

# the Garlic Press

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- 4 Local Toppling Goliath
- 6 Celiac Awareness
- 8 Burgers
- 14 Strawberry Season
- 18 Summertime Sips
- 21 PFC Community Fund:  
Call for applications!



[www.pfc.coop](http://www.pfc.coop)



## *a note from the CEO*

Food was the first thing that connected me to a co-op. Living in Winona, MN, as a newly-vegetarian college student, I had been urged to visit Bluff Country Co-op. The first items I saw upon entering were Fruit Leathers, and REAL Peanut Butter in 5# buckets. I was immediately taken back to my childhood, when Mom would haul us kids to the drop-off spot for a local buying club. Volunteers would spend time dividing up bulk sizes of natural foods – stuff we couldn't get at the grocery store, and certainly far cheaper than the small containers of Jif.

Seeing these foods that fueled my youth and being welcomed to find a new way of buying groceries at the food co-op, I was really energized.

I hope you feel that same energy when you arrive at People's Food Co-op. We want you to feel welcome, to have access to foods that connect you to your culture and your community, and which enhance your well-being. Most of all, we want you to feel good about being here.

The co-op focuses on more than squeezing every bit of profit, at the expense of our staff. The wellbeing of our team matters to PFC owners. "Our co-op's owners want the stores to pay fair wages and offer good benefits. Some owners verbally communicate their support of staff, but most owners voice their support by spending their grocery dollars with us," says Board President Verna Simon. The Fifth Cooperative Principle, Concern for Community, underscores the importance of good wages in a community-owned business.

To that end, in 2022 People's Food Co-op has raised wages for all hourly sales floor team members. With an increase of at least \$1.30 per hour, the average wage is now \$14.70 for hourly sales floor roles, ranging upwards from \$13.50 per hour. Since 2015 People's Food Co-op has raised entry-level wages by 70%. Additionally, all part-time and full-time team members receive a 20% grocery discount, paid time off and a guaranteed 401(k) match. Company profits have been continually invested in wage and benefit growth.

Last month 139 people joined the co-op as owners, confirming belief in the Co-op Difference. Welcome to all of you! In Storefront Revolution, author Craig Cox says: "Co-ops, after all, provided economic benefits only as an off-shoot of the larger product: individual and community self-esteem." This business, with a democratic form of ownership, is on the front edge of where we can go, together. I hope each of you can take up this chance to speak your values through ownership of the co-op, and through interaction with us. The products you request, the encouragements and criticisms you offer – they are an important part of how we serve the community. I look forward to hearing from you.

*Lizzy Haywood*

follow us!    



# Coming soon

- Browse our aisles online
- Shop by department and filter products by categories, brands, and attributes.
- Place your order for pickup or save your list for shopping in-store



The *Garlic Press* is published by the People's Food Co-op of La Crosse and Rochester, 315 Fifth Avenue S, La Crosse, WI 54601 and 519 1st Avenue SW, Rochester, MN 55902.

The *Garlic Press* serves to educate shoppers about food issues, community activities and events, co-ops in general, and ownership in PFC.

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# Toppling Goliath

**Supplier to PFC since 2014**

**Location: Decorah, Iowa**

**57 miles from PFC-La Crosse**

**76 miles from PFC-Rochester**

**Local**

Toppling Goliath of Decorah, Iowa, started in 2009 when Barb Lewey bought her husband, Clark, a five-gallon beer brewing kit and he

discovered he was an avid brewer. It may run in the family. Clark's grandmother, Dorothy, also liked to brew her own beer and Clark's first commercial offering, a light-bodied lager called Dorothy's New World Lager, was named after her. Clark attributes some of his interest in beer making to trying to recapture the flavors that he remembers from his younger days. Nothing on the market was as good as the beer he remembered from his grandmother's house.

Judging by Toppling Goliath's subsequent success, many people agree that Dorothy had the key to good beer. The 2021 U.S. Open Beer Championship rated Toppling Goliath the best brewery in the country. In 2021, the brewery won four gold and two silver medals in that competition. Their Kentucky Bourbon Barrel-aged Stout has been awarded first place, best-beer-in-the-world bragging rights, every year since 2015, according to the Beer Advocate. Pseudo Sue, a pale ale, has won silver medals in its category, and both Pseudo Sue and King Sue are listed on the Ratebeer website top 100.

From its humble beginnings with a tasting room just off Decorah's Water Street, the brewery has grown and prospered. They moved into their spacious new taproom south of Decorah in 2018, more than tripling their



production capacity. The new Steinecker brewhouse was brought over from Germany and custom built for the new brewery. Toppling Goliath is currently in distribution in 32 States – up from seven States in 2018 – with 40 different beers made in rotation throughout the year. Sarah Moellers, Toppling Goliath Marketing Director, notes that the business is looking for sustainable growth, “maybe we’ll go for all 50 States, but it’s not a priority.” With shipping costs and the price of fuel, “everything is hyper local in the craft beer world right now.”

Furthering the brewery's commitment to sustainability, their spent grains go to a local farmer for animal feed and used hop matter is picked up by a local organic farmer for fertilizer. The brewery uses city water, though the water is re-filtered and filtered again through a reverse osmosis system. Each beer is given its own water profile before any brewing ingredients are added.

## **Jurassic Beverage**

Pseudo Sue's Tyrannosaurus Rex image will smile at you from any number of taverns, liquor, and grocery stores around the country. Sue is named after Sue Hendrickson, the archaeologist who found the famous T. Rex fossil in





Toppling Goliath is currently in distribution in 32 States – up from seven States in 2018 – with 40 different beers made in rotation throughout the year.

South Dakota in 1990. Sarah tells the story that Toppling Goliath's Clark and Barb Lewey were at the Field Museum in Chicago admiring the dinosaur and decided Sue would be a good representative for their toothy pale ale. Pseudo Sue was a variation of another beer that was called Tsunami. They started calling this variation Pseudo Tsunami, and then shortened it to Pseudo Sue. Since it was a Pale Ale with some bite, the T-Rex Sue fit the beer perfectly.

In spite of Sue's long-tailed or tall-tailed evolution, the Field Museum did come calling with some concerns over naming rights. In this case, however, the T. Rex avoided another extinction event and Toppling Goliath and the museum entered into an agreement allowing the brewery to continue with the name, while the museum now serves Pseudo Sue exclusively at Field Museum events.

### Pseudo Summer

The move to the more spacious digs in 2018 was fortuitous timing for the brewery; they had plenty of space for social distancing when Covid19 restrictions arrived. They were closed for about six weeks before cautiously re-opening. The tap room is open now with a

full food menu. Don't think you can roll in and take away a case of their Kentucky Bourbon Barrel-aged Stout, aka Best Beer in the World, however. Sarah laughs when I ask if any is available. "That one is sold only once in a year by way of taproom only release," she says. But they are looking forward to many events and tastings this coming season where their flagship beers along with limited edition brews will be available.

People's Food Co-op in Rochester carries Pseudo Sue, King Sue, and Pompeii, and will also have one of Toppling Goliath's seasonal selections. Karl Erie, Wine, Beer, and Spirits manager, will feature Toppling Goliath as beer of the month in May.

In La Crosse, PFC has Toppling Goliath's Pseudo Sue, Dorothy's New World Lager, Cherry Fandango (a sour), and the limited-edition beers Think Piece Double IPA and Scorpius Morchella Double IPA – a spring brew to celebrate morel mushroom season.



Celiac Disease is not an allergy, but is an immune reaction to eating gluten. Gluten is a protein found in wheat, barley, and rye. For those with celiac disease, eating gluten causes an immune reaction that damages the intestines and prevents the body from absorbing nutrients, resulting in a myriad of other problems. Celiac Disease has only one treatment—a lifelong adherence to a gluten free diet.

For my family, Celiac Awareness Month each May will always be an anniversary of sorts.

In May 2018, a member of our family received a celiac diagnosis and our family's new enemy became a structural protein in food that we could not see, taste, or smell. Our family spent days cleaning our kitchen—contaminated food tossed or donated, the kitchen scrubbed down, new pots/pans/utensils purchased—no surface or corner left

untouched (even soap ingredients were analyzed closely). Our hands were raw from the cleaning, the burden seemed too big, and it felt like food would never be easy again.

Then we started fresh—that little structural protein was banned from our house. No gluten.

Throughout May 2018, we learned about celiac disease and gluten containing products, we read labels, and we shopped diligently. Many processed foods were replaced with whole foods, as it was easier that way. We planned our meals weekly. We cooked and baked our own food.

By the end of May 2018, we began to realize that the celiac diagnosis was something to be celebrated—we were eating healthier, learning about new products, and having fun experimenting with food. We fell in love with certain



products like Bob's Red Mill at People's Food Co-op . . . OK, maybe even a little obsessively fell in love . . . as when we traveled to Portland, we drove to Bob's Red Mill to see how the gluten free products were processed free of cross-contamination (and got to listen to Bob himself play the piano).

Since Celiac Awareness Month in 2018, we have learned to make lasagna noodles with chickpea flour, chicken nuggets are breaded with almond flour, chili includes quinoa instead of noodles, veggie burgers are made in limitless iterations, roasted chickpeas are a fantastic late-night snack, and the list goes on and on. This year to celebrate Celiac Awareness Month, we may make our favorite GF/ Keto carrot cake cupcakes.

Celiac Awareness Month is a time to celebrate all the gluten free options available to those on a lifelong gluten free diet. We do not need to make everything from scratch! Some of our family's favorites (all available at People's Food Co-op): Lulu's Pão De Queijo, Siete Grain Free Taco Shells, Explore Pasta, Tucson Tamales, and Jolly Llama Cones.

Reflecting on the past four years, I am thankful for the celiac diagnosis in our family and appreciate that the People's Food Co-op has supported that journey every step of the way.

**Andrea B. Niesen**  
PFC Board Member



Look for the blue "gluten free" signs at the shelf

# our *Gluten Free* picks



**Justin's Milk Chocolate Peanut Butter Cups**

on sale  
Co-op Deals  
5/4-5/17



**Dandies Vegan Marshmallows**

on sale Co-op Deals 5/18-5/31



**Siete Tortillas**

on sale  
Co-op Deals  
5/4-5/17



**From the Ground Up Cauliflower Snacks**

on sale  
Co-op Deals  
5/18-5/31



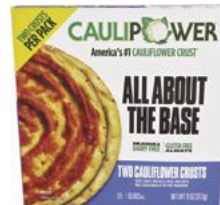
**Van's Waffles**

on sale Co-op Deals 5/4-5/17



**Chickapea Pasta**

on sale  
Co-op Deals  
5/18-5/31



**Caulipower Crusts**

on sale Co-op Deals 5/4-5/17



**Udi's Buns**

on sale  
Co-op Deals  
5/18-5/31



**Flacker's Crackers**

on sale Co-op Deals 5/4-5/17



**Alden's Organic Ice Cream**

on sale Co-op Deals  
5/18-5/31



**Cappello's Pizza**

on sale Co-op Deals 5/18-5/31



**Canyon Bakehouse Bread**

on sale  
Co-op Deals  
5/18-5/31





# now that is a *tasty burger*

**coop  
deals**

May 18–May 31

Woodstock  
Organic Mustard

**coop  
deals**

May 18–May 31

Woodstock  
Organic Ketchup

## CLASSIC GRASS-FED BEEF BURGER

### Ingredients

1 lb Thousand Hills grass-fed ground beef, thawed •  
1/4 cup raw red onion, finely chopped •  
1 clove garlic, finely chopped • 1 teaspoon Dijon  
mustard • 1 teaspoon Worcestershire sauce •  
salt and pepper to taste

### Directions

Combine burger with onion, garlic, mustard, Worcestershire sauce, salt, and pepper. Mix thoroughly (it is easiest to use your hands). Then divide into 4 equal pieces and shape into patties. Cook on a hot grill until desired doneness, use a meat thermometer to make sure the internal temp through the thickest part of the meat is at least 145 degrees. Top with desired toppings.

**coop  
deals**

May 18–May 31

Bulk Walnut Halves  
& Pieces

## TOASTED WALNUT AND MUSHROOM BURGER

### Ingredients

1/2 cup walnuts • 2 tbsps sunflower oil, divided •  
1 shallot, minced • 1 small carrot, peeled and finely  
chopped • 1 rib celery, finely chopped • 3 cups  
mixed mushrooms, chopped • 1 tbsp low sodium  
Tamari or soy sauce • 1/2 tsp garlic powder • 1/2 tsp  
onion powder • 1 tbsp dried thyme • Salt and pepper,  
to taste • 1 large egg, lightly beaten • 3/4 cup Panko  
breadcrumbs, divided

### Directions

Place walnuts in a cast iron pan over medium high heat stirring frequently until lightly toasted. Remove from heat and crush into a chunky paste with a mortar and pestle (or a bowl and a spoon). Set aside.

Heat 1 tablespoon sunflower oil over medium heat. Add shallot and cook for 1 min, stirring frequently. Next add carrot and celery. Cook 2 more minutes, stirring frequently. Add mushrooms, Tamari, garlic powder, onion powder, thyme, and salt and pepper to taste. Cook 3 minutes more, continuing to stir.

Remove from heat and let cool 5 to 10 minutes.

Beat egg and add to mushroom mix. Then stir in 1/4 cup Panko breadcrumbs.

Refrigerate mix for 20 minutes to allow the mix to cool and become firm.

Put remaining 1/2 cup Panko on a plate. Remove from refrigerator and immediately form into 4 patties (approx. 1/4 cup of mix each).

To form the patties. Turn a heaping 1/4 cup of mix over into the palm of your hand. Press together into a round but mounded shape. If pieces fall off, tuck them back in.

Dip formed patties into Panko breadcrumbs, coating each side.

Heat remaining 1 tablespoon sunflower oil in a cast iron pan over medium high heat.

Fry patties in oil 2 to 3 minutes on one side, then flip and gently flatten the patties with the back of a spatula, continue to fry 2 to 3 minutes or until crispy and browned.

Serve immediately on a bed of greens or topped with melted swiss cheese, lettuce, and tomato on an English Muffin.



We  
recommend  
**Bakerly  
French  
Brioche  
Burger  
Buns**

**coop  
deals**

**May 4–May 17**

California Olive Ranch  
Extra Virgin  
Olive Oil

**coop  
deals**

**May 18–May 31**

Westbrae Organic  
Beans

## BBQ BLACK BEAN BURGER

### Ingredients

1 can (16 oz), Field Day black beans, drained, rinsed, and dried • 1 tbsp, extra virgin olive oil • 1/4 cup, shallot, finely diced • 1 garlic clove, minced • 1/2 large, jalapeno, diced • 1 1/2 tsp, cumin • 1 tsp, paprika • 1/2 tsp, chili powder • 1/2 tsp salt • pinch cayenne • 2 tbsp, favorite BBQ sauce • 1/2 cup brown rice, cooked • 1 egg, beaten • 3/4 cup, Panko crumbs • 1 tbsp, avocado oil

### Directions

1. Drain can of beans in colander and rinse. Place a layer of paper towel on a baking sheet. Spread beans on top of paper towel and cover with another layer of paper towel. Gently press to dry beans.

2. In a medium skillet, heat olive oil on medium high. Add in shallot and jalapeno and cook 2-3 minutes. Add in garlic and cook an additional minute. Add cumin, paprika, chili powder, salt, and cayenne. Stir mixture to combine. Remove from heat.

3. In a large bowl, add in the black beans. Using a fork, gently mash about 2/3 of the beans. Add in the onion mixture, cooked rice, BBQ sauce, and Panko. Gently stir to combine.

4. Divide bean mixture into four patties – about 3/4 inch thick. For best results, chill patties for about 30 minutes.

5. In a large skillet, heat avocado oil on medium high. Once pan is hot, add patties. Cook for about 3-4 minutes on each side.





**coop**  
**deals**

May 4–May 17

Organic Valley  
Shredded Cheese

**coop**  
**deals**

May 18–May 31

Napa Valley Naturals  
Organic Olive Oil

## PIZZA BURGER

### Ingredients

1 garlic clove, minced • 1 can black olives • 2 tbsps capers • 1/2 small shallot • 1 1/2 tbsps lemon juice • 1 tbsp parsley • 1/4 tsp salt • 1/2 tsp pepper • 3 tbsps olive oil • 1 lb Thousand Hills grass-fed ground beef • 1 tbsp Italian seasoning • 6 tsp shredded Mozzarella • 1 jar pizza sauce (you will have extra) • 3 slices provolone cheese • lettuce and pepperoncinis for dressing

### Directions

#### Olive Tapenade

In a food processor, combine garlic, olives, capers, shallot, lemon juice, parsley, salt and pepper. Pulse several times until you have a rough chop. Slowly drizzle in olive oil until mixture starts to form a slightly chunky paste.

### Burger

1. In a medium bowl, combine the ground beef and Italian seasoning. Mix thoroughly (it's easiest to use your hands). Add the mozzarella and gently combine. Form into three patties.
2. Cook on a hot grill until desired doneness, use a meat thermometer to make sure the internal temp through the thickest part of the meat is at least 145 degrees.
3. Assemble the burger: spread the olive tapenade onto both sides of a bun. Add burger patty and top with Provolone cheese, pizza sauce, pepperoncinis, and lettuce.





**coop**  
**deals**

May 18–May 31

Udi's Gluten-free  
Hamburger  
Buns

## GINGER PORK BURGER WITH SESAME HONEY SLAW

### Ingredients

#### *For the slaw*

2 cups coleslaw mix (Crazy Fresh) • 1 scallion, diced •  
1-2 tbsps cilantro, diced • 1/2 tsp sesame oil • 1 tbsp honey • 2  
tbsp oil • 1 tbsp soy sauce • 1/2 tbsp grated ginger • 1/4 tsp salt •  
1/4 tsp red pepper flakes • 1/4 tsp cider vinegar • Sriracha mayo

#### *For the burger*

1 lb ground pork • 1 tbsp soy sauce • 1 garlic, minced •  
1 tsp fresh ginger • 1/2 tsp salt • 1/2 tsp pepper

### Directions

#### *Sesame Honey Slaw*

In a medium bowl, combine coleslaw, scallion, and cilantro. In a small bowl, whisk together sesame oil, honey, extra virgin olive oil, soy sauce, grated ginger, salt, red pepper and cider vinegar. Pour the dressing over the slaw and stir to combine. Refrigerate.

#### *Burger*

1. In a medium bowl at the pork, soy sauce, garlic, ginger, salt and pepper. Mix thoroughly (it's easiest to use your hands). Form into three patties
2. Cook on a hot grill until desired doneness, use a meat thermometer to make sure the internal temp through the thickest part of the meat is at least 160 degrees.
3. Assemble the burger: spread Sriracha mayo on bun, add pork burger and top with the sesame honey slaw.





**coop**  
**deals**

May 4–May 17

Fage Greek  
Yogurt

**coop**  
**deals**

May 18–May 31

Organic Valley  
Feta Cheese

## TURKEY TZATZIKI BURGER

### Ingredients

1 cup Greek yogurt • 1/3 cup cucumber, diced •  
1 1/2 tbsps fresh dill • 1/2 tsp fresh mint • 1 tbsp lemon juice  
• 1 medium garlic clove, minced • 1/4 tsp pepper •  
1/4 tsp salt

### For the burger

1 lb ground turkey • 2 tbsps fresh dill • 1 egg, beaten • 1/3  
cup bread crumbs • 1/8 cup feta • local microgreens • salt  
and pepper to taste

### Directions

#### Tzatziki Sauce

In a medium bowl, combine the yogurt, cucumber, dill,  
mint, lemon juice, garlic, salt, and pepper. Stir to combine.  
Refrigerate.

### Burger

1. In a medium bowl, combine the ground turkey, dill, egg, and bread crumbs. Mix thoroughly (it's easiest to use your hands). Add the feta and gently combine. Form into three patties.
2. Cook on a hot grill until desired doneness, use a meat thermometer to make sure the internal temp through the thickest part of the meat is at least 165 degrees.
3. Assemble the burger: spread the tzatziki sauce on both sides of bun. Add turkey burger, and top with tomato and fresh sprouts.

# Ripe for Picking

Scoop up fresh, local strawberries while they're in season — these desserts are sure to delight.

They are among the most anticipated fruits of the summer — sweet, juicy strawberries are so enticing! It's hard to resist those plump, glossy red berries with their fresh green caps. But let's face it: They're also quite perishable. When you go overboard with your berry buying and are left wondering what to do with all those beauties before they go bad, turn to these dessert recipes.

## Strawberry Cake

*Serves 8. Prep time: 1 hour, 25 minutes;  
20 minutes active*



1/4 cup unsalted butter, softened  
3/4 cup all-purpose flour  
1/2 cup whole wheat pastry flour  
1/2 tsp baking powder  
1/2 tsp baking soda  
1/2 tsp salt  
3/4 cup sugar  
1 large egg  
1/2 tsp vanilla  
1/2 cup fat-free plain yogurt  
3/4 pound strawberries, hulled, halved vertically  
2 tablespoons turbinado sugar

1. Preheat oven to 350°F. Use a 1/2 teaspoon butter or vegetable oil to grease a pie pan.
2. In a medium bowl, combine the all-purpose flour, pastry flour, baking powder, baking soda and salt. Whisk to mix.
3. In a stand mixer with the batter paddle, or a large bowl with an electric mixer, beat the butter until creamy, and then beat in sugar. Beat for about 2 minutes, until fluffy and light. Beat in the egg and vanilla, scraping down and mixing again to make a creamy mixture.

4. Alternate beating in half the yogurt, half the flour mixture, then half the yogurt and half the flour mixture, just until mixed.
5. Spread the batter in the prepared pie pan. Arrange the strawberry halves on top, placing them lightly, starting along the rim, then filling in concentric circles to cover the batter completely. Sprinkle with turbinado sugar.
6. Bake for 50 to 55 minutes, until the top is golden and crackly, and a toothpick inserted in the center of the cake comes out with no wet batter.
7. Cool on a rack for 5 minutes before slicing. Keeps, tightly wrapped, for up to 4 days in the refrigerator.

**A touch of butter gives this meltingly tender cake rich flavor. It's light enough for a weeknight dessert and equally delicious for breakfast with a dollop of yogurt.**





LOCAL STRAWBERRIES *from*

Featherstone  
Farm  
Rushford, MN

⋮  
⋮  
⋮  
⋮  
⋮

The Berry Patch  
Trempealeau, WI

⋮  
⋮  
⋮  
⋮  
⋮

Stateline/Garden Harvest  
*Amish grown in MN/IA*





## Strawberry Walnut Scones

Servings: 8. Prep time: 45 minutes;  
20 minutes active.

- 3 cups whole wheat pastry flour
- 1/2 cup sugar
- 1 tsp baking powder
- 1 tsp baking soda
- 1/2 tsp salt
- 1/2 cup butter, chilled
- 1 large egg
- 3/4 cup low-fat plain yogurt
- 1/2 tsp vanilla
- 1/2 cup walnuts, coarsely chopped
- 1 cup fresh strawberries, halved
- 2 tbsps sugar

1. Heat oven to 400°F. Line a baking sheet with parchment or coat with vegetable oil spray. In a large bowl whisk the flour, sugar, baking powder, baking soda and salt. Cut chilled butter into cubes and work the butter into the flour mixture quickly with your fingers or a pastry blender until the mixture is crumbly but small chunks of butter remain. In a small bowl, whisk the egg, yogurt and vanilla; mix well. Make a well in the dry mixture and pour in the wet, stir just until mixed, then stir in walnuts. Place half the dough on a floured counter or breadboard and shape into a circle 8 inches across, then cover with halved strawberries. Crumble the remaining dough over the strawberries and pat to cover, and form a disk about 3/4-inch thick. Sprinkle with sugar and pat to adhere.
2. Use a knife to slice like a pie into 8 wedges. Place each wedge onto the sheet pan with at least 1 inch between them. Bake for 15 to 20 minutes, until golden. Transfer to a wire rack to cool.
3. Serve warm, or cool completely and store, tightly covered, for up to 4 days at room temperature.



## Mixed Berry Crumble

Serves 8. Prep time: 40 minutes;  
15 minutes active.

- 1 cup rolled oats
- 3/4 cup light brown sugar
- 3/4 cup whole wheat pastry flour
- 1/2 tsp salt
- 2 tsps lemon zest
- 1/2 cup unsalted butter, melted
- 4 cups fresh strawberries, stems removed
- 2 cups fresh raspberries
- 1 cup fresh blueberries
- 2 tbsps sugar
- 1 tbsp arrowroot or cornstarch
- 1 tsp vanilla

1. Heat the oven to 400°F. In a large bowl, combine the oats, brown sugar, flour, salt and zest. Add the melted butter and stir to mix. Reserve.
2. Place the berries in a 2-quart baking dish, and sprinkle with sugar, arrowroot or cornstarch, and vanilla. Toss gently to coat, until well combined. Crumble the oat mixture over the berries in the dish.
3. Bake for 25 minutes, or until the topping is golden and the juices are thick and bubbly all the way around the dish. Let cool on a rack for 5 minutes before serving.

**Juneteenth celebrations often feature red foods to symbolize the perseverance, strength and resilience of enslaved ancestors. Carry on this culinary tradition with a festive Strawberry Slab Pie (pictured on the facing page), which brings familiar pie ingredients together in a baking pan instead of a pie plate.**





## Strawberry Slab Pie

Serves 12. Prep time: 2 hours,  
30 minutes; 1 hour active.

- 3 1/2 cups all-purpose flour
- 1 1/2 cups sugar, plus 2 tablespoons
- 1 1/2 tps salt, plus 1/4 teaspoon
- 2 1/2 sticks unsalted butter (10 ounces)
- 3/4 cup ice water
- 3 pounds fresh strawberries,  
hulled and halved
- 1/4 cup cornstarch
- 1 tbsp fresh lemon zest
- 1 tsp vanilla
- 2 tbsps half and half
- 3 tbsps turbinado sugar

1. In a large bowl, mix the flour, 1/2 cup sugar and 1 1/2 teaspoons salt. Cut in the butter, then drizzle in ice water as you toss with a fork. If needed, drizzle in an additional tablespoon or so of ice water to make a dough. Form into a rectangle, wrap in plastic wrap, and refrigerate for 30 minutes. Note that the crust will have a biscuit-like texture when baked.



2. Place the hulled, halved strawberries in a large bowl. Add the remaining sugar, cornstarch, lemon zest, vanilla and remaining salt. Mix.
3. Heat the oven to 425°F. Get out a 10 x 15-inch baking pan that is 1 inch deep.
4. On a floured counter, cut off one third of the dough. Roll the larger piece to 12 by 16 inches. Transfer the dough to the pan, pat lightly to fit into the pan, leaving the edges hanging over.
5. Roll out the remaining piece of dough into a piece 11 by 16 inches. Distribute the berries over the dough in the pan. Place the second sheet of dough over the pie. Fold the edges of the lower crust over the upper crust, crimp the crust and slash the top.
6. Brush the top of the pie with half and half and sprinkle with turbinado sugar.
7. Bake for 15 minutes at 425°F. Reduce temperature to 400°F. Place a sheet of foil over the pie, then bake 25 to 30 minutes, until bubbling.



# Summertime Sips



## **Girasole Mendocino County Rosé**

*89 points - Wine Enthusiast*

- A Pinot Noir and Zinfandel blend with aromas of strawberry and rose petals. Delicate and fresh, this wine tastes like summer with notes of raspberry, white peach, and citrus.
- Organic and vegan
- Pairs with seafood, charcuterie, hummus and flat breads, and vegetable dishes.

*available in our La Crosse location*



## **Le Cigare Orange Wine**

- Orange wines are full-bodied with a great depth of flavor like a red wine and the refreshing qualities of a white wine. Best served chilled.
- Robust, bold, honeyed aromas with notes of apricot and a sourness similar to fruit beer.
- Pairs with bold foods like curries, traditional Korean and Japanese dishes. Perfect complement to salt and fat.

*available in our La Crosse and  
Rochester locations*





### Terra d'Oro Chenin Blanc & Viognier

91 points - *Wine Spectator*

- Notes of peach and sweet pear then slightly sour and punchy at the end.
- A beautiful complement to oysters, poultry, and southeast Asian fare.

available in our La Crosse location



### Campuget Rosé

- Fruity taste of raspberries and strawberries, typical of the Campuget style, has a good and refreshing acidity.
- Perfect for summertime meals, with fresh salads or around a barbecue.
- Vegan

available in our Rochester location



In 2019, Chateau De Campuget was certified as “haute valeur environnementale”, which officially recognizes the environmental performance of winegrowers, including biodiversity conservation, plant protection strategies, manages fertilizer use, and water resource management.



### Unico Zelo Fresh A.F. Nero d'Avola 2021

- Nero d'Avola grapes grown in South Australia produce soft rose and clove aromas with juicy red fruits and a zippy acidity.
- Vegan.
- Pairs with light summer foods such as salads, grilled meats, light pastas, and pizza.

available in our La Crosse location



### Bajta Muscat Pet Nat

- Lively, juicy, mouthwatering, bubbly goodness! It looks cloudy, but it is bright on the inside. Notes of citrus and tropical fruits with floral aromas.
- Pairs with charcuterie, creamy risottos; spicy Indian, Thai, Vietnamese, and Chinese cuisine.

available in our La Crosse location



### The Emily from Longridge Vineyards

- A fresh wine with a lovely hue, bursting with aromas of ripe guava, pineapple, kiwi, green apple, and a hint of strawberry
- A well-balanced acidity and a lingering finish.

available in our Rochester location



People’s Food Co-op holds a board election each year. Typically, there are three seats open. Each person elected will serve a three-year term (January 2023 through December 2025).

The board guides the co-op by establishing the vision and ensuring the long-term vitality of the co-op. It ensures that the store operates within our value system while empowering staff to manage day-to-day operations of the store. We seek a wide variety of talent in new candidates.

As a community-owned business, the co-op upholds a strong commitment to both the La Crosse and Rochester areas. Make this your chance to give back and serve on the PFC Board.



**Candidate applications will be available July 1 online at or at the customer service desk. Potential candidates must fill out the three forms enclosed in the packet and return them by August 31.**





# People's Food Co-op Community Fund GRANT APPLICATION GUIDELINES

## CALL FOR SUBMISSIONS!

Applications must be  
received by  
**June 30, 2022,**  
**at 11:59 p.m.**

The People's Food Co-op Community Fund (PFCCF) was established by the People's Food Cooperative in 2003 with the specific purpose of providing supplemental or project-specific funding to local, non-profit organizations having missions that are consistent with the mission of the People's Food Cooperative.

Priority consideration will be given to grant requests for educational projects, developmental projects, and events that have a focus on, but are not necessarily limited to:

- Food and Food Systems
- Nutrition
- Health and Well Being
- Sustainable Agriculture
- Cooperative Education
- Social Change & Inclusion

Black, LatinX, Asian, Indigenous, LGBTQ, and women-run organizations are strongly encouraged to apply.

For 2022, the PFCCF is proud to announce that it will award two grants for a combined total of \$4,000, allowing applicants the opportunity to receive up to \$2,000. Applications must be received by June 30th, 2022, at 11:59 p.m.

### ONLINE SUBMISSION OF THE APPLICATION IS PREFERRED

The online application will be available after Wednesday, May 11 here: <http://www.pfc.coop/peoples-food-coop-community-fund>

Submit online or via email at [pfccf@pfc.coop](mailto:pfccf@pfc.coop)

### YOU MAY ALSO DOWNLOAD THE APPLICATION AND MAIL TO:

PFCCF Grant Committee  
c/o People's Food Co-op  
315 5th Avenue South  
La Crosse, WI 54601

Grants will be announced on August 30th, 2022. All applicants will receive notification of the decision at that time. If you have questions about the grant process, please email [pfccf@pfc.coop](mailto:pfccf@pfc.coop).



in the

# COMMUNITY

## LA CROSSE

### **Downtown Walk Around**

*Sunday May 1–Tuesday, May 31*

Take the walking challenge while discovering downtown La Crosse! Customers participate by obtaining a Downtown Walk Around card and visit each business to receive a stamp to qualify for great downtown prizes and gift certificates. Stop by the co-op to receive your stamp.

### **Employee Art Fair**

*Friday, May 6, 4–8 p.m.*

*Upstairs Community Space*

Show some love for your favorite groovy grocers, support local artists, and enjoy a tasty treat!

[MORE DETAILS>>](#)

### **DONATIONS/SPONSORSHIPS**

- [Cooking with Bao](#)
- [La Crosse Chamber Chorale](#)
- [La Crosse Area Veteran Mentor Program](#)
- [La Crosse County Aging and Disability Resource Center](#)

## ROCHESTER

### **Bach Society of Minnesota Concert at the Co-op**

*Thursday, May 19, 5 p.m.*

The co-op is hosting a 20 minute free concert with music by talented lutenist Phillip Rukavina.

### **Slatterly Art on the Ave**

*Saturday, May 21, 9:30 a.m.–4 p.m.*

The co-op will be serving up some delicious food at this annual neighborhood celebration.

[MORE DETAILS>>](#)

### **DONATIONS/SPONSORSHIPS**

- [Thrive Outside Winter Activity Trailer for Leadership Greater Rochester](#)
- [Rochester Arts and Science Academy](#)
- [Practical Farmers of Iowa](#)
- [Rochester in Color](#)

### **Bike Swap with Pata de Perro**

*Saturday, May 28, 10 a.m.–2 p.m.*

*PFC Parking Lot*

Gather your unused bikes and watch our [facebook page](#) for more details.

### **Rochester Juneteenth Party**

*Saturday, June 18, 12 p.m.–5 p.m.*

Mark your calendars and watch our [facebook page](#) for more details



# a tribute to Paul Janssen



The name Paul Janssen may not be familiar to you, but he's owed a debt of gratitude by anyone who's shopped at People's Food Co-op, or at most Minnesota food co-ops. Paul Janssen was part of creating successful co-ops in the 70's, and in the decades since he spread his belief in the cooperative way. He believed that good food was part of strong communities and that every community deserves access to good food.

People's Food Co-op was fortunate to be graced with his presence for 11 years at the La Crosse store, until his retirement in 2014. Paul died this past February, and we want to tell his story so others can know the legacy of this wonderful person.

For some perspective on what Paul meant to the co-op community, I reached out to Gail Graham, herself a giant of food cooperatives, formerly of Wedge Co-op, Seward Co-op, and Mississippi Market Food Co-op, and of Cooperative Development Services:

*"Paul was a larger-than-life player in the early co-op years. He was our DANCe truck driver at the Wedge. Back then when the truck pulled up, a call would go out to shoppers: 'The truck is in! If you can help with unloading that would be great!' As we lined up at the back of the truck, Paul would move product to the edge for us to grab, and in no time at all the human assembly line would have emptied the truck."*

*Paul, like other drivers, was a source of information about what was happening at the other co-ops. And he approached his job with enthusiasm and humor, so it was always a treat when your store was on his route.*

*Back then the DANCe warehouse was collectively managed, though it was transitioning to a more traditional management structure. I served on the board for several years and would see Paul wearing his other hat as business owner. He was always passionate about cooperatives and the differences we were making in the world. He was very serious about the work we were doing and yet retained a wry sense of humor that was sure to lift the energy in the room. His optimism was contagious and inspired those he worked with, me included. He will be missed."*

Carly Petrausky, People's Front-End Manager in La Crosse, worked with Paul for several years. She reflected on how Paul treated people:

*"Paul was kindhearted and always wanted everyone to feel included. He organized outings to Loggers games and the PFC trivia team at the Popcorn tavern. Everyone was always invited, and he truly was a 'more is merrier' type of guy. The Popcorn Trivia night got so popular that we had to break up into 2 or 3 teams!"*

*Paul was a gifted storyteller and had lived quite a life. Some of his stories were so good that I let him tell them to me dozens of times. 'Did I ever tell you about the time I had dinner with Paul McCartney?' If I am being honest, I let him re-tell all of them.*

*He was all about working together and helping each other out. He is the one who taught me why the universal symbol for co-ops is the two pine trees. 'They grow taller together. Hold each other up. Share the load.'*



*Paul could be gruff, loud and a little rough around the edges. He would give you a piece of his mind if you asked for it, or if he felt you needed it. Paul was also good hearted, loyal, and funny. It was both sides of that coin that made up Paul."*

Margaret Mills first met Paul when he drove for DANCe, delivering to People's on Adams Street. Margaret is the former Grocery Manager for La Crosse.

*"He has been described by many as a 'Bigger than life character with a heart of gold' which is so, so true. I believe his booming voice, exemplary customer service and storytelling can still be heard in the aisles of People's Food Co-op."*

*He was a founding father of the Food Co-op Movement in the Twin Cities. He would sometimes have his daughter Rebecca along with him as he was her sole caretaker and papa extraordinaire! Paul grew up in a St. Paul grocery store so his wealth of knowledge lived in his bones.*

*continued on next page*

# a tribute to Paul Janssen cont.

Paul joined our co-op staff in the early 2000's and was very instrumental to our success. He was a wealth of knowledge about food systems and coop business models. I learned an awful lot from this man over my co-op career. Beyond the business of buying and selling groceries he shared an optimism and sense of humor that kept me on track when things were stressful. There were many times when I was working with fast hands and feet to get work done when I was calmed and lulled by his magnificent storytelling. His sense of humor kept things in perspective on a busy day by reminding me that 'it was ONLY GROCERIES!' He understood how valuable each and every member and staff was to our coop community.

*I could go on and on... like Paul. I hope there is baseball in co-op heaven. We lost a master cooperater."*

There are hundreds of stories about the people who built up our co-ops in the early years. I am so grateful for their dedication. Without their early leadership, many communities would be without access to great food. Thank you, Gail, Margaret and Carly, for sharing your memories.

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To learn about DANCe Warehouse and the origin of many Twin Cities food co-ops, watch "[The Co-op Wars](#)" and read Craig Cox's history of food co-ops in [Storefront Revolution: Food Co-ops and the Counterculture](#).

- Lizzy Haywood



## MAY RECIPIENTS

La Crosse: [Women's Fund of La Crosse](#)  
Rochester: [125 Live](#)

## JUNE RECIPIENTS

La Crosse: [7 Rivers LGBTQ](#)  
Rochester: [Family Service Rochester](#)

## JULY RECIPIENTS

La Crosse: [Friends of La Crosse Library](#)  
Rochester: [Rochester Public Library Foundation](#)



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## SAVE THE DATE!

**Saturday, July 16 from 10 a.m.–4 p.m.**

Explore local sustainable and organic farms as they open their doors for a day full of fun, learning, and discovery brought to you by your local food co-ops. This year 20 urban and rural farms are offering exciting activities such as farm goods for sale, farming demonstrations, u-pick berries, and more. It's a free, self-guided event, so no need to sign up!

For more information visit [www.coopfarmtour.com](http://www.coopfarmtour.com) or find guidebooks available in our stores. Please check the farm tour website regularly for updates about this event.