsville will still be offering a 5¢ credit for reused bags and containers, so these bags can ultimately pay for themselves!**



March 16th is our 37th Birthday! Join us at the Hospitality Desk from Noon to 6pm for birthday cake! Happy Birthday!

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Community Action Wednesday



Wheatsville donates 1% of Wednesday's sales to benefit community groups elected by our owners. Customers can also contribute their bag credits or any dollar amount at the cash register any day of the week.

In January, \$3200 and over 500 children's books were donated to People's Community Clinic. As of press time, we have collected \$3417 for SafePlace!

The group selected for March is the **Sustainable Food Center** and the group selected for April is **Ecology Action**



SUSTAINABLE FOOD CENTER

From seed to table, the Sustainable Food Center creates opportunities for individuals to make healthy food choices and to participate in a vibrant local food system.

www.sustainablefoodcenter.org



Ecology Action's mission is to educate and empower people to create a healthier environment through waste prevention, accessibility to recycling and cooperation. Ecology Action operates recycling drop-off centers across Central Texas and maintains a recycling drop-off and processing center in downtown Austin.

www.ecology-action.org

Community Action Recipients for 2013

January	People's Community Clinic
February	SafePlace
March	Sustainable Food Center
April	Ecology Action
May	Austin Pets Alive!
June	Out Youth
July	Hospice Austin
August	Amala Foundation
September	Meals on Wheels and More
October	Capital Area Food Bank
November & December	Wheatsville Co-op Community Fund



You Own It!

by Gabriel Gallegos, Ownership Coordinator

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

Co-op Owners enjoy:

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

Owner Deals – sale items just for owners

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

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

Total Co-op Owners as of February 14, 2013: 12,674

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

DOGGONE IT! WHERE DID YOU GO?

Owners- if you've moved and you're not getting the Breeze in the mail, please email your new address to Gabriel at membership@wheatsville.coop



Upcoming Events...



March 2—It's My Park Day, Wheatsville proudly sponsors this citywide volunteer event to improve Austin parks and greenspaces. Meet the Wheatsville team at Shipe Park austinparks.org/calendar.html

March 9, 10:30am—Minor Mishap Marching Band plays at Wheatsville. Noisy Fun, bring the kids!



March 16,—Wheatsville's 37th Birthday. Join us for free birthday cake at the Hospitality desk noon-6pm.

March 22-24—HONK!TX Festival of community street bands

See page 9 for more details or go to www.honktx.org



- Friday, March 22: Community Outreach Shows 2-5pm and South Congress 6-10pm
- Saturday, March 23: Adams Park and the surrounding area, Noon-7pm
- Sunday, March 24: East Austin Parade and Revue in Pan Am Park (including the Wheatsville Shopping Cart Drill Team) Noon-5pm; Film screening 6-9pm

March 30—The Funky Chicken Coop Tour A self guided tour of Austin coops

See page 8 for more details or go to www.AustinCoopTour.org



April 6—Wheatsville is a proud sponsor of Texas VegFest vegetarian festival 11am-6m at Fiesta Gardens. See page 8 for more details or go to www.texasvegfest.com

April 6-14—Owner Appreciation Days, Owner receive 10% off one shopping trip.

April 7- 12—Super Awesome One Day Deals—one super awesome deal per day for Owners only!

See page 7 for day by day deals or go to www.wheatsville.coop



May 9—Sustainable Food Center's Farm to Plate benefit dinner at The Barr Mansion. See page 9 for more details or go to sustainablefoodcenter.org

78704 Opening Update!

We cannot wait to open up our store at South Lamar and we are making excellent progress! Yay! BUT, due to the lengthy permitting process and a few other issues, we're pushing our opening date back a bit to a planned opening date around July 15th. While we would love to get to all of our South Austin friends and owners as soon as we can, we also need to move at the right pace to best guarantee our success. Having a bit more time allows us to triple and quadruple check our plans, further hone our systems and be even more ready to open an amazing store in 78704!

A note for our South Austin Owners and Fans—I know it can be difficult to get up to 3101 Guadalupe to shop, but until we're open in your neck of the woods, your shopping support can help ensure that we continue to be financially strong. Strong support of our shoppers, even during the most difficult parts of our renovation, is one of the reasons that project was such a huge success. South Austinites can help us now by shopping at your co-op as much as possible before we're your (literal) neighbors! We sure would love to see you when you can get up here! —Dan Gillotte, General Manager

The Wheatsville Breeze is a publication of

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3101 Guadalupe
Austin, Texas 78705
512-478-2667

email aldia@wheatsville.coop
website www.wheatsville.coop
Editor & Production- Aldia Bluewillow

Contributors -

Mike*Antares, Emily Ash, Cody Atkins, Mariah Barrett, Andrew Barton, Bill Bickford, Reyna Bishop, Aldia Bluewillow, Raquel Dadomo, Annie Downs, Max Elliott, Gabriel Gallegos, Dan Gillotte, Adam King, Susan Leibrock, Susan Lemke, Mark Maddy, Clark McKay, Chris Moore, Niki Nash, Nina Norton, Nicolette Robertson, Kate Vickery, Tyler Williams

Photos by: Aldia Bluewillow, Raquel Dadomo, Annie Downs, Bob Kinney, Mike*Antares except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the fourth Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/BODindex.html> for details. Members are encouraged to attend. Something that you would like discussed at the meeting? Contact General Manager Dan Gillotte at 478-2667 or gm@wheatsville.com

Wheatsville 2013 Board of Directors

Rose Marie Klee, president
Doug Addison
Marcia Erickson
Steven Tomlinson
John Vinson
Reyna Bishop
Christina Fenton
Kate Vickery
Mark Wochner

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 non-doctrinaire information about food to people in Austin TX.



Welcome New Board Members *by Reyna Bishop, Board Member*

The New Year often invokes in people a sense of optimism, of shedding the old and welcoming the new, of resolving to be better and do

more. The first Board meeting of the year, in many ways, invokes the same feeling in the members of the Board. At this meeting, we bid farewell to outgoing board members, plan our activities and priorities for the year and strategize about ways to be better and more relevant, and last but certainly not least, we seat our newest, most recently elected Board Members.

The seating of the new Board is always exciting! The sense of optimism we all feel about the fresh energy, new ideas, and unforeseen contributions that our newest members will make is palpable. Turnover of even a small number of the members inevitably results in a change in the group dynamic. It is precisely this change that keeps the Board from growing stagnant and challenges it to evolve and mature.

In the recent election, you, our Owners, came out in droves to elect three talented and dedicated individuals to fill our Board vacancies. Please take a moment to learn a little bit more about the Board Members YOU elected and to find out why they are excited about the coming year.



John W. Vinson (re-elected after serving a 1 year term)

My time on the Board since my election last year has allowed me to learn a tremendous amount about the co-op movement and how co-ops work. I knew that co-ops provided high quality goods and services and were more democratically and ethically operated than other businesses, and I'd happily shopped at Wheatsville for many years, but I didn't realize that co-ops may provide a real alternative to the business model that has recently so spectacularly failed us. Co-op economies are quite developed in other places and in some of those areas co-ops have been able to garner significant portions of their respective economies. Austin's increasingly diverse co-op community makes me hopeful that Austin will become one of the main centers for co-op growth. Wheatsville, as one of Austin's largest and most venerable co-ops, will surely be a major player in that auspicious transformation of Austin's economy.



Marcia Erickson (newly elected)

Wheatsville's obvious charms are many, including greetings and offers of help from the staff, shaded outdoor tables by day, yellow and turquoise

neon lights by night, and rows and rows of clean bright displays of delicious items. What is not as obvious is that Wheatsville is part of the cooperative movement to transform our community in a positive way through a business model that values membership participation, social responsibility, and kindness. In my view, all of this makes Wheatsville an Austin treasure. I admire the staff, leadership, and members that made it possible. I'm excited to serve with them to support Wheatsville's future.



Christina S. Fenton

(newly elected)

I am thrilled to start my term on Wheatsville's board during such an exciting time for our co-op. The co-op business model offers a vibrant alternative to corporations and I'm excited to learn more about the cooperative movement within Austin. Wheatsville is a business that

values hospitality, generosity and quality, that considers people and the environment when choosing products, and that is intimately tied to the Austin community. A healthy co-op is good for our community and I'm proud to be involved in a 'values driven' organization that is socially responsible and thriving. Social responsibility is at the core of Wheatsville's mission and our co-op's success proves that a business can be economically viable without sacrificing principles.

The First Annual Austin Co-op Summit – Principle 6 in Action *by Kate Vickery, Board Member*



"The thing I like most about the co-op movement is that it actually moves. It doesn't just gripe about the exploitative corporate powers in our society. It doesn't just talk about the need for democracy. It gives ordinary people a practical way to do democracy." With those words, Jim Hightower – illustrious Texan, rabble-rouser, and political populist – opened the first annual Austin Co-op Summit. Jim set the tone for a day of inspiration

and hard work as cooperators from all over Austin, and as far away as Grand Rapids, Michigan, came together to learn about how we can make a better world through the cooperative movement. The Summit was co-hosted by the Austin Co-op Think Tank and the National Cooperative Business Association January 25-26, 2013.

You may recall that we've written previously about the Austin Co-op Think Tank in the Breeze. ACTT, as we fondly call it, began with an initial gathering of individuals from Wheatsville, Black Star, and A+ Federal Credit Union. The purpose of that first meeting was to discuss the cooperative principles and values and how co-ops use them in their everyday operations.

Over the past two years, ACTT has continued to grow into an association of folks in Austin who care deeply about growing the cooperative economy. We have done that primarily through facilitating cross-sector collaboration at events and meetings. At our bi-monthly meetings, ACTT invites a co-op to be the 'featured co-op,' which helps individuals discover many of the smaller co-ops in Austin. I learned about the Artist Screen-Printing Co-op through these meetings, for example.

By getting to know each other, we have come to understand that what we have in common is far more important than what makes us different. Whether we are a consumer co-op like Wheatsville, or a worker co-op like Dahlia Green Cleaning Services, a housing co-op like Whitehall, or a credit union like Amplify, we share a common commitment to the cooperative principles:

- Principle 1: voluntary and open membership
- Principle 2: democratic member control
- Principle 3: members' economic participation
- Principle 4: autonomy & independence
- Principle 5: education, training and information
- Principle 6: co-operation among co-operatives
- Principle 7: concern for community

The Summit was inspired by Principle 6: cooperation among cooperatives. ACTT partnered with the National Cooperative Business Association to put on the conference; NCBA provided the technical expertise, while ACTT provided the local programming and contacts. We were honored by the fact that Mike Beall, NCBA's new CEO, attended the conference. NCBA is a global trade association, working on behalf of cooperatives across the globe, with more than 700 employees.



Opening Panel at Vuka Co-op: Introductory panel on "What is a Co-op?" featuring (left to right) Kim Penna of College Houses, Doug Addison of Wheatsville, Kelsey Balcaitis of A+ Federal Credit Union, Cyndi Jimenez of Dahlia Green Cleaning Co-op, Ryan Nill of ICC Student Co-ops, and Dana Curtis of Black Star.

Surprisingly, NCBA has only 50 staff members in the United States, nearly all of whom work in Washington, D.C. Much of NCBA's work is around policy initiatives to lower the barriers to cooperative development; they have been spending much of their time recently working on the federal National Cooperative Development Act, which would establish a National Cooperative Development Center to provide capital, training and other resources to foster cooperative development in both urban and rural areas.

There are more than 29,000 cooperatives in the United States, which own more than \$3 trillion in assets, and generate over \$500 billion in revenue and \$25 billion in wages. Cooperatives account for nearly \$654 billion in revenue, over two million jobs, \$75 billion in wages and benefits paid

and a total of \$133.5 billion in value-added income. In Austin, we have more than 70 co-ops, more than half of which have been around the ACTT table at some point during the last year.

There were a lot of pretty wonderful moments throughout the weekend; it was great to catch up with old co-op friends, and learn about new cooperative enterprises, like ATX Hackerspace and 4th Tap Cooperative Brewery. A highlight for me was definitely the last session of the day on Saturday, when NCBA CEO, Mike Beall led us in a strategic visioning exercise, brainstorming about how the energy of the weekend could help catalyze more cooperative growth. NCBA is interested in helping to raise money for a full-time staff person for ACTT, and in helping us build and maintain connections with the credit union and electric co-ops sectors, both of which were represented at the Summit.

We see the Summit as the first of many such events, and are thinking about our efforts in the context of the Blueprint for a Co-operative Decade, launched by the International Cooperative Alliance (ICA) in January of this year.

The ambitious plan in this Blueprint is for the cooperative form of business - by 2020 - to become:

- The acknowledged leader in economic, social and environmental sustainability
- The model preferred by people
- The fastest growing form of enterprise

Want to join us? More information:

- Austin Co-op Think Tank: www.thinktank.coop
- National Cooperative Business Association: www.ncba.coop
- Blueprint for a Cooperative Decade: www.ica.coop/en/blueprint
- *From Occupation to Cooperation* by Robyn Ross: www.austinchronicle.com/news/2013-01-25/from-occupation-to-co-operation



Best Practices Panel: This was the panel from "The Road Ahead: Solutions to Expanding the Cooperative Legacy" featuring Joshua Sabik of the Austin Co-op Think Tank; Alan Robinson of College Houses; Tom Haider of the Texas Credit Union League; Nicole Marin Baena of Cooperation Texas, Brent Dixon of The Cooperative Trust, and Dana Tomlin of Wheatsville.

Co-ops and democratic workplaces featured at the Austin Co-op Summit

- College Houses
- ICC Austin
- Wheatsville Co-op
- Black Star Co-op
- Amplify Credit Union
- Pedernales Electric Co-op
- Artists Screen Printing Co-op
- Treasure City Thrift
- Gaia Host Collective
- ATX Hackerspace
- Red Rabbit Cooperative Bakery
- Whitehall Cooperative
- The Cooperative Trust
- Texas Credit Union League
- Cooperation Texas
- North American Students of Cooperation
- Cooperative Housing Expansion of Austin
- 4th Tap Brewery Cooperative
- Texas Rural Cooperative Center
- Dahlia Green Cleaning Co-op
- A+ Credit Union

Spring is Here! Eat Your Veggies!

by Adam King, Produce Manager

With all due respect to Punxsutawney Phil, winter in central Texas ended just **before** Groundhog's Day, thankyouverymuch. With this early jump on the spring season, in addition to the return of allergies and mosquitoes (yes!!), **now** is the time to get really get our garden into gear.

Our friends at **Gabriel Valley Farms** in **Georgetown** are back with more of their affordably priced, organically grown starter plants for the 2013 growing season. Certified organic since 2007, Gabriel Valley Farms specializes in herbs and vegetables that anybody can grow. Don't have the time or space to create an urban farm utopia? What about a kitchen herb garden on your windowsill, or a vertical or container garden on your patio? If you haven't already, subscribe to Wheatsville's weekly email list and watch for updates on deliveries from Gabriel Valley. We'll be getting deliveries weekly, so there'll always be something new to check out. My favorites from last year were **rhubarb**, **strawberries**, and **Stars and moon watermelon**.



If you don't have a green thumb, there's still a lot to look forward to in the next couple of months. The return of spring means our shelves will be stocked with the best produce Texas has to offer, from our farmer friends at **Hairston Creek Farm**, **Buena Tierra Farm**, **Johnson's Backyard Garden**, **Tecolote Farm**, **Oak Hill Farm** and **Urban Roots**, to name just a few. I can't wait to try my first Buena Tierra bell pepper or Oak Hill strawberry.

It's been a bit of a rough winter for veggie production! Although temperatures have been for the most part mild, it only takes one ill-timed freeze to put the kybosh on an entire harvest, and water supply issues continue to plague farmers in Central Texas as well as throughout the country. Most vegetable farmers don't carry crop insurance, so the threat of a drought or freeze can be enough incentive to hold off and wait for warmer weather. Here's hoping for a mild, wet spring and for lots of delicious, locally grown produce at Wheatsville!

Now that we've got this cornucopia of local, sustainably grown produce at our fingertips, what's the best and easiest way to eat your veggies? It's a question we get asked a lot in the produce aisles, and while there are plenty of great answers like massaged kale salads, juicing, and stir fries, my favorite by far is **pizza**. Pizza!? You heard me!



Pizza doesn't have to be a crust-as-cheese-delivery-vehicle dish, it can also be a handy **vegetable** delivery entrée! My wife Cristin has a pretty darned good pizza crust recipe (snagged from allrecipes.com) but if you don't have the time or patience for it, our deli often stocks fresh pizza dough and there are a few great (including gluten-free) options in the grocery aisle. I fell in love with **arugula** this year and just love it piled high on a thin crust with a little fresh squeezed lemon juice and a bit of thin-sliced prosciutto. Incredible! I can fool my picky eating two-year-old every time by running a handful of spinach and broccoli in the food processor with a cup of tomato sauce. She gobbles it up and nobody's the wiser!



Memorable Meals

by Mark Maddy, Meat & Seafood Buyer

One of the great things about the spring holidays is they can be enjoyed both indoors and outdoors. Brisket works well in both worlds—smoke it, grill it, roast it in the oven, or cook it in the slow cooker.

Due to its versatility, everyone has their own way to cook brisket—from the very modern to the very esoteric. Brisket can achieve the pinnacle of BBQ status with its massive size and hours of cooking time, bringing the backyard cook culinary street cred with mastery of the smoker. Inside the house, brisket is the king of comfort food with its crumble-apart-in-your-hands tenderness.

Wheatsville offers **Niman Ranch Brisket** everyday of the year. We can leave it whole or we can cut it down to your desired weight. If you are planning an event and would like to get a brisket from one of our local beef producers, like the grass finished **Angus Beef** from **The Bastrop Cattle Company** or the grain finished **Angus** from **Windy Bar Ranch**, just let me know a couple of weeks in advance so I can make sure to get your bases covered.

Ham is another of those spring holiday culinary classics. Wheatsville is offering three kinds of Niman Ranch Hams.



The Bone-in Spiral-cut Ham is the largest ham we offer. This ham makes a beautiful center piece to your family meal. It comes with a seasoning packet for glaze.

The Jambon Royal Ham is a mid-sized ham. This ham is a European-style preparation using a different cut of the leg, making its shape taller and skinnier. We can cut these down to your perfect size. They have a deep rich smokiness and bold salt flavor. They can accommodate your own glaze, or be enjoyed just the way they are.

The Petite Ham is the smallest ham Wheatsville offers. These small, whole-muscle hams are perfect for a more intimate dinner or are great for sandwiches or for cooking.



Pederson's Honey Glazed Spiral Half Ham is sized between the Royal Jambon and the Petite. This local ham is already honey glazed and spiral cut for a great traditional ham flavor.

Lamb is another meat that is great on the grill. **The Niman Ranch Lamb** program is unique among companies that grow animals on multiple farms. Based on the packing numbers, we can tell you what farm the lamb came from, what kind of grass they were raised on and whether they were grain or grass finished. We primarily sell the leg of lamb. We offer steaks and stew meat, shanks and ground. With a couple days notice we would be more than happy to tie you up a **Boneless or Bone-in Leg o' Lamb Roast**.

We also offer **Windy Hill Farms Dorper Lamb**. This South African hybrid lamb is ideal for this crazy Texas climate, as they can forage under drought conditions. You can find stew meat and ground lamb in the freezer.

If lamb is a little strong for you, but you really want that lean and healthy red meat experience, try the **Windy Hill Boer Goat**. Another breed picked for its abilities to find food when it is scarce. It is slightly gamey, but not as strong as lamb. We offer ground, stew meat and loins.



Raw as it Gets

by Chris Moore, Chill Buyer

Pascalization, or **high pressure processing (HPP)**, is a method of preserving and sterilizing food, in which a product is processed under very high pressure, leading to the inactivation of certain microorganisms and enzymes in the food. The technique was named after

Blaise Pascal, a French scientist of the 17th century, whose work included detailing the effects of pressure on fluids. During pascalization, more than 50,000 pounds per square inch (340 MPa) may be applied for around fifteen minutes, leading to the inactivation of yeast, mold, and bacteria.

Pascalization stops chemical activity caused by microorganisms that play a role in the deterioration of foods. The treatment occurs at low temperatures and does not include the use of food additives. Since 1990, some juices, jellies, and jams have been preserved using pascalization in Japan. The technique is now used there to preserve fish and meats, salad dressing, rice cakes, and yogurts. An early use of pascalization in the United States was to treat guacamole. It did not change the guacamole's taste, texture, or color, but the shelf life of the product increased to thirty days from three days without the treatment. However, some treated foods still require cold storage because pascalization does not stop all enzyme activity caused by proteins, some of which affects shelf life.

Here at Wheatsville, we offer two great products that utilize this method. **Harmless Harvest Raw Coconut Water** and **Daily Greens**.

Harmless Harvest is dedicated to providing raw, unadulterated products. Their coconut water is perfectly clear when bottled. It is only after HPP that some bottles spontaneously turn pink. Approximately one coconut is used in each 8oz bottle. Coconut water with the highest levels of antioxidants may take on a rosy hue over time. The pink water tastes just as delicious as the clear but I love the fun of finding a special pink one.

Local Austin company Daily Greens bottles freshly-pressed raw green juice made from locally-sourced kale, cucumber, celery, pineapple, cilantro, jalapeno, and Pink Himalayan Sea Salt.

Why pressed juice? Pressing vegetables preserves the nutrients while standard juicing heats and oxidizes the nutrients. Daily Greens uses a Norwalk Press for all of its produce; this yields a nutrient-rich green juice that is 5 times more nutritionally dense than what the next best commercial juicer can extract. Green juices in particular pack the greatest nutritional punch—each Daily Greens 16oz bottle is the equivalent of 8 servings of vegetables and requires 6 pounds of fresh veggies to produce!

You may have seen Daily Greens at local farmers markets, but if you can't make it to the farmers market, you can get it at Wheatsville! Look for Daily Greens in the beverage cooler by the front doors.





New at Wheatsville!

by Nina Norton, Category Management Coordinator

Wild Mountain Raw Foods

Veggie Crackers; Dandelion Detox, Sea Biscuits, Earth Crisps, Zucchini Toasts

These savory raw snack crackers are made with loads of veggies! With ingredients such as sprouted flax seeds, wild dandelion greens, turmeric root, Swiss chard and more, these are certainly not your everyday crackers. They do very well on their own, but get along splendidly with dips, spreads, salads and other creations. Processed in a gluten-free, peanut free, animal free facility.



Pocket Snacks; Moon Beet, Tiger Moon, Lavender Moon, Moon Over Nigeria
These wonderfully fragrant snacks are the perfect trail companion, and you can load up a lunch pail for the kids without feeling the least bit guilty. Chunky clusters of sprouted nuts, dried fruits and herbs are made with few but quality ingredients, from organic lavender flowers to stinging nettles. Wild Mountain creates simple but different living energy snacks.

Jade Monk Matcha Green Teas

Chai Spice, Lime Blossom, Palau Peach, and Cranberry Blood Orange

Japan's elite samurai couldn't afford to have a bad day. One wrong move and it was "off with the head", which made Matcha the perfect choice for a pre-battle beverage.

More potent than other teas, it gave them the edge they needed...to avoid the edge of their opponent's sword! Jade Monk Matcha is peerless in the world of natural foods for its abundant polyphenols, its Oxygen Radical Absorbance Capacity (ORAC) value, and its concentration of L-Theanine, an important amino acid. Polyphenols are natural compounds (or phytochemicals), many of which have beneficial effects on the human body. They give fruits, vegetables, and tea leaves their colors; and act as antioxidants in the body, helping to protect against free-radical damage. One cup of matcha green tea has as many antioxidants as 10 cups of regular tea!



Jade Monk's teas are grown in the shade to increase chlorophyll content, and are handpicked, steamed, dried and ground into a fine green powder. By blending the potency of legendary Matcha green tea with all-natural low calorie sweeteners and flavors, Jade Monk offers a healthy and delicious alternative to the processed, syrupy tea beverages of today's market. Each of the four flavors is represented by a different mythical character from Japanese folklore, embodying the spirit and essence of the flavors.

Jade Monk is produced in Austin, Texas, less than one mile from Wheatsville.



Texas Olive Ranch

Texas Olive Ranch's award-winning 100% Pure Extra Virgin Olive Oil is pressed from Arbequina olives grown at their ranch. The Arbequina variety was developed in Spain and is especially suitable for growing in the sandy loam soil of the Middle Rio Grande Valley, where the climate is very similar to southern Spain. Texas Olive Ranch is located in Carrizo Springs, Texas, approximately 200 miles Southwest of Austin.

Extra Virgin Infused Olive Oils; Rio Orange, Herb Garden

Naturally infused with hill country garden herbs- rosemary, thyme, lavender, bay, basil and fennel- the Herb Garden extra virgin olive oil is perfect on salads, vegetables, white fish, poultry, and as a dipping oil. Aromatic and delicious, the Rio Orange olive oil is infused with Rio Grande Valley oranges and is perfect for dipping, drizzling, and adding some extra zing to just about anything. Texas Olive Ranch recommends blending this into hummus! Pair with our Orange & White Balsamic Vinegar for a flavorful vinaigrette.

Infused Balsamic Vinegars; Peach, Pecan, Black Cherry

Texas Olive Ranch's Cooper Farms Peach white balsamic vinegar is sweet and delicious on fruit and salads or in a peachy salsa made with Texas Olive Ranch extra virgin olive oil. The Pecan infused dark balsamic vinegar is tartly delicious on cheese, fruit and salads or in vinaigrettes. The Black Cherry infused balsamic is a rich and sophisticated vinegar that pairs well with herb-flavored oils for a vinaigrette that compliments leafy greens, or use as a marinade for meats.

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Staff TOP 10 PICK



NICOLETTE ROBERTSON, DELI KITCHEN LEAD



NO.1 Bubbies Kosher Dill Pickles

CRUNCHY, SAVORY, SNACK OR GREAT WITH SANDWICHES.

NO.2 Siggis Orange and Ginger Icelandic Yogurt



THICK, CREAMY AND THE ONLY

YOGURT I'LL EAT. KEEPS THINGS REGULAR.

NO.3 Rainbow Light Counter Attack

WITH GERMS HIGH IN SOCIETY, A GIRL'S GOTTA HAVE THIS ON HAND. WORKS LIKE MAGIC.



NO.4 Sjaak's Organic Hazelnut Butter Chocolate Bites



HAVING A DOWN DAY OR NEED A LITTLE PICKER-UPPER? THESE BITES HAVE IT GOING ON.

NO.5 Organic India Tulsi Chai Masala

ADD A SPLASH OF WARM ALMOND MILK AND THIS BECOMES A DESSERT! MY GO-TO TEA.



NO.6 Kerbey Lane Gluten Free Pancake Mix

MY FAVORITE SATURDAY BRUNCH. BEST TOOTIN' GLUTEN FREE PANCAKES I'VE EVER HAD.



NO.7 Udi's Gluten Free Millet Chia Bread

TOAST IT UP AND ADD SOME OF THE WHEATSVILLE DELI'S TUNA SALAD. YEAH!

NO.8 Wheatsville Tuna Salad

TRY IT ON SOME UDI'S GLUTEN FREE CHIA MILLET BREAD WITH BUBBIE'S PICKLES—BEST LUNCH EVER!

NO.9 Kosmic Kombucha Pear of the Dog

WHEN COFFEE AND TEA CAN'T DO IT, THIS PINK CONCOCTION WILL! GIVES ME THE BOOST I NEED.



NO.10 Crispin Imported Classic English Dry Cider

EITHER CELEBRATING A GREAT DAY OR ENDING A BAD ONE, THIS IS MY FIRST PICK. AND IT'S GLUTEN FREE!





Passover Foods and Easter Treats by Niki Nash, Merchandising Manager

Passover begins in the evening of Monday, March 25 and ends in the evening of Tuesday, April 2.

I'm glad to say that 2013 is the fourth year Wheatsville has had the resources to offer Passover foods for sale. Your customer feedback over the years has been essential to the selection process so please keep it coming!

Traditional staples and unique items are what's in demand, so you will find a nice offering of both starting in early March.



By far, the most popular item is **Yehuda's Gluten Free Matzo-Style Squares**. Crunchy and wholesome, these crackers are a close match for traditional wheat matzo crackers, such as **Yehuda's Thin & Crispy Matzo Crackers**. Look for applesauce, honey, potato pancake mix,



gefilte fish and horseradish, all certified Kosher for Passover on a specially designated display along with treats like **Manischewitz Almond Butter Cups** and



Chocolate Macaroons.

If there's something you would like to see next year, fill out a suggestion form at the Hospitality desk or send me an email niki@wheatsville.com. Happy Passover!

This simple recipe will make delicious matzo balls using traditional or gluten free matzo crackers.

Matzo Ball Recipe from celiacchicks.com

- 2 Tbs vegetable oil
- 2 large eggs slightly beaten
- 1/2 cup matzo meal (if using GF Crackers, mill in a food processor to a fine grind)
- 1/2 tsp salt
- 2 Tbs water

Blend oil, eggs matzo meal and salt. Add water and mix well. Cover and put in the refrigerator at least 2 hours or overnight.

Bring 4 quarts of water to a boil. Make balls, using wet hands and drop into boiling water. Cover and cook for 20 min. Will make 6 -8 matzo balls.

Easter Sunday: March 31, 2013



Wheatsville is expecting another visit from the Easter Bunny to deck the aisles with delicious chocolates and treats. Look for seasonal favorites **Sjaak's Chocolates**, always Fair Trade, vegan and CUTE! New this year are **vegan chocolate bunnies stuffed with gummy bears!**

Divine's Fair Trade Dark or Milk Chocolate Bunnies make a colorful addition to an Easter

Basket. Decadent chocolate bunnies are made with the finest cocoa, smooth cocoa butter and real vanilla, giving them a distinctive creamy flavor.

If chocolate's not your style, **Nikki's Hippy Hop Cookie Box** contains 6 delicious sugar cookies with pink icing.



Long Grove Confectionary's Coconut Nests sweetly cluster coconut with little jelly bean eggs.

Look for these treats in March along with other sweet surprises!



Spring— Time For Gardening by Cody Atkins, Wellness Team Supervisor

The trees have begun to sprout leaves, lawns are probably as green as they will be all year, and the

Wheatsville Virgins of Guadalupe are practicing for the upcoming Alternative Softball League season. All of these things indicate one thing: Spring is here!

Spring marks the beginning of the long gardening season we enjoy here in Central Texas. Growing your own produce is not only frugal and educational, but I consider it to be a relaxing and mind clearing activity, a nice retreat from computers, email, and cell phones.

Here are recommendations to help you get started:

Shade Plants

I'm lucky to have a house in an awesome mid-century Austin neighborhood (Windsor Park represent!). However, with my old neighborhood comes beautiful, sprawling old trees that shade most of my yard. With some trial and error I have found the following to grow well in my shaded yard in the spring:

Bush beans, Lettuce, Arugula, Onion, Carrots, Potatoes, Garlic, Strawberries, Mint

Plants For Full Sun

If you have an area that gets full sun, you have a lot of choices. In fact, so many that it's easy to get carried away when starting seeds so think about how much space you have. Plants like tomatoes take up much more room than you may expect. In the sunniest pockets of my yard (6 or more hours of full sun) I plant: **Tomatoes, Peppers, Okra, Squash, Eggplant, Cucumber, Corn, Melons, Cabbage**

Container-Grown Plants

If you live in an apartment you may think you are out-of-luck when it comes to gardening. This is untrue as most vegetables can be grown in containers considering the container is large enough. Herbs are especially well-suited for containers. Find the sunniest portion of your patio and try the following:

For small containers (1-2 gallon): Mint, Chives, Parsley, Oregano, Basil, Thyme, Lettuce, Onion, Spinach

For large containers (3-5 gallon): Tomatoes, Peppers, Squash, Eggplant, Chard, Peppers, Strawberries, Corn (smaller species), Peas, Carrots, Kohlrabi, Cabbage

Whatever your growing conditions are, odds are we have the seeds to make your growing season successful. We carry a large assortment of seeds from **Seed Savers Exchange**; a non-profit organization whose mission it is to conserve and promote America's culturally diverse but endangered food crop heritage by collecting, growing, and sharing heirloom seeds and plants. All of their seeds are untreated and non-GMO.

I hope this article has inspired you to try your hand at gardening. We'd love to see your cornucopia of produce this growing season. Feel free to share your pictures with us via Twitter or Facebook! Happy gardening!

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Sign up for the Wheatsville Email List!

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

Go to www.wheatsville.coop to sign up!

We will not sell, lease, lend or otherwise disclose your email address to any other entity.

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THRU SUNDAY, APRIL 14TH!



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Find out how YOU can become one at the Hospitality Desk.
There are LOTS of benefits to being a co-op Owner!

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Buy One, Get One Free!
TOM'S PEPPERMINT
WHOLE CARE
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MONDAY, APRIL 8TH

GRANDMA'S HUMUS

9oz. IN THE DAIRY CASE

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TUESDAY, APRIL 9TH

FARA FAIR-TRADE
SHADE-GROWN
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THURSDAY, APRIL 11TH

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& WOMEN'S ONE
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FRIDAY, APRIL 12TH

Only in the Grab & Go case
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\$2 OFF
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\$3.99

Wheatsville Partners with Urban Roots CSA

by Max Elliott, Urban Roots Executive Director

Ever since Urban Roots' inception in 2008, Wheatsville has supported Urban Roots by stocking the co-op's shelves with their lettuce, cilantro, and collard greens. Since then, Wheatsville has hosted dozens of Urban Roots youth on tours of the co-op and they



have also generously provided financial support to allow thousands of Austin middle and elementary school students to attend field trips to the Urban Roots 3.5 acre farm in east Austin. Wheatsville Food Co-op and Urban Roots are partnering again with their 17 week Community Supported Agriculture (CSA) program. In the beginning of April, Urban Roots CSA shares will be available for

pick up at Wheatsville Food Co-op on Guadalupe from 2pm-7pm on Wednesdays.

Urban Roots uses sustainable agriculture to transform the lives of young people and increase access to healthy food in Austin. This season, Urban Roots will be working with 30 youth Farm Interns from 17 middle and high schools all across Austin. Together with Urban Roots staff and volunteers, these Interns will grow 30,000 pounds of produce—40% of which will be donated to local soup kitchens and food pantries. The remaining produce is sold through farmer's markets and their CSA program, which helps provide funding for the Urban Roots youth program.

CSAs give people the chance to cultivate a meaningful relationship with a farm and with the CSA community. The Urban Roots CSA is small. We are only offering 30 memberships and we are excited to nourish our CSA members. As a member, you will receive super fresh and super-clean produce grown by Austin's youth leaders. CSA Member Jen Lucas says, "My husband and I have been members of the Urban Roots CSA for several years. Urban Roots has the cleanest veggies at the market, and I love interacting with the youth. It feels great to unload a bag full of beautiful veggies and know that I am supporting local farming, youth leadership, and hunger relief in the process."



CSA members also receive weekly newsletters with recipes and information about the farm and the youth leaders, and are invited to community events, such as potlucks with the staff and youth Interns and other events. The cost of the 17 week Urban Roots CSA membership is \$40 per week and a portion of each share is tax-deductible. Our CSA shares are a little pricier than others because we do not want to compete with other family farmers. We are looking for members who want to receive amazing vegetables AND, more importantly, support Urban Roots' work in the community.

Support Urban Roots by joining their CSA program TODAY. Starting in early April, they will be available for pick-up at Wheatsville Food Co-op on Wednesdays from 2pm-7pm.

Learn more about Urban Roots and become a CSA online at www.urbanrootsatx.org or email urbanrootsatx@gmail.com.

Texas VegFest, Austin's first vegetarian festival featuring great food, craft beer, speakers, cooking demos, kids' activities, sampling, and live music, returns April 6th for its second year. The inaugural festival in 2012 attracted over 3,500 people interested in learning about and celebrating plant-based diets, cruelty-free lifestyles, or just grabbing a bite to eat and grooving to some good jams. Best of all, Wheatsville is a Premier Sponsor!

The festival is on **Saturday April 6th from 11am to 6pm** at beautiful **Fiesta Gardens**, 2101 Jesse E. Segovia St. Fiesta Gardens is accessible by bicycle, foot, public transportation, and even canoe!

Texas VegFest is a great family event, featuring children's yoga, a kids' cooking demo, a seed planting activity, coloring, and a bean bag toss. Or parents can just relax by Lady Bird Lake while the kids romp in the grass. When you're hungry, local food vendors will be selling falafel, burgers, tacos, funnel cake, curry, ice cream, cupcakes, and more.

Three vegan all-stars are providing cooking demos, showing just how easy and fun it can be to cook delicious meat-free and dairy-free food. Best-selling cookbook author **Isa Chandra Moskowitz**, coauthor of *Veganomicon* and *Vegan Cupcakes Take Over the World*, is returning by popular demand. Isa is known for her creative and flavorful recipes that appeal to novices and adventurous cooks alike.

Ayinde Howell opened his first vegan restaurant in Seattle when he was only 20 years old. Hillside Quickies Vegan Sandwich Shop soon attracted attention from vegan hip hop artists like Common and Eryka Badu and became a gathering spot for local artists. Ayinde will be showing us how to cook soul food vegan-style.

Christy Morgan, The Blissful Chef, trained here in Austin at the Natural Epicurean and blogs at theblissfulchef.com when she isn't putting out great cookbooks like *Blissful Bites*. Christy will be cooking protein-packed vegan recipes.

This year's speakers include **Colleen Patrick Goudreau**, educator and author of five vegan cookbooks and lifestyle guides; **Dr. Baxter Montgomery**, a Houston cardiologist who believes that plant-based diets are the key to good health; and championship vegetarian boxer **Omowale Adewale** who works with at-risk kids to show them how to channel their emotions into healthy outlets like exercise.

If you've been considering Meatless Monday, want to lower your carbon footprint, or are just looking for a few healthy plant-based meals that your family will actually eat, you need to be at Texas VegFest on April 6th! Keep updated on all of the activities, sponsor, and FAQ's at our website: www.texasvegfest.com. Questions on how you can participate? Email us at info@texavegfest.com.

FUNKY CHICKEN COOP TOUR®



AUSTIN TX • MARCH 30 2013 • AUSTINCOOPTOUR.ORG

The Fifth Annual Funky Chicken Coop Tour® hatches on March 30th, 2013. Founded in 2009, FCCT is an annual self-guided tour by the 501(c)(3) nonprofit Urban Poultry Association of Texas, Inc. held each spring in Austin, Texas. The tour encourages city residents to raise chickens at home by demonstrating the many ways that chickens can be incorporated into an urban residence.

New in 2013, Urban Poultry Association of Texas, Inc. and Bike Austin and are partnering to put on the first ever Bicycle Tour de Funky Chickens, a guided bike ride to some of the coops on this year's tour.

Maps will be available in limited quantities for \$10. You can pre-purchase a map online for pickup at Buck Moore Feed on North Lamar during regular business hours before or on tour day. Buck Moore Feed and Callahan's General Store on 183 will also be selling maps while supplies last. Watch our website AustinCoopTour.org for more information closer to the tour.

Ready for your own chickens? Win a deluxe backyard chicken coop for the price of a raffle ticket.

Interested in volunteering? There are some wonderful opportunities to help. Visit austinctour.org/volunteers to sign up or e-mail volunteers@austinctour.org.

Want to become a sponsor? There's still time! We welcome sponsorships and donations to benefit Partners for Education, Agriculture and Sustainability (PEAS) and Urban Patchwork. Visit austinctour.org/2013-Sponsors or e-mail sponsors@austinctour.org.

The TOGFA Conference

by Emily Ash, Produce Clerk



I was lucky to represent Wheatsville at the **Texas Organic Farmer's and Gardener's Association conference**, where hundreds of people from all over Texas converged upon Austin to talk about farming, ranching, and creating a sustainable local food economy. It was both inspiring and eye-opening to hear just how much work and dedication is required of our farmers and ranchers to bring us the amazing fruit, vegetables, meat, and dairy that we get to enjoy here at Wheatsville.

One of my favorite events was a lecture I attended by **Judith McGeary**, a farmer and activist who gave up her law practice seven years ago to start the Farm and Ranch Freedom Alliance, a Texas-based organization that fights to effect positive change in food policy locally and nationally. More than anything, she stressed the importance of personally contacting our legislators—either face-to-face, over the phone, or by letter—in order to have our voices heard. After hearing Ms. McGeary speak, this produce clerk has decided to turn over a new leaf as a food policy activist! For more info or to get involved, go to FarmAndRanchFreedom.org.

Perhaps the most sobering aspect of the conference was the seminar I attended on Glyphosates and GMOs and their effects on people, animals, and the ecosystem at large. The presentation of the evidence of the deleterious health effects of genetically-modified foods, along with several nightmarish photos, was enough to send me racing home in search of a locally crafted beer as soon as it was over. I came away from it with a sense of urgency and further resolve to promote the importance of buying organic and local foods whenever possible.

The conference concluded with dinner and an entertaining speech by Jim Hightower, everyone's favorite Texas activist, who stressed the difference between *agriculture* and *agribusiness*, emphasizing community and quality food over profits and the bottom line. It made me feel extraordinarily lucky to be a part of Wheatsville and the Co-op movement, where ethical and sustainable practices are a fundamental part of our approach to creating a healthy and vibrant local food economy.

HONK!TX—2013 Festival of Community Street Bands article & photos by Mike *Antares

HONK!TX triumphantly returns for its spectacular third year March 22nd through the 24th, and it's going to be the biggest, boldest, brassiest Festival of Community Street Bands yet!

If you missed it the first two times around, HONK!TX is a **free 3-day music festival of community street bands** that sees 450 musicians from all over North America transform everyday locations around town into organic stages with brass bands, marching bands and percussion ensembles dissolving the line between performers and audiences. HONK!TX is more than just a music festival; it is a celebration of community, collaboration, individuality, and creative expression!

Bringing a record number of musicians to town to play for free for three days is no easy feat, and we rely on generous donations from locally-minded businesses (*Thank you, Wheatsville, for three years of amazing support!*) and an outpouring of community volunteerism. Hundreds of volunteers come together to make HONK!TX happen: some host visiting musicians, some donate or serve meals, and some volunteer time and energy to make sure the event runs smoothly. Everyone takes part in creating the HONK!TX excitement.

We've added onto that excitement this year—we're kicking things off Thursday night, March 21st, with a 7-band blitz benefiting traveling HONK! musicians. Friday, March 22nd, the free festival begins with community outreach performances in the afternoon, then we're heading across the river for the first time to play along South Congress. Saturday, March 23rd we're back in Adams-Hemphill Park for seven hours of musical mirth and mayhem. Sunday's parade is going to be the largest yet, with 20 bands playing alongside community groups, puppets and a whole lot of eye-dazzling spectacles. And, after Sunday, March 24th's now-infamous all-band revue, we're going



Minor Mishap Marching Band brings traffic on Congress to a standstill during last year's HONK!TX.



Dead Music Capital Band in the East Austin parade. The parade will feature lots of music, puppets and more in 2013



Reagan High School's talented musicians will be part of HONK!TX's strong local representation.



Emperor Norton's Stationary Marching Band downtown. 13 bands from across North America are joining us this year.

to screen films about global brass band culture.

In addition to strong Austin-area representation this year, HONK!TX welcomes 13 talented bands from around North America. With outrageous costumery and a genre-busting musical repertoire, it's a family-friendly 3-day FREE celebration of music and community that absolutely should not be missed. Join in the fun and learn more about this amazing experience at www.honktx.org.

Thursday, March 21: Benefit Showcase for 7 Traveling HONK!TX Bands 9pm-2am (admission is charged)

Friday, March 22: Community Outreach Shows 2-5pm, South Congress 6-10pm

Saturday, March 23: Adams Park and surrounding area, Noon-7pm
Sunday, March 24: East Austin Parade and Revue in Pan Am Park including the Wheatsville Shopping Cart Drill Team, Noon-5pm; Film screening 6-9pm

Help Grow New Co-ops

Food Co-op initiative

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

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

foodcoopinitiative.coop/monadnock



Celebrate the bounty of spring with Sustainable Food Center at their **Farm to Plate** annual fundraiser on the lush grounds of historic **Barr Mansion**, including their beautiful artisan ballroom. Delight your guests with food by over 25 leading Central Texas chefs dedicated to sourcing locally.

All proceeds benefit SFC, a nonprofit organization responsible for four weekly farmers markets, organic food gardening classes, a farm to school project called Sprouting Healthy Kids serving one third of AISD schools with plans for expansion to all campuses by 2015, plus interactive cooking

classes and nutrition education—all in the Austin area.

The Farm to Plate fundraiser offers guests a "sip and stroll" format, with handmade cocktails by the Tippy Texan, biodynamic wines and local microbrews included. Wheatsville Food Co-op has made Farm to Plate possible for the sixth year in a row as title sponsor. In addition, Barr Mansion has again graciously donated their space, an ideal venue for SFC given its edible landscaping!

"Because of the outstanding ongoing support of Wheatsville Food Co-op and our other sponsors, Farm to Plate is able to continue for its sixth year—an SFC tradition of bringing together local farmers, talented chefs, beverage artisans and of course, our cherished supporters who attend year after year to enjoy time with friends while supporting our mission," said Ronda Rutledge, Executive Director.

This year, SFC expects 600 guests at the highly anticipated event, building upon the success of five sold-out years with enhancements such as VIP sponsorship experiences and a new award honoring an Austin food scene hero. As in years past, Farm to Plate is a zero-waste event, in keeping with both SFC and Barr Mansion's commitments to closing the food system gap. Staff and volunteers are on hand to compost and recycle, and the event producers work hard to ensure nothing goes into the landfill. Even guest goodie bags are green! Reusable insulated totes by BlueAvocado are frequently seen at SFC Farmers' Markets and at Wheatsville after Farm to Plate as guests put their thank-you gift to good use as a shopping bag.

Don't miss out on buying a table of ten or an individual ticket to the fundraiser of the season benefiting the programs of SFC! Tables and tickets available to the public starting March 1st at www.sustainablefoodcenter.org

Sustainable Food Center's mission is to cultivate a healthy community by strengthening the local food system and improving access to nutritious, affordable food. SFC envisions a food secure community where all children and adults grow, share and prepare healthy, local food.

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OPEN TIL MIDNIGHT 7 DAYS A WEEK

Staff TOP 10 PICK

TYLER WILLIAMS, FRONT END CLERK



Sun Warrior Immune Shield
I LIKE IT BECAUSE THE NAME MAKES ME FEEL LIKE MY LIFE IS A VIDEO GAME.

Justin's Maple Almond Butter

I LIKE TO KEEP ONE IN MY POCKET SO I ALWAYS HAVE A SNACK.



Rice Dream Vanilla Rice Drink
I HEARD ABOUT IT IN A RAP SONG AND NOW IT'S MY FAVORITE DRINK.

Martinelli's Gold Medal Unfiltered Apple Juice

IT TASTES JUST LIKE AN APPLE AND IT COMES IN A CUTE JAR.



Hail Merry's Chocolate Mint Miracle Tart

IT'S TOO GOOD TO EAT ALL AT ONCE.

YS Bee Farms 100% Raw Organic Honey

I EAT IT BY THE SPOONFUL MOST OF THE TIME.



Larabar Peanut Butter and Jelly

IT'S HARD TO TRY THE OTHER FLAVORS BECAUSE THIS ONE IS SO DELICIOUS



Yogi Tea Classic India Spice
MY FAVORITE PART IS THE YOGI SAYINGS.

Wheatsville Deli Very Veggie Sandwich

I GET IT WITH AVOCADO, JALAPEÑOS AND CASHEW TAMARI, MMMM.

Wheatsville Deli Vegan Avocado Roll
WHAT A GREAT LUNCH!

★ Guess What!! ★ We have staff anniversaries

Ralf Hernandez 13 years as of 3/22
(produce buyer)

Dana Tomlin 10 years as of 3/4 (deli manager)

Thor Armbruster 7 years as of 4/10
(store steward)

Laurie Power 7 years as of 4/18 (cook)

Gabriel Gallegos 6 years as of 3/5
(ownership coordinator)

Chad Peters 6 years as of 3/14 (cook)

J Martinez 6 years as of 3/22
(office admin & payroll clerk)

Cassie Mulder 5 years as of 3/4
(front end clerk)

Bruce Cloud 5 years as of 3/19 (grocery clerk)

Beth Beutel 5 years as of 3/27
(hospitality clerk & board admin)

Traé Branham 5 years as of 4/2 (grocery clerk)

Mariah Barrett 5 years as of 4/14
(deli counter manager)

Sam Sladish 4 years as of 4/20 (cook)

Robert Kreuzburg 4 years as of 4/23
(produce clerk)

Adrienne Santschi 4 years as of 4/29
(grocery buyer)

Erica Rose Dunford 3 years as of 3/3
(wellness clerk)

Brent Chesnutt 3 years as of 3/25 (bulk buyer)

James Trevino 3 years as of 3/31 (cook)

Jimmy Dawson 3 years as of 4/14
(ops lead & facilities clerk)

Candace Squire 2 years as of 3/24
(baker & deli clerk)

Bethany Johnson 2 years as of 3/31 (grocery lead)

Ryan Simmons 2 years as of 4/28 (front end clerk)

Catherine Fontenot 1 year as of 3/7 (baker)

Erik Hernandez 1 year as of 3/7 (deli clerk)

Cat Ramos 1 year as of 3/7 (cook)

Dianne Fox 1 year as of 3/22 (kitchen lead)

Dheva Liebman 1 year as of 4/10 (wellness clerk)

Nicole Purvis 1 year as of 4/10 (wellness clerk)

Jenny Curtis 1 year as of 4/17 (cook)

MORE HAPPY PEOPLE: Wheatsville Staff Appreciation Party Photos by Bob Kinney



The 2013 Staff Appreciation Party was held on January 14th at Black Star Co-op. There was plenty of delicious food & drink, awards, karaoke, pinball, dancing, laughing, and enjoyment of the company of excellent friends.

Bob Kinney took tons of photos, more of which can be seen on our website at wheatsville.coop/2013WVStaffParty.htm.



Clark McKay made a touching speech after receiving the "Most Wheatsville Pride" award, "When I think of Wheatsville, I don't think of a small building. I don't think of a larger building. I don't even think of two or three buildings. I think

of faces, faces of old friends and new friends, the faces of co-workers taking up collections to help each other out in rough times. I think of the faces that make this organization transformative. That is why I am so grateful to be a part of the co-op and I hope you are too."



The 2013 Wheatie Award Winners:

- Class Clown: Nicolette Robertson
- Best Style: Reva Mosqueda
- Most Likely To Make Their Day: Monica Ford
- Best Hustle: Lee Jellison
- Most Likely To Transform Society: Mike Conti
- Most Active In The Community: Cece Flores
- Clean Machine: Matt Queen
- Most Wheatsville Pride: Clark McKay
- Naturally Knowledgeable: Chris Labrasca

Manager's Choice Superlative Award Winners:

- Wheatsville's Own Sherlock: Nancy Nicolai
- Grace under fire: Rob Kreuzburg
- A Perfect Pairing: Shane Shelton
- Spreadsheet Sorcerer: Nina Norton
- I'll stand in the Longest Line for you: Cece Flores
- Can turn that frown upside down: Reva Mosqueda
- Best Department Stewardship: Chris Weihert
- Best Department Stewardship: Kelley Spivey
- Most likely to rock a co-workers socks off: Matt Queen
- Grocery Team Tetris Master: Lester King
- Most Herbal Knowledge: Carla Vargas-Frank

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

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

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



Our Favorite Deli Things!

compiled by Mariah Barrett, Deli Counter Manager



Austin Marsh, Deli Clerk
Wheatsville Turkey Club. It's a combo of turkey, bacon, avocado, and loaded up with veggies. 'Nuff said.



Lisa Weems, Kitchen Supervisor
Garden Bagel. Delicious & veggie filled on a local bagel. I add bacon or avocado when I'm feeling indulgent!



Kimba Lipsky, Deli Clerk
Banana Dream smoothie with Almond Butter. It's sublime!



Corey Jennings, Cook
Broccoli Grape Salad. So good that it made me rethink what was possible for a creamy veggie salad.



Kerie McCallum, Deli Shift Lead
Organic Fair Trade Espresso. Sustainable and delicious! It is the fuel for my great customer service locomotive! Choo-Choo!



Staff Spotlight- Andrew Barton

by Annie Downs, Recruiting Coordinator

AD: What is your Wheatsville history?
AB: I got my start in neighborhood grocery stores 21 years ago in San Francisco. My specialty is wine, beer and cheese.

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

AB: Born and raised in Colorado and I've lived and traveled all over the country and world. Some favorite places are Vermont, Hawaii, the Carolinas, the Ozarks, Pacific Northwest and the Bahamas. I most recently moved here from Santa Cruz, California.

AD: What is your favorite product at Wheatsville?

AB: So many to choose from, but you can't go wrong with Grandma's Humus and Famous Falafel Chips.

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

AB: The Alamo Drafthouse is the best movie theatre on the planet. I love everything they do, especially Master Pancake.

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

AB: I'm an experienced organic farmer and I know how to work with draft horses.

AD: Fill in the blanks:

AB: I've always wanted to live in New Zealand and if I had it my way, GMOs would not be in our food.



Travis Audubon Society promotes the enjoyment, understanding and conservation of native birds and their habitats.

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

I ♥ Wheatsville!

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

"Wheatsville Co-op rocks and those on staff this afternoon reminded me that I LOVE MY CO-OP." Sandi S. on Facebook

"I just moved here, and this store is awesome!"

"I like it. It's fun." Lila R.

"How do I love thee? let me count the countless ways. food is fresh and awesome, coffee is really good, produce is always yummy, and there's more kombucha than a girl can even digest. I wish it wasn't so pricey but hey, you get what you pay for. go get a sammy and a live soda. your life will be better from it." Predator Power, google review

"Wheatsville makes me happy. I love Wheatsville!" Ted D, owner

"Y'all's vegan chocolate chip cookies are the best!" Robert W, owner

"Wheatsville lip balms are the perfect stocking stuffers. Thanks for making Christmas shopping easy." Lisa J, owner

"I do love my Wheatsville Co-op and all the people in it!" Kathleen H

"I love my co-workers! Today I was given a root beer float sample, shared in some cupcakes from a happy baker-owner and given chicken wings! All in a day's work at the 'ville!" Carla V-F

"Thanks, Wheatsville, for always having such tempting items on your shelves! Every year I know I can count on Wheatsville to have unique and healthy options for those last minute gift ideas or stocking stuffers. I particularly enjoy the bath/body/health section. Thanks, Wheatsville, for being so awesome!" Alex L on Facebook

"I heart Austin [Marsh]! He Makes the BEST smoothies & sammies! Y'all really just have an awesome deli staff! Thanks WV :)" Andrea J.

"When told to have a fun shopping trip customer said I always do. Definitely here more so than any other place." Hal O, owner

"My husband was so surprised when you called about the item I left behind. I know that any other place they wouldn't even know where to start to get this back to me. I love you guys." Milbrey R

"Dear Wheatsville, my son Zac came out to the Panhandle to visit and brought me a WV ceramic coffee mug and a black WV hoodie jacket. Very nice. Thanks for letting him come to visit and thanks for the stuff. I'm pretty sure I am the only person in Friona, Texas to have some WV items. Happy New Year. P.S. Zac will be back to work Sunday." Ron Carr on Facebook

"I love shopping at Wheatsville. The deli is amazing and the staff and shoppers are so friendly, when I walk in it feels like I am home." Louis G

"Just shopped at Wheatsville for the first time and loved it. I don't feel overwhelmed (like I do at HEB, Central Market, or Whole Foods) yet I am still impressed with the variety. The prices aren't too bad and I noticed a lot of specials throughout the store. Definitely going to do my grocery shopping at Wheatsville from now on :) I'm looking forward to the one on South Lamar opening soon. Please try the ready made Thai pasta salad so delish!" on Yelp

"Back again. I can't live without this place." Imre E.

"Nothing at Wheatsville sucks. Nothing." Romy G. on Yelp

"Used to frequent this joint back before the renovation, mainly for the deli. Now that they decked it out, it's a great place to hang out & shop. The deli is upgraded & the hot food / salad bar is delightful. So glad to see this place thriving in the 21st century. Cheers, folks!" Richard D. on Yelp

"I just wanted to thank you all for being the place to go for stress-free holiday shopping. Thank you so much!"

"I love Wheatsville and tell everyone about it. I work in Dripping Springs and am surprised at the number of people I work with who don't know about your coop. I have sent many to start shopping there. I'm most impressed with the deli, produce, dairy, and amazingly friendly staff and brag about Wheatsville all the time." email

"Wow! It smells so fresh in here!"

"Thank you, Nina Norton. You are all kinds of wonderful! You got my Veggie Stock, and I can make soup again!" Ernie S.

"I love Wheatsville. I really hope the new location turns out well. I reeeeaally hope it does. Because to be honest...that shopping center is ugly and sad. Sorry, but it's true. Just a little further north and Wheatsville could have been neighbors with some of the best south Lamar has to offer. Oh well, too late now. Good luck!" Matthew D. on Facebook

"Thanks to Gary Dinges for a supportive report on the progress of Wheatsville Co-op's second store. The story arrived about the same time as our Wheatsville Patronage Rebate, an annual percentage of my grocery dollars spent at the coop. Imagine our nearby H-E-B or Whole Foods sending us a rebate, since most of our grocery money was spent there last year. Well, next year will be different! I look forward to a fruitful grocery experience this summer and forever after at the South Wheatsville." Marilyn Fowler, letter to Austin American Statesmen

"The popcorn tofu sandwich is the best sandwich in the world. That stuff is crazy good.... I love Wheatsville." Sarah L.

"Holy smokes! I probably come here almost everyday (it helps that my honey lives around the corner). They have the most stellar salad bar, bakery case, and deli counter ever. EVER. They've got fake bacos on the salad bar, homemade vegan oatmeal cream pies in the bakery case, and the most delicious sandwiches at the deli counter. These are just the items I get most frequently. Everything I've ever had from their prepared foods are has been outstanding. So, if you're wondering if something is good, try it! You will not be disappointed. Oh gosh, almost forgot about the GINGERADE. Hot or cold, it's amazing. Also good with a shot or two of whiskey if you're feeling frisky." Hannah N. on Yelp

"I was shopping in my wheelchair and another shopper saw me looking up at a shelf and came back from around the corner to help me reach my salsa. I love our shoppers! So nice." Aldia Bluewillow

"Absolutely amazing! my partner and I both said this is the best co-op we've been to.. in NY, Asheville NC, Cali, anywhere. hands down. it had great products like Bearded Bros vegan protein energy bars, which are made with real ingredients and are delicious.. they also carry Great Bean raw chocolate bars which are REALLY amazing and hard to find where we live. this co-op was clean, had outdoor seating, ample parking, a ton of registers open with no lines, and had a huge variety of products. this is the type of place I would become a member at. the only negative I will add is that some of the products I saw were overpriced even for NYC standards.. like.. desert essence face products.. \$3 higher than what I usually pay... but I can totally get over that when I turn the corner and see the LOCAL veggie burgers they carry and two choices for single serve live probiotics, etcetcetc. I could go on all day .. I wish I lived near this place! support them!" Mynamee C. from NYC on Yelp

"I don't think I have ever come to Wheatsville and not been surrounded by the happiest, friendliest employees. As a dad with 3 kids, I really appreciate this" Mr. Friendly Dad w 3 kids

Shirley, an owner that has moved to Abilene, spoke of how much she missed Wheatsville, "When I was having a crummy day I would come in and smell the essential oils and the soaps and get a little popcorn tofu and everything was better. In all the times I came to Wheatsville I never met a grumpy person that worked there."

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FARM to Plate SUSTAINABLE FOOD CENTER May 9, 2013

sfc

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6:30pm - 9:30pm at Barr Mansion, 10463 Sprinkle Road

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Starring over 25 of Austin's top chefs, including Jesse Griffiths of Dai Due, Sonya Cote of Hillside Farmacy and Andrew Wiseheart of Contigo, Central Texas farmers, grazers and breweries, as well as biodynamic wine and The Tippy Texan

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