

THE WHEATSVILLE BREEZE

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



S. Lamar News by Dan Gilotte, General Manager

The good news? By the time you read this, we'll be EVEN closer to opening the South Lamar location. The disappointing news? It won't be until late August at this point.

Many circumstances out of our direct control have conspired to force me to give up on our ambitious July date, though I tried like heck to make that real! Permitting delays and the discovery of pipes containing asbestos, which required that we shut down for 10 days for abatement, added up to a no go for a July opening.

Fortunately, this has given us some additional time to work out our complex internal organizational transitions. It has also allowed us to be better prepared our **Job Fair** (coming in July) and to make sure all of our training materials will be at their best when we hire 75 new staff people in the next few weeks!

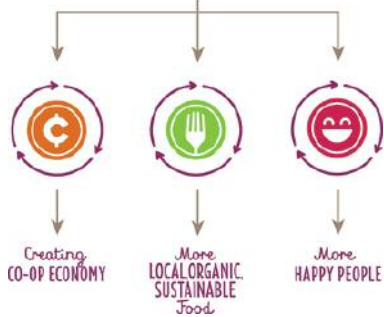
I appreciate your patience and your amazing support for our opening of this new store. The closer we get the more excited we all feel. Your co-op staff is working hard to make sure that you continue to experience great shopping at Guadalupe and that you'll be sure to experience an amazing time when you visit the South Lamar store, too!

This is a good chance to thank all of your fellow owners who have participated in our investor share program to help us fund this project. As of this writing, 41 owners have invested over \$525,000 to help us make our dreams a reality! I can't thank you enough for your commitment! Your support of our cooperative enterprise is truly humbling and heartening! THANK YOU!

And I want to personally thank all of you owners who continue to shop so much at 3101 Guadalupe and who tell your friends about your co-op and encourage them to join and shop! You are what makes all this possible. Wheatville is literally nothing without you!

I can't wait for you to come see us and be able to shop in our store at 4001 South Lamar!

Keep up with S. Lamar Updates:
www.wheatville.coop



Owner APPRECIATION DAYS!

OWNERS RECEIVE 10% OFF ANY ONE SHOPPING TRIP!

→ SATURDAY, JULY 6TH
THRU SUNDAY, JULY 14TH!



Now Accepting Board Candidate Applications

by the Nominations Committee

If you think you would like to run for the Wheatville Board of Directors in this year's election, applications are now available. Below is a summary of important dates and requirements:

Important Dates:

June 1	Application Packet Available
August 1	Applications Due
September 1	Election Begins
November 3	Election Ends

Endorsement Requirements

The Wheatville Board will officially endorse up to nine candidates. Board endorsements are limited to two candidates per vacancy + one (i.e. if there are three vacancies, the Board will endorse up to seven candidates; if there are four or more vacancies, the Board will endorse up to nine candidates). The endorsement process helps both candidates and the Board by ensuring that candidates understand the Board's work before committing to serve. To receive an endorsement from the Board of Directors you must meet the below minimum requirements:

- 1) Be a fully invested owner in good standing with the coop.
- 2) Attend a Board Orientation session for prospective candidates.
- 3) Attend at least one board meeting prior to the application deadline (next meeting: July 30, 6-9pm).
- 4) Agree to abide by the Directors Code of Ethics and Code of Conduct.
- 5) Submit a complete candidate application by the application deadline, August 1st.
- 6) Submit two references (personal or professional, but not related to the candidate).



Job Fair

Join the team of the Friendliest Store in town

Interviews for 4001 S. Lamar Location
happening in July!

Watch our website for the date.

Benefits of working at the co-op include:

- Competitive Wages
- Paid Breaks
- Holiday Pay
- Medical, Dental, Life and Vision Insurance
- Sick and Vacation Pay
- 15% Discount on purchases
- 401 K Retirement Plan and many more!



Check the jobs posting page at www.wheatville.coop/co-op/job-opportunities for more info.



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Community Action Wednesday

Community
ACTION
WEDNESDAYS

Wheatsville donates 1% of Wednesday 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.

April: \$2,635 donated to Ecology Action
May: \$2,532 collected for Austin Pets Alive,
\$744 for West Texas Disaster Relief and
\$1,539 for Moore Oklahoma Tornado Relief. Thank you!

The group selected for July is **Hospice Austin** and the group selected for August is **the Amala Foundation**



Hospice Austin provides family-centered, quality end-of-life care that emphasizes compassion, dignity, independence and respect.
www.hospiceaustin.org

The Amala Foundation provides opportunities for personal growth through humanitarian service projects that benefit under-served youth, including refugee, immigrant, American and International children. We recognize that the most direct way to experience a fuller life is to serve others. We unite those seeking more meaningful lives with those in great need by channeling this inspiration into humanitarian service projects that matter. Youth that participate in Camp Indigo and the Global Youth Peace Summit are given opportunities to live a life of service through year-long programs like our One Village Project as well as Young Artists In Service.
www.amalafoundation.org



REGIONAL
**FOOD
BANK**
of Oklahoma

June 4, 2013

Dear Daniel,
Thank you so much for your gift of \$1539.08 to the Regional Food Bank of Oklahoma in response to the recent disasters that struck the area. The Regional Food Bank can provide 5 meals for every dollar donated, and 100% of your donation will stay in Oklahoma and be used for immediate and long-term tornado relief efforts. Your gift helps bring hope to many Oklahomans when they need it most. Thank you for your partnership in "fighting hunger... feeding hope."
Sincerely,
Donna Owen

"Fighting Hunger...Feeding Hope"

3355 S. Purdue • P.O. Box 270968 • Oklahoma City, OK 73137
(405) 972-1111 • Fax (405) 688-6447

www.regionalfoodbank.org • facebook.com/regionalfoodbank • twitter.com/rfbo

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	



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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 June 14, 2013: **13,019**

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



The Wheatsville Breeze is a publication of

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Photos by: Aldia Bluewillow, Raquel Dadomo, Bob Kinney, Adam King
except where otherwise noted or not known

The Wheatsville Board of Directors meets at 6pm the last Tuesday of every month at 3105 Guadalupe (building North of store). Check <http://wheatsville.coop/membership/board-of-directors> for details. Owners 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	Reyna Bishop
Marcia Erickson	Christina Fenton
Steven Tomlinson	Kate Vickery
John Vinson	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.



2013 CCMA Conference—Deep in the Heart of Co-ops *by Doug Addison, Board of Directors*

From June 6-9th, some of the best and brightest store managers and board members in the food co-op community gathered in Austin in June for the **Consumer Cooperative Management Association (CCMA) conference**. Wheatsville hosted, for the first time, the 57th annual meeting, showing off Austin — including tours of the Guadalupe store and the under-construction Lamar store — to nearly 450 registrants from

about 124 food co-ops and supporting organizations from the U.S. and Canada. Among the highlights: announcing the creation of the **Austin Cooperative Business Association** and the presentation of CCMA's Cooperative Board Service award to long-time Wheatsville director and president, Rose Marie Klee.



photo: Bob Kinney



CCMA attendees gathered in front of the Bullock Texas State History Museum. *photo: Adam King*

The conference kicked off Thursday, June 6, with tours for visiting attendees. Busloads of cooperators led by Wheatsville staff and board members departed the conference hotel on Lady Bird Lake for visits to Black Star Co-op Pub & Brewery, Whole Foods flagship store, BookPeople, Waterloo Records, and Austin BeerWorks, as well as both Wheatsville locations. **BookPeople owner Steve Bercu** and **Waterloo Records owner John Kunz** gave CCMA tourists a short overview of their efforts to encourage patronage of locally owned businesses and the origin of the "Keep Austin Weird" slogan.

continued on Page 4



Buses filled with visiting cooperators arrive at Wheatsville

photo: Bob Kinney



National Co-op Bank representatives tour the Guadalupe store. (left to right) Rob Barlow, Vice President of Business Development; Barry Silver, Executive Vice President; John Perkins, Wheatsville Finance Manager; Chuck Snyder, NCB President and CEO.

photo: Bob Kinney



Beer tasting at Black Star Co-op

photo: Bob Kinney

Black Star visitors were treated to a private beer tasting with head brewer Jeff Young. Bike Texas led a group of around 30 cyclists who braved the Texas heat to visit BookPeople, Waterloo Records, Wheatville, and Deep Eddy for a well-earned dip in the cool spring waters.

CCMA registrants got down to business Friday morning fortified by scrambled eggs or tofu, vegan muffins and an inspiring keynote by **Bank Transfer Day founder Kristen Christian**. Angered by Bank of America's new debit card fees—targeted at those least able to afford them in a time when we were all faced with paying for the economic crisis—she started a Facebook page that garnered more than 40,000 fans. By some estimates, her efforts led thousands of Americans to move millions of dollars in deposits from corporate bank accounts to credit unions. In her remarks, she focused on how cooperatives can reach out to millennials and younger generations with social media, and encouraged those listening to find common ground in achieving economic fairness and progressive social goals.

Michael Beall, executive director of the National Cooperative Business Association, took to the podium during a lunchtime plenary session to announce the creation of the Austin Cooperative Business Association. An outgrowth of the Austin Cooperative Think Tank, the ACBA will embark on an 18-month pilot program to raise awareness of the cooperative business model later this year, with financial support from NCBA and established Austin cooperatives.

At Friday's awards banquet, numerous cooperators were recognized in addition to Wheatville's own **Rose Marie Klee** for board service. **Lexington Cooperative Market** in Buffalo, New York, won the Cooperative Excellence award and **Ruffin Slater** won the Cooperative Service award.

Saturday began with a keynote by author **Mark Winne**, author of *Closing the Food Gap* and *Food Rebels*. A teenage food co-op employee turned food co-op and community organizer, Winne reminded the cooperators that "food is a big deal today [yet 50 million Americans remain] food insecure." Winne asked the cooperators in attendance to focus on three areas: food security, economic equality, and sustainability.



CCMA participants joins our regular shoppers in the Deli.

photo: Bob Kinney

In addition to informative sessions on board leadership development, store management, marketing and merchandising, the conference also featured several Wheatville-specific sessions. **Dan Gillotte** and **Rose Marie Klee** kicked off the six-workshop Wheatville track by introducing attendees to Wheatville's BIG Direction, our way of creating full-organizational alignment (Board, Staff, and Owners) around Wheatville's Ends Policy using concepts that guide the co-op toward fostering more happy people, more cooperative economy/businesses, and more local, organic, and sustainable food. **Mariah Barrett**, **Bill Bickford**, and **Niki Nash** described our path to becoming the friendliest store in town. Brand Manager **Raquel Dadomo** reviewed Wheatville's recent rebranding process, and **Dana Tomlin** and other staff members shared insights on Wheatville's open book management process.

Among the highlights: the presentation of CCMA's Cooperative Board Service award to long-time Wheatville director and president, Rose Marie Klee. See complete story on Back Page.



(left-right) Niki Nash, Bill Bickford, Carol Campbell and Mariah Barrett present a seminar on how to become the friendliest store in town.

photo: Bob Kinney



Wheatville Staff and Board gather around Rose Marie Klee as she received The Howard Bowers Fund Award for Cooperative Board Service. (left-right) Beth Beutel, Bill Bickford, Steven Tomlinson, Christina Fenton, Dana Tomlin, Doug Addison, Rose Marie Klee, Rory Alexander, Kate Vickery, Mark Wochner, Theron Beaudreau, Reyna Bishop, Marcia Erickson, Dan Gillotte, Annie Downs, Beth Ley, Carol Campbell and Niki Nash.

photo: Bob Kinney



Vanessa Lively

photo by Adam King

The conference closed with a party Saturday night at the Bob Bullock Texas State History Museum. The crowd got their fill of Texas history and danced the night away to tunes by **Vanessa Lively** (accompanied by Wheatville board member **Mark Wochner**) and **La Guerrilla**.

It was a productive and inspiring three days of learning and sharing that left attendees looking forward to CCMA 2014, hosted by **Willy Street Co-op** in Madison, Wisconsin.



(left-right) Former Board member Theron Beaudreau, current Board members Kate Vickery, Mark Wochner, Reyna Bishop, Doug Addison, Christina Fenton and Marcia Erickson.

photo: Bob Kinney



New at Wheatsville!

by Nina Norton, Category Management Coordinator

Epic Bars

Bison with Bacon & Cranberry,

Turkey with Almond & Cranberry, Beef with Habanero & Cherry

EPIC bars are 100% grass-fed animal-based protein bars designed as nature intended. If the idea of a protein bar made from meat seems a little out there, consider that the idea is hardly new: pemmican, eaten by the native peoples of North America, was a concentrated mixture of fat and protein (usually bison, moose, elk or deer) blended with fruits and berries (such as currants and cherries) and dried for storage and long-term use as a high-energy food source.

Local company EPIC has set a new standard by sourcing pastured meats raised under the utmost humane conditions, recognizing the value of sustainable and responsible animal welfare practices. Grass-fed animals are loaded with higher levels of omega-3 fatty acids, which are better for both cardiovascular health and contain anti-inflammatory properties. They also have significantly higher values of vitamins A and E as well as antioxidants. For athletes, grass-fed meat is particularly favorable because it contains up to twice the levels of conjugated linoleic acid, or CLA, which promotes the development of lean muscle tissue and lowers the risk for a myriad of other health problems. By combining delicious tasting and lightly smoked animal protein with savory nuts and dehydrated fruits, EPIC created bars that are more savory, tender, and flavor-forward than jerky without the high carbohydrate and sugar load of other bars. Paleo, gluten free and low in sugar, EPIC bars promote EPIC health. Made right here in Austin, Texas, by the same folks who produce Thunderbird Energetica bars!



Treeline French-Style Soft Nut Cheeses

Scallion or Herb & Garlic



We can't get enough nut-based cheese lately! Thankfully new producers keep coming out with even more incredible versions! Our newest artisanal producer, Treeline Cheese, makes wonderful French-style soft cashew-based nut cheeses that are great for the lactose intolerant, vegans and lovers of fine cheese. Treeline's soft cheeses are tangy, creamy and spreadable, but contain no lactose, soy or palm oil (they're also gluten free). Cashew cream is cultured and flavored with chopped scallions, fine herbs and garlic for a slightly tart flavor and creamy texture some find comparable to Boursin. Perfect on bagels, crusty bread or crackers, and excellent with vegetable crudites and chips, too! Made in the Catskill region of upstate New York.

Coshell Coconut Charcoal Briquettes

The concept of producing charcoal briquettes from waste coconut shells began over five years ago when Coshell's company founders traveled to Thailand in search of coconut products for the US marketplace. After savoring delicious barbecued foods, they learned that the barbecue fuel of choice in Thailand was coconut shells. From a humble beginning as a small charcoal briquette factory in Kaiwai, Thailand, the company soon expanded to a larger facility. Coconut burns cleaner, hotter, and longer than traditional lump and charcoal briquettes (and can even be reused a few times), without the harmful ingredients commonly found in most charcoal briquettes such as char dust, limestone and treated sawdust. Additionally, more than 20 species of hardwood trees are cut down to make conventional charcoal, including oak, birch, maple and redwood; Coshell charcoal is eco-friendly, using Southeast Asia's abundant supply of coconut shells and cornstarch to bind the briquettes.



Jovial Foods

Organic Whole Einkorn Berries, Organic Einkorn Flour

The first species of wheat grown by man more than 12,000 years ago, Einkorn is very different from all other varieties of wheat. Now considered a relic crop, it has practically been forgotten because its yield is low in the fields and its type of gluten makes bread baking a challenge. Jovial Foods is a family-owned company and the first to grow ancient grain Einkorn, nature's original wheat. With a unique light, rich taste and twice as much protein and trace minerals as modern wheat, this un-hybridized grain is naturally low in gluten and may be a good option for those with gluten sensitivities (but not those abstaining completely).

Jovial's organic Einkorn wheat berries are grown and packaged on one secluded and pristine farm in Tuscany, Italy. Wheat berries (the whole grain or seed) are carefully cleaned of the husk but not polished or pearled, so you are eating 100% of the bran and germ. Wheat berries can be cooked like brown rice in just a half an hour, prepared like risotto, eaten in soups, cold in salads or cracked in a blender and eaten like porridge oats. With 9 grams of protein, 4 grams of fiber and an abundance of B vitamins per serving, you will really feel sustained and energized by a wholesome meal of ancient Einkorn.



Ice Cold Refreshment

by Dana Tomlin, Fresh Manager



We have our Grab'n'Go Icebox in front of the Deli Counter filled with our tasty, icy beverages for you to grab-n-gulp with no wait. Our infamously eye-opening **Iced Coffee Toddy**, our sweet and fruity **Gingerade**, our simply sweetened **Agave Lemonade** and our delightfully pink and refreshing **Hibiscus Mint Iced Tea** are ready and iced up for you.

Also making their seasonal return are our bright and refreshing **Agua Frescas**. **Cucumber Agua Fresca** is deceptively simple- cucumber, water, fresh lime juice and organic raw agave syrup are blended together into a chilled masterpiece of thirst-quenching bliss. The gorgeous **Watermelon Agua Fresca** features all the flavors of summer in an icy cup of blended sweet watermelon, water, fresh lime juice and organic raw agave syrup.

Looking for a caffeinated pick-me-up? Sidle up to our organic, fair-trade espresso bar for an **Iced Raspberry Mocha**, flavored with shots of organic chocolate and raspberry syrup and blended to perfection with your choice of milk- cow, soy, rice, coconut or almond! Or maybe you'd prefer our **Iced Caramel Macchiato**! This sweet treat blends our espresso with caramel and vanilla syrups, and your choice of milk to make one fantastic cuppa joe!



Our **Iced Raspberry Maté** adds a touch of fruity sweetness to our Yerba Maté by adding a dash of raspberry syrup to this popular coffee alternative! Our classic **Arnold**

Palmer, a refreshing split of our Organic Black Zhi Tea and our Agave Lemonade, is also a real treat to taking the heat off.

Our **smoothies** are perfect for a refreshing breakfast or lunch or just a cold snack. All fruit, with no ice, these blended smoothies are packed full of perfection. You can custom build your smoothies; pick your fruit, your liquid base, and finally your add-ins. One of my favorite custom smoothies is **Strawberry & Peach**, with half apple and half almond milk, with an add-in of yogurt and Plant Fusion Protein Powder. That really sets my day on the right path.

Looking for ideas? Pick one of our popular, specialty smoothies. **The Mocha Madness**, blends fair-trade organic espresso with organic Dagoba Chocolate syrup, banana, and your choice of milk to create a fabulous frozen drink that starts your morning off right! The light and refreshing **Strawberry Pineapple**, blends these two tasty fruits with frozen bananas and organic apple juice; our **Beta Blast Smoothie** is packed full of carrot and mango, with a base of orange juice, and a bit of honey for a flavorful, good-for-you blend! Try one for a healthy breakfast or lunch, or just as a snack!

AUSTIN



TEXAS

EVENTS SEASONALS

NEMESIS

BELGIAN SUMMER ALE BREWED WITH GLUTEN-FREE INGREDIENTS

WATERLOO

SOUR AMERICAN WHEAT ALE WITH PEACHES

NARCISSUS

EMPIRAL PALE ALE (EPA) WITH CASCADE, ZYTHOS, AND CITRA HOPS

AXIOM

PALE LAGER WITH HONEY, RYE, AND NEW ZEALAND PACIFICA HOPS

MONDAY \$12 RATIONAL PITCHERS

TUESDAY \$1.50 OFF ALL HOUSE BEERS FOR MEMBER-OWNERS

WEDNESDAY

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DURING Owner APPRECIATION DAYS

<p>Saturday, July 6</p> <p>EMERGEN-C SUPER ORANGE VITAMIN C</p> <p>(excludes all other Emergen-C items) 30ct</p> <p>\$4 OFF Reg. \$9.99 → \$5.99</p>	<p>Sunday, July 7</p> <p>COHO SALMON FILLETS</p> <p>\$3 OFF/lb Reg. \$15.99/lb → \$12.99/lb</p>	<p>Monday, July 8</p> <p>GRANDMA'S HUMUS</p> <p>9oz in the dairy case</p> <p>\$1 OFF Reg. \$4.99 → \$3.99</p>	<p>Tuesday, July 9</p> <p>CHOCOLOVE ALMONDS & SEA SALT CHOCOLATE BAR</p> <p>3.2OZ (excludes all other Chocolive Bars)</p> <p>Reg. \$2.69 → 3 for \$4</p>
<p>Wednesday, July 10</p> <p>CASTELLANO MANCHEGO CHEESE</p> <p>\$8 OFF/lb Reg. \$17.99/lb → \$9.99/lb</p>	<p>Thursday, July 11</p> <p>FARA FAIR-TRADE SHADE-GROWN HAND-PICKED BULK COFFEE</p> <p>\$3.00 OFF/lb Reg. \$8.99/lb → \$5.99/lb</p>	<p>Friday, July 12</p> <p>POPCORN TOFU PO'BOY</p> <p>in the Grab & Go case only</p> <p>\$2 OFF Reg. \$5.99 → \$3.99</p>	<p>Saturday, July 13</p> <p>GODDESS GARDEN KIDS & ADULTS CONTINUOUS SPRAY SUNSCREEN 6OZ</p> <p>\$9.50 OFF Reg. \$18.99 → \$9.49</p>

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



The HOT DANG!

by Chris Moore, Chill Buyer

Martha Pincoffs, owner and creator of the HOT DANG local vegetarian grain burgers, was kind enough to

invite me over to her house to taste test three new flavors of burgers that she will be releasing this summer.

Martha had quite a spread waiting. Set next to the platter of the new burgers, were condiments to complement each variety, along with comment cards and ice cold beverages.

The three new flavors are:

- **Italian**—Martha says is her favorite since it tastes just like pizza!
- **Southwestern**—I liked the best because of the spicy bite!
- **Barbecue** with Stubbs BBQ sauce!

The new flavors have cheese in them to suit their flavor profile and thus are not vegan, but to my surprise, Martha announced that the original grain burger will now be vegan—she stopped using egg as a binder and found a vegan friendly solution.

Since it's summertime, I asked what is the best method for grilling the HOT DANG burgers. Easy enough, you just brush a little oil on the frozen patties and throw them right on the grill.

Martha has been making vegetarian burgers since 2011 and Wheatville was the first store to carry her burgers. We are pleased to continue to support this wonderful local vendor!



My Favorite Things

by Shane Shelton, Specialty Coordinator



Dorothea Potato Chip Goat Cheese and Parducci Small Lot Blend Petite Sirah!

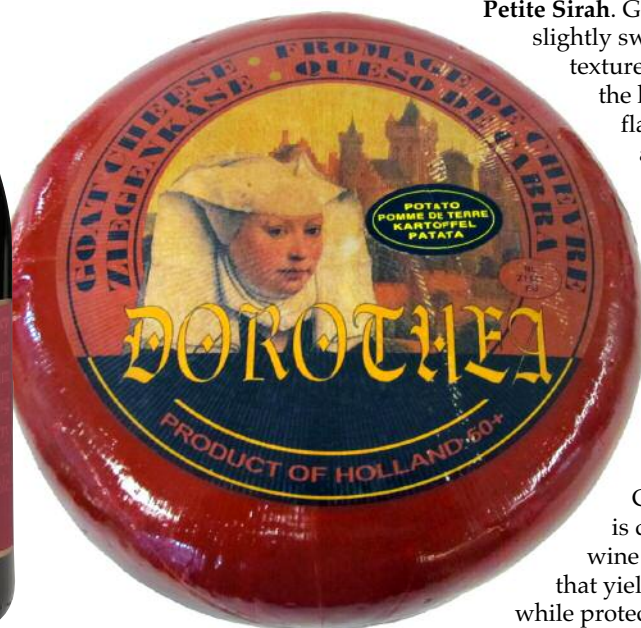
This is my new favorite cheese, BIG TIME! **Dorothea Potato Chip Goat Cheese** is so addictive that I can't stop eating it and even if I could find the strength to stop I wouldn't want to. Dutch chef Cas Spijkars created Van Dijk's Dorothea Potato Chip Goat Cheese in order to win annual Dutch award for "Most Unusual Food" and in 1993 he did just that. Named after the Van Dijk's daughter Dorothea, Potato Chip Goat Cheese incorporates one of the most traditional culinary ingredients used by the Dutch people, the mighty potato, in the form of potato chips made from potato skins.

The potato chips are then blended with basil and coriander oil in an exquisite goat cheese which is meticulously aged for 60 days. During the aging process the temperature and humidity are adjusted every few days to give the cheese its nutty flavor, light creamy-colored and firm body.

Dorothea is fantastic all by itself but it is even better when paired with a nice wine such as **Parducci Small Lot Blend Petite Sirah**. Goat gouda has a

slightly sweet flavor and supple texture that is enhanced by the high tannins and bold flavors of blackberry in a Petite Sirah.

Parducci Petite Sirah is a dark ruby color with aromas of blackberry, cherry, mint, and chocolate, and spicy, dark fruit flavors and supple tannins. Parducci is family-farmed in Mendocino County, California. The winery is devoted to sustainable wine growing practices that yield high quality grapes while protecting the environment.





CO+OP DEALS – We're Growing, But Our Prices Aren't! *by Brooks Wood, Co-op Deals Coordinator*

Business is good at Wheatsville! Our dedication to being the friendliest store in town supports our commitment to grow the co-op economy, bringing more local, organic and sustainable food to our stores, and creating more happy people! Our partnership with the National Cooperative Grocers Association (NCGA), which represents 150 co-ops

nationwide, leverages our collective buying power. This results in some of the very best prices in town!

We're extremely proud of our value-driven Co+op Deals and we know South Austin is going to love them as much as we do! Selling great food at super awesome prices enables us to grow the Co-op Economy in the very competitive Austin market.

Our loyal South Austin Owners have patiently waited for our well-planned expansion. We're also eager to reach out to the wonderful South Austin neighborhoods that surround our new store, sharing with them Wheatsville's BIG Direction and the value they can expect from us. Co+op and Owner Deals deliver bottom line savings to our nearly 13,000 current co+op owners every week.

In the South Lamar store, the additional square footage will enable us to offer even more value-packed Co+op and Owner Deals. For example, July's Co+op Deals are packed with amazing flavors, summertime pantry staples, and organic favorites. What would summer in Austin be without **Santa Cruz Organic Lemonade?**

Perfectly chilled and packed with organic goodness, this customer favorite is on Co+op Deal from July 3rd – July 16th for the super awesome price of 2/\$3. July also happens to be the ultimate month for grilling. Hot dogs and burgers fresh off the grill both deserve the best tasting ketchup. **Woodstock Farms Organic & Non-GMO Verified Ketchup** is on Co+op Deal, also from July 3rd – July 16th, for \$1.99. Be sure to check the enclosed Co+op Deals flyers for even more value driven ways to save with Wheatsville!

Our new South Lamar location will continue to support our commitment to bring you more local, organic and sustainable food. We're already planning enticing displays that will introduce our South Austin customers to our favorite, locally made foods. From the locally grown Austin BeerWorks, to the authentic El Milagro tortilla chips. Talk about the perfect pairing, if you're picking up these amazing chips, by all means, don't forget to grab a generous tub of locally made Grandma's Humus. A nice heaping scoop will take your YUM experience to the next level!

So, as you can see, savings and value at both Wheatsville locations have never tasted so good! We'll see you very soon, South Austin! Bon appétit!

We asked General Manager Dan if a new store means higher prices. Here's his answer!



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with the purchase of any entree that costs a minimum \$5.95 + tax. Not valid with any other offer, one coupon per person. EXP 10/12/13

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Staff TOP 10 PICK



BONNIE COX: FRONT END CLERK



#1. *New World Sprouts Super Sprouts Salad with dressing in produce*
WHO KNEW SPROUTS COULD BE ADDICTIVE?

#2. *Delreal Organic Medjool Dates in Produce*
NATURE'S PERFECT DESSERT. YOU DON'T KNOW DATES UNTIL YOU'VE HAD THEM RAW!



#3. *Health Force Vitamineral Green Powder*
PACKED WITH NUTRIENTS FROM THE EARTH AND SEA. ADD IT TO YOUR SMOOTHIE AND FEEL YOUR BODY BURST WITH ENERGY.



#4. *Walker Honey Farms Local Bee Pollen in Wellness*
FLU AND ALLERGIES WERE NOT AN ISSUE FOR ME THIS SEASON, AND I HAVE MY DAILY DOSE OF BEE POLLEN TO THANK FOR THAT. EAT IT AS IS OR ADD IT TO YOUR SMOOTHIE.



#5. *Gladrags Moon Cup*
EXPERIENCE YOUR SPECIAL WEEK MINDFULLY AND COMFORTABLY, WITH ZERO ENVIRONMENTAL IMPACT

#6. *Sprouted Grain Brown Rice in Bulk*
YES, BROWN RICE CAN BE HEAVENLY. I STEAM IT AND ADD COCONUT OIL AND SEA SALT. A DIVINE STAPLE.



#7. *Treeline Nut Cheese*
ITS GOODNESS WILL LEAVE YOU BAFFLED. YOU DON'T NEED TO BE RAW OR VEGAN TO ENJOY THIS CHEESE. GOOD ON SALADS, BAGELS, AND ON CRACKERS WITH HONEY.

#8. *Natures Path Manna Bread in Frozen*
A SPROUTED GRAIN CAKE LIKE TREAT!
EAT IT AS IS OR TOASTED WITH COCONUT OIL.

#9. *Farmhouse Culture Kraut*
ADD THE YANG TO YOUR MEAL WITH THIS BEAUTY. A DELICIOUS, ORGANIC WAY TO GET YOUR PROBIOTIC ON.



#10. *New Earth Chocolate Goddess Clusters*
RAW DECADENCE MADE WITH LOVE IN AUSTIN. YOU WILL FEEL LIKE A GODDESS WHEN YOU EAT THESE BROWNIE DELIGHTS.



Local Vendor Focus: Yellowbird Sauce *by Niki Nash, Packaged Manager*



Produced right here in Austin, Texas, Yellowbird's new habanero hot sauce packs a fiery punch! **Yellowbird Sauce** is a potent, earthy-fruity blend of habanero peppers, carrots, onions, tangerines, vinegar, lime and garlic, with a consistency comparable to that of sriracha.

I had a chat with Yellowbird inventor, owner and founder, **George Milton**, about the origins and future of the sauce that is taking Wheatsville and Austin by storm.

1. Tell us about how the Yellowbird got started.

Well, it originally started from my own intense love of hot sauce and spicy foods. I fell in love years ago with Sriracha chili garlic sauce but could never fully come to terms with the preservatives and amount of sugar they used. Also, I ended up using half a bottle on any given meal because it just wasn't hot enough.

Several years ago I got brave enough to start experimenting on my own. Initially, I will admit, I copied the ingredient list of Sriracha as best I could just to see if I could get the consistency and flavor right. I eventually, accidentally, stumbled across wild fermentation and started making batches with home-fermented pepper mash. The original batch of what would eventually become the recipe for Yellowbird Sauce was actually more of an accident than anything. I had become obsessed (mad-scientist style) with getting this sauce recipe right. At the time, I had a number of different sauce experiments going at once in my kitchen. Just almost as a joke I threw a bunch of random leftover stuff into my blender, cooked it down, and sealed it in a jar and hid it away in my pantry. This jar sat in my pantry for over a month while I labored and anguished over all my other failed experiments. Then, one fateful day...I found that jar. It was freaking amazing! I started tweaking amounts of the ingredients I had put into

it (I kept a log of all my hot sauce experiments) and we also started giving it to our friends to try.

At this point I should mention my wonderful girlfriend, Erin Link. She is an amazing artist and graphic designer (by profession) and I believe that to be a totally unbiased opinion. We came up with the brand idea together and Erin drew little yellow birds day and night until she came up with the saucy fellow who, eyebrow raised defiantly, dares you to try what's inside. Thus was born Yellowbird Sauce.

No one passively likes spicy food. It is an active type of love that can border on obsession and addiction.

2. How has the reception been in Austin?

The reception has been incredible so far. The cool thing about hot sauce fans (especially people who will eat a sauce this hot) is that they are passionate about their spicy food. No one passively likes spicy food. It is an active type of love that can border on obsession and addiction. I will readily admit that this sauce is not for everyone. It is

spicy as hell, but if "spicy as hell" sounds like your cup of tea, you'll love it.

3. Do you have any fun plans for Yellowbird in the near future?

The immediate plans for Yellowbird involve upscaling. I've been doing a lot of work to bring some other local companies on board to help me make and distribute the sauce. The hardest part is getting other people to make it and have it come out just like when I make it. I'm doing a lot of very intensive work to get it just right and I have had some batches come out just tasting wrong that I have refused to sell to the public because the flavor and consistency of Yellowbird should be absolutely consistent and always amazing.

That being said, once I get all of this stuff sorted out I will have room for my next big project with Yellowbird, new recipes! I think the habanero sauce is always going to be the Yellowbird Sauce flagship, but I do have two other recipes that I've been developing that I would love to bring to the market as well. I will give you the first official spoiler. One is a red fresno chili sauce and one is a green jalapeño sauce. They are both milder than the habanero sauce but still hot enough that dedicated hot heads should give them a try when they come out.

4. What are your favorite ways to use Yellowbird Sauce?

Only on everything! Seriously though, Erin and I go through a couple of bottles every week. We both love eggs for breakfast and they all get smothered in Yellowbird Sauce. I also make black beans and rice almost daily and smother that in Yellowbird Sauce as well. Erin likes to bake and she has baked Yellowbird Sauce into brownies and cookies and even made up a recipe for Yellowbird chocolate candies. I put it on sandwiches, burgers, and tacos, and I also take a bottle with me when I go out to restaurants (yeah, I'm that guy). It is especially delicious on sushi, so give that a try if you get a chance. We've also made up some adult beverages featuring the Yellowbird Sauce. My friend runs Pete's Piano Bar down on 6th Street and we've had a couple of Yellowbird Bloody Mary "development sessions" that have yielded some delicious and interesting results.

For the complete interview with George Milton, visit wheatsville.coop

Putting it all together for food co-ops



Ice Poppin' *by Erica Rose Dunford, Wellness Clerk*

In 1905, the ice pop was invented by eleven-year-old Frank Epperson. He had left his fruit flavored soda outside on the porch with a stir stick in it. The drink froze to the stick and tasted good! With the Texas heat upon us, ice pops and Barton Springs are the best way to cope. Anyone can make a simple pop like Frank, but let's go a little crazy and add in some unexpected ingredients. Here is a list of some of my favorites.

I love coconut water and honey to hydrate and maintain glycogen levels for athletic recovery after a hike. Coffee ice pops are also super tasty, but amplify them a little bit with some cacao nibs, coconut milk, or some Nutella. Another fun coconut milk pop is to combine avocado, coconut milk and raw sugar then blend and freeze. One more slightly savory pop is the "pea pop". It's also great for the little ones at home that won't eat their veggies. Just pour frozen peas into the mold then pour water or lemonade over and freeze.



Ice pops also make fantastic party favors! You can make fun variations on adult beverages such as Pina Coladas. Lets also point out the average Pina Colada has more than 600 calories, but the ice pop version has more like 84 calories. Just blend 1 1/3 cups of chunks of pineapple with 1/4 cup of sugar, 1/2 cup of light coconut milk, 1 tsp. coconut extract, and 1 Tbsp. of rum.



If Bloody Marys are a cure for a hangover, what better way to serve them than as an ice pop! They are great for a brunch or BBQ. There are infinite variations with Worcestershire, Dijon mustard, chili powder, celery, lemon, and of course vodka. Just mix and freeze!

Sangria and Pinot Noir blackberry pops are also very tasty and vibrant to serve. The more combinations you explore the better. Cheers to summer!

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The Hearty Vegan

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100% organic ingredients non GMO, gluten-free vegan



The new store at 4001 S. Lamar is weeks from opening, yet there is still much left to be done. We've got our concrete subfloor poured and new flooring surface installed. We're on track to get all the fixtures installed, shelves constructed, lighting adjusted, signs hung, and environmental controls adjusted, but what about the FOOD? Where's it all going to come from? How will we find enough product to fill both stores? We've reached out to our vendors and distributors and we've got accounts created and delivery schedules finalized. But what about produce?

Wheatsville is committed to helping more local, organic, sustainable food get to the table. We support our local growers and farmers by buying large quantities of the same fantastic fruits and vegetables you see every week at the farmer's market.

The produce departments at Wheatsville faces a unique challenge: finding an adequate supply of local, sustainably grown fruits and vegetables for our hungry customers. As a part of the BIG Direction, the produce department plays a large role in fulfilling the goal of providing more local food to Austin. On the surface, it doesn't seem like a big deal. Just call up some farmers and place an order, right? If you're working on the national scale, it can indeed be that easy. California is America's salad bowl, providing Wheatsville with 70-80% of our produce in any given week. We've had plans in the works for months now to supply our new store with packaged salads, apples, avocados, bananas, and pineapples. The local issue is a little trickier. To find out why, we've got to dig a little deeper into agricultural history.

Fresh produce is so commonplace nowadays, it's almost hard to imagine that it wasn't always. Not so long ago, the idea of a head of lettuce shipped two thousand miles to a supermarket was a pipe dream (Remember *East of Eden*? Great movie. Check it out). In the old days – that is, before the middle of the 20th century, most fruits and vegetables were canned, and anything fresh was grown in home gardens. For the most part, farmers didn't grow vegetables for sale; they grew grains like corn, wheat, and oats, or cash crops like cotton and tobacco. While nearly every farm did have a vegetable garden, its purpose was to supply vegetables to the farmer's household, not to sell in a grocery store. (For a fantastic read on the history of the modern super-

market, check out *The Great A&P and the Struggle for Small Business in America*.) Farming was, and to a great extent still is, a cash crop business based on growing large quantities of cotton and grain.

With the invention of refrigeration, a new type of vegetable farming emerged, truck farming. Initially utilized as a source of income secondary to cash crops like cotton, truck farming is the practice of growing a limited variety of fruits or vegetables and shipping them to markets. Refrigeration allowed fruit and vegetable farmers to transport their produce farther distances and ad hoc distribution systems which utilized railroads were created to bring produce to market. As refrigeration and transportation technologies advanced, produce was able to be shipped farther and farther and grown in parts of the country where growing conditions are ideal for the production of fruits and vegetables. As a result, the local and regional truck farming industry has all but disappeared.

Alongside all these players fighting for the biggest share of a limited range of crops, there arose a different kind of farm: the market garden. In contrast to the truck farm, market gardens are generally smaller in size and grow a wide variety of fruits and vegetables as cash crops which are sold directly to consumers and restaurants. You'll see the modern market gardener at farmers markets around town, operating farm stands, or running CSAs. The key to the market gardener's success is direct access to the consumer – by cutting out the middlemen involved in distribution, wholesale, and resale, market gardeners are able to capture 100% of the retail price of the food they grow, where previously they received as little as 10 percent.

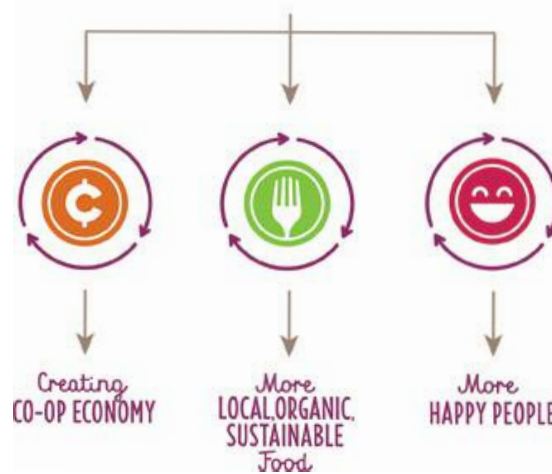
We're currently seeing a rise in the visibility of market gardeners in our society, with the focus on locally grown food in grocery stores and restaurants and the resurgence of farmers markets. The trick to being a successful market gardener is to maintain a sustainable size: you've got to be productive enough to support the farm but not so big as to be unmanageable. There's also an issue that may not be obvious: market gardeners have to spend a great deal of time in the market selling their produce. For some farmers, the market is a great experience.

There's the social aspect, the ability to communicate directly with your customers and build a relationship, and it's a nice break from the farm. Others would rather spend their time growing fruits and vegetables. This is where Wheatsville comes in.

Wheatsville is committed to helping more local, organic, sustainable food get to the table. We support our local growers and farmers by buying large quantities of the same fantastic fruits and vegetables you see every week at the farmer's market. Because we are able to commit to buying a larger quantity and consistent shelf-space, we are able to offer farmers a certain amount of income stability. This allows farmers the flexibility to grow for wholesale, CSA shares or for selling direct to cus-

tomers – better meeting the needs of their business as it grows and changes.

We fervently believe there's a place at the table for many local farmers at Wheatsville. By standing shoulder to shoulder with local farmers, we're reviving the tradition of the market gardener as a viable small business model which shares our values and principles. Thanks for shopping at your co-op, and thanks for supporting local agriculture!



The Ultimate Burger!

by Mark Maddy, Meat & Seafood Coordinator

One of the U.S.'s great culinary ground meat contributions is the burger. Once simple diner fare, the burger has inspired cheap drive-thru fast food joints to upscale high-priced eateries. Where the burger falls on the spectrum all comes down to the grind.

Our fresh ground beef options are made from Niman Ranch Beef. Most ground beef naming is based on its ratio of lean to fat content. Our Ground Beef is made exclusively from brisket and is roughly a 70% lean to 30% fat grind. Our Ground Chuck has a fuller flavor and is roughly 80% lean to 20% fat.

In some places, as long as the ground beef meets a certain lean to fat ratio, it will be called ground chuck. At Wheatsville, ground chuck comes only from the chuck portion of the animal. The ground sirloin has about the same ratio as the chuck and is also a great flavored steak and grind. The leanest ground beef we offer is Ground Round which is about 90% lean to 10% fat. Due to very little fat in the round it lends itself well to adding structure to mixed grinds that might be too tender to make a decent burger.

Steaks, like ribeye and hanger, do not make ideal ground beef on their own, but mixed with our lean round they are transformed into Wheatsville's exclusive Premium Burger Blend. If you're looking to impress your friends and family with a really fantastic burger, then this is the way to go. If you have a recipe like Beef Wellington, the Premium Grind makes a great substitute for ground veal.

Mixing ground meats is a great way to improve recipes. The best meatballs are a combination of lamb, pork and beef. The best meatloaf includes at least beef and pork, and most deliciously, bacon. Wheatsville has many options in ground meats. Ground lamb and ground pork are always available in our self-serve case. We have Texas-raised, grass-finished ground Dorper lamb from Windy Hill Farm along with grass finished Red Brangus ground beef, when available. We also offer Bastrop Cattle Company grass-finished lean ground beef in the freezer along with some Colorado-raised, grain-finished bison.

I encourage you to try a variety of these ground meats and discover which of them makes your favorite burger!



New Wheatsville Pepper Sauces:

Guadalupe Original and South Lamar Jalapeño. Keepin' Austin Spicy!



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Meet Rory Alexander! *by Dan Gillotte, General Manager*



As you learned in the last *Breeze*, Bill Bickford is changing jobs from Guadalupe store manager to South Lamar store manager so we needed to fill his role. I'm pleased to say that we didn't have to look far! **Rory Alexander is our new Guadalupe Store Manager.** He is probably familiar to you, since he's been our Operations Manager for the past 15 months.

Rory was a natural choice. Some of you may know him from his days working at the Whole Foods Market Gateway store. Rory was store manager there for several years and after a short break decided to get back into the grocery business at a store that is more in line with his values. And we've been delighted to have him come over to "our" side! He's been responsible for some really positive activity at the co-op including a whole bunch of facility upgrades and upkeep activity. In the last few weeks he's been the force behind our new covered bike parking and outdoor break area for staff.

As Bill and I and other long time staff turn our attention more fully on opening the South Lamar store, Rory is being charged with making absolutely sure that the experience of shopping and working at Guadalupe is as good, or better, than it's ever been. Rory and his team are aiming to delight all of you with an excellent shopping trip every time. If you ever feel that we're missing the mark, don't be shy to let Rory know. He will also be glad to accept your praise when we get it right! Of course, you can also always tell me how things are going—I'm still around!

All in all, I couldn't be more delighted with the team at Guadalupe and I look forward to seeing great things from Rory and his crew!

MORE HAPPY PEOPLE: Join the Wheatsville Team Apply to Work at the New S. Lamar Store *by Beth Ley, HR Manager*



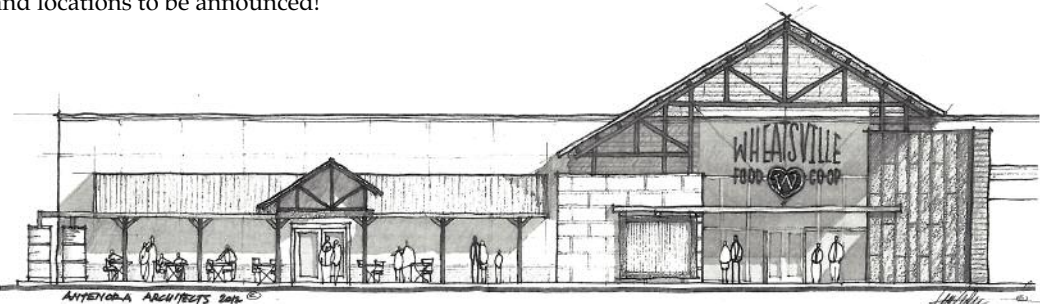
We are very excited to grow the Wheatsville team with the opening of the 4001 S. Lamar location in late summer! Wheatsville offers a great work culture along with amazing benefits. **Some of those benefits include Medical, Dental, Vision, and Life insurance (Wheatsville currently pays 80% of Medical and Dental premiums for employees and their families), a Bike to Work Reimbursement Program, 401 K, and Sick and Vacation pay.** The list of awesome benefits goes on!



We are actively accepting applications for both 3101 Guadalupe and 4001 S. Lamar positions. You can see all job descriptions on our website at www.wheatsville.coop/co-op/job-opportunities as well as apply for a position by using the online application link. Also feel free to stop by and fill out an application at 3101 Guadalupe. All applications where people state a preference to work primarily at 4001 S. Lamar will be held until we get closer to the opening date.

We will host a Wheatsville Job Fair in late July in our new South Lamar neighborhood! This will be an invitational event—people who have completed applications and whom our managers think will be a good fit at the co-op will be contacted by our Recruiting Coordinator, Annie Downs. We expect to do lots of interviews and can't wait to meet tons of interested applicants. Keep a close eye on the Wheatsville website for specific dates and locations to be announced!

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The Wheatsville Member-Owned Business Directory

is online! Do business with your fellow co-ops! See the listings at wheatsville.coop/resources/member-owned-business-directory

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.



**TRAVIS
AUDUBON**

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

MORE HAPPY PEOPLE!

We have Staff Anniversaries!

John Perkins 16 years as of 8/11 (Finance Manager)

Miranda Robinson 7 years as of 8/14 (Order Clerk)

Beth Ley 4 years as of 7/9 (HR Manager)

Clark McKay 4 years as of 7/27 (Deli Counter Supervisor)

Rachel Badger 4 years as of 8/27 (Hospitality Clerk)

Matt Queen 3 years as of 7/5 (Deli Lead)

Jennie Andropoulos 3 years as of 7/26 (Ops Lead)

Cecelia Evans 3 years as of 7/28 (Packaged Lead)

Cece Flores 3 years as of 8/18 (Front End Clerk)

Adam King 3 years as of 8/30 (Produce Supervisor)

Raquel Dadomo 2 years as of 7/18 (Brand Manager)

Wayne Sears 2 years as of 7/28 (Grocery Clerk)

Angelica Garza 2 years as of 8/1 (Front End Clerk)

Carlos Gonzalez 2 years as of 8/23 (Grocery Clerk)

Emily Ash 2 years as of 8/29 (Produce Clerk)

Brandon Crider 2 years as of 8/29 (Ops Lead)

Carol Campbell 1 year as of 7/23 (Front End Supervisor)

Jason Ewing 1 year as of 8/14 (Packaged Lead)

Justin Weems 1 year as of 8/14 (Packaged Lead)

Austin Marsh 1 year as of 8/23 (Deli Clerk)

Staff Spotlight- Matt Washburn

by Annie Downs, File Clerk & Recruiting Coordinator



AD: What is your Wheatsville history?

MW: I started at Wheatsville in 2007 as a cashier. I've been an Operations Lead since 2010.

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

MW: I'm from Kansas City, MO (Go Chiefs!) I've been in Austin for about 5 years now,

AD: What is your favorite product at Wheatsville?

MW: The Iced Coffee from the Deli is the best. They always make it special for me: No Ice, Fill it up!

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

MW: It's a tie between Barton Springs and Walnut Creek Park.

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

MW: I love reading science fiction. Phillip K. Dick is one of my favorite authors.

AD: Fill in the blanks:

MW: I've always wanted to Run a Marathon and if I had it my way, training would not be so hard!

Staff TOP 10 PICK

CHRISTOFER LEE AKIN, BULK CLERK



#1. Righteously Raw Cheezy Chipotle Kale Chips

DELECTABLY ADDICTIVE! YOU CAN'T EAT JUST ONE.

#2. Amy's Vegan Mac And Cheese

LIKE THE KIND YOU HAD AS A KID, BUT A MILLION TIMES BETTER.



#3. Victoria's Vegan Original Alfredo Sauce

RICH AND CREAMY, PERFECT PAIRED WITH YOUR CHOICE OF PASTA.

#4. The Core Pro Bar Brownie Crisp

NEED A BOOST OF PROTEIN? THESE BARS ARE MY GO-TO. PUMP IT UP!



#5. Lulu's Love Truffles (raw/vegan)

HOLY MOLY THESE ARE LIKE TWO LITTLE PIECES OF HEAVEN. SO SWEET YOUR HEART WILL MELT.



#6. Garden Chick'n Sliders in Frozen

AH! TINY LITTLE TASTY VEGAN 'WICHES FOR YOUR MOUTH AND BELLY!

#7. Raw Deal in the Deli

EAT MORE KALE! THIS STUFF IS THE BOMB.

#8. Third Coast Frios Mio! Cold Brewed Coffee

ROCKET FUEL!!!!



#9. Raw Almond Butter in Bulk

THIS STUFF IS GREAT, SPREAD IT ON A RICE CAKE OR EAT BY THE SPOONFUL, SO GOOD.

#10. Crispin Cider

AN ALCHEMY OF STARS BOTTLED AND/OR CANNED AND READY FOR YOUR DRINKING PLEASURE!



Vendor Focus: Pacha Soap

by Cody Atkins, Wellness Coordinator

Pacha, an Incan word translated as "world," is a soap company that aims to improve the world through social responsibility and giving on both a local and a global level. Every day, thousands of children die due to illnesses preventable through hand washing (unicef.org). That's one of the reasons why Pacha is dedicated to giving back to the communities that are affected by less-than-ideal hygienic conditions and other non-profit organizations in need.



For every bar sold from their website, one bar is donated to a developing area in need. For every bar sold at Wheatsville, we are given one bar to donate to a local non-profit. This past month we donated sixty bars to Safe Place! Pacha is also working to establish soap factories around the globe in an effort to promote economic and ecological stability in developing nations by employing local people and using local ingredients.

The good feelings don't stop when you purchase a bar; you will also feel good physically when you wash with this soap! That's because it is made with the cold-process method and contains skin conditioning ingredients such as olive oil, castor oil, and unrefined shea butter. The scents are great too; I definitely recommend stopping to smell the soap next time you are in the store!

You can check out more information on this awesome company that is raising the bar (of soap) by visiting their website at www.pachasoap.com



Pacha Soapmakers: Ashton Lambie, Abi Burrows, Andrew Vrbas and Laura Bernero

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

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

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

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

Alliance PAL Greater Austin Food Bank

We support Wheatsville Food Co-op!
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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

Rose Marie Klee Honored with Board Service Award at CCMA by Kate Vickery, Board Member



On Friday, June 7th, in front of nearly 500 members of the food co-op community, Rose Marie Klee accepted the **Howard Bowers Fund Award for Cooperative Board Service**. Rose Marie has served as our board president for nearly six years and has served three consecutive terms (that's nine years!). Our beloved board

president is fond of saying that she never expected to be on the board for this long when she got involved, and that she had no idea what she was doing when she became president six years ago. Despite her

"I can't imagine how Wheatsville would have gained the strong board, its local and national reputation, the GM-Management alignment, and the friendliest organizational culture in Austin without [Rose Marie's] leadership." —Beth Beutel, Board Admin.

modesty, Rose Marie's passion for the co-op movement and her keen and thoughtful leadership style have been transformative for our board and the larger co-op movement.

Reyna Bishop, one of our WV board members says, "Just being around her makes me feel more optimistic about the world and reinforces my own desire to be better." That's Rose Marie in a nutshell. She gives her time, knowledge, and expertise to a host of organizations and people that she believes make the world a better place, including our co-op.

Rose Marie began her co-op journey as a member of one of Austin's famous housing co-ops, and eventually made her way to Wheatsville. She has a Master's degree in Environmental and Water Resources Engineering, and makes her living working on sustainable water engineering projects all over Austin and the state. She volunteers her "spare" time to both cooperative and non-cooperative endeavors. She spent a year on the board of **Black Star Co-op** and has been instrumental in connecting Wheatsville to Black Star by inviting members of the Black Star board to our retreats and trainings. Rose Marie is very aware of the importance of keeping the entire co-op community strong by sharing resources.

In this spirit, Rose Marie was also a founding member of the **Austin Co-op Think Tank**, which began when RMK said "yes, of course!" to an email invitation from a local credit union asking to have a discussion about the cooperative principles and values. That initial meeting morphed into a real organization that has engaged hundreds of cooperators from around the state. ACTT recently transitioned into the **Austin Cooperative Business Association**, in partnership with the **National Cooperative Business Association**.

Last year, she also took her love of all things co-op one step further by joining the **Cooperative Development Services Consulting Co-op**, offering her services to help other co-op boards adopt and implement Policy Governance, build supportive board



cultures, support board perpetuation, facilitate meetings and retreats, and foster healthy relationships between board and management. Her work with Wheatsville over the years makes her exceptionally qualified to work with other boards in this capacity.

In addition to all of her co-op work, Rose Marie is engaged in a number of other prestigious community initiatives, including an appointment to the **Austin Airport Advisory Commission**, the **CityWorks Academy**, and the **2011 Leadership Austin Essential program**. She has also been a member of the **Community Advisory Council for Urban Roots**, one of Austin's most wonderful non-profits, that links youth development to sustainable urban farming. She has made all of these organizations better through her work.

And in case you were worried that Rose Marie doesn't have time to have any fun, fear not. She makes time to keep herself energized and inspired by being a member of one of our local rowing clubs, enjoying season tickets to the opera, and taking our General Manager's daughter to the ballet whenever she can.

At Wheatsville, it was under her leadership that the board fully embraced Policy Governance, which has transformed us towards a deep understanding of how to work together, how to be visionary, inspirational, and also prudent trustees and leaders. Under RMK's guidance, we are able to spend a significant amount of time at every board meeting on strategic learning discussions, which enrich our ability to think holistically about Wheatsville's role in our community and the world, making us better leaders.

She helped create an innovative system of self-evaluation for our board that has allowed us to monitor our effectiveness and hold ourselves accountable as representatives of our Owners. Rose Marie has written about this technique the **Cooperative Grocer** magazine and it is being replicated at co-ops across the country.

Rose Marie lives and breathes her convictions in a way that makes others want to do what she does and know what she knows. Folks that have had the pleasure of working with RMK over the years positively glow about her leadership skills, her dedication to her community, and her embodiment of the cooperative principles and values. Cooperatives in Austin and across the country will still be benefiting from Rose Marie's leadership contributions decades from now.

We are so very proud of our fearless leader for winning the Board Service Award at CCMA! If you see her in the store (where she doles out doses of co-op magic), please help us congratulate her.

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.

"I've been saying this every time I've come in since 1987-I LOVE BEING HERE!! The happiness and helpfulness is contagious!!" Kirsten K.

"(1.) I just love the feel of the place. It's easy & comfortable to shop here, unlike larger food stores where I feel I'm in a race or an obstacle course. (2.) Love that you make the reasonable changes we ask for. (3.) love emphasis on local & organic. (4.) Love layout & location. (5.) Love the staff: helpful, knowledgeable, relaxed (or so it seems)." Mae

"Love this place. Great prepared food, great vibes." Rebecca S. on Yelp

"It's my first time here! I love it here. It looks so nice and smells so good."

"Wheatsville Deli has the best coffee!" Mallory

"This is the best tofu I've ever had in my life. I really love this store, it is a nice place to be in." Sam

"This is what I love about the co-op, there is always someone waiting pleasantly for me!" Molly O, Owner

"This place is awesome, I've been here a year and I just found out about this place. I'm a little mad at my friends for not introducing me sooner." Ryan C, new Austinite and owner

"I always have a great experience at Wheatsville! Today Robert in produce went above & beyond helping me with some wheatgrass. Thank you! P.S. Everyone in produce is always so friendly and helpful!!!" Ali K

"This is my favorite place to shop. I have to go out of my way to get here, but it's worth it." Juliana C

"I love that I can just run in here and grab what I need. I love Wheatsville!" Regan G

"Wheatsville has some of the best VEGAN options for people looking for home cooked meals. Quality and cleanliness is top notch. Good local options. A must check-out. Wheatsville, lower your organic prices so I can come in more!" John S, Google review

"My Favorite lunch spot!" Candace M

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