

Volume 1, Issue 5

the Garlic Press

March/April 2021

HOLIDAY DINNERS heat & serve

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www.pfc.coop

a note from the CEO

Dear Co-op friends,

This month we mark an awesome milestone: our community of owners has grown past 11,000 households! More than 11,000 have said that YES, collectively investing in the health of our friends and neighbors is a worthwhile endeavor. Thanks to all of the PFC fans for supporting this locally grown, community-owned co-op. In the weeks ahead, we're rewarding new owners during a Spring Owner Celebration – You Can Own It, Too! Join between March 15 and March 28, and choose between a cash reward loaded to your Prepay account, to pay it forward to a local food shelf, or choose a gift card to one of our local business neighbors. This spring is a great time to join thousands of others who make our community cooperatively strong.

We have many exciting things to share with you this month in the stores. Our Kitchen Teams have been working hard to bring you a variety of delicious flavors – for holiday – for home-style weeknight meals – for your peace of mind. The Spring Celebration meals will serve 4-6. No matter if its Vegetable Korma, Mediterranean Lamb Meatballs, or Ham with Cheesy Potatoes, you'll get delicious heat-and-serve dinners prepared with organic ingredients and no-antibiotics meats. See page 25 for details.

Deli favorites have returned to self-serve! Hot soups and a selection of chicken and potatoes and vegetables, all cooked from scratch, will be available daily on our hot bar in early April. The layout of the selections allows for physical distancing so you can continue to count on a safe shopping experience in the deli.

The pandemic year put the importance of your locally-owned grocery store in focus. We've grown purchases of local produce and meat, sustaining on-farm incomes during a time when the economic bonds within agriculture communities have become more essential. No matter where we live, the strength of the farming communities is critical. Purchases which support regional farms and sustainable growing practices means healthy food and healthy land are sustained, while supporting incomes for family farmers.

Because reusable bags are allowed and encouraged, we're not having to purchase as many single-use paper and plastic bags. Not only is the cost-control important, it reduces the carbon footprint of each shopping trip. People's Food Co-op remains a leader in the area for the sustainability choices built into each shopping trip. Locally-produced foods, recycled and compostable packaging, and certified organic and sustainably-raised goods, are all examples of how shopping with People's Food Co-op is the right choice for sustainability.

We are thrilled to announce that this summer, all of our products will be available for purchasing online! The curbside shopping program which we started in April 2020 has assisted many to get groceries safely, and we want to make it more convenient for everyone! Our personal shoppers are experienced and know how to select the best products for you. By having all of our products pictured and priced, you'll be able to select your favorite local and housemade foods, while shopping safely and conveniently. Watch our website or the May issue of this magazine for details. It is exciting to grow the shopping options for you!

Lizzy Haywood

**11,000
OWNERS
STRONG**



SPRING OWNER *Celebration*

MARCH 15–28

We are celebrating our 11,000th owner at Peoples Food Co-op! As we celebrate this extraordinary milestone, we want to take a moment to thank our owners and shoppers for the impact they have on our cooperative community. Every time you shop our stores, you are furthering our co-op's mission and the values that we share. With the support of many, we support and grow sustainable food systems in our region, build a vibrant cooperative economy, and help other local organizations in need.

NOT AN OWNER YET?

We invite you to join! You can sign up in store at any register or online at www.pfc.coop/become-an-owner.

New owners who join March 15–March 28 enjoy all the benefits of ownership along with their choice of one of these 3 special gifts!

- 1 \$10 loaded on their owner prepay account
- 2 Pay it forward - \$10 donated to local food pantry
- 3 Keep it local - \$10 gift certificate to a local business

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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KNOW YOUR BOARD

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Contact the board at board@pfc.coop

River Root Farm

produce & more!

Supplier to PFC since 2009

Location: Decorah, Iowa

52 miles from PFC—La Crosse

69 miles from PFC—Rochester



The family at River Root Farm, clockwise from front: Adeline, Oliver, Mike, Katie, and kitty.



PFC purchases
from Root River
increased 7% from
2019 to 2020.

Katie Prochaska and Mike Bollinger have been the folks behind River Root Farm since 2009. They've been a supplier to People's Food Co-op since the beginning of the farm. They specialize in greenhouse and high tunnel farming, extending their growing season into the winter months. PFC told River Root Farm's story in a previous newsletter available here (Summer 2018) <https://www.pfc.coop/local-producers-newsletter-archive>. We checked in with them recently to see how they're making out after a year of pandemic farming. The interview was conducted by email and has been edited for clarity.

In 2018, River Root specialized in a wide variety of salad mixes, microgreens, fresh herbs, florals, and tomatoes. Any new items added to your mix since 2018?

Our focus is truly high-quality salad greens. We have spent the last 12 years refining our salad mixes to provide our regional customers a wide array of delicious greens in a variety of different mixes. Some of our most popular and unique mixes are our 'Mighty Mix' (a non-lettuce blend of hearty flavorful greens) and 'Salad and Shoots' (our lettuce blend mixed with our signature pea shoots). In 2020 we added 'Kalebration' to the mix (a blend of tender baby leaf kales) and in 2021 we hope to add a baby romaine mix to our list.

We continue to use a system of unheated greenhouses to extend our growing season and have been working to invest in the infrastructure to be able to extend our availability to a nearly year-round basis from March–December.





River Root is having a
plant sale in 2021. See
www.riverrootfarm.com.

Order deadline
is April 1.

What adjustments have you had to make with the pandemic? Were sales down? Or did you find the farm insulated from the retail downturn?

Since we work mostly with wholesale accounts (grocery stores and restaurants), we needed to be creative to make up for the potential loss in revenue. In spring of 2020, we partnered with other local farms in the Decorah area for a weekly 'Resilience Food Box' delivered to local customers. These boxes were for home delivery and included not only produce but other local products such as meat, eggs, coffee, honey, etc. Along with many other local producers, we also became part of the Iowa Food Hub, a nonprofit organization that brings healthy, locally grown food to schools, colleges, restaurants, and grocery stores through an online marketplace.

In spring of 2020, we began to offer our own River Root Farm spring plant sale as a way to make up lost business. We are also

offering our own plant sale for 2021. See www.riverrootfarm.com. Order deadline is April 1.

Any big plans for the upcoming season?

Yes, we have big plans for the upcoming season! In 2021, we are working to transition our farm to another property a few miles up the road. We're moving from land that we have been leasing to land that we purchased and have been transitioning to organic for the last three years. We've been reconstructing greenhouses, putting in plumbing, and pouring concrete in our new packhouse. We have also invested in more high tunnels, adding a little over 7,000 square feet. We're hoping to provide a greater diversity of produce for a longer portion of the season.

We continue to find joy in the challenge of providing food in the portions of the calendar year that aren't traditionally as abundant.



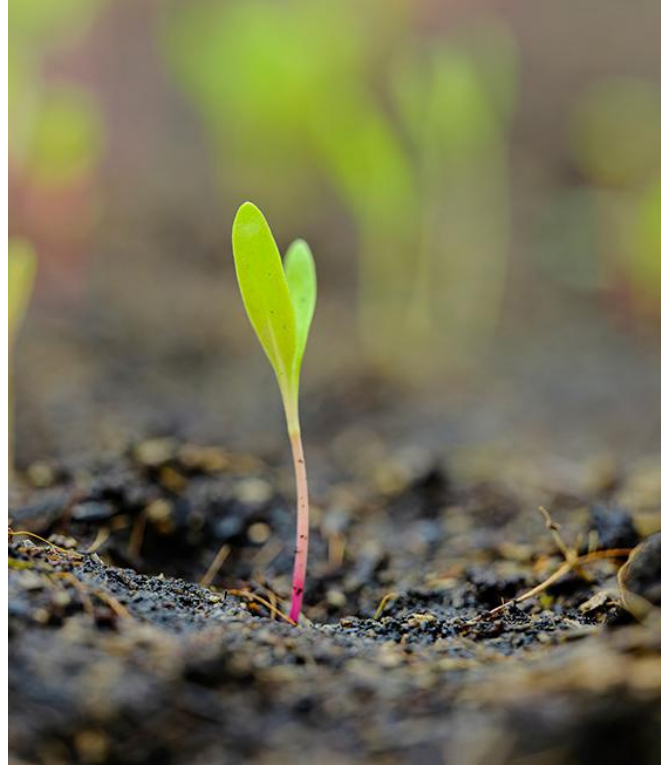
Seed Savers Exchange

Supplier to PFC since 2008

Location: Decorah, Iowa

52 miles from PFC—La Crosse

68 miles from PFC—Rochester



We are so lucky to carry some of the best seeds in the country from Seed Savers in Decorah, IA.

Katie Schultz,
Rochester Front
End Assistant

Manager, is excited for Seed Savers' Organic Five Color Silverbeet Swiss Chard (as pretty as flowers and super tasty), Organic Black Beauty Zucchini, and Organic Italian Heirloom Tomato. The co-op has ordered an additional rack this year, so there will be lots of variety for shoppers. Rochester will also have bedding plants from Pearson Organics again this year.

Adam O'Connor, the La Crosse store's Front End Assistant Manager, reports that the Seed Savers' packets have been flying off the shelves this year. The co-op ordered early, but demand is high, so shoppers should look to pick up their supplies now for spring plantings. Adam especially recommends Seed Savers Exchange's "SSE Lettuce Mix" and "Auntie Benary's Giant Zinnias."

We carry many varieties of seeds from Decorah's Seed Savers Exchange (SSE). Since 1975, SSE has protected the biodiver-

sity of our food system—and our planet—by preserving rare, heirloom, and open-pollinated varieties of seeds.

The company has a collection of over 20,000 heirloom and other plants. In addition, Seed Savers works to preserve and transmit the cultural heritage that every seed carries, interviewing the gardeners who submit heirloom seeds to discover the provenance and quality of the seeds.

Seed Savers Exchange is a dynamic exchange between gardeners who order seeds from the SSE catalog for their own use. SSE has 630 varieties for sale to the general public through the catalog, and to PFC shoppers, but it also facilitates a member-to-member gardener exchange that provides over 16,000 varieties to gardeners—who list seeds saved from their own gardens.

Together the seeds of these varieties compose an irreplaceable genetic resource that may well guarantee the security of our future food supply. These rare, diverse seeds ensure that we have varieties adapted to different climate conditions and resistant to certain diseases. When seed diversity is strong, our food system is protected, as this diversity increases the probability of having crop varieties that thrive in adverse situations.

The company has a collection of over 20,000 heirloom and other plants.

Virtual classroom

Mindfulness Series with Greg Lovell

Mindfulness Basics

Tuesday, March 23
6:00-7:30 PM via ZOOM

Mindfulness meditation is an ancient practice that helps people calm their minds, gain insight, and improve wellbeing. Modern day researchers have uncovered a host of mental, emotional, and physical benefits. This class will introduce the basic concepts and principles of mindfulness and provide important background information. Participants will experience several guided meditations that will lay the foundation for a consistent practice. Please wear comfortable clothing and have a device or pen and paper to write on.

\$10 PFC OWNERS
\$15 NON-OWNERS

Mindfulness for Self-Care

Tuesday, April 20
6:00-7:30 PM via ZOOM

Mindfulness meditation is an ancient practice that helps people calm their minds, gain insight, and improve wellbeing. Modern day researchers have uncovered a host of mental, emotional, and physical benefits. This class will introduce the concept of self-care and explore how it works together with mindfulness. Participants will learn several exercises and experience guided meditations designed to enhance emotional wellbeing. Please wear comfortable clothing and have a device or pen and paper to write on. Participants are encouraged to bring a mat and/or pillow handy as well, though this is optional.

\$10 PFC OWNERS
\$15 NON-OWNERS

Mindfulness for Stress Reduction

Tuesday, May 18
6:00-7:30 PM via ZOOM

Mindfulness meditation is an ancient practice providing a host of mental, emotional, and physical benefits. In this class, participants will explore what stress is and how mindfulness and related practices can help. Participants will also learn several exercises and experience guided meditations designed to ease stressful feelings. Please wear comfortable clothing and have a device or pen and paper to write on. Participants are encouraged to have a mat and/or pillow handy as well, though this is optional.

\$10 PFC OWNERS
\$15 NON-OWNERS

ABOUT Greg Lovell

Greg currently serves as the behavioral interventionist at Holmen Middle School and has worked in education for over 14 years. He has taught mindfulness in a variety of settings, including schools, colleges, agencies, clinics, and other organizations. Greg has lived in the Coulee Region his whole life and currently resides in La Crosse with his wife and son.

**FOR MORE
INFORMATION
VISIT
[www.pfc.coop/
classes-events](http://www.pfc.coop/classes-events)**



PRO-TIPS

Sauté your veggies before you add them to the frittata to eliminate excess moisture.

TRY THIS!

Sundried tomatoes, spinach & Feta

TRY THIS!

Yellow onions, bell peppers, goat cheese

TRY THIS!

Ham, frozen hashbrowns, broccoli, Gruyere

EGG FUN FACTS

Check your eggs.
An old egg will float in a bowl of cold water.
Fresh eggs sink.

Yolk color is largely due to the pigments in a chicken's diet.
Greens and fruit means brighter yolks and healthier eggs.



Cooking School

FRITTATA

We love Frittata- it is a quick, easy, and nutritious meal that is super versatile and crazy delicious! Start with the base recipe then add your choice of protein, vegetables, and cheeses to make your own delightful creation! We love frittata hot for breakfast and cold with a side salad for lunch and dinner

BASIC FRITTATA RECIPE

makes 6 servings

Ingredients

10 large eggs • 1 cup of whole milk • 1 garlic clove, finely minced or grated • 1 tsp of salt • 1 tsp of pepper • 1/3 cup of flour • 1 tsp baking soda

Directions

1. In a large bowl, whisk the eggs and milk. Add in the garlic, salt, and pepper. Stir to combine.
2. Whisk in the flour and baking soda.

BACON, MUSHROOM, AND LEEK FRITTATA

Ingredients

1 Basic Frittata Recipe • 5 strips of local bacon, cooked, chopped • 1 cup of leeks • 2 cups of mushrooms, sliced, 1/8 inch • 1 cup Asiago cheese, shredded • salt and pepper

Directions

1. Preheat oven to 425 degrees.
2. In a large bowl, combine egg mixture (see recipe above.) Set aside.
3. On medium high, in a medium oven safe skillet with tall edges, add 1 tbsp of oil. Add mushrooms to the skillet, and cook 6 minutes. Add in 1 cup of leeks and cook an additional 4 minutes. Add a layer of bacon and cheese.
4. Pour egg mixture into skillet. Cook about 6 minutes on medium high - or until the sides start to firm up.
5. Remove from heat and place in oven. Bake for about 20 minutes or until the frittata is puffed and the center is firm.
6. Let cool for about 5 minutes. Garnish with freshly grated cheese, parsley and crispy leeks.

Optional: In a small skillet, on medium high, add a tbsp of olive oil. Add in leeks and cook about 4-5 minutes or until the leeks start to crisp up. Season with salt and pepper.



PRO-TIP

Add flour and baking soda for an extra fluffy frittata.



Swap out
the Salmon
for fresh
Steelhead
Trout.



PRO-TIP

Simmer gently - don't
boil. Use hot stock to help
keep the starch content.
And, don't walk away!
Stir regularly but not
constantly.

Weekly Owner SPECIAL

3/29 - 4/4

Norwegian
Salmon

\$11.99/lb

Like what you see? More recipes available at www.pfc.coop.

Flavors from the Sea

SALMON WITH MUSTARD DILL SAUCE

makes 4 servings

Ingredients

4 fillets of Norwegian Salmon • 4 tbsp butter, divided • 2 tbsp lemon juice • 1 garlic clove, minced • pinch of cayenne

Directions

1. Preheat oven to 400 degrees.
2. Prepare the basting sauce. Combine 2 tbsp melted butter, garlic, lemon juice, and pinch of cayenne.
3. Heat a large cast iron skillet on medium high. Add 2 tbsp butter. Once melted, place salmon flesh side down. Sear for about 5-6 minutes, or until the fillet has a nice crust to it. Flip fillets and place skillet in oven to cook. Bake for 5 minutes.
4. Remove the skillet from the oven and baste the salmon fillets. Return to the oven and bake an additional 2-3 minutes - or until the flesh is flaky.

coop deals
Mar 17–Mar 30
Pacific Foods
Organic Broth

SPRING RISOTTO

makes 4 servings

Ingredients

4 tbsp butter • 1 shallot, diced • 2 garlic cloves, minced • 1 cup arborio rice • 1/3 cup white wine • 5 cups chicken stock, warm • 1 1/2 tsp black pepper • 1 cup Pecorino Romano, shredded • 1 cup Parmesan, shredded

Directions

1. On medium high, in a medium Dutch oven, melt butter. Add in shallot and cook about 3-4 minutes, or until onions are translucent. Add in garlic and sauté an additional minute.
2. Add in rice and cook about 2 minutes - stirring to prevent sticking. Add in white wine and cook 5 minutes.
3. Add in 1 cup of chicken broth. Simmer gently, stirring regularly to prevent sticking. Once the broth has been absorbed, continue to add in chicken stock 1/2 cup at a time until rice is cooked through and thickened. This process should take about 20-25 minutes.
4. Once rice is cooked, add in pepper, Pecorino and Parmesan cheese. Dress with fresh parsley.

LEMONY ASPARAGUS

makes 4 servings

Ingredients

2 tbsp olive oil • 1 bunch of Asparagus, ends trimmed • 2 tbsp lemon juice, freshly squeezed • salt and pepper

Directions

1. On medium high, heat 2 tbsp of olive oil in a large skillet.
2. Add in asparagus and sauté for 5 minutes. Stir and sauté an additional 5 minutes. Asparagus should have a slight sear and be bright green.
3. Add salt and pepper to taste, and freshly squeezed lemon juice. Toss to coat.

MUSTARD DILL SAUCE

Ingredients

1 tbsp Dijon mustard • 4 tbsp mayo • 1 tbsp lemon juice • 1 tbsp dill • 1 tbsp Greek yogurt • 1/4 tsp salt • 1/4 tsp

Directions

1. In a small bowl, combine all ingredients. Refrigerate 1-2 hours before serving.

coop deals
Mar 31–Apr 20
The Greek Gods
Greek Yogurt



PRO-TIP

If your fish is skin on –
cook the fish skin side
down on the pan.



PRO-TIP

Gently bend asparagus back and forth to find the spot where it naturally snaps. Discard the woody end.

ONE PAN ROASTED MAHI MAHI and ASPARAGUS makes 2 servings

Ingredients

10 oz. Mahi Mahi fillets cut into 3 oz. portions (approx.) • 1 bunch asparagus • 1 1/2 tbsp butter • 2 tsp olive oil, plus more for drizzling • 1 lemon • 1 tsp Old Bay Seasoning • 1 tbsp grated Parmesan cheese • salt and pepper

Directions

1. Preheat oven to 425 degrees.
2. Cut and rinse fillets and pat dry. Wash and "trim" asparagus by snapping ends off, pat dry.
3. Pour olive oil on one half of a baking sheet. Roll asparagus in olive oil to coat.
4. Sprinkle with salt and pepper.
5. Sprinkle Mahi Mahi pieces (both sides) with Old Bay Seasoning, pepper, and salt.
6. Place butter on the other side of the sheet pan (opposite the asparagus) and arrange Mahi Mahi pieces around it so the butter is in the center of the fish.
7. Grate zest from one half of the lemon over fish and asparagus. Cut the lemon in half, saving half for serving. Cut the remaining piece in slices and lay on top of the fish and butter.
8. Sprinkle Parmesan over the asparagus.
9. Bake for 10 to 12 minutes- then check the asparagus (baking time for the asparagus will depend on the thickness of the spears). When the asparagus is crisp tender, remove from the oven and continue to bake the fish for a few minutes more until it flakes when pierced with a fork.
10. Serve with lemon wedges.



LEMONY FRESH ARUGULA SALAD makes 2 servings

Ingredients

4 cups arugula • 1 tbsp fresh squeezed lemon juice • 1 1/2 tbsp extra virgin olive oil • 1 clove garlic, minced • 1 tsp lemon zest • salt and pepper • 1/8 cup shredded Parmesan cheese • 1/8 cup toasted almonds, rough chopped

Directions

1. Rinse arugula and pat dry. In a medium bowl combine lemon juice, oil, garlic, zest, salt and pepper. Whisk vigorously until combined.
2. Add in arugula and toss until evenly coated.
3. Stir in Parmesan and almonds.

Coop
deals.

Mar 31–Apr 20

Spectrum Naturals
Organic Olive
Oil



PRO-TIP

To test the trout to make sure it's done, insert a fork at the thickest part of the fish. The fish is done when the flesh is nearly opaque, and flakes easily with a fork.

TIN FOIL LEMON & HERB TROUT

makes 2 servings

Ingredients

2 fillets of trout (Red Ruby trout pictured) •
1 lemon, thinly sliced, divided • 2 garlic cloves,
minced, divided • 2 tbsp parsley, divided • 1/2 tsp
red pepper flakes, divided • 2 tbsp butter, melted,
divided • 12 sprigs, fresh thyme, divided • 2 tbsp
parsley, chopped, divided • salt and pepper to taste

Directions

1. Preheat oven to 375 degrees. Cut two tin foil pieces at least 2" longer and 4" wider than fish fillets.
2. Place one fillet on tin foil. Sprinkle half of garlic, red pepper, salt, pepper, and parsley. Lay 6 sprigs of thyme and half of lemons on fillet. Drizzle half of butter on top. Close tin foil. Repeat process for second fillet.
3. Place tin foil packets on baking sheet. Bake 12-15 minutes or until fillets flake.



KALE and BRUSSELS SPROUT SALAD with LEMON POPPYSEED DRESSING

makes 2 servings

Ingredients

10 brussels sprouts, sliced 1/8" thick • 3 cups of
kale, chopped into 1/2" pieces • 1/4 cup red onion,
thinly sliced • 1 tsp, garlic, grated on microplane
• 2 tsp Dijon mustard • 1 1/2 tsp, maple syrup
• 2 tbsp lemon juice • 1/4 cup olive oil • 1 tsp
poppyseeds • salt and pepper to taste

Directions

1. In a small bowl, whisk the garlic, Dijon mustard, maple syrup, lemon juice, and olive oil until combined. Add in the poppyseeds and gently stir. Add in salt and pepper to taste (about 1/4 tsp of both).
2. In a large bowl, combine the Brussels, kale and onions. Pour in the dressing. Stir to combine. Refrigerate for an hour.
3. Remove from fridge. Using a microplane, grate in some fresh Parmesan cheese right before serving.



The best of both worlds -
tartar sauce and
slaw - all in one!



PRO-TIP

Double dip
for an extra
crunchy coating!



CRISPY BAKED COD

Ingredients

10 oz. Orca Bay Alaskan Cod, thawed, rinsed, patted dry and cut into 6 pieces • 2 tbsp melted butter • 2 cups cornflakes, crushed • 1 tbsp lemon zest • 1/2 tsp black pepper • 1 tbsp onion flakes • 2 eggs, lightly beaten • lemon wedges • 2 tbsp minced fresh parsley

Directions

1. Preheat oven to 425 degrees.
2. Mix butter, cornflakes, lemon zest, black pepper, and onion flakes.
3. Dip fish pieces in egg, then roll in cornflakes. Pat cornflakes into the fish until evenly coated.
4. Place on parchment lined baking sheet.
5. Bake for 10 to 12 minutes, or until fish reaches an internal temperature of 145 degrees, and the cod flakes apart when pierced with a fork. Do not overcook or fish will become rubbery.
6. Remove from oven and garnish with lemon wedges and fresh parsley.



TARTAR SLAW

Ingredients

2 cups red or green cabbage and carrots, shredded • 1/2 cup mayo • 2 tbsp dill pickles, chopped • 1 tbsp lemon juice • 1 tbsp capers • 1 tsp dried dill • 1 tsp cane sugar • 1/2 tsp Worcestershire sauce • 1/2 tsp Dijon mustard • salt and pepper

Directions

1. Mix mayo, dill pickles, lemon juice, capers, dill, sugar, Worcestershire, and mustard. Stir in cabbage and carrots. Season with salt and pepper to taste.

Other fish favorites....



MOSE'S FISH SAUCE

local
Winona, MN



NATURAL SEA PREMIUM COD STICKS OR FILLETS

on sale
Co-op Deals
3/3-3/16



NATURAL SEA ALBACORE TUNA

on sale
Co-op Deals
3/3-3/16



PRO-TIP

Make it Gluten Free
with GF Pie crust
available in the
freezer case.

TIME SAVER

Use Wholly
Wholesome
pre-made crust.
Available in the
freezer.



PRO-TIP

Pre bake
your crust
for best results.

Spring has Sprung

We welcome Spring with vibrant and beautiful dishes for all your Spring celebrations.

Try a decadent quiche with caramelized onions, locally raised ham and fresh local spinach!

Or enjoy the vibrant color and delicious flavor of our Easy Peasy Soup! Lemon takes center stage in a light and lovely Lemon Olive Oil Cake or with a Creamy Asparagus Pasta.



CARAMELIZED ONIONS, HAM, and SPINACH QUICHE

makes 6 servings

Crust

1 cup flour • 1/4 tsp salt • 5 tbsp cold butter, cut into 1/2 inch cubes • 1 tbsp fresh rosemary, minced • 2 tbsp ice water

Directions

Preheat oven to 375 degrees.

In a medium bowl whisk together flour and salt. Add butter and mix together with a pastry blender, two forks, or your fingertips until mixture resembles coarse meal. Add in rosemary. Then drizzle with 1 tablespoon of water and stir to moisten. Repeat with second tablespoon ice water. Work with hands to distribute moisture. Press dough into a ball and turn out onto a work surface. Knead a few times, then shape into a flat disk. Cover with plastic wrap and freeze for 1/2 hour. Remove from the freezer and roll into a 12" disk. Place in a 9" round pie pan, pressing the dough up the sides and smearing any breaks in the dough. Line crust with parchment and fill with pie weight or dried beans. Bake for 15 to 20 minutes or until crust begins to brown. Remove from oven and let cool for at least 10 minutes before filling.

Filling

2 tbsp butter, divided • 1 large, sweet onion, thinly sliced • 1/2 tsp dried thyme • 6 oz Beeler's Smoked Ham, cut into 1/2" cubes • 2 cups lightly packed spinach, rough chopped • 4 eggs, lightly beaten • 1/2 cup milk, 2% or whole • 1/2 cup heavy cream • salt and pepper • 2 tsp Dijon mustard • 1 cup Swiss or Gruyere cheese

Directions

In skillet add 1 1/2 tablespoons butter and onions. Cook on high stirring frequently until butter is just melted. Reduce heat to low and continue to cook down stirring occasionally to prevent onions from sticking and burning. Continue to cook, stirring occasionally over low heat for 15 minutes, then add dried thyme and cook 15 to 20 minutes more or until onions cook down and caramelize. If onions dry out, add water 1 tablespoon at a time allowing onions to dry out and soften between additions.

Reduce oven heat to 350 degrees.

In another skillet melt 1/2 tablespoon butter, add ham and sauté over high heat until ham begins to brown. Add spinach and cook until spinach wilts and moisture cooks off, 1 to 2 minutes.

In a medium bowl whisk eggs, milk, heavy cream, salt, and pepper, until combined.

Spread mustard over cooled crust. Then add caramelized onions. Followed by the ham mixture, then top with cheese.

Gently pour egg mixture over the top. Bake 45 to 55 minutes or until golden and set in the center. Remove from oven and let rest before serving. Cut into 6 pieces and serve hot or cold.



PRO-TIP

Cook carrots
and peas over
high heat to
caramelize.



Weekly Owner SPECIAL

3/15 - 3/22

Local, Organic
Sno Pac Frozen Peas

1.89/ea

EASY PEASY SOUP with CRISPY HAM and CARROTS

makes 4 servings

Ingredients

1 tbsp butter • 1 sweet onion, minced • 1 tbsp dried tarragon • 3 cups chicken or vegetable stock • 1 (10 oz.) bag frozen peas • 1/2 cup heavy cream • salt and pepper • 1 tbsp olive oil • 1 carrot, peeled and thinly sliced into ovals or rounds • 1 (6 oz.) smoked ham steak, chopped into small cubes

Directions

1. Sauté onion in butter until soft. Add tarragon and cook, stirring a minute more. Stir in stock, salt, and pepper and bring to a boil. Add peas and return to just boiling. Remove from heat and stir in cream.
2. Using an immersion blender. Blend soup until smooth.
3. In a skillet, heat olive oil. Add carrots and ham pieces and cook over high heat until carrots and ham brown and caramelize.
4. Ladle soup into bowls and garnish with crispy ham and carrots.



LEMON OLIVE OIL CAKE

makes 4-6 servings

Ingredients

1 1/2 cups all- purpose flour • 1 tsp baking powder • 1/2 tsp baking soda • 1/4 tsp salt • 3/4 cup sugar • 1 tbsp lemon zest (zest from 1 large lemon) • 3 large eggs • 1/2 cup extra virgin olive oil • 1/4 cup butter, melted then cooled • 1/4 cup lemon juice • 1 cup plain Greek yogurt

Directions

1. Preheat oven to 350 degrees.
2. In a medium bowl, whisk flour, baking powder, baking soda and salt. Set aside.
3. In a large bowl combine sugar and lemon zest. Then add eggs and whisk until well mixed. Stir in butter, lemon juice and yogurt. Mix until smooth. Fold in flour and stir until just combined.
5. Pour into a buttered 9" springform pan. Tap on counter to level.
7. Bake for 40 to 45 minutes.
8. Cut and serve.



CREAMY ASPARAGUS PASTA with LEMON

makes 4-6 servings

Ingredients

3 tbsp butter • 2 shallots, diced • 1 large garlic clove, minced • 4 tbsp cornstarch • 3 cups whole milk • 1 cup heavy whipping • 1 cup Pecorino • 1 cup Fontina • 1 tbsp lemon juice • 1 pkg linguine, cooked according to package • 2 tbsp of olive oil • 2 bunches of asparagus, chopped into pieces

Directions

1. In a large skillet, melt butter on medium heat. Add in shallots and sauté until transparent, about 2-3 minutes. Add in garlic and sauté another minute.

2. Add in cornstarch and stir until the onions are coated. Add in milk and heavy whipping cream. Stir occasionally to prevent from sticking and until sauce begins to thicken. Add in Pecorino and Fontina cheese. Stir until cheese has melted. Add in 1 tbsp of fresh lemon juice (or more to taste).
 3. In a large skillet on medium heat, add in olive oil. Once hot, add asparagus to pan. Season with salt and peppers. Cook for about 4-5 minutes. Asparagus should be a bit crunchy and still be vibrant green. Remove from heat.
 4. In a large bowl combine the pasta and about 2/3 of the sauce. Stir to combine. Add in more sauce as needed. Add in asparagus and gently stir to combine.
 5. Serve with freshly grated Pecorino or Fontina and a little lemon juice.
- Note: You will have extra sauce. Use for an extra creamy sauce or to reheat leftovers.



Spring Pea
and Asparagus
Pasta
Primavera



Asparagus
Antipasta



Lemon
Pasta with
Spring
Vegetables

Co-op's OwnTM SPRING SALADS

Fresh from the co-op kitchens! Try our seasonal line up of delicious Spring salads featuring asparagus, lemons, pasta, and peas! What a delicious way to welcome Spring! Available in the Grab and Go!



**Weekly Owner
SPECIAL**

3/22 - 3/28

Co-op's OwnTM
Spring Salads
\$2 OFF/lb



Spring
Vegetable
Salad



DINNER

for under \$20

Stop by the co-op deli for delicious, made from scratch, family style (serves 4) meals all under \$20. Prepared and ready to heat and eat – these dinners make mealtime a breeze!

- Tuscan Chicken with Potato Wedges
- Thai Veggie Linguine with Veggie Egg Rolls
- Roasted Pork Loin with Steamed Veggies
- Four Cheese Pasta Bake
- Greens, Beans, and Bacon with Pasta Bake
- Curried Veggie lo Mein with Sesame Tofu
- Spinach lasagna
- Spicy Beef Lasagna
- Spinach, Portabella, Artichoke Lasagna



DINNERS
AVAILABLE
IN THE
GRAB & GO



Veggie
Korma over
Cilantro
Lime Rice



Lamb
Meatballs over
Mediterranean
Orzo
Salad



Co-op's Own™ SPRING HOLIDAY DINNERS

Menus

(servings for 4)

HAM,
CHEESY
POTATOES &
CREAMY
GREEN
BEANS

25.99

VEGGIE
KORMA
OVER
CILANTRO
LIME
RICE

24.99

LAMB
MEATBALLS
OVER
MEDITERRANEAN
ORZO SALAD

26.99

WHAT IS Co-op's Own™?

Co-op's Own™ fresh food made every day in our kitchens. And it starts with the ingredients - selected the way you would if you were making it in your own kitchen. Co-op's Own™ is food you can feel good about - that nourishes your body and protects the planet. And the taste - well - it's delicious!

TO ORDER

La Crosse: 608-784-5798 x2047

Rochester: 507-289-9061 x3041

Dinner orders due
by 10 a.m on
Thursday, 4/1.



a note from the Board

This March marks the eighth anniversary of my family moving to Rochester from Hawaii. It is also the eighth anniversary of when I learned, while Spring may officially start this month elsewhere, here, it begins in May (maybe?)

This March will be another anniversary of sorts; it will have been one year since most of us began to feel the life-altering consequences of COVID-19. For most, it has been a trying year and, for many in our community, a dangerous one as well.

This anniversary brings me to the first real point of this letter: recognizing the People's Food Co-op staff for their brilliance and resilience in dealing with the challenges over the last year. We all saw how quickly the PFC team adapted to create new guidelines and procedures to ensure our shopping experience was safe. As a Board member, I saw the amount of disruption this caused to the year's already planned projects. I saw how hard the staff worked to ensure the Co-op's viability despite dropping sales and dropping availability of goods. The team handled these challenges with grace and the friendly, neighborly attitude that is a hallmark of our Co-op.

The second point of this letter is to thank you, the owners and patrons of the People's Food Co-op, who continued to shop at the Co-op throughout the last year when the Co-op needed you most. One metric that I like to look at in our Board meetings is the monthly average "basket size" or the amount that our customers spent at check-out. Throughout most of the last year, the basket size was up and, while the scientist in me has several explanations, the optimist in me says you spent more to support the Co-op.

So on behalf of the entire Board, to the staff of the People's Food Co-op, we'd like to thank you for your hard work through this past year of change and, to you, the patrons of People's Food Co-op, thank you for your support throughout the craziness of the last year.

Two final thoughts, then. First, no matter how crazy this March is for you, it probably won't be as challenging as the last one, and, second, by the time you read the next Garlic Press newsletter, it will be Spring in our area (maybe?).

Hunter Downs

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

March 25, 4:30 p.m.
April 22, 4:30 p.m.
May 27, 4:30 p.m.

Please email perrin.iacopino@pfc.coop
BY NOON ON THE MEETING DAY;
we will provide a link to the meeting.

MOSES Organic Conference & PFC Buy a Bag Collaboration



The annual MOSES Organic Farming Conference didn't take place in La Crosse this year due to the pandemic. In an effort to have some positive impact on the city, conference organizers partnered with the co-op for a special Buy a Bag campaign. Shoppers purchase a \$10 bag of groceries and the co-op matched each donation. At the end of the drive, our shoppers purchased 235 bags of groceries to be donated to local food shelves. Thank you to our generous shoppers!

March is MN Food Share Month!



The Minnesota FoodShare March Campaign is the largest grassroots food and fund drive in the state, accomplished by participating groups and individuals engaged in the fight against hunger in support of our 300 partner food shelves.

PFC is participating by selling \$10 bags of groceries that will go to local food shelves. The food drive runs through the end of March.



MARCH RECIPIENTS

La Crosse: Hunger Task Force
Rochester: Salvation Army

APRIL RECIPIENTS

La Crosse: Mississippi Valley Conservancy
Rochester: Quarry Hill Nature Center

Welcome new Board members

Our eighth and ninth Board members were appointed earlier this year. Welcome Dianne and Elizabeth!



Dianne Thomas

After many years of working in finance, insurance, and corporate real estate strategy, I am the proud, new co-owner of Haven Valley Farm LLC, in NW Olmsted County. I discovered my passion for the farm-to-table movement after watching The Victory Garden on PBS. I currently reside in downtown Rochester with my wife and co-owner, Frances and our daughter, Danielle. When I'm not out on the farm, I am most happy visiting museums, participating in aviation events as a licensed pilot or camping with friends and family.



Elizabeth Leighton

I grew up in Winona, MN and moved away briefly for college. I moved to La Crosse to get a Master's in Biology. I grew fond of La Crosse in that time and have stayed. I currently work as a laboratory technician. I used to work in the grocery department and have a soft spot for People's. Always feel free to ask a question and I will help, and represent you on the board, as best I can.

People's Food Co-op

postal return address:
315 Fifth Avenue South
La Crosse, WI 54601

Follow us on Twitter, Facebook, Instagram, and YouTube



www.pfc.coop

La Crosse and
Rochester Hours:
8 a.m. to 9 p.m. Daily
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507.289.9061 (Rochester)

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requested

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Our personal shoppers will pick the best
for you and deliver right to your trunk!

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FOR
OWNERS!**

