

The background of the entire page is a photograph of various pumpkins and gourds. On the left, there's a large orange pumpkin. In the center, a dark, ribbed gourd. On the right, a green and blue striped gourd. At the bottom right, another orange pumpkin. The background is dark and moody.

# the Garlic Press

Volume 1, Issue 8

September/October 2021

*save the date!*  
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DEPARTMENT  
SALES**  
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[www.pfc.coop](http://www.pfc.coop)



## *a note from the CEO*

The end of our business year (fiscal year '21) comes just as fall gets into full swing and we are glad to be moving into 2022. (Save the date for our Annual Meeting – mark your calendar for December 9, 2021!) Though it isn't the "full swing" of fall activities from two years ago, we certainly welcome back some routines which had long been on pause.

College students are back in session and stocking up on dorm supplies and using Student Memberships for coffee and discounts. Our stores have seen a resurgence of lunch traffic, a good sign that more folks are doing business in downtown offices and traveling through the area. It may be slow progress, but

we see the rebuilding of downtown activity and that is great for our PFC community. We are here to serve the changing needs of our shoppers. As you modify habits and add new items to your shopping list – we're here for you!

Our grocery stores empower people to make a variety of choices for health, wellness and sustainability. There are thousands of ways you can make a difference for your own health, your family's and the earth. With the support of 11,200 owners and tens of thousands more shoppers, we know that PFC must not only provide organic, local goods, but also prioritize the social and environmental impact of the products we supply.

In our recent customer survey, you spoke loud and clear about how much the People's Food Co-op staff matter to you. We work hard to recruit people who want to help you have a great shopping trip, every time. You've squeezed the trip into your day, and we know it has to be worthwhile. Every single day our staff receive compliments from customers who've been thrilled by someone going the extra mile; we want to make that experience for every one of our customers.

Through October and the holiday season our focus is on two things: maintaining great service for you throughout the store, especially in our meat and deli departments, and keeping our shelves full for all your daily needs. To maintain in-stocks, our managers are quickly finding alternatives to fill the gaps where some suppliers have not been able to complete orders. You can count on PFC to help you cook well – and eat well – any day of the week!

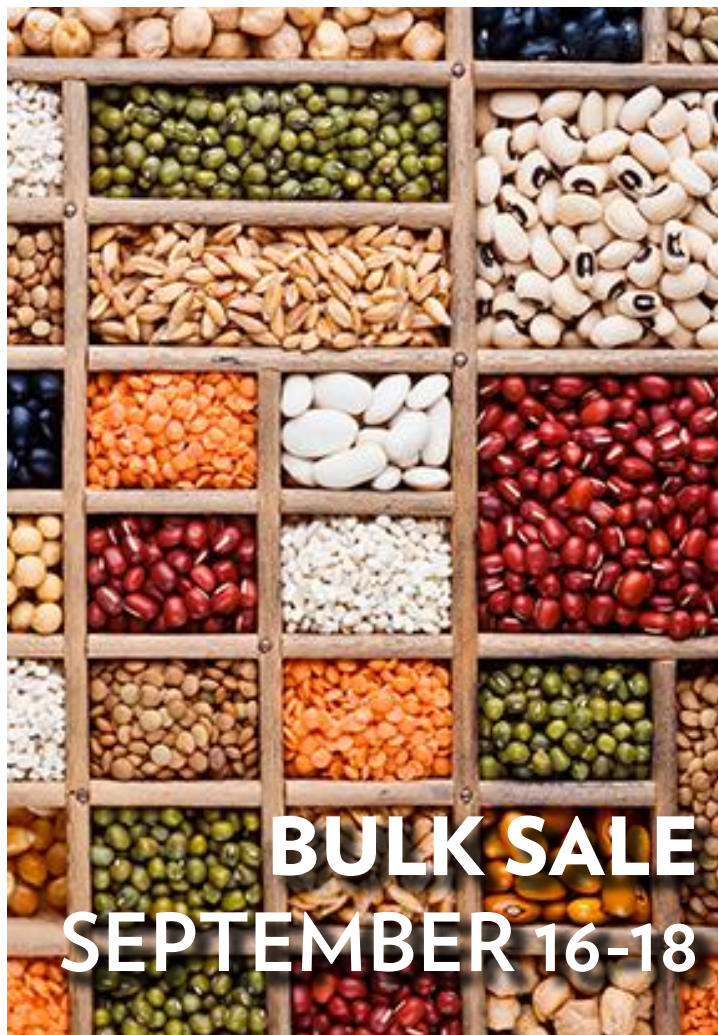
The erratic job market means filling positions is our most challenging area right now, but our Co-op is prepared to bring our best. I applaud the work our recruitment team is doing by increasing benefits and simplifying training, which helps many eager workers be welcome to the co-op family. Are you someone who wants to be part of a fast-paced team during the upcoming months? I'd love to hear from you!

I look forward to connecting with you regarding anything on your mind about the Co-op. If you have questions or concerns, please contact me via our website ("Talk to us!") or send a message to my email.

Cooperatively,

*Lizzy Haywood*

# COMING SOON!!



## BULK SALE SEPTEMBER 16-18



DON'T MISS  
THESE SALES &  
OTHERS!

*subscribe here!*

## MEAT SALE OCTOBER 14-16

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.

All articles and pictures submitted for publication become property of People's Food Co-op. PFC reserves the right to refuse publication of any article for any reason.

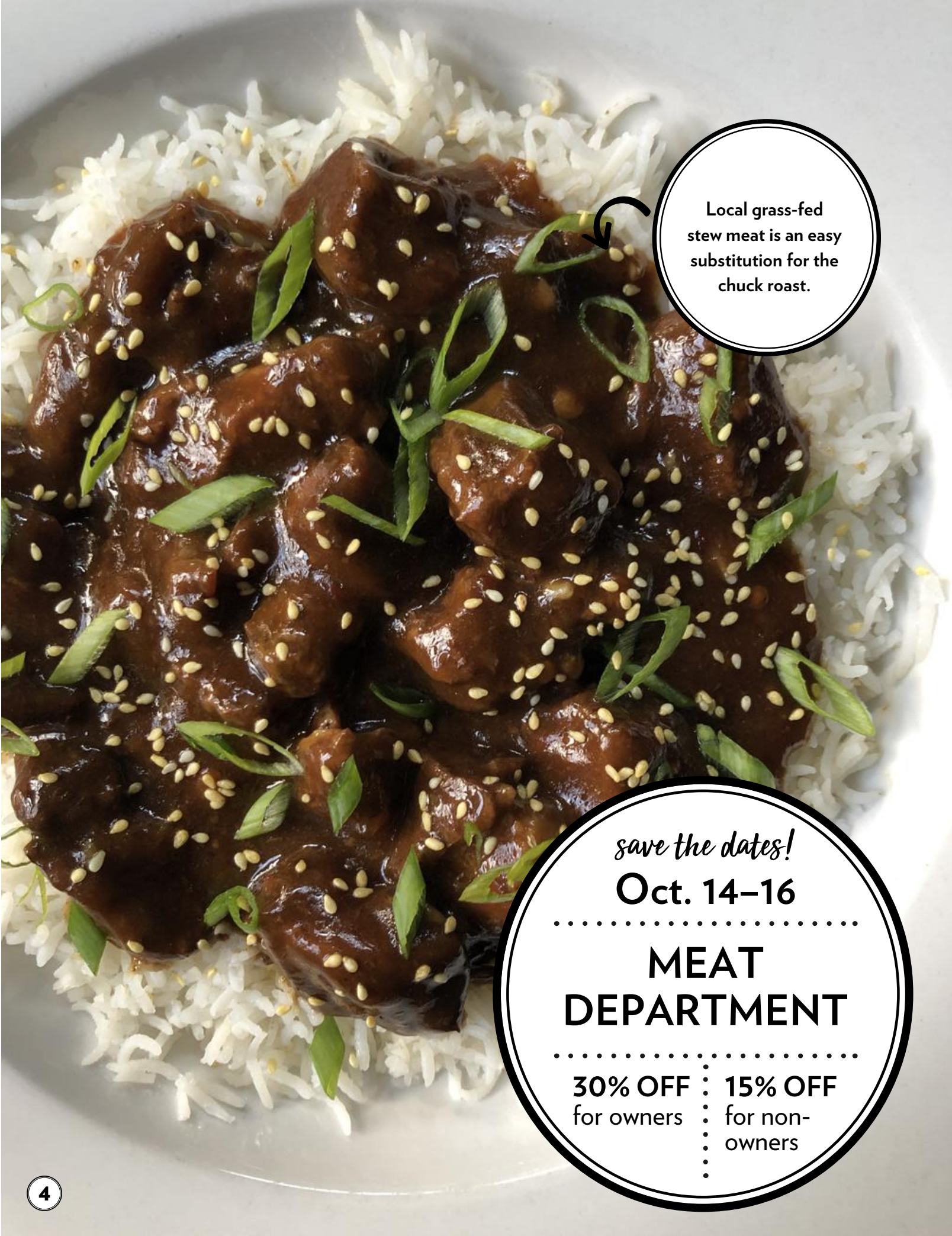
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### KNOW YOUR BOARD

Meredith Davis *vice president*  
Hunter Downs  
Johanna Ficatier  
Peter Gorski *treasurer*  
Elizabeth Leighton  
Sarah Miller  
Andrea Niesen *secretary*  
Verna Simon *president*

Contact the board at [board@pfc.coop](mailto:board@pfc.coop)



Local grass-fed  
stew meat is an easy  
substitution for the  
chuck roast.

*save the dates!*

**Oct. 14–16**

.....

**MEAT  
DEPARTMENT**

.....

**30% OFF**  
for owners

**15% OFF**  
for non-  
owners

# Low and Slow

Dust off your slow cookers and crock pots - it's officially the season of low and slow dinners. Nothing beats the smell of dinner as you walk through the door after a busy day. These recipes can be put together in less than 15 minutes that are sure to please the different palettes at your dinner table.

**coop**  
**deals**

Sep 15-28

Pacific Foods  
Organic Broth  
32 oz

## SLOW COOKER KOREAN BEEF

### Ingredients

2 lbs local, grass-fed chuck roast, cut into 1/2" pieces •  
1/2 cup beef broth • 1/2 cup hoisin sauce • 1 garlic clove,  
minced • 1 1/2 tps sesame oil • 1/2 tbsp rice vinegar • 1  
tbsp ginger, grated • 2 tbsps chili garlic sauce • 3 tbsps  
cornstarch • 3 tbsp water

### Directions

1. Cut the chuck roast into 1/2 " pieces.
2. In a medium bowl, combined the beef broth, hoisin, garlic, sesame oil, rice vinegar, ginger, and chili garlic sauce. Whisk until combined.
3. Place beef in slow cooker. Pour sauce over beef. Cook on low for 8 hours.
4. In a small bowl, combine the water and cornstarch. Add to slow cooker, about 30 minutes before the time is up. Turn slow cooker to high for 15 minutes or until sauce thickens.

**coop**  
**deals**

Oct 13-Nov 2

Organic Valley  
Sour Cream  
16 oz

## SLOW COOKER CHICKEN TACOS

### Ingredients

3 lbs of Gerber's Amish Chicken Breasts • 1 medium  
yellow onion, diced • 1 - 14.5 oz can, crushed tomatoes  
• 1 - 4 oz. can, diced green chilis • 1 cup Chip Magnet,  
Wildly Delicious Salsa • 1/2 cup Chip Magnet,  
Garlicious Salsa • 1 - 1.25 oz pkg, taco seasoning •  
3 tbsp Sky Valley taco sauce

### Directions

1. In a large bowl, combine the onions, crushed tomatoes, chilis, salsa, taco seasoning, and taco sauce.
2. Place chicken breasts in bottom of slow cooker. Pour sauce over chicken breasts.
3. Cook on low for 7-8 hours.

**coop**  
**deals**

Oct 13-Nov 2

Organic Valley  
Finely Shredded  
Cheese  
6 oz



**coop**  
**deals**  
Oct 13–Nov 2

Upton's Naturals  
Seitan  
8 oz

**coop**  
**deals**  
Sep 15–28

Daiya Dairy-free  
Shreds  
7.1–8 oz

## VEGETARIAN SLOW COOKER LENTIL, BEAN & SEITAN CHORIZO CHILI

### Ingredients

1 medium yellow onion, diced • 2 large garlic cloves, minced • 2 medium red bell peppers, seeds removed, diced • 1 - 4 oz. can, diced green chilis • 1 - 15 oz can, *Field Day* tomato sauce • 1 - 28 oz can, *Field Day* diced tomatoes • 1 - 14 oz can, *Field Day* ranchero chili beans • 1 - 14 oz can, *Field Day* kidney beans • 2 tbsp chili powder • 1 tsp cumin • 1/4 tsp cayenne pepper • 1 tbsp tomato paste • 2 cups vegetable broth • 1 1/2 cups dried red lentils • 1 package, *Upton's Natural* Chorizo Seitan • 1 scallion, chopped • pickled jalapenos • vegan cheese, shredded

### Directions

1. Add the first fourteen ingredients into a large slow cooker. Stir until all ingredients are combined. Cook on low for 6-7 hours. At the 6-hour mark, check the lentils for desired doneness. Continue cooking an additional 30 minutes or until the lentils are al dente.
2. Prepare the chorizo seitan as directed on the packaging. Add to the soup and stir to combine.
3. Serve with fresh scallions, pickled jalapenos, and shredded vegan cheese.



## SLOW COOKER PULLED PORK

### Ingredients

1 pork shoulder roast (3-4 lb.) • 1 tbsp garlic powder • 1 tbsp onion powder • 1 tbsp sweet paprika • 2 tsps salt • 1 tsp cumin • 2 tsps chipotle powder • 1 tsp pepper • 1/2 tsp cayenne pepper • 2 tsps grapeseed oil, divided • 1/3 cup dark brown sugar • 3/4 cup chicken broth • 1/2 cup apple cider vinegar

### Directions

1. Mix spices (through cayenne pepper) in a small bowl. Divide spice mix in half. Mix one half with 1 tablespoon oil to make a paste. Mix the other half with brown sugar. Rub spice paste over all sides of the meat pressing into the meat to make it stick. Let sit a half hour. Then heat remaining oil over high heat in a Dutch oven. Turn heat to medium high and sear pork on all sides (approx. 5 minutes) on each side.
2. Put pork in a slow cooker. Cover with brown sugar spice mix, then pour liquids over the top.
3. Cover and cook on low setting 8 to 10 hours or until pork falls apart at just a touch. Spoon juices over the top of the roast throughout cooking.

**coop**  
**deals**  
Sep 29–Oct 12

Imagine  
Organic Broth  
32 oz

*save the dates!*

**Sept. 16–18**

**BULK  
DEPARTMENT**

(excludes herbs & spices)

**30% OFF**  
for owners

**15% OFF**  
for non-  
owners

**SLOW COOKER  
BLACK BEANS**

**Ingredients**

2 cups dried black beans, rinsed • 2 garlic cloves •  
1 1/2 tbsps kosher salt • 1 medium onion, chopped  
• 1 tsp cumin • 6 cups of water

**Directions**

1. Add all ingredients into a small slow cooker.
2. Cook on low for 6-7 hours.
3. Let beans cool. Serve or freeze in containers for up to 3 months.

**SLOW COOKER  
GARBANZO BEANS**

**Ingredients**

2 cups of garbanzo beans • 3 garlic cloves •  
1 1/2 tbsps kosher salt • 2 dried bay leaves •  
6 cups of water

**Directions**

1. Soak beans overnight or for at least 6 hours.
2. In a small slow cooker, add garlic cloves, kosher salt, bay leaf, water, and garbanzo beans.
3. Cook on low for 4-5 hours.
4. Remove and drain. Serve or freeze in containers for up to 3 months.

**coop  
deals**  
Sep 29-Oct 12  
Organic Bulk  
Garbanzo Beans

# more value, less waste *Bulk*

More and more shoppers are being enticed into the bulk aisles of their food stores—and for good reason! Buying in bulk is great for your budget (buy just the amount you need, at the best prices) and the environment, since there's less packaging required. With the opportunity to see and smell a product outside the package before you buy, it's a fun way to shop too.

Start by stocking up on staples: the bulk section is full of great buys for your pantry, like beans, nuts, cereals, flours, and grains. You can take advantage of the bulk section to sample small amounts of nut butters (many stores even offer the option to grind your own), pastas, and teas and coffees before committing to a large quantity.

Whatever your recipe, herbs and spices can be bought in just the amount you need for a fraction of the price of whole jars. It makes it easy and cheap to explore new cuisines that call for small amounts of herbs and spices you don't stock in your pantry. Also look for pet food and household and toiletry items, such as laundry detergent and soaps.

Besides being more cost-effective, buying bulk allows you to experiment with new foods. Bring home just enough quinoa for one meal, for example, or enough currants to substitute for raisins in your oatmeal one morning, and then come back for more when you know it's a winner. No section of your co-op is more fun to browse!

*copy written by National Co-op Grocers,  
courtesy of [welcometothetable.coop](http://welcometothetable.coop)*



## **Salad Ingredients**

2 tsp salt • 1 cup of farro • 1 small fennel bulb, finely diced • 2 honeycrisp apples, diced • 1/2 cup of dried cherries, more to taste • 1/8 cup red onion, finely diced

## **Dressing Ingredients**

1 tsp of apple cider vinegar • 1 tbsp of local maple syrup • 1 tbsp of Dijon mustard • 1/4 cup of olive oil • 1/4 tsp black pepper • 1/4 tsp of salt

## **CHERRY, FENNEL, and FARRO SALAD**

### **Directions**

1. In a medium bowl, combine apple cider vinegar, maple syrup, Dijon mustard, olive oil, salt, and black pepper. Whisk until combined.
2. Rinse farro in cold water. Add 3 cups of water to a small sauce pan. Add 2 tsp of salt and bring to a boil. Once boiling, add farro. Bring back to a boil and don't leave the stove. Once boiling, reduce heat until you hit a rolling simmer. Cook about 9-10 minutes, or until farro is al dente. Drain and cool on a baking sheet for 15 minutes.
3. In a small bowl, whisk together the maple mustard dressing ingredients.
4. In a large bowl, combine the salad ingredients. Stir to combine. Add the dressing and stir to combine.

**co+op  
deals**

**Oct 13-Nov 2**

Field Day Dark Color  
Maple Syrup

COOKING TIMES & YIELDS					NUTRITIONAL INFORMATION				
Name of legume (one cup dry)	Water needed (cups)	Stovetop time (minutes)	Pressure cooking (minutes)	Approx. yield (cups)	Calories	Carbs	Fat	Fiber	Protein
Adzuki	3 1/4	45-60	5-10	2	147	28.0	0.0	8.5	8.5
Anasazi	2	60-90	15-20	2 1/4	113	19.9	0.4	5.8	7.5
Black	3	45-60	20-25	2	113	20.5	0.5	7.5	7.5
Black-eyed peas	3	60	10-15	2 1/4	95	16.5	0.4	7.0	6.4
Fava	2	45-60	20-30	2	93.5	17.5	0.5	4.5	6.5
Garbanzo	4	90-120	20-30	2 1/4	134	22.5	2.0	6.0	7.5
Great Northern	4	60-90	25-30	2 1/4	104	18.5	0.5	6.0	7.5
Kidney/Cannellini	2 1/4	90-120	20-25	2	104	18.5	0.5	5.5	7.5
Lentils, brown	3	45-60	never	2	115	20	0.5	8.0	9.0
Lentils, red	3	20-30	never	2	135	23.5	0.6	5.8	8.0
Mung	2 1/4	45-60	never	2	106	19	0.5	7.5	7.0
Pinto	3	60-90	20-25	2 1/4	126	23.5	0.5	4.5	7.5
Split Peas	3	45-60	never	2	115	20.5	0.3	8.0	8.0
Soy	3	180	30-35	2 1/4	117	7.9	5.1	2.6	9.9

One cup of beans weighs half a pound, and yields 2-3 cups of cooked beans.

Information for one half-cup of cooked beans.  
Carbohydrates, fat, fiber and protein measured in grams.

Check out this handy-dandy chart for cooking beans from [welcometothetable.coop](http://welcometothetable.coop)! Click on the image, to see the full guide to all things beans!



### Ingredients

1 pound (2 cups) dry pinto beans • 1 tbsp olive oil • 1 small yellow onion, diced • 1 jalapeno, finely chopped • 1 1/2 tps kosher salt, divided • 1 clove garlic, minced • 2 bay leaves • 1 1/2 tps ground cumin • 1 tsp dried oregano • 1/4 tsp cayenne pepper, optional • 3 cups water • 4 cups low-sodium broth, chicken or vegetable

## SLOW COOKER PINTO BEANS

### Directions

1. Rinse the pinto beans and transfer to a 6-quart or larger slow cooker.
2. Heat the oil in a medium nonstick skillet over medium-high heat. Once the oil is hot, add the onion, jalapeno, and 1/2 teaspoon salt. Sauté for 2 minutes, then add the garlic and let cook just until fragrant, about 30 seconds.
3. Add the sautéed vegetables, bay leaves, cumin, oregano, cayenne, and remaining teaspoon salt to the slow cooker. Pour the broth and water over the top.
4. Cover and cook on high for 8 to 10 hours, until the beans are tender. Drain the liquid if you like, or leave the liquid in and serve the beans with it.

**coop deals**  
Sep 15-28  
Organic Bulk  
Pinto Beans



Our bulk department features many grains and beans from our friends at Frontier Co-op! Check out their website for more recipe inspiration!

[www.frontiercoop.com](http://www.frontiercoop.com)

**coop deals**  
Oct 13-Nov 2

Organic Bulk  
White Quinoa

## BUTTERNUT SQUASH STUFFED WITH AUTUMN QUINOA SALAD

### Ingredients

1 butternut squash, cut in half lengthwise, remove seeds • 1 tbsp olive oil • 1 tbsp butter • 1 onion, diced • 1 cup tri color or white quinoa, rinsed • 1 1/2 cups water • Salt and pepper to taste • 1 cup raisins • 2 medium apples, diced • 1 cup toasted pecans (recipe below) • 1/2 cup feta cheese, crumbled

### Directions

1. Preheat oven to 425 degrees. Brush olive oil on the inside of each half of the squash. Place on a baking sheet, inside facing up. Salt and pepper the top. Bake for 45 to 50 minutes or until easily pierced with a fork. Set aside to cool.
2. Melt butter in a saucepan, add onions and swirl around until onions are coated. Cook over low heat 5 to 10 minutes or until onions are translucent. Turn the heat to medium high, add the quinoa and toast, stirring for 5 minutes or until the quinoa becomes fragrant. Add water and raisins, then bring just to a boil, stirring occasionally.

Once the quinoa starts to boil, reduce heat to simmer and cover. Cook for 12 minutes. Remove lid, fluff quinoa, then set aside.

3. Scoop the flesh out of the butternut squash leaving a cavity to fill with a 1/2" to 3/4" rim of squash around the rim and on the bottom. Put removed squash in a mixing bowl. Add quinoa, apples, and dressing and gently mix.
4. Heat oven to 375 degrees.
5. Place squash halves on a baking sheet and fill with the quinoa salad mixture. Sprinkle feta cheese and candied pecans on top.
6. Bake for 10 to 12 minutes or until cheese begins to brown.
7. Serve immediately.

### Dressing Ingredients & Directions

2 tbsps apple cider vinegar • 2 tbsps lemon juice • 1/2 tsp Dijon mustard • 2 tps maple syrup • salt to taste

Whisk ingredients together.

### Candied Pecan Ingredients & Directions

1 cup pecan pieces • 1 tsp maple syrup • pinch of salt

Mix pecans, syrup, and salt until pecans are evenly coated. Spread on a baking sheet and bake at 375 degrees for 5 minutes. Stir and bake 2 minutes more. Remove from oven and let cool.



# PFCCF GRANT WINNERS!

Congratulations to our 2021 People's Food Co-op grant recipients!

**\$4,000**

will be awarded to Cia Siab who will use the money to transform their new location into a safe space where they will host a bilingual, bicultural pre-K program for Hmoob children.  
[www.ciasiabinc.org](http://www.ciasiabinc.org)

**\$2,500**

will be awarded to Revolutionary Earth, an organization working to strengthen the Rochester community through addressing food insecurity, particularly for at-risk families of new immigrants, refugees, and people of color. They respond to food insecurity by providing the freshest, hyperlocal, organic produce possible, delivering a weekly produce box for free within 24 hours of harvest.  
[revolutionaryearth.org](http://revolutionaryearth.org)

**\$1,500**

will be awarded to Rochester Farmer's Market, funding the Power of Produce (POP) Club, a farmers market incentive program providing children ages 4-12 with \$2 to spend on fresh fruits and vegetables, fostering a positive connection with the consumption of fruits and vegetables and increasing family attendance at the farmer's market.  
[www.rochfarmmkt.org](http://www.rochfarmmkt.org)

## The real impacts of Co-ops



Every October, we celebrate the power of cooperation! With roots dating back to the Industrial Revolution, the cooperative as a form of business structure has grown to encompass 3 million cooperative businesses worldwide representing over 1 billion people. In the United States alone, 1 in 3 people belong to at least one cooperative! Now, that is a lot of cooperation!

Cooperatives come in all shapes and sizes from consumer owned co-ops (like PFC), to farmer co-ops (like [Organic Valley](#)), electric co-ops, and even your local credit union! What all cooperatively run businesses share is their adherence to the [7 Cooperative Principles](#), the values of self-help and self-reliance, and a commitment to shared resources and cooperation.

Now more than ever, the cooperative business model is a powerhouse of economic utility and community resilience. By making purchases at YOUR co-op you support small local farmers and producers, other cooperative businesses, environmental sustainability, and your community. Not to mention good food!

October is a big month at PFC while we celebrate cooperation, fair trade, and the local harvest. This month—and every month—we thank YOU—our owners and shoppers, for your support and for making your community a vibrant place to live, learn, and shop! We are truly stronger together.

Happy Co-op Month to the 11,000 owners of People's Food Co-op!

HOW DOES  
YOUR GROCERY  
STORE

# CHECK OUT?



## CO-OP (CONSUMER-OWNED)

## CONVENTIONAL (PRIVATELY OR INVESTOR-OWNED)

### LOCAL IMPACT

157

LOCAL FARMERS  
AND PRODUCT  
PRODUCERS WORKING  
WITH EACH STORE

65

20%

LOCALLY SOURCED  
PRODUCTS SOLD

6%

13%

PERCENTAGE OF  
INCOME DEVOTED TO  
CHARITABLE  
DONATIONS

4%

38%

REVENUE SPENT  
LOCALLY

24%

### HEALTHY & SUSTAINABLE FOODS

82%

ORGANICS AS A  
PERCENTAGE OF  
PRODUCE SALES

12%

48%

ORGANICS AS A  
PERCENTAGE OF ALL  
GROCERY SALES

2%

### EMPLOYEES

\$14.31

AVERAGE EMPLOYEE  
EARNINGS, INCLUDING  
BONUSES AND  
PROFIT SHARING

\$13.35

68%

EMPLOYEES ELIGIBLE  
FOR HEALTH  
INSURANCE

56%

19%

REVENUE SPENT  
ON LOCAL WAGES  
AND BENEFITS

13%

### ENVIRONMENTAL IMPACT

96%

RECYCLING RATES

CARDBOARD

91%

81%

PLASTICS

29%

74%

FOOD WASTE

36%

82

AVERAGE ENERGY  
STAR SCORE  
OUT OF 100

50

BUY  
LOCAL



## *a note from the Board*

With summer over and the fall getting into full swing, your board of directors is ready to get to work! We are reaching out to our members and shoppers for ideas on how to make PFC a better space for everyone. Thank you for your participation. A cooperative is only as strong as its community, and we want your opinions, beliefs, and desires to help guide the path as we move together toward a post-Covid world.

La Crosse is busy completing the remodel of our community and office spaces and will soon be ready to once again host community events. We couldn't be more excited! The Co-op has long served as a 'third space' where people can gather to build connections, plan community projects, learn new skills, and discuss important issues. We look forward to the return of cooking classes, book clubs, farming and landscaping education, and so much more!

The importance of investment in our local food systems cannot be overlooked. Strengthening the supply chain between local farming and the regional market is a crucial task that PFC continues to focus on. With increasing climate-related disasters effecting people across the globe, from forest fires to flooding to extended drought, supporting restorative and sustainable farming practices and elevating products that commit to limiting the impacts of climate change is a decades long task that we must continue to step up to. Thank you for supporting our mission.

If you'd like to get more involved, please feel free to connect with us at [board@pfc.coop](mailto:board@pfc.coop).

*Peter Gorski*

Board Director

**contact the board at: [board@pfc.coop](mailto:board@pfc.coop)**

### UPCOMING BOARD MEETINGS

September 23, 4:30 p.m.

October 28, 4:30 p.m.

November 18, 4:30 p.m.

Please email [perrin.iacopino@pfc.coop](mailto:perrin.iacopino@pfc.coop)  
BY NOON ON THE MEETING DAY;  
we will provide a link to the meeting.

# YOU ARE AWESOME!

**Thank you to everyone  
who completed our most  
recent shopper survey.  
Your feedback is  
important - and used  
to help make decisions  
for the future of the  
Co-op! The gift card  
winners are:**

**Patricia Zimmer, Linda Bradley,  
Emily Lytle, & Ngoc Augsburgur**



## SEPTEMBER RECIPIENTS

La Crosse: La Crosse Chamber Chorale

Rochester: Revolutionary Earth

## OCTOBER RECIPIENTS

La Crosse: People's Food Co-op  
Community Fund

Rochester: People's Food Co-op  
Community Fund

## NOVEMBER RECIPIENTS

La Crosse: CASA for Kids Sake

Rochester: Rochester Public Library Foundation

# STUDENT MEMBERSHIPS

PFC has everything you need to keep your mind and body healthy and fueled each day—including a membership that fits your budget.

### STUDENT MEMBERSHIP FAST FACTS

- \$10 annual membership cost (Sep.–Aug.)
- 5% discount on 12 shopping trips per year
- 20% off one wellness or body care item of your choice per month
- Deep discount on a select department each month. You don't want to miss these sales!
- Student member Coffee Club (buy 10 get one FREE)

Apply online at [www.pfc.coop/students](http://www.pfc.coop/students)

# Curbside Pick Up

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

[www.pfccurbsidepickup.com](http://www.pfccurbsidepickup.com)

