

THE WHEATSVILLE BREEZE

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



Happy 43rd Birthday Wheatville!

We do so much, and with you, we can do even more!

By Dan Gillotte, Chief Executive Grocer

Our co-op celebrates 43 years of cooperation this March. Being a community-owned independent business isn't getting any easier, though! There are increasing challenges moving forward and growing the co-op economy in the middle of a rapidly transforming industry and city. As more and more sophisticated large-scale retailers come to town or decide to get into the grocery business, your support means more now THAN EVER.

We know that literally THOUSANDS of you find value in shopping at the co-op every week. Without your continued weekly patronage, your co-op does not exist. Each purchase you make – from sandwiches to fair trade birthday gifts – have impact on our community.

Co-ops offer an alternative way of doing business that supports inclusive values and principles. While it may seem hard to believe that any business nowadays is acting in your best interest – never mind honestly and ethically – we're here to tell you – WE DO, EVERY DING DANG DAY!

We take a lot into consideration when we make decisions – the planet, our community, our staff, and YOU. Do we get it right for all people all the time? Heck no, but we're here swinging for

the fences every day and our little co-op that started in 1976 is still kicking because of YOU and your friends and neighbors who support us. And it matters to us in significant ways that we continue to satisfy you and that you find value in shopping at your co-op. We strongly encourage you to choose us as often as you can for as much of your food dollar as is possible. Because with your co-op, more money stays in Austin than any big grocer and nearly any other food purveyor for that matter.

We were recently featured in *Forbes* for raising \$181,393 for local non-profits in 2018 – all nickels and dimes rounded up at checkout throughout the year... It's just one way our amazing community of members and shoppers comes together to create impact. THANK YOU!!!

You may not think your breakfast taco or cup of coffee matters – but it does. Consider each purchase you make here a decision to support an



Over \$181K donated to Austin non-profits in 2018

independent ethical local business. We thank you for your support and look forward to another 43 years of growing and thriving here as your community grocer in Austin. Happy Birthday to US!

OPEN
on
Easter!

Sunday, April 21
7:30 am – 11 pm

Celebrate our 43rd birthday
Sat, March 16, 12-6pm
BIRTHDAY CAKE on the hour
at BOTH STORES until it's gone!

OWNER APPRECIATION DAYS

20% OFF ALL OWNER SHOPS

THURSDAY, APRIL 11TH – SUNDAY, APRIL 14TH

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Community ACTION

Each year during our annual election Wheatsville Owners vote for 11 local non-profit organizations to support in the coming year. Wheatsville then adds a \$1,000 donation to the non-profit at the end of each group's assigned month. In addition, Wheatsville also accepts cash donations at the register throughout the month, so remember to round-up your total at the checkout!

\$181,393

was raised and donated to Austin non-profits and community groups in 2018!



AUSTIN PARKS FOUNDATION

March:

We are excited to announce a new group to our Community Action Program! During March, Austin Parks Foundation will be our owner elected Community Action Group! For 25 years, Austin Parks Foundation has partnered with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support. APF has increased their investment to historically underserved communities by 57% to continue to resolve disparities in parks, and promote active lifestyles. This year Wheatsville staff will be volunteering on It's My Park Day! on March 2. If you love and use the parks in Austin, why not support them too?!?! In addition spending some time out in the parks, Wheatsville will be asking shoppers to round up their totals at the registers. Thank you Austin Parks Foundation for creating access to great parks for all Austinites!

austin PETS alive

Helping People Help Pets

April:

Austin Pets Alive! has saved more than 25,000 dogs and cats since 2008. APA! is committed to making Austin a no kill city. The success of their programs and the excellent work of other local animal welfare organizations has led Austin to save more than 90% of animals since 2011. Austin Pets Alive! focuses solely on the pets that have been passed over by other shelters' adoption programs and have no other options. Shoppers can contribute by "rounding up" their total purchases to the nearest dollar or any dollar amount at the cash register any day of the week. Thank you for your support of this well-loved local community group this month.



Over \$17K raised for Central Texas Food Bank— our highest monthly total ever!

The Wheatsville Breeze is a publication of

Wheatsville Food Co-op

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Photos by:

Raquel Dadomo, Aldia Bluewillow, Carlos Hernandez, except where otherwise noted or not known

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

Wheatsville 2019 Board of Directors

Rose Marie Klee, President

Jason Bourgeois **Doug Addison**

Brandon Hines **Megan McDonald**

Lisa Mitchell **MeriJayd O'Connor**

Lyz Nagan **Melissa Sledge**

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 nondoctrinaire information about food to people in Austin TX.

Total Co-op Owners as of February 12

23,339!

If you have an ownership inquiry or need to update your mailing information, please contact Karen Kovalovitch at

membership@wheatsville.coop





Ownership sits at the heart of Wheatsville Food Co-op – it's what makes us very different from other businesses and we are over **23,000 owners strong!** We are hosting an Owner Drive in April to spread the love to more Austinites!!! The **Owner Drive starts Friday, March 29 and ends Sunday, April 7.** Become a fully invested owner of the co-op and receive a super cool "I <3 my co-op bag" stuffed with goodies from our vendors!

There are lots of economic benefits when you join the co-op. Owners get loads of exclusive offers, along with co-op wide deals for everyone. We also have Owner Appreciation Days, where owners receive 20% off all shopping trips made during these days. New owners will be ready to take advantage of **Owner Appreciation Days starting on April 11 - April 14.** Just that savings alone can pay for the cost of the investment in the co-op. It pays for itself!

Please visit the Hospitality desk at your closest location to find out more details about how you can benefit from ownership

Coming soon!

CURBSIDE GROCERY PICK-UP



instacart



Order your groceries online through Instacart and have them delivered OR request **CURBSIDE PICK-UP** for EITHER STORE!

MORE DETAILS COMING SOON!

Welcome the 2019 Board of Directors by Rose Marie Klee, Board President



On January 29, 2019 the board seated two new directors and said farewell to outgoing directors. We are delighted to welcome **Megan McDonald**

and **Melissa Sledge** who were elected to 3-year terms. **Brandon Hines** and **Rose Marie Klee** were incumbents who were also reelected.

The board held our annual orientation session with the full board on December 16, 2018 and our annual retreat is scheduled for May this year. We spent a lot of time in 2018 working on our foundational knowledge and are well-poised to build upon it this year as we focus on financial performance and owner engagement.

A warm welcome to our two new directors:

Megan is a social worker, psychotherapist, and advocate for healthy food and community, who works for Hospice Austin. Her passions and work intersect as she works with people to help them live fulfilling lives in whatever way they define that, and with the hope of contributing to a healthier and more peaceful society.



Brandon Hines



Brian Mikulencak

Our sincere gratitude to the contributions of our outgoing directors, **Don Jackson** and **Brian Mikulencak!** Don and Brian have made tremendous contributions to our organization and continue to be leaders within the cooperative community both at a local and national level.



Don Jackson

The board elects officers each year, and to provide continuity, the 2018 officers will be continuing their service, with **Lisa Mitchell as Treasurer, Lyz Nagan as Secretary,** and **Rose Marie Klee as President.**

Please feel welcome to reach out to us if you are interested in learning more about how we provide stewardship and oversight of our beloved organization. You can reach us at boardemail@wheatville.coop



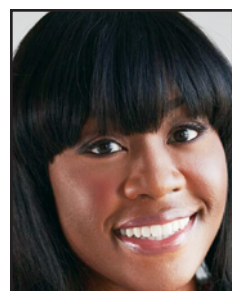
Lisa Mitchell



Megan McDonald



Lyz Nagan



Melissa Sledge

Melissa is the Assistant Dean of Students at Northcentral University. She is also a weight loss coach and bodybuilder who is passionate about educating audiences on the importance of physical activity, healthy eating, and food quality. She is committed to being a voice for under-represented populations to ensure that all people have access to resources and knowledge for healthy living.



right: Board Members at the Ice Cream Social with Nada Moo last summer.

A Message from the Board's Owner Engagement Committee

by Merijayd O'Connor, Board Member



Be sure to take advantage of the fun events and opportunities throughout the year to meet with board members. We want to hear from owners like YOU!

The board is elected to represent owners and we want to know what is on your mind. Feel free to share your vision for Wheatville's future, or your questions or concerns about the state of our Co-op. We love co-op stories and enjoy sharing what we know about Wheatville and the co-op economy. Sharing and growing together makes shopping at Wheatville that more satisfying!

Stop by at \$5 Dinner, when Board members are in store shopping, or when we are out hosting events. Sign up for Wheatville's weekly email, social feeds, or see in-store signs for all the latest news.

Local Vendor Spotlight: El Milagro

When it comes to making tacos and scooping queso, the tortilla makes all the difference. Founder Raul Lopez learned how to make tortillas in Mexico from his uncle who owned a tortilleria. After coming to the US in the 1940s working for Santa Fe railroad, he soon started his own business in Chicago selling tortillas to restaurants. El Milagro, "the miracle", quickly became a growing family business.

Production began in Austin after El Lago, the former tortilleria factory on 6th St., decided to sell. The Lopez family loved their visits to Austin and decided it would be a good base for production. While the storefront moved from its 6th St. location a few blocks over to 7th St. in 2017 and production moved to San Marcos, Manuel Lopez says the Austin market is still their biggest.

For scooping chunky guacamole and smooth ribbons of queso El Milagro's thick salted tortilla chips are by far the most popular choice. Just try and get those chips to cave under a pile of nachos – won't happen. For migas and spicy salsa thin chips reign supreme.

Of course, as any good Texan know, the secret behind a great chip is an outstanding tortilla and El Milagro serves up a great one. Made with just high-quality nonGMO corn, water, and lime – sometimes simple is just better.



Get Involved with Wheatsville For the Win by Jason Bourgeois, Board Member



Are you a Wheatsville member? Do you welcome opportunities to grow as a more inclusive and innovative leader? Are you 100% about that Popcorn Tofu life? Well, Board membership just might be for you.

Serving on Wheatsville's Board of Directors is a challenging, rewarding, and transformational experience. The opportunity to represent the diverse interests of Wheatsville's patrons is a great honor, and it's true, we are quite fond of our Wheatsville grocery store – however, service on the board is also a responsibility that demands mental fortitude and persistence.

Attend a Prospective Candidate Information Session

Information sessions are an hour in duration and answer questions like, "What does the board do?" and "What are the co-operative values that drive Wheatsville's policies and procedures?" If you think you might want to serve as a director, or just want to engage more deeply with your co-op, sign-up for an info session and join us in learning more about the work of the Wheatsville Board. Meetings take place at Wheatsville's admin offices at both the Guadalupe and S. Lamar stores or email us at nominations2019@wheatsville.coop.

Candidate Information Sessions:

- Tuesday 2/26 at South Lamar, 6:30pm
- Tuesday 3/26 at Guadalupe, 6pm
- Tuesday 4/22 at South Lamar, 6:30pm
- Tuesday 5/28 at Guadalupe, 6pm
- Tuesday 6/25 at South Lamar, 6:30pm
- Tuesday 7/23 at Guadalupe, 6pm
- Tuesday 8/27 at South Lamar, 6:30pm
- Tuesday 9/24 at Guadalupe, 6pm
- Tuesday 10/22 at South Lamar, 6:30pm
- Tuesday 11/26 at South Lamar, 6:30pm



Join a Board Committee

This list of volunteer opportunities is not exhaustive, but offers a few ways you can get involved with the Board.

Audit and Review Committee

We encourage owners from **all** professional backgrounds (a financial background is not required) and having a mix of professional experiences is invaluable to support the board's oversight role. The board commissions and works with an outside auditing firm and conducts a review of the co-op's bookkeeping systems, as required by State statute.

Owner Engagement (OEG) Committee

In addition to fostering community through events and connecting owners and shoppers to local food makers & local independent businesses, the Owner Engagement Committee helps organize our BIG CO-OP FAIR in October. This annual event gives context to the year, presents Board candidates to owners, and is an opportunity to have fun and eat good food.

Get involved with The Austin Cooperative Business Association (ACBA)

The ACBA is dedicated to growing and strengthening the Austin-area cooperative community through increased consumer knowledge, inter-cooperative support and advocacy to make it easier to start and expand cooperatives. More info regarding ACBA visit: <https://acba.coop/>

Send us an email at boardemail@wheatsville.coop if considering any of these opportunities and we look forward to connecting with you at the friendliest grocery store in Austin.

Since 1910, International Women's Day has been observed on March 8th to celebrate the social, economic, cultural, and political achievements of women and serves as a reminder to continue working towards gender equality. Since the first co-op opened in Rochdale, England in 1844 women have always been able to own a share of the business and cast a vote, long before women would gain the right to vote (1920 in the US, 1928 in the UK). Even today in traditional retail businesses only 37% hold senior level manager jobs, and just 8% are CEO's.

The grocery industry in particular has had a long reputation of being a male-focused business, but like many things, the co-op leads the way in creating change along with a wealth of opportunity for women. From stocking shelves, ordering product, paying the bills, and managing departments to serving on our Board of Directors, organizing events, cooking in our deli, baking bread, even creating this newsletter – women are essential to our workforce. In addition, our commitment to fair trade foods and goods from vendors such as Matr

Boomie, La Riojana, Equal Exchange, and Alaffia, gives women around the world the opportunity to earn their own money, become leaders, and create opportunities for other women in their communities.

All of this work and awareness is important and none of it could be accomplished well without a strong foundation of trust. The co-op supports and empowers all workers by providing a safe workplace free from sexual harassment, a private grievance process free from retaliation, independence through livable wages and benefits, and equal opportunity for advancement.

As an independent and democratically owned co-operative, we are proud of our history and appreciate the work we are doing together building a strong future for women locally and around the world. Thank you for choosing CO-OP!



HONK!TX
A FREE FESTIVAL OF COMMUNITY STREET BANDS
MARCH 29 - 31, 2019
IN AUSTIN, TEXAS

JOIN THE REVELRY
FREE family-friendly music festival. Performances all weekend long by 20+ local, national and worldwide street bands!
March 29: A Night at Mueller Lake Park
March 30: A Day in Adams/Hemphill Park
March 31: Parade/Revue at Pan-Am Park

GET INVOLVED
Parade: We want YOU to march with your group in our Sunday parade.
Other ways: Volunteer, Donate, Sponsor, House a Band, and more!
Visit www.honk.tx.org for more info.

WWW.HONKTX.ORG

Sponsored by:



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

HONK!TX wishes to thank **Wheatville Co-op** and their NINE YEARS of generous sponsorship of our festival! We couldn't do it without you!

HONK!TX

HONK!TX returns to the streets and public spaces in Austin March 29 - 31 for the ninth annual free festival of community street bands! We'll be presenting wonderful bands from around the country, new international bands from Brazil and El Salvador, and all your favorite Austin brass bands, performing without amplification for your boogying pleasure. Visit honktx.org for details!

Schedule:

FRIDAY, MARCH 29TH

AFTERNOON: PRE-FESTIVAL COMMUNITY SHOWS

We've partnered with community organizations and schools for performances around town.

EVENING: HONK!TX KICKOFF AND PREVIEW

Bands perform for free in and around beautiful Mueller Lake Park, including an all-bands preview at the amphitheater.

SATURDAY, MARCH 30TH

HONK!TX IN THE PARK NOON - 8 PM

Bands will perform for free all day in performance spaces around Adams-Hemphill Park and at the main stage at the Spider House.

SUNDAY, MARCH 31ST

HONK!TX PARADE DAY AT PAN-AM PARK, 4TH AND CHICON ST., NOON - 1PM

FREE BAND REVUE 1:30 PM - 8:30 PM

Join the bands and the Wheatville Parade Marchers in a convergence parade from the neighborhoods in East Austin to the stage at Pan-Am Park for an all-bands revue!

EVENING: FREE AFTER PARTY AT THE NORTH DOOR 8:30 PM - 1:00 AM

Say goodbye to all our visiting bands as they rock the house!



CBD + You by the Wheatville Wellness Staff

If you're into natural wellness, you have most likely heard about CBD. You might have seen our growing selection of over 80 products on the shelf or have heard people talking about CBD as way to alleviate a variety of symptoms. It's relatively new and continues to gain loyal followers – but what exactly is it and how can it work for you? Here's a quick guide to understanding this new and increasingly popular supplement.

What is CBD?

CBD is shorthand for cannabidiol, a naturally found chemical compound in cannabis plants and hemp plants. The CBD compound is the same no matter which plant it's extracted from.

What's the difference between THC and CBD?

Both compounds are called cannabinoids are found in hemp and cannabis plants to varying degrees. The difference is that CBD does not have any intoxicating affects and does not have any addictive properties as noted by a 2017 World Health Organization report.

Is CBD legal?

YES! Products that are manufactured from agricultural hemp, which contains less than 0.3% THC in dry weight, are exempt from the Federal Controlled Substances Act, therefore are currently not unlawful for distribution. We require all of our brands to submit certified lab results to verify that CBD is in the concentration stated and that the amount of THC complies with the law.

What are the benefits of CBD?

CBD has been clinically accepted as an effective medical treatment for epilepsy and has also been anecdotally reported to alleviate physical symptoms of anxiety, pain, insomnia and inflammation.

How much should I take?

If you've looked at our shelves, you'll see a variety of concentrations in a variety of delivery systems – oils, capsules, balms, lotions – and even honey. The general recommendation with all supplements is to start off with the smallest dosage and see what works for you. Consult with your physician if you're currently taking other prescription medications, or are pregnant.

How does it work?

Your body naturally makes neurotransmitters that closely resemble cannabinoids. Discovered in 1990 by Israeli chemist, Raphael Mechoulam, CBD is thought interact with various receptor targets with varying effects by using the body's own ECS or endocannabinoid system.

With a growing inventory of over 80 products and several brands, your co-op is one of the BIGGEST CBD RETAILERS in town! From tinctures and capsules to lotions and balms, we have loads of choices to suit your needs.

NOTE: This article is not intended to provide diagnosis, treatment or medical advice. As with all supplements, you should talk to your doctor and do your own research about what is right for you – especially people that are currently taking prescription medication, or are pregnant – to make sure there are no adverse interactions.

Earth Day Every Day!

As a community owned co-op, we take our Cooperative Values & Principles very seriously. We fulfill the ideals of **Principle #7, Concern for Community**, in a number of different ways – one of which is being a good environmental steward. Through thoughtful, small daily actions – such as sorting our trash from recycling and compost after we eat – we can make a HUGE impact.

Thank you for doing your part – bringing your containers to refill, remembering your reusable bags, sorting your trash, composting, planting gardens, collecting rainwater, and for supporting your co-op!

Here are some things your co-op does to stay green:

1. We **recycle** metal, cardboard, plastic, paper, glass, food scraps, and cooking oil
2. **Break it Down**, our local recyclers, estimate that we divert **20 tons of cardboard** each month between both stores.—the equivalent of 3 elephants!
3. Break it Down also estimates that we divert **100 tons of recycling** (cardboard, glass, and plastic) each month between both stores. That's the same as 50 full grown cows!
4. Wheatville is part of **Austin Energy's Green Choice** program which uses the money we pay for utilities to build wind farms and help Austin reach its goal of 55% renewable energy use by 2025!
5. S. Lamar has **57 SolaTubes** which use highly reflective fiber optic tubes to direct sunlight into our store so that we don't have to use as much electricity.
6. Ceiling lights at S. Lamar **adjust intensity** depending on the amount of natural sunlight coming in.
7. We only buy **energy efficient** coolers, refrigeration units, and equipment.
8. We offer **bulk refills** of wellness products like Dr. Bronner's soaps, lotions and laundry detergent!
9. We use **noVOC** or **lowVOC** building materials and paint in order to have an odor-free store.
10. Our waterless urinal at S. Lamar saves 1.5 gallons of water per flush! 12 flushes per day **saves 6,552 gallons of water per year!**
11. Our **rainwater collection tanks** at Guadalupe give us enough water to irrigate all our landscaping!
12. Our paper bags are made with **100% recovered fiber**, minimum of 85% post consumer content, and are printed with water-based inks.
13. Lots of bike parking, showers for staff, a **bike to work benefit for staff** who ride 8+ hours/month.
14. Concrete parking lots, light paint colors, and awnings **help keep us cool** through the hot summers.
15. **Email receipts, double-sided receipts, and no receipts option** significantly cut down the amount of paper register tape (BPA free) we have to buy.

CUSTOMER SURVEY RESULTS 2018: by Raquel Dadomo, Brand Manager

This past fall we partnered with the University of Wisconsin to survey shoppers and owners to get a better idea of how we were doing meeting your needs as a grocery store. This survey is used by co-ops across the country to help give insight into things we can do to improve and see where we're hitting the nail on the head.

The survey was evenly split between people who shop at S. Lamar and Guadalupe. For the most part we heard from owners, over 80% who said they shopped once or more per week. Nearly everyone surveyed said that they were pro-active about their health and well-being.



“LOVE, LOVE, LOVE \$5 Thursday Dinners!!!!”

Yep, you sure do! Everyone loves our \$5 Dinner and we see that every week as more and more of you come out to take advantage of a freshly prepared meal that delivers balanced nutrition, loads of flavor, and an incredible value. Eat in or take it to-go 5-8pm Thursdays at BOTH STORES!

above: S. Lamar Store Manager Sal Mendivil helping out at a recent \$5 Dinner.



“I Love Wheatville! I love the Thursday night dinners and the Hot Bar. I take all my friends and family to Wheatville because I love sharing how wonderful this place is. It's more than a store. I love that I can find local products and unique products as well. It is my first stop when I'm looking for a vegan ingredient.”

93% say WHEATSVILLE is the FRIENDLIEST STORE IN TOWN!

We have made a commitment to be the friendliest store in town by offering outstanding customer service, easy returns, welcoming atmosphere and great quality food. Families have told us they appreciate our Co-op Explorers FREE FRUIT program for kids under 12, shoppers love the frequent samples, and loads of you sited Rounding-Up for non-profits as especially thoughtful.



above: Guadalupe Produce Supervisor Daniel Granados, is always happy to share a sample.

“I love it. As a small operation I think it's well-curated, with appealing ideas. I'll try to shop there more because specials, rounding up bills, providing models of low cost meal planning and offering inexpensive meals to the community, diversity of hiring, Cooperative ownership, etc. are ideas that I value.”



above: Board member Doug Addison does his shopping at our Guadalupe location.

“I am a disabled individual and use a power wheelchair. The store is readily accessible with wide aisles which provide for easy maneuverability throughout the store. The staff is always responsive to my requests for help to retrieve items beyond my reach and I never feel that it is an imposition on them. Friendly, helpful and accommodating are key words that I would use to describe them.”

CO-OP MATTERS!

Approximately 8 out of 10 shoppers said that being a member-owned co-op increased patronage. Supporting your local grocery co-op goes far beyond popcorn tofu, it's about supporting a democratic independent business that operates with co-op values and principles for the good of our community. Many of you appreciate the transparent work we've done on livable wages & benefits and want to see the co-op grow in order to offer more good jobs.

While it seems like such a small thing - every dollar you shift to the co-op, each breakfast taco and fluffy Bakehouse donut you buy, contributes to the co-op being able to grow that much faster. Every time you suggest the co-op as a lunch spot, order sandwiches for your office online, every friend you tell about the great thing you found here - helps us develop and support more cooperative economic opportunities right here in Austin. Just as each penny rounded up in 2018 rocketed us to over \$18k in donations to local non-profits, each penny you spend at Wheatville supports an ethical values-based business grow. It really is the difference between us existing and not.

BETTER PRICES!

We heard you loud and clear. Almost half of people surveyed said that lower prices would help you shop at the co-op more. Many of you shared similar thoughts to this shopper's:

“Cost is a factor for me at the moment, but I would never want the employees to make less than a living wage. My earnings will increase over time, and I will do more and more shopping at Wheatville. The most important thing to me is knowing the source of my food. Terms like “natural” and “free range” aren't legislated, so the only way I know how the animals are raised is by knowing the farm. Wheatville is the only store I trust with this, making it the best store for me.”

We know you love shopping at the co-op and we are committed to creating MORE VALUE for you in every department. Some of the places where you can SAVE BIG include \$5 DINNER, over 300 Co+op Basic pantry staples, shopping Co+op Deals and Owner Deals (over 1,000 weekly!) and of course our fresh department Co+op Deals. We also offer BIG SAVINGS on whole departments many times throughout the year.



above: A happy Wheatville Owner shows off her reusable Wheatville bag at the Big Co-op Fair last October.

“So pleased at how the store has come such a long way since I first became familiar with it and a member. Love the changes and desire to continue to meet customer's needs.”

“Love the Local fresh Dewberry Farms chickens and Local organic fruits and vegetables.”

9 in 10 SHOPPERS give us a THUMBS UP!

When asked how we were doing meeting your needs overall, 9 in 10 said they were satisfied or extremely satisfied with the co-op. Some things you loved in particular were our store hours, friendly staff, cleanliness, and overall atmosphere. Our deli, frozen foods, dairy, bakery, and grocery departments were also noted to be above average among co-ops nationwide.



above: Departing Ownership & Outreach Coordinator Erica Rose is always excited by all the excellent prices on hundreds of Co-op Basic Items.

Two things we'd like you to know:

- 1) We didn't raise price when we opened our S. Lamar store.
- 2) We didn't raise prices when we raised wages for our staff.

The truth is, we've lowered prices in every department over the past several years and continue to work on providing more value to our shoppers in every possible way. With more and more restaurants and ways to shop for groceries popping up, we appreciate your decision to shop co-op and want to keep you coming back.

Your co-op is here because you shop here. While this may seem like a given, it's important for you to participate and shop at the co-op, in whatever way you're able, in order to keep it growing. That means stopping by for coffee in the morning, buying bread from us, using the co-op to stock the company fridge, or hiring us to make food for your next work lunch meeting.

With increased competition in the middle of a rapidly growing city, we need you to really consider where you buy your pantry staples. It's easy to pick up a few things when you're out at a big grocer or box store, but the impact you could have by shifting those dollars back to your local co-op is immeasurable.

We'll continue to do our part in keeping our prices down, offering great deals and products, and taking care of our staff. Please do your part and shop with us and tell your friends.

Sign up for our weekly email, keep us in your FaceBook, Twitter, and Instagram feeds and check flyers in-store for all the latest deals and news.



WE'RE HIRING!

\$13.22 PER HOUR

Hourly entry wage upon successful completion of trial period.

We're always looking for **friendly, cooperative, positive, high achievers** to join our team!

We offer competitive **wages & benefits including medical, dental, store discount, 401k, paid vacation, a friendly, open, and welcoming workplace & much more!**

VOTED 'Best Neighborhood Grocery' 2018 Austin Chronicle Reader's Poll



APPLY TODAY!

www.wheatville.coop/co-op/job-opportunities



Staff **TOP 1** PICKS



BIRD HARRISON, DELI CLERK, GUADALUPE



Talentì Sicilian Pistachio Gelato
ELEGANT AND SMOOTH PERFECTION.

Fage Total 5% Milkfat Yogurt

GREAT CULTURES IN THIS YOGURT AND THE TEXTURE IS RICH.

Navitas Organics Organic Cacao Powder

A MUST HAVE FOR MORNING SMOOTHIE.



North Coast Brewing Co Old Rasputin Russian Imperial Stout

FULL AND LAYERED. SOLD SINGLY. PERFECT AFTER WORK.



Napa Valley Naturals Expeller Pressed Toasted Sesame Oil

I PUT IT ON SALMON STEAKS WITH GARLIC CLOVES AS SAVORY AROMATHERAPY.

Yogi Soothing Caramel Bedtime Tea

TWO CUPS OF TEA AND A GOOD BOOK EQUALS SLEEEEEEPP.

Healthforce Super Foods Vitamineral Green

I FEEL THE DIFFERENCE WHEN I ADD THIS TO A MORNING SMOOTHIE EVERY DAY.



Charlotte's Web Full Strength Hemp Extract Oil, Mint Chocolate Flavor

HIGH QUALITY WITH THE BEST FLAVOR I'VE FOUND IN A CBD OIL.

Our Deli's Beet and Kale Salad

THE BEST COMBINATION EVER!

Dr Bronner's Organic Virgin Coconut Oil

I USE IT FOR COOKING AND AS A MOISTURIZER AND ON MY DOG'S BREAKFAST.

Niki & Dana's TOP PICKS for Passover 2019

by Niki Nash, Packaged Manager & Dana Tomlin, Fresh Manager



Streit's Matzo Ball Mix

Traditional & Gluten Free/Kosher for Passover
Since 1925, Streit's has you covered for quick and tasty matzo balls.

Streit's Matzo Ball Soup Mix

Traditional & Gluten Free/
Kosher for Passover
Second best only to Mom's



Horseradish

Grown in the US.
Prepare your own horseradish sauce or grate fresh!



Niki



Dana

DIY Charoset Ingredients

Local Goodflow honey, bulk organic walnuts, organic apples & Fair-Trade wine will impress your Seder guests.



Yehuda Gluten-Free Matzo Style Squares

Gluten Free
Kosher for Passover

not a replacement for matzo at the Sedar



Yehuda Organic Spelt Matzo

Kosher for Passover

No gluten? No problem!
Yehuda has your Seder covered



Vital Farms Pastured Eggs

Go pasture-raised for the Seder roasted egg, the yolks are bright and golden!



IO Ranch Lamb Shank

Jeff from IO Lamb delivers his product directly to us from his ranch in Lampasas County which is near Killeen/Temple. His lambs are 100% grass-fed and raised without hormones/antibiotics



Meyer Natural Angus Brisket

USDA choice brisket (lean & fatty). Raised without hormones/antibiotics on a vegetarian diet of grains & grasses.

Maple Mustard Brisket

by Co-op, stronger together

Seasoned with garlic, paprika and mustard, and topped with a maple-mustard sauce, this brisket is brimming with flavor.

Total Time: 6 hours, 30 min; 30 min. active

Servings: 8

Ingredients

- 1 4-pound beef brisket
- 1 tsp garlic powder
- 1 tsp smoked paprika
- 1/2 tsp each of salt and black pepper
- 4 Tbs Dijon or stone ground mustard, divided
- 2 Tbs vegetable oil
- 1 yellow onion, diced
- 1 carrot, sliced
- 1 celery stalk, sliced crosswise
- 3 cloves garlic, peeled and smashed
- 1/2 cup red wine
- 1/2 cup water
- 2 Tbs maple syrup

Preparation

Season the brisket with the garlic powder, paprika, salt, pepper and 2 tablespoons of mustard. Wrap the brisket in plastic wrap and refrigerate for 3 hours (or overnight).
Preheat the oven to 300°F. Heat a large oven-proof skillet over medium-high heat. Add the oil and brown the brisket for 5 minutes on each side. Remove the brisket from the pan and set aside. In the same skillet, sauté the onion, carrots, celery and garlic for a few minutes in the brisket juices, then add the red wine and water.
Place the brisket back in the pan on top of the veggies and cover the pan tightly with an oven-proof lid or aluminum foil. Place the pan in the oven and cook the brisket, covered, for 3 hours until very tender. Remove from oven.

To prepare the maple sauce, carefully remove 1 cup of the juices from the brisket pan and put into a small skillet or saucepan. Add the maple syrup and remaining mustard and bring to a simmer for about 5 minutes. Slice the warm brisket across the grain and serve with sauce.

Serving Suggestion

Potatoes, root vegetables, green beans or roasted winter squash (such as Hubbard or kabocha tossed with garlic and parsley) are all delicious accompaniments to this delightful holiday entrée.

<http://strongertogether.coop/recipes/maple-mustard-brisket>



Niki & Dana's TOP PICKS for Easter

by Niki Nash, Packaged Manager & Dana Tomlin, Fresh Manager



Niki



Dana



Kitchen Color Egg Coloring Kit

Cage-free Bulk Eggs

Buy 2, 20 or 200. Brown eggs dye beautifully. Great for cascarones!

Easter Cupcakes & Donuts

Made fresh daily! Jelly Bean eggs cupcakes and donuts in egg shapes decorated with pastel icing.

Specialty Hot Bar

Featuring an assortment of springtime recipes for brunch or dinner – roasted and steamed veggies, new chicken dish, and white bean cassoulet.



Sjaak's Fair-Trade, Vegan, Organic Chocolates

Handcrafted, decadent and adorable, we LOVE Sjaak's

Easter Lilies

Sourced from a family owned, local Klepac greenhouse in Blanco, Texas – these Easter Lilies are stunners!



NEW! Easter Carrot Cake



Hot Cross Buns

Made fresh in our Bakehouse using a traditional yeast dough rich with butter and eggs, spiced with cinnamon and nutmeg, studded with organic raisins and decorated with white icing crosses.



Sheppard's Pride Lamb is co-op owned by more than 150 third-, fourth- and fifth-generation ranching families across the United States.

Locally Raised Lamb

Jeff from I O Lamb delivers directly to us from his ranch in Lampasas County which is near Killen/Temple. His lambs are 100% grassfed and raised without hormones/antibiotics.

Meyer Natural Angus Brisket

USDA choice brisket (lean & fatty). Raised without hormones/antibiotics on a vegetarian diet of grains & grasses.



Tofurky Ham Roast

Delight your Easter dinner guests with this plant-based Ham Roast, featuring a sweet & tangy beer glaze.



NEW! Spring Hop Swedish Dishcloths and Dishtowels and Easter WashALot Tawashis



Natural Egg Dyeing by Co-op, stronger together

Items Needed

White or brown eggs (color results will vary), egg carton, stock pan(s), water, white vinegar, slotted spoon and natural materials for dyeing .

Optional: Tape, string, rubber bands, cheese cloth squares, natural beeswax crayons to create designs on eggs, vegetable oil for an extra sheen.

Directions

Hot Bath Method

1. Place uncooked eggs in a stainless steel stock pan. Add water 2-3 inches above eggs. (When using bottled juice, fill 2-3 inches above eggs. Do not add water.) Add natural dye ingredients and 1-2 table-spoons vinegar per quart of water.
2. Cover and bring to boil, reduce heat and simmer for 15-20 minutes.
3. Carefully remove eggs with a slotted spoon and air dry.

Cold Bath Method

The process for cold dyeing is much the same as the hot method except the eggs and dyes are cooked separately.

1. Simmer the dye ingredients (water, vinegar and dye matter) for 20-30 minutes or longer, until the dye reaches your desired shade.
2. Allow the liquid to cool and submerge hard-boiled eggs in the dye for at least 30 minutes.
3. Carefully remove eggs with a slotted spoon and air dry.

Notes, Tips & Techniques

Color variation: colors may vary depending on steeping time and foods used to dye eggs.

Deeper colors: the longer the eggs stay in the dye, the deeper the color will be; leaving the eggs in the dye for several hours or overnight (in the refrigerator) is recommended for achieving deep colors. Allow the liquid and eggs to cool before refrigerating and ensure that the eggs are completely submerged in the dye. Eggs will be speckled if the dye matter remains in the liquid. For more uniform colors, re move the dye matter from the liquid, by straining the liquid through a coffee filter, before refrigerating.

Egg flavor: if you plan to eat your dyed eggs, a shorter dye bath and fresh ingredients may be preferable.

Drying: Make a drying rack by cutting the bottom off an egg carton and turning it upside down.

Decorating:

- Wrap onion skins around eggs, then wrap the entire egg with a cheese cloth square and secure it with string before placing eggs in the dye.
- Wrap string or rubber bands around eggs before dyeing to create stripes (use rubber bands for cold dyeing only).
- Draw designs on hot, warm or cold hard-boiled eggs with crayons. When using hot or warm eggs, the crayon may melt slightly on contact with the egg (if eggs are hot, hold eggs with a potholder or rag to prevent finger burns).
- Crayon covered eggs should only be dyed in cold dyes as the crayon wax will melt in hot liquids.
- Gently wipe dry dyed eggs with vegetable oil for added sheen.



**OPEN
ON
EASTER
SUNDAY
7:30AM-11PM**

Naturally Dyed Eggs

Egg dyeing is a fun way to celebrate this time of year—and it's a tradition that goes way back—as much as 5,000 years when Persians celebrated springtime with eggs colored with plant-based dyes. Plant dyes can be just as useful today and they're plentiful; in fact you very well might have dye-worthy ingredients in your kitchen already.

Here are some great plant-based dyes—fruits, vegetables, spices and flowers



COLOR	MATERIALS	AMOUNTS
pink	beets *	1 bunch, washed and sliced
bright pink	beet juice	bottled juice, enough to cover eggs in pan
lavender	blackberries or cranberries	1 container fresh or frozen berries or bottled juice, enough to cover eggs in pan
deep purple	grape juice	1-2 frozen containers
lavender/rust	yellow apples	4 apples, peels only
rust	onion skins	6 red or yellow onions, skins only
pale green	spinach or carrot tops *	1 fresh bunch, chopped
bright yellow	tumeric	2-3 tablespoons powdered spice
yellow	green tea	strong tea; 2 tea bags per 1 cup of water
olive green	marigolds	petals from 6 gold flowers
blue-gray	blueberries	2 fresh or frozen containers
light blue	petunias *	petals from 6 purple flowers
turquoise	red cabbage *	1 large cabbage, grated and sliced
pale orange	curry powder	2 tablespoons powdered spice
violet	hibiscus tea	strong tea; 2 tea bags per 1 cup of water
brown	coffee	2 cups strong coffee
brown	black tea	strong tea; 2 tea bags per 1 cup of water
red-orange	paprika	2 tablespoons powdered spice

* After dyeing with these materials, refrigerate eggs overnight to deepen color.

www.strongertogether.coop

Local Vendor Spotlight: Leaf Safari

When it comes to enjoying the season's best flavors, there's no better backdrop than fresh salad greens. Leaf Safari is based out of Manor and Waxahachie, Texas and grows all of their greens hydroponically without using any pesticides. At any time there are almost a quarter million nonGMO plants growing in their climate controlled hothouses which take up less than an acre of land.

Fresh salad greens are picked by (gloved) hands with roots in tact, and shipped out same-day which helps them last that much longer in your fridge. Leaf Safari prides themselves on strict safety protocol and run regular safety audits to ensure the highest quality greens. Leaf Safari's hydroponic farms use 90% less water than traditional and organic farming due to being able to recycle much of the water that is used. With a predictable growing cycle, integrated pest management, and climate controlled working conditions, each locally grown salad can be delivered to your table fresh and delicious all year round. You can't go wrong with any of Leaf Safari's salad mixes – from Spring Mix to Superfoods, Butter Lettuce, to Petite Greens – these salads are perfect all on their own with a drizzle of La Riojana olive oil and a squeeze of lemon or topped with your farmer's market favorites. Enjoy!



Below:
Leaf Safari
Greenhouse
photo: Jennifer Parks



are your kids coop explorers?

Kids, ages 12 and under, are invited to join the Co+op Explorers and be eligible to receive one piece of fruit from the Co+op Explorers basket! Kids simply sign up with grown-up at the Hospitality Desk. Each child will be issued their very own super official Co+op Explorers card!

**EVERY THURSDAY
5 – 8pm**

our Deli will serve a healthy portion of our scratch-made hot weekly entrée then you choose from a selection of fresh, deli-made sides.

Staff TOP 10 PICKS



NANDY CASTILLO, DELI LEAD, S. LAMAR



Fresh Squeezed Pink Grapefruit Juice
from our very own Produce Team.

NO FILLERS, STABILIZERS, OR CONCENTRATES.
ONLY PURE JUICE AND LOVE!

Grama's Sweet Chilli Sauce

GOES ON EVERYTHING IN MY HOUSE! DELICIOUS WITH
CONGEE OR TATER TOTS



Gopal's Cheesy Pumpkinseed Sprouties

RAW, HIGH ENZYME, SPROUTED WITH LOTS OF NOOCH! PERFECT
SNACK FOR TRIPS TO LOCAL SWIMMING HOLES



Just Coffee Co-op Bike Fuel

SMOOTH, FLORAL, BRIGHT, THRILLING, NECESSARY!

Dolce Seven Passionfruit Cheesecake

LOCAL, VEGAN, MADE WITH COCONUTS. IT'S SO DOPE!

Wheatsville Deli Tofu Bahn Mi

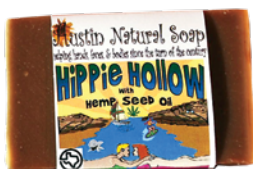
WHEATSVILLE PICKLES THE DAIKON IN OUR KITCHENS. I
ADD CUCUMBERS TO MINE!

**Sweet Ritual Sunflower Chocolate Chip
Non-Dairy Frozen Dessert**

GOT DIETARY RESTRICTIONS? SOMETHING FOR EVERYONE!

Spindletap Brewery Houston Haze IPA

JUICY, MILKY, DANK, WORTH IT!



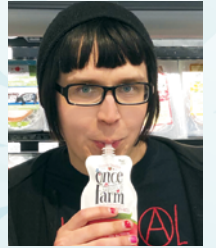
**Austin Natural Soaps
Hippie Hollow**

PATCHOULI- THE BEST SMELL EVER. FIGHT ME.



Staff Spotlight: Kyle Rotta

HR Manager Bill Bickford interviewed,
Kyle Rotta, Meat Assistant at S. Lamar



1. What's your history with Wheatsville?

I started here in December of 2015.
I've been a meat assistant at the
South Lamar store since.

2. Where are you from and when did you come to Austin?

I was born in Ann Arbor, MI but I spent most of my life
in Rockford, IL and Bloomington/Normal, IL. I moved
here from Illinois maybe three days before I started
working at Wheatsville.

3. What is your favorite product at Wheatsville?

Have'a Corn Chip tortilla chips

4. What is your favorite place to go in Austin?

Either the Blue Bins or Austin Creative Reuse. I like old
toys, wacky fabric, and VHS tapes.

5. Tell us something about yourself that people may not know:

I'm non-binary and I only use they/them pronouns.
Also, I went to high school with Brian Franklin from the
Guadalupe store.

Workers Assistance Program, Inc.

Creating Better Workplaces, Schools & Communities

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



We support Wheatsville Food Co-op!

www.workersassistance.com

512-328-8519

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

PAL® | Peer Assistance Leadership:

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

Alliance Work Partners:

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

Texas HIV Connection:

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

Coordinated Training Services:

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

Youth Advocacy:

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

Child Care Food Program:

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



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Nadia Bolz-Weber



Riders Against the Storm



Charles Eisenstein



Carrie Rodriguez

and many more!

New Story Festival

Austin, TX | March 29-31, 2019

newstoryfestival.com



Voted
'BEST
NEIGHBORHOOD
GROCERY'
2018 Austin Chronicle
Reader's Poll

News & Updates

KEEP UP WITH THE LATEST DEALS & STORE EVENTS
SIGN UP FOR OUR WEEKLY EMAIL AT
WWW.WHEATSVILLE.COOP

Follow us on

