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**GARBANZO
GAZETTE**



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INSIDE:

A Grand Opening on Grand Avenue

HILLSIDE Construction Update

LOCAL GROWER PROFILE:

Duluth Flower Farm

SUMMER 2016

In Full Bloom!

HILLSIDE + DENFELD

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MANAGEMENT REPORT

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GARBANZO GAZETTE

— PUBLISHED BY —

WHOLE FOODS CO-OP

The Garbanzo Gazette is published four times a year (March, June, September, December) for the Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Co-op to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of Co-op management, Board or Owners.

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The information in the Garbanzo Gazette is also available on our website at:

www.wholefoods.coop

SUBMISSIONS

Submissions must be received one month prior to publication.

The next deadline is:

Monday, August 1, 2016.

Refer submissions and questions to:

awade@wholefoods.coop

ADVERTISING

Ad space is limited and will be reserved on a first come, first served basis for each issue. If you wish to advertise in the Gazette, visit our website at:

www.wholefoods.coop/advertise

and enter in your contact information to be added to our database of advertisers so you'll be included in future notifications about advertising opportunities.

The next ad reservation deadline is:

Monday, August 1, 2016.

For advertising questions, contact:

awade@wholefoods.coop

SHARE THE LOVE

Before recycling this copy of the Garbanzo Gazette, please pass it along or share it with a friend or neighbor. It's a great way to introduce your friends, family and co-workers to your Co-op!



Here we Grow!

by Sharon Murphy, General Manager & WFC Owner

As I gather my thoughts for this report, our Denfeld store has been open a month and we are celebrating the official Grand Opening all this week. About 1,000 Owners checked out the new digs the night before we opened, observed the ribbon cutting, politely endured the speeches, strolled the aisles and enjoyed a very special carrot cake from How Sweet It Is. Staff from the National Co-op Grocers Development Cooperative have left to help other co-ops with their projects. Our contractors have whittled down the punch list. And we are going about the business of operating two locations seven days/week.

SNAP (formerly food stamps) and WIC (Women, Infants, Children) food supplement program certifications are in place at both stores. So far, Denfeld is doing better than expectations and the pace at Hillside has slowed as customers and Owners check out the new store. Start of construction work on 4th Street in front of our Hillside store has been pushed out to summer 2016 which is great for Hillside but not so good if you are driving around potholes to get there!

It is not a secret but some of you may not know that I am retiring as WFC's General Manager later this year. The Board and Management Team have

known about my decision for over a year. Board President Jean Sramek wrote about this transition in the last issue of this newsletter. It is the Board's responsibility to hire a new General Manager. Their hiring process begins officially on May 1 with job announcement postings in our stores, on WFC's website, in the Garbanzo Gazette as well as at area employment posting sites and in Cooperative Grocer magazine, the trade journal for food cooperatives.

I began working at WFC in February 1980 as a partner in Creative Energies, a management collective that contracted with the Board to operate the store at 631 East 8th Street and, from 1980-1982, also at a second location at 2020 West Superior Street. In January 1988, Creative Energies dissolved its partnership, and I was hired by the Board as WFC's first General Manager. Working at WFC has been an extraordinary experience for me with a steep learning curve, constant challenges, unending changes and the opportunity and privilege to work with and for hundreds of our community's best and brightest.

Thank you for helping to build and grow our cooperative. **WFC**

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Progress on Ends

In the Policy Governance model, an ENDS Statement answers the question "What will be/is different because this co-op exists?"

The ENDS Statement approved by the WFC Board of Directors on March 23, 2009, is:

In Duluth there is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community including, but not limited to, a healthy regional food system.

In the January-March 2016 quarter, management reported the following progress on ENDS:

- \$350 to LISC Duluth for Pay It Forward tickets
- \$500 Friends of the Duluth Public Library
- \$500 Cornucopia Institute
- \$500 Midwest Organic & Sustainable Education Service/MOSES

- \$1,000 Boys & Girls Clubs of the Northland
- Management participation with and logistical support for the Growing Farms Board of Directors, the Myers/Wilkins Community School Collaborative Board of Directors and CHOICE, Unlimited's Employer Advisory Committee
- Support for The Cab Coupon Program
- Support for The Co-op Explorers Program
- Donation of \$0.10 bag credit (RRR Program) for customers who bring in their own bag to bag their purchases; recipient of donated bag credits in this period was Growing Farms
- Donation of \$0.10/packet for each packet of garden seeds sold donated to Duluth Community Garden Program
- Payment of wages, salaries and benefits for 151 employees amounted to \$986,919
- Quarterly discounts to Owners amounted to \$15,729

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BOARD REPORT



All Gallant, No Goofus

by Jean Sramek, WFC Board President

One of the things I love about Highlights magazine (besides the fact that, even in the digital world we live in, Highlights is still being published and printed), that denizen of pediatricians' and dentists' waiting rooms, is the "Spot the Differences" activities. Two pictures, side by side, are identical — that is, until you use your powers of observation to note small differences between the two.

Now that our one consumer-owned cooperative has two locations, Spot the Differences is a fun game for shoppers of all ages. Because we're a community-owned business and not a cookie-cutter corporation, we were able to make the Denfeld location different from the Hillside location. Spot the Differences will be an evolving game, as the Whole Foods Co-op continues to respond to the needs of its shoppers and owners.

The other thing I love about Highlights magazine is Goofus and Gallant, the poster children for appropriate and inappropriate behavior. However, I'm not sure I want our

owners to play this game with the two WFC locations. Although there might be some useful applications (Gallant cashes his patronage rebate check in a timely manner; Goofus loses his patronage rebate check on the floor of his car), I think most of you will agree that our Hillside location and our Denfeld location are Gallant #1 and Gallant #2. They're thriving neighborhood grocery stores that are open to everyone and owned by the community — Different, but both great.

As servant-leaders of the Whole Foods Co-op, we Board members also strive to be Gallant in all things. One of the great things about policy governance and having a committed, educated Board is that we can monitor our performance and deal with Goofus moments as they happen — usually before they happen. That's especially true as we move through 2016 and take on the daunting task of hiring a new GM. Remember, your Board of Directors listens. You can contact us at wfcbod@wholefoods.coop. WFC



The New Normal

by Wayne Pulford, WFC Board Treasurer

Nationally, the growth trend for food co-ops has slowed and some co-ops are having negative growth as competition heats up from conventional grocers, convenience stores, super-naturals (like Natural Grocers and Fresh Thyme) and super-centers (Walmart, Target) as well as from an expanding list of on-line grocery retailers. Natural and organic foods are pretty much the only growing segments in the grocery industry and everybody wants a piece!

Here at Whole Foods Co-op, our sales growth slowed as the Hillside store reached capacity. But our Denfeld store just opened with plenty of room for more customers, and we anticipate double-digit sales growth in combined sales. Thanks to nearly \$1.7 million invested by our Owners in the Denfeld project plus retained profits from previous years and equity in the Hillside store, we were able to finance the Denfeld project with payments equal to what we were paying the last few years on Hillside's mortgage.

We welcomed over 220 new Owners in March, bringing community ownership to over 9,200 — nearly 1,000 more Owners than when I was elected to the Board about a year and a half ago. And WFC now employs 155 people compared to 110 a year ago.

To stay competitive and accessible for all customers, both stores are certified to accept WIC/Womens, Infants and Children Food Supplement Program vouchers and SNAP (food stamps) cards. We also offer Co+op Basics (everyday low price on items in most categories) as well as Co+op Deals flyer specials (twice/month) to all customers.

Owners with verifiable limited income can apply for the Access Discount (10% daily discount) and for the Matching Fund for assistance to purchase the balance of their Owner equity. All Owners continue to enjoy coupons and special promotions mailed and/or emailed to them as well as discounts on class registrations and discounts through our Community Cooperation Program and the potential for patronage rebates in profitable years.

WFC has been serving our community for over 45 years and we are committed to maintaining a thriving community-owned cooperative that supports, invests and partners to create a healthy community, including, but not limited to, a healthy regional food system. WFC

BOARD OF DIRECTORS



CAROL ANDREWS
GM Evaluation Committee
Search Committee
Term expires 2018
candrews@wholefoods.coop



MARYANN BERNARD
Board Recruitment Committee
Vice President
Term expires 2017
mbernard@wholefoods.coop



JAMIE HARVIE
Board Recruitment Committee
Search Committee
Term expires 2017
jharvie@wholefoods.coop



BRAD NELSON
Term expires 2018
brnelson@wholefoods.coop



MICKEY PEARSON
Secretary
Board Recruitment Committee Chair
Search Committee
Term expires 2018
mpearson@wholefoods.coop



WAYNE PULFORD
Treasurer
Board Recruitment Committee
Finance Committee Chair
Search Committee
Term expires 2017
wpulford@wholefoods.coop



JEAN SRAMEK
Board President
GM Evaluation Committee Chair
Search Committee Chair
Term expires 2018
jsramek@wholefoods.coop

e-group address to communicate with entire Board and the General Manager:
wfcbod@wholefoods.coop

To leave a call-back request for a Board member call:
218.728.0884

Letters sent to the following address will be forwarded unopened to the Board/Board member:

Board members
c/o Whole Foods Co-op
610 East 4th Street
Duluth, MN 55805

SHARON MURPHY
General Manager
Whole Foods Co-op
610 E 4th Street
Duluth, MN 55805
P 218.728.0884 | ext. 101
F 218.728.0490
smurphy@wholefoods.coop

www.wholefoods.coop

INTERESTED IN HOW THE BOARD WORKS?

Meetings of the Board of Directors, except for closed sessions, are open to WFC Owners. If you have an item for discussion at the Board meeting, please submit your item in writing by the first Friday of the month in which you request the Board's consideration. Such agenda items will be subject to time constraints at the Board meeting. Board meetings are on the 4th Monday of every month beginning at 5:30 PM subject to change due to holidays and Co-op events.

**Northwood
Naturals
Clean Sweep**

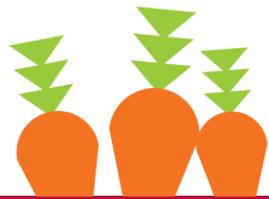
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Denfeld News



FINANCING OUR DENFELD PROJECT

Since opening the Owner Finance Program in March 2014, nearly 200 Owners have invested in either Owner Loans (\$1,554,500) and/or Class C equity (\$136,000); these investment opportunities closed out as of March 31, 2016. Thank you, Owners!

STAY IN THE LOOP

You can stay up-to-date about our Denfeld location and other Co-op news on our website at:

wholefoods.coop/about-our-co-op/news/

We're Social!

@WholeFoodsCoop

Follow us on social media to stay up-to-date with all the latest happenings at your Co-op!

#HereWeGrowWFC



HERE WE GROW • DENFELD



A Grand Opening

by Peter Krieger, Denfeld Store Manager & WFC Owner

A Grand Opening, Indeed!

Out west at 4426 Grand Avenue things just keep popping. First we had our Sneak Peek for Owners, investors, and contractors. Next up was the "Soft Opening" on March 16, when the neon 'OPEN' sign was at long last switched to 'ON'. We were certified as a WIC vendor on Day One, and on April 5 we received authorization from the U.S.D.A. to accept SNAP transactions. Just to round out the schedule, our Grand Opening (GO!) Week has now come and gone. In case you missed it, we had a full week's worth of product demonstrations, prizes, special sales, coupons galore and, best of all, lots and lots of new friends stopping in.



We are settling in to our new neighborhood and getting the kinks out of the building. Lots of helpful suggestions on products for the store, on landscaping ideas and some menu ideas for the hot bar. We love hearing from you. Even though we cannot always say 'yes' to your requests, we love that you are pulling for us and pitching in with suggestions as we try to improve the store every day.

I may have been the lucky one that got to pull the switch on our neon "OPEN" sign at (exactly!) 7:00 AM on March 16, but the truth, of course is that I had an abundance of help.



Denfeld Ribbon cutting at the Sneak Peek on March 16. Photos on this page courtesy Jeff Frey Photography

"Getting this enterprise up and running in our new Denfeld location has been the work of many hands... This has been a true cooperative effort!"

Getting this enterprise up and running in our new Denfeld location has been the work of many hands, all of whom deserve a big Thank You. First of all, our Owners (now 9,353 strong), and our Board of Directors. But also every staff member — especially at the Hillside store where all the new clerks, cooks and MODs trained for weeks — for their patient, persistent help. All the new Denfeld Managers: Aaron, Eric, Erika and Nick, who have put in the hours needed to get staff in place, produce in the coolers, shelves stocked and the hot bar filled. I want to send a special Store Manager thank-you out to our Whole Foods Co-op HR Department — did you know that every one of the 52 new employees receives 22 hours of in-house classroom training? Almost all of which are taught by HR staff! Last but not least, a special thank you to our General Manager Sharon Murphy. This has been a true cooperative effort! **WFC**



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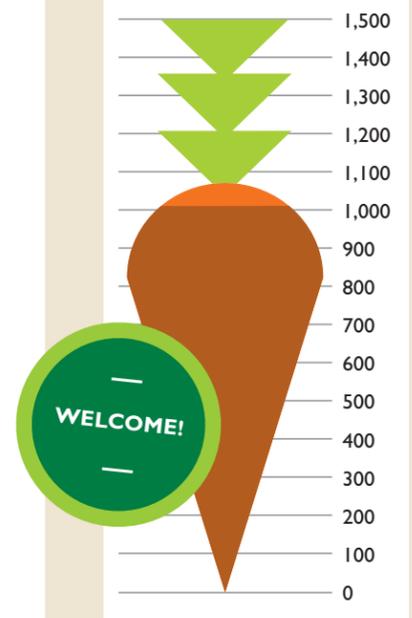
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- ▶ Special order discounts
- ▶ Discounts at select area businesses
- ▶ Discounts on WFC U Classes at the Co-op.

1,015 NEW OWNERS!



WELCOME NEW OWNERS!

This quarter we signed up a record number of new Owners! From the beginning of this fiscal year July 1, 2015) through April 30, 2016, your Co-op has gained 1,015 new Owners! Thank you for investing in your community!

CO-OP OWNERSHIP

Current Ownership investment: \$100 per voting membership.

Further ownership information is available at the Whole Foods Co-op website and in the store at the Customer Service Counter.

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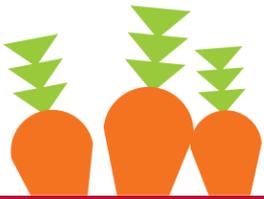
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SAVE THE DATE!

2016 Annual Owners Meeting

The 2016 Annual Owners Meeting will be held on Friday, October 21, 2016 in the Harbor Side Room at the DECC. Watch for registration info in the next issue!



CO-OP CURRANT

The Co-op Currant is our new monthly E-newsletter bringing food news, recipes, healthy living inspirations, SNEAK PEEKS, and SO MUCH MORE directly to your inbox. The Co-op Currant is a supplemental news source for the Garbanzo Gazette.

Sign up for the Co-op Currant E-newsletter and check out archived issues here:

wholefoods.coop/co-op-currant/



The Big Dig

by Sarah Hannigan, Hillside Store Manager & WFC Owner



It has already begun...

We've been anticipating it for some time, knowing that things will be different as it warms up. Orange construction pylons have started to dot the sidewalks and boulevards along 4th Street. Structural engineers have inspected our building in anticipation of bedrock blasting that will occur to allow for utilities to be placed deep beneath the roadbed. Neighbors have met to determine how to ensure that all businesses in the corridor remain accessible to customers.

All of this is in anticipation of a two year County road reconstruction project that stretches the length of 4th Street from 6th Avenue East to Wallace Avenue. When all is said and done, the entire street will be rebuilt – from sidewalk to sidewalk, from the driving surface all the way down to the utilities. The project will be completed over the next two summers, with the focus on the western section this year and the eastern stretch in 2017.

The area in front WFC's Hillside store will be part of the first phase, beginning early this summer. Once construction begins, we will temporarily lose parking spaces that run perpendicular to 4th Street.

“Our staff is prepared to do our best to make shopping at Hillside as easy as possible for you during the construction.”

Access to our parking lot

We have been guaranteed that there will always be access to our parking lot through at least one of our driveways, and the intersection of 6th Avenue East and 4th Street will remain open through the project (though sometimes 7th Avenue East will be the best bet for access). The County will be marking all detours and ensuring that these detours are prominently marked with current information.

Our staff is prepared to do our best to make shopping at Hillside as easy as possible for you during the construction. (We even went so far as to open the Denfeld store, just in case you didn't want to be bothered with detours at Hillside...).

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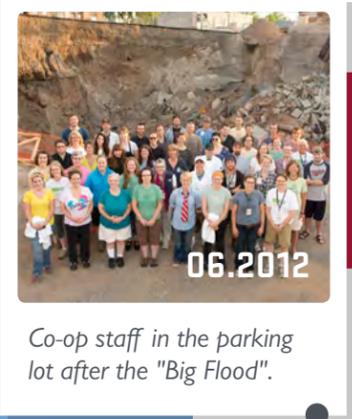
Pictured here: daily family-style meals in the Early Childhood Program, KinderFarm.

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Co-op staff in the parking lot after the "Big Flood".

Finding your way to the Co-op

- The driveways in use will be marked with tall orange banner signs (some say they appropriately look just like carrots).
- We will assess traffic flow in the upper lot regularly and will take action to ensure that the lot remains safe and that access remains as easy as possible.
- Parking lot attendants are being considered to direct flow during the busy times.
- Parking will be available in the WFC lot off the alley, behind our building.
- We will provide carry-out assistance to shoppers, regardless of the parking lot you parked in. For those using this service to the lower lot, we'll assign you and your groceries a number and will meet you in the lower lot with your bags.

Worth the wait!

It will be a dusty summer. And, undoubtedly there will be hungry road crews enjoying breakfast and lunch in our Deli. It's also sure to be a summer of cooperation. WFC will be allocating one parking space in our upper lot to be used by patrons of the Red Door, the locally owned consignment shop at 720 East 4th St that will not otherwise have parking available.

But the end result will be worth it. (I will refrain from adding a 4th Street pothole joke here). The planned streetscape includes dedicated bike lanes, wider driveway accesses for our parking lot, an integrated curb that separates our parking area from the sidewalk on 4th Street, and a planted boulevard. And that's just on our block.

You might remember that we've been through some of this before. During the flood of June 2012, the Brewery Creek spectacularly blew through the culvert in our retaining wall, taking much of the parking lot with it. Over the course of four months, we rebuilt. Through this time of limited parking access, the community (you!) supported our (your!) community-owned business.

The 4th Street reconstruction project is really no different — your shopping at the Hillside store supports your business. Do let me know if there are additional ways we can help make navigating the Big Dig easier for you. **WFC**

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WFC Access Discount

Owners who qualify by providing (in advance of purchase) annual proof of participation in a low-income support program can receive a 10% ACCESS DISCOUNT on all eligible purchases. For details, see the ACCESS DISCOUNT brochure available at the Customer Service Counter. The ACCESS DISCOUNT does not apply to: special orders, WIC purchases and/or Co-op Basics purchases.

FRAN SKINNER

Memorial Matching Fund



WHOLE FOODS CO-OP

Fran Skinner Memorial Matching Fund

Eligibility criteria for the Fran Skinner Memorial Matching Fund for Owners to purchase the balance of Owner equity due are the same as for the ACCESS DISCOUNT. For details, see the MEMORIAL MATCHING FUND brochure available at the Customer Service Counter.

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LOCAL GROWER PROFILE



Duluth Flower Farm

by Allison Heitmiller, Brand Education & Outreach Coordinator & WFC Owner

DULUTH FLOWER FARM | Duluth, Minnesota | GROWERS: Brook and Derek Hoffbauer

“To plant a garden is to believe in tomorrow” — Audrey Hepburn



Brook and Derek Hoffbauer, owners of Duluth Flower Farm, are strong believers in this philosophy. The couple is raising their four children on the farm that Derek grew up on, teaching them to not be afraid of working and playing in the dirt. Derek's parents, Doug and Louis Hoffbauer, taught him these same values, and have been working for over 35 years growing vegetables, fruits and Christmas trees, and producing maple syrup. Brook and Derek are in the process of taking over the Hoffbauer farm, and transforming it into Duluth Flower Farm.

You may be thinking, a flower farm in Duluth? Yes! The farm is picturesque, consisting of three high production tunnels, one transition tunnel, and plenty of farmland. The tunnels house a diversity of plants, where beautiful hanging baskets soak up the heat awaiting delivery to the Co-op, sprouts pop through the rows, and a cat snoozes under a table of herb transplants. Brook demonstrates how to make a pussy willow wreath, foraged from willow grown on the back of their land, and Doug discusses the importance of community over the sweet steam of the maple syrup evaporator. He has made it his priority to always give back, saying “it should be the community's responsibility to feed our neighbors.” From their harvest, the donation to Second Harvest Food Bank comes first.

Soon the farm will be in full bloom! During floral season (May through October), DFF focuses on cool climate flowers that thrive in Duluth such as peonies, dahlias, lithianthus, and sunflowers. September through November is filled with pumpkins, gourds, and festive corn. November and December are busy with balsam wreaths, potted spruce tips, and centerpieces, and Derek's brother Jesse runs the Christmas Tree Farm which booms during this season as well. Between December and May the couple is busy buying seeds, prepping the land, and supplementing with other products.

The Hoffbauers are a family of locavores, and encourage others to shop locally as well. Buying local supports the future of our community, and generational, values-driven farms such as DFF.

To Brook and Derek, selling locally means they are able to cut their flowers when they are ready to be used, instead of soaking them in preserving chemicals and shipping them across the world (80% of commercial flowers are imported internationally!). This has helped Duluth Flower Farm proudly reduced their waste to 1%, positively impacting



our local environment! Buying local means building our economy, supporting our ecosystem, and knowing your farmer. Be proud to know that a member of the Hoffbauer family cut each flower stem with care, and your purchase is going to build the business that Doug and Louis Hoffbauer founded, that Brook and Derek are preserving and growing, and that supports the futures of the Hoffbauer kids Donna, Deegan, Dane, and Dottie.

As Brook and Derek take over, they are putting their efforts toward flower production. They work with local florists such as Saffron & Grey, as well as selling their products at WFC and many farmers markets. Brook loves working with brides to provide arrangements and bouquets, and they also provide arrangements for graduation parties, birthdays, and special occasions. “As we take over the farm this year and keep educated at each level of the ecological model we bring the best technology and research and support the new and upcoming ways farmers are successful. Respecting years of experience and getting excited to be a next generation of farmers here in Duluth. We are in tune to what the consumers are wanting and are honored to be farmers that contribute to their wants and needs. This is where we are headed and we are thankful for the Co-op being a part of this movement and supporting our local Flower Farm.” **WFC**

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OWNER SURVEY ON LOCAL DEFINITION

This survey closed on April 15, 2016. Thank you to the nearly 450 Owners who shared their definitions of local food and local purchase. WFC will continue to give purchasing and promotion priority to independently-owned producers, growers and processors within the 15 county Lake Superior region (northeastern Minnesota and northwestern Wisconsin) plus three provinces in Ontario = Superior Compact Region.



INTERESTED IN LOCAL FOOD ISSUES?

Check out these organizations working to make your community food system better!

- ▶ **Growing Farms**
growingfarms.org
- ▶ **Duluth Community Garden Program**
duluthcommunitygarden.org
- ▶ **Lake Superior Sustainable Farming Association**
sfa-mn.org/lake-superior
- ▶ **Minnesota Food Charter**
mnfoodcharter.com
- ▶ **Land Stewardship Project**
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- ▶ **Young Farmer Coalition**
youngfarmers.org

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NEW + NOTEWORTHY

We Just Love...



Deer Creek Cheese

Loved by Faith Koenig
Hillside Deli Manager & WFC Owner

I'll admit it. I'm a sucker for a pretty label. So when I was at a training in the Twin Cities last year touring another deli's cheese department, I noticed a very sweet sticker of a fawn on a cheese that I was not familiar with. I asked the cheese manager about it, and she first raved about the delicious mild cheddar, and then went on to tell me the story behind the label.

It was "The Fawn", from Deer Creek Cheese in Kiel, Wisconsin, made by Master Cheese Maker Kerry Henning. The story behind the label was this: The daughter of the cheesemaker wanted to earn some extra money, so her dad thought that she should do the art work for the label. She did, and it was so successful that she has done several more labels over the years for their award winning cheeses. Deer Creek has won over 21 national cheese awards in the last four years and its no wonder!

At Hillside, we now carry the following Deer Creek Cheeses:

- The Fawn:** A light, delicate white cheddar.
- The Stag:** A robust, aged cheddar made from select batches of The Fawn.
- The Doe:** A creamy cheddar marbled with Madagascar Bourbon vanilla.
- The Robin:** A young Colby, with a buttery, salty finish.
- Vat 17:** A deep, bold, and complex cheddar. (This took 17 tries to achieve the perfect taste!)
- The Rattlesnake:** An aged cheddar infused with spicy habaneros.



Deer Creek Cheese has won over 21 national cheese awards!



Impress your friends at your next gathering with Deer Creek sampler!

We are able to bring in these great cheeses because of the The Artisan Cheese Exchange, a bridge organization that helps support international distribution of traditional handcrafted cheeses from small producers like Deer Creek and others. They offer marketing and support services for these cheese makers so they can share their delicious products around the country.



Rustic Inn Pies

Loved by Eric Hill
Denfeld Deli Manager
& WFC Owner



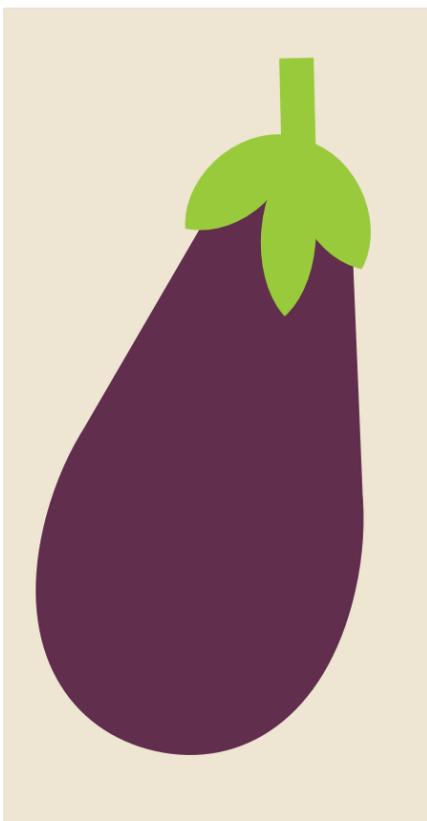
From the first time I walked by the Co-op deli's display of pies, I was hooked. I learned that the amazing variety of flavors (and there are even more in the freezer section!) are all made from scratch at the Rustic Inn, just up the North Shore.

My family has become very popular at potlucks and family gatherings since we started bringing the delicious pies in our efforts to try them all! The 'Angel' pies with meringue crusts that melt in your mouth will make you think you're in heaven. The fruit pies and the 5 layer chocolate have old fashioned, hand rolled crusts and all the pies are made with only the best ingredients, no canned products or fillers, just good wholesome pies built from the tin up.

Beth, the owner of the Rustic Inn, currently makes 26 varieties of pies and we carry most of them. Pies are delivered on Mondays, Wednesdays and Fridays, so stop on down and pick up a whole pie, or try one of these wonderful pies by the slice.

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Fiddleheads taste great simply sautéed in butter and garlic!



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Loved by Pauline Veatch, Grocery Purchasing Lead & WFC Owner



Morel mushrooms are only available for a short period of time. Get 'em while supplies last!



Pocket Farm edible flowers make a lovely addition to a salad!



Ramps — aka "wild leeks" — can be used as a green onion substitute.



Wild stinging nettles make delicious teas, soups and pesto. They have a mild, nutty flavor.

As it starts to warm up in Duluth, I'm beginning to look forward to the unique selection of wild foods the Co-op produce department carries in the spring and summer. I'm always very excited for ramp season — this year I'm planning on making some fermented ramp kimchi.

Fiddleheads are another favorite of mine, sautéed in butter and garlic or pickled. Last summer I was thrilled to see packs of wild salad greens, with peppergrass and rosebuds, as well as small, charming packages of edible flower garnishes from Pocket Farm. But my absolute favorite wild green has to be stinging nettles! They make a delicious iron-rich soup, or even a hearty pesto. Not to mention the mushrooms — morels, chanterelles, and lots of other exciting stuff!

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FOODSHARE MONTH

Thanks for your generous contributions!

Each year we participate in Minnesota FoodShare Month. This year, Co-op shoppers had the opportunity to contribute to the CHUM Foodshelf by donating foodstuffs at the store and by rounding up at the register during March. This year your Co-op's combined contribution was 944 pounds of food and \$8,727.12 in cash donations. Thank you for your help in making this possible!

YOUR CO-OP IN THE COMMUNITY



Rhubarb Fest

Your Co-op will be at CHUM's Rhubarb Fest again this year!

Saturday, June 25, 2016

9 AM – 4 PM

**11th Ave East and London Road
Duluth, MN 55811**

Admission is free. Rhubarb Fun for Everyone!

Pies and jams and breads — oh my! Get your taste buds ready to tackle the tangy tartness of every rhubarb delicacy known to mankind. This festival is sprinkled with tasty morsels for the entire family. There will be games, crafts, live music, auctions, stage shows and — did we mention? Food.

Each year the Co-op provides fresh rhubarb for tasting at the festival and an opportunity to participate in the annual "Rhubarb Pucker Face" contest. It's easy... take a bite of rhubarb and show us your best pucker for a chance to win great prizes! **WFC**



Participate in our annual "Rhubarb Pucker Face" contest!

▲ One of our favorite puckers from the famed Rhubarb Pucker Face contest.

◀ Text adapted from: www.chumduluth.org/rhubarbfestival.htm

Rhubarb Festival

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chumduluth.org/rhubarbfestival

AYURVEDA IN A MINUTE

Ayurveda in Action



by Bonnie Ambrosi, WFC Owner

This column offers bite-sized servings of Ayurveda, mini-lessons which I hope you will find both interesting and useful.

Heating & Cooling Foods

When you take a bite or a sip, the first thing you notice about your food is the rasa, or taste. But there's something else going on as well – an important quality called virya. Literally "vitality" (from the same root as virile), virya is the warming or cooling action of a food in the body.

Think about how a drink of alcohol warms you as it goes down. Traditionally, liquor can chase the chills from someone who's gotten very cold (Saint Bernards in the Alps didn't carry tea in their flasks!), and a really spicy dish can actually make you sweat. On the other hand, dairy is the go-to for cooling the effects of extra-spicy food, although I find that vegan Tofutti works great too, using the chill-power of tofu. Both viryas are useful. For instance, warm spices stimulate digestion; cool salads are clarifying.

Here are some common foods with distinctly warming energy: alcohol; hot peppers, horseradish, ginger, cinnamon, salt; fermented or sour foods such as yogurt, kefir, sauerkraut; meat, eggs and nuts; onions, garlic, carrot, radishes, molasses and coffee.



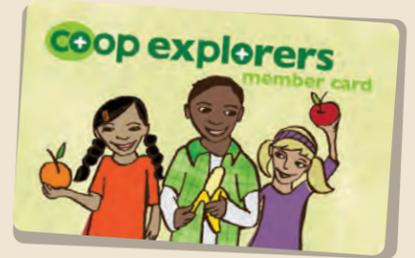
“To beat the heat, simply include more cooling foods in your summer diet... That's Ayurveda in action!”

Three foods with super-cooling virya are mint, cilantro and coconut. Also lots of vegetables, like asparagus, broccoli, green beans, celery, cucumbers, lettuce, spinach, potatoes, summer squash, and peas; beans and tofu; most fruits; good quality unfermented milk; and tea. Leaves in general are cooling. Swedish bitters, a decoction of many bitter herbs, is found in the supplement aisle at the Co-op. Stir a spoonful into a glass of water for an instant cool-down.

Virya is independent of the actual temperature at which the food is consumed. Yogurt, a fermented food, adds heat to your system even if you eat it right out of the fridge. The same is true for carrot juice or a cold beer. By contrast, mint tea may feel warm going down, but its overall effect in your body is to cool you.

To beat the heat, simply include more cooling foods in your summer diet. Eat more of the warming foods in fall and winter. That's Ayurveda in action! **WFC**

Ayurveda is an ancient science of holistic health. Bonnie Ambrosi is a certified Ayurvedic Health Educator and yoga instructor. Contact her at bonnieambrosi@gmail.com or visit grihastashramiyoga.com.



ENROLL YOUR KIDS!

The Co-op Explorers Club is a benefit for the children of all of our shoppers. In the second quarter of this fiscal year (January 1, 2016 – March 31, 2016), \$1,013 worth of fruits and vegetables have been enjoyed by our Co-op Explorers at no cost to their families.

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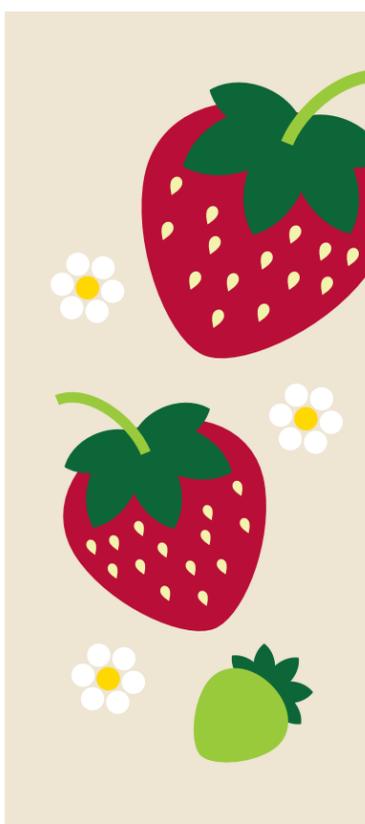
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Look for products like these and more! ▶

Look for **Co+op basics** signs throughout the store!



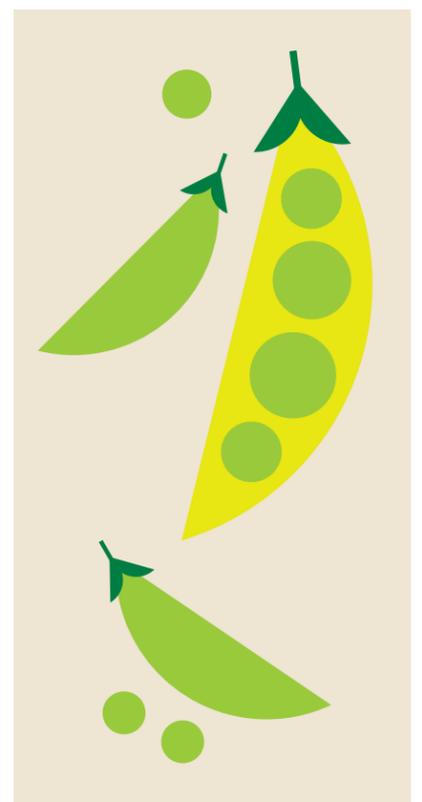
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What's Happenin'?



UPCOMING EVENTS

WFC-U Class:
Ramen & Dumplings
Saturday, June 4, 2016

📍 WFC Denfeld Classroom

Co-op Infusion Night
Friday, June 10, 2016

📍 Bent Paddle

Rhubarb Fest
Saturday, June 25, 2016

📍 11th Avenue E & London Road

Co-op Infusion Night
Friday, July 8, 2016

📍 Bent Paddle

Hillfest
Sunday, August 28, 2016

📍 6th Avenue E & 4th Street

Spirit Valley Days
August 3 – 7, 2016

📍 Spirit Valley, West Duluth

Co-op Infusion Night
Friday, August 12, 2016

📍 Bent Paddle

Lake Superior Sustainable Farming Association Annual Harvest Festival
Saturday, September 10, 2016

📍 Bayfront Park

Whole Foods Co-op Annual Owner's Meeting
Friday, October 21, 2016

📍 DECC



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Follow us on social media to stay up-to-date with all the latest happenings at your Co-op!



THE WHOLE STORY



Community Cooperation

by Ali Wade, Brand Manager & WFC Owner

A Toast to our Community Partners!



One of the greatest things about our new location in the Denfeld neighborhood is that there are so many amazing locally owned businesses that are thriving in West Duluth that we are building great new connections with.

One of those terrific businesses played host to our Grand Opening week celebration, the "Perfect Pair" beer pairing event at Bent Paddle. To celebrate our perfect pair of stores, Brew Master Pete concocted two unbelievably tasty infusion kegs using ingredients from the Co-op, those two brews, plus the four Bent Paddle flagship beers were all paired with food samples from our own Fog City Deli that complimented the unique flavor profile of each beer.



◀ Bent Paddle is a Co-op Community Partner, one of many businesses in the community that offers a special deal for Co-op Owners. If you want a complete list of businesses that participate in this program and offer valuable discounts* to Whole Foods Co-op Owners, pick up a Community Cooperation Program (CCP) brochure at the Customer Service Counter the next time you are shopping. It's just one more way your WFC ownership saves you money, while supporting wonderful local businesses.

*Bent Paddle offers one taproom beer size upgrade per visit (during regular taproom hours) to WFC Owners.

Introducing: Co-op Infusion Night

The Perfect Pair event was a huge success, and we've heard lots of you requesting "Please do this again!" So here it is, by popular demand, we are announcing that the 2nd Friday of each month will now be "Co-op Infusion Night" at Bent Paddle. Brew Master Pete has so many crazy ideas for his magical infusions — and with new seasonal local produce arriving at the Co-op every week — we can't wait to see what he comes up with next!

Beginning Friday June 10th we will have a new infusion keg every month, available by the pint in the BP taproom, plus there will be samples and giveaways from the Co-op, and Pete will be on hand to talk about the brewing process.

As with the Perfect Pair event, which raised over \$700 for the Duluth Community Action deep winter greenhouse project, these ongoing Co-op Infusion nights will continue to raise money to make the community greenhouse across from Denfeld (and other great things our community) a reality. **WFC**



Top: The jolly crowd enjoying the Bent Paddle Perfect Pair event. Left: WFC's Jennifer raises her glass in a toast to a tasty brew. Right: Brew Master Pete proudly guarding his tasty infusions. All photos on this page courtesy of Pepin Young at Bent Paddle.

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