

Volume 2, Issue 7

the Garlic Press

September/October 2022

save the date!
**UPCOMING
DEPARTMENT
SALES**
page 3

4 Apples Anytime
8 Save with Co-op Basics
12 Healthy Kids Lunches
14 Deutsch Family Farm
16 O'Neill Family Farm
22 Classes and Events



www.pfc.coop

a note from the CEO

As a cooperative business, People's Food Co-op has a unique place among grocery stores: We ensure that decisions made about our stores are by people who are invested locally – who understand what it is like to live, work and play in this community. It is outstanding that 11,600 people have joined together to grow a healthy economy and a more sustainable world.

We have many great changes to celebrate with you this season!

First: We welcome nine team members into new roles at PFC. These people have each chosen different leadership positions at PFC: Carly P, Adam O, Scott W, Jason K, Hans J, Emma O, Amber N, Mike V and Karla M. Collectively this team brings 126 years of experience with People's Food Co-op!

These folks all bring passion for service and for great food. They will help lead into an important season, ensuring customers have all you need and have an outstanding co-op shopping experience! For product requests, please write to us at pfcRochester@pfc.coop or pfcLaCrosse@pfc.coop.

A second change you will see is the addition of "Inclusive Trade" signs on our shelves. This phrase means we are committed to supporting a diverse supply chain, cultivating partnerships with businesses owned by people identifying as women, Black, Indigenous, people of color (POC), LGBTQIA+, persons with disabilities and veterans. Learn more on page 21.

Co-op shoppers in Rochester will experience fantastic improvements this month and next. First, we have partnered with Dietz & Watson to provide high-quality lunch meats and sliced cheese. Dietz & Watson offers whole muscle meats for superb quality of cut and flavor. Our selections are free from artificial flavors, colors and fillers. The prices fit any budget. These great products will be available this fall in La Crosse – stay tuned!

Next month we're redesigning our wellness department for broader selection of health and beauty essentials, and creating a unique experience to shop your favorite home goods brands, like Zum and Sunbeam.

We've made a big improvement to the mobile shopping app. Customers can now use SNAP and WIC while shopping through the app. And, for anyone thinking about pre-orders for holiday dinners and turkey, we will offer these conveniently through the app, starting November 1.

Lizzy Haywood

follow us!



COMING SOON!

DON'T MISS
THESE SALES &
OTHERS!

subscribe here!

SEP. 28-OCT. 4

coop basics®

over 200 pantry staples

20% OFF
for everyone

Sale good while supplies last. Subject to availability and quantity limits.
No volume discounts. No pre-orders. Sale on select brands and items.

OCTOBER 28-29

20% OFF
FOR OWNERS

on one shopping trip

Sale good while supplies last. Subject to availability and quantity limits.
No volume discounts. No pre-orders.

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.

contributors Lizzy Haywood, Ann Mull, Kevin Ducey, Lana Christian, Perrin Iacopino, Sarah Miller
editor Ann Mull
design Ann Mull
photography Ann Mull, Kevin Ducey

All rights reserved. No part of this publication may be used or reproduced without prior permission of the editor. Opinions expressed herein are strictly those of the writers and are not an endorsement by, or official position of, the co-op, its board, managers, or owners, unless identified as such. Nutrition and health information is for educational purposes and not a substitute for consultations with licensed health or dietary professionals. ©2022 People's Food Co-op.

KNOW YOUR BOARD

Lana Christian
Hunter Downs
Elizabeth Leighton *treasurer*
Sarah Miller *vice president*
Andrea Niesen *secretary*
Verna Simon *president*
Meghann Southwick

Contact the board at board@pfc.coop

Apples Anytime

Ah, autumn — perfectly embodied in the humble apple. More than 17,000 varieties of this tempting fruit have been identified, and Red Delicious is only the beginning.

At the co-op, you'll find apple varieties that boast wide-ranging flavor profiles, from the oh-so-tart to satisfyingly sweet. Some are ideal in a lunchbox, while others shine in baked goods. Explore an array of possibilities for savoring this versatile fall favorite at every meal with these recipes. You'll quickly discover that "an apple a day" isn't nearly enough!



French Toast with Warm Apple Pecan Compote

Servings: 6. Prep time: 60 minutes.

Compote

- $\frac{3}{4}$ cup water or apple juice
- $\frac{1}{4}$ cup brown sugar
- $\frac{1}{4}$ cup maple syrup
- $\frac{1}{2}$ tsp cinnamon
- $\frac{1}{4}$ cup raisins
- $\frac{1}{4}$ cup chopped pecans
- 3 cups apple, peeled and cut into $\frac{1}{2}$ -inch pieces
- Pinch of salt
- 1 tbsp cornstarch
- 2 tbsps butter

French Toast

- 2 tbsps butter
 - 5 large eggs
 - 1 cup milk
 - 2 tbsps maple syrup
 - Pinch of salt
 - 1-pound loaf of soft-crust bread (such as brioche or challah) cut into 1-inch thick slices
1. To make the compote, bring the water, brown sugar, maple syrup, cinnamon and raisins to a boil in a saucepan. Add the pecans, apples and salt. Bring the mixture to a simmer and cook for about 15 minutes, stirring occasionally. Add the cornstarch and butter and simmer another 3 to 5 minutes until slightly thickened. Keep warm while preparing the French toast, or prepare the compote the night before and reheat.
 2. Heat the oven to 300° F. Place a metal rack in the oven to keep pieces of finished French toast warm while the rest is cooking. Melt a little of the butter in a large skillet (or two skillets to make the process go faster) over medium-low heat. Whisk the eggs, milk, maple syrup and salt in a large bowl. Soak each slice of bread in the egg mixture for about 30 seconds on each side. Place in hot skillet and cook each side for 3 to 4 minutes until golden brown. Add more butter for each new piece of toast added to the pan. Slice French toast into triangles and serve topped with warm apple compote.



Waldorf Salad with Yogurt and Honey

Servings: 4 – 6. Prep time: 30 minutes.

- 1 lemon, juice and zest (about 2 to 3 tbsps juice)
- $\frac{1}{2}$ cup Greek yogurt
- 1 tsp honey
- Salt and pepper to taste
- 2 cups apple (1 large apple), cut into bite-sized pieces
- 1 cup seedless grapes, halved
- 1 cup celery (2 to 3 ribs), cut into $\frac{1}{2}$ -inch pieces
- $\frac{1}{2}$ cup toasted walnuts, coarsely chopped

1. In a small bowl, whisk together the lemon juice, zest, yogurt and honey. In a large salad bowl, gently toss the apples, grapes, celery, and walnuts with the dressing. Season to taste with salt and pepper. Substitute nonfat Greek yogurt for a lower-fat version if you like.



Breakfast, lunch and dinner — or anytime
in between — there are endless ways to enjoy
apples all day. Visit grocery.coop
to find more delectable apple recipes.



Cinnamon Apple Coffee Cake

Servings: 8. Prep time: 55 minutes;
15 minutes active.

- 1½ cup whole wheat flour
 - 1½ cup all-purpose flour
 - 1 cup rolled oats
 - ¾ tsp baking soda
 - ½ tsp salt
 - ¼ tsp allspice
 - 1½ tsps cinnamon
 - 1 cup sugar
 - ½ cup vegetable oil or melted coconut oil
 - 1 egg, beaten
 - ¼ cup milk
 - 1 tsp vanilla
 - 1 cup diced apple
 - ¼ cup dried cranberries
1. Heat the oven to 350°F. Butter or oil an 8 x 8 inch pan.
 2. In a large mixing bowl, whisk together the flours, oats, baking soda, salt, spices and sugar. Stir in the remaining ingredients until just combined. The batter will be very thick. Spread the batter evenly into the pan. Bake for 35 to 40 minutes or until a toothpick stuck in the middle comes out clean. Let cool before slicing.



Gingered Beet and Apple Salad

Servings: 6. Prep time: 30 minutes.

- 1 pound beets, peeled
 - 1 apple (about 1½ pound)
 - ¼ pound carrots, peeled
 - ½ cup fresh parsley, minced
 - 2 tbsps apple cider
 - 2 tbsps apple cider vinegar
 - 1 tbsp fresh ginger, minced
 - 2 tbsp olive oil
 - Salt and pepper to taste
1. Using the shredding blade of a food processor or a grater, shred the beets, apple and carrots. Mix well with the remaining ingredients. Season with salt and pepper. Serve immediately or refrigerate to let the flavors blend.

Fresh apples and apple cider make this beautiful, jewel-toned slaw refreshing and delicious. Try using a variety of beets — like golden or chioggia beets — for an even more colorful salad.

This moist cake featuring dried cranberries and whole grains is sure to become a coffee break favorite.



Butternut Apple Bisque

Servings: 6. Prep time: 45 minutes.

- 1 medium onion, diced
- 1 tbsp butter or vegetable oil
- 1 tbsp curry powder (or more, to taste)
- 1 butternut squash, about 1 1/2 pounds, seeded, peeled and cubed
- 1 Granny Smith apple, cored, peeled and cubed
- 5 cups low-sodium vegetable stock
- Sea salt to taste

1. In a 4-quart pot, heat the butter or oil and sauté the onion over medium heat until soft, about 5 minutes.
2. Add curry powder and sauté 3 more minutes, being careful not to burn.
3. Add squash, apple and vegetable stock to the pot and bring to a boil.
4. Reduce to a simmer, cover and cook 20 to 30 minutes, or until the squash is tender.
5. Puree the soup in a food processor or blender and salt to taste.

Tip: For some extra spice, add 1 tbsp ginger, peeled and chopped, to the pan at the same time as the onions, or add chopped candied ginger as a garnish before serving.



Apple Raspberry "Nachos"

Servings: 4. Prep time: 20 minutes.

- 1 cup frozen or fresh raspberries
- 1 tbsp maple syrup
- 1/2 cup chocolate chips
- 2 large Honeycrisp apples, halved, cored and sliced thin
- 1/4 cup pecans, chopped
- 2 tbsps shredded coconut
- 2 tbsps plain or vanilla yogurt

1. In a small pot, simmer the raspberries and maple syrup for 5 to 10 minutes, stirring frequently. Remove the raspberry sauce from the heat and pour into a small container through a fine mesh strainer to remove the seeds. Set aside the finished sauce.
2. Melt the chocolate chips either in a double boiler or by microwaving for about 3 minutes on low, in a microwave-safe bowl.
3. To build the nachos, spread out or overlap the apple slices on a platter or large plate. Lightly drizzle the apple slices with the melted chocolate and raspberry sauce, sprinkle pecans and coconut over the top, and serve with yogurt as a dipping sauce.

Mix and match your favorite toppings for a creative, kid-friendly afternoon snack.

More ways to save with **coop basics**®

Looking to stretch your grocery budget? So are we! Let us re-introduce our Co+op Basics program. Co+op Basics offers everyday low prices on many popular grocery and household items. From milk to ground beef to cereal, you'll find the lowest prices every day on the products you need.

Don't worry, we aren't paying our farmers or employees any less. We're simply committed to improving our selection so that everyone can find more value when shopping the co-op. You'll find more than 200 Co+op Basics items in the store. Just look for this sign.

over
200+
good-for you
(and your
budget)
products

30%
lower prices
on over 200+
items

coop
basics®

Reprinted by permission from grocery.coop.



Rochester only.



La Crosse only.



Sale good while supplies last. Subject to availability and quantity limits. No volume discounts or pre-orders. Sale on select brands and items.



PASTA PRIMAVERA

by Hilah Johnson

Servings: 4. Prep time: 25 minutes; 10 minutes active.

Ingredients

2 cups tomatoes, blanched and diced • 1/2 tsp salt • 1 tsp lemon juice • 1 clove garlic, minced • 1 tsp fresh oregano, minced • 1 tbsp fresh basil, minced • 1 tbsp fresh parsley, minced • 1 tbsp Field Day olive oil • 1 cup broccoli florets • 1 cup green beans, trimmed and sliced into 1" pieces • 1/2 cup carrots, julienned • 1/2 pound Field Day fusilli pasta

Directions

1. Combine the tomatoes, garlic, herbs, lemon juice, oil and salt. Set aside.
2. Bring a medium sized pot of salted water to a boil over high heat. Once the water boils, add the pasta and set a timer for 2 minutes less than the cooking time on the package.
3. When the timer rings, add the prepared vegetables and cook another 2 minutes. Remove the pot from the burner and drain off the hot water. Add the pasta and vegetables to the tomato sauce and season to taste with salt if needed. Add an additional splash of olive oil if the dish seems dry.

Complement this dish with a crisp Caesar salad, garlic toast or bread sticks.



CHANA MASALA

courtesy *grocery.coop*

Servings: 4. Prep time: 55 minutes; 35 minutes active.

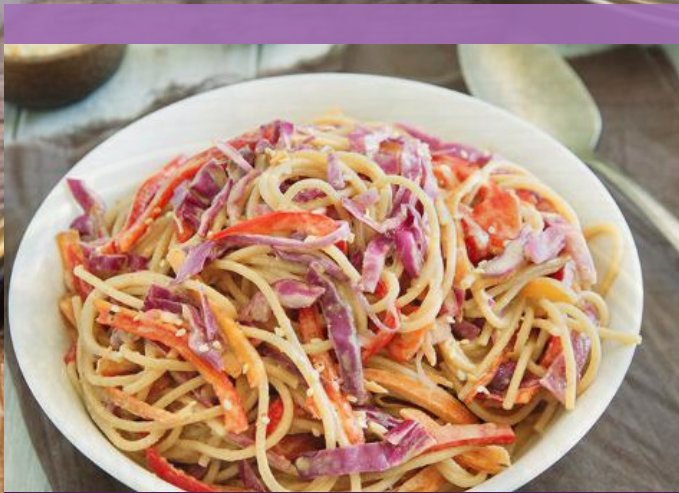
Ingredients

1 1/2 cups long-grain brown rice • 3 tbsps Field Day canola oil • 1 medium yellow onion, diced • 1 clove garlic, minced • 1 tbsp minced fresh ginger • 1 tbsp garam masala • 2 tbsps curry powder • 3 tbsps Field Day tomato paste • 2 cups water • 1 15-ounce can Field Day garbanzo beans, drained and rinsed • 2 tsps lemon juice • 1 tsp red pepper flakes • 1 large russet potato, peeled and diced • Salt and pepper to taste

Directions

1. Bring rice and 3 cups of water to a boil in a medium saucepan. Cover tightly and reduce to a simmer for about 40 minutes or until water is absorbed.
2. Heat oil in a deep frying pan or shallow soup pot. Add onion and cook over medium heat until soft and translucent, then add garlic, ginger, spices and tomato paste. Pour into a blender or food processor and blend thoroughly. Return the spiced tomato paste to the same pan; there will still be a thin coat of oil in it. Heat over medium heat, stirring occasionally, until it turns medium brown and oil separates around the edges of pan. Gradually whisk in water until it makes a thick gravy, about 2 cups. Bring to a boil.
3. Add potato and salt, and reduce heat to simmer. Cook for about 8 minutes, then add garbanzo beans. Return to a simmer, cover and cook for 10 minutes, until potatoes are tender. Stir in lemon juice and red pepper flakes, and season to taste with salt and pepper. Serve over rice.

Consider doubling the recipes so you can put some portions in the freezer for future meals-to-go.



PEANUT SESAME NOODLES

courtesy *grocery.coop*

Servings: 4. Prep time: 35 minutes; 25 minutes active.

Ingredients

1 pound Field Day spaghetti • 2 carrots, cut into matchsticks • 1/2 red bell pepper, cut in strips • 4 cups thinly-sliced purple cabbage • 1/4 cup Field Day smooth peanut butter • 2 tps soy sauce • 1 tbsp lime juice • 1/4 cup Field Day coconut milk • 1/4 cup water • 1 pinch red pepper flakes • 1 tsp toasted sesame oil

Directions

1. In a large pot, bring water to a boil. Break noodles in halves or thirds and drop into water. Cook for 6 to 7 minutes and test for doneness. When done, drain immediately and rinse with very cold water. Set aside.
2. Put about an inch of water in a large pot with a lid, and place a steamer basket inside. Bring water to a boil and add carrots to the steamer basket. Cover the pot and steam for 3 minutes, then add bell pepper and steam for another minute. Add cabbage and steam for 2 more minutes.
3. Blend all remaining ingredients together in a food processor, or use a fork to mix thoroughly in a bowl. Pour noodles and veggies into the pasta cooking pot, add sauce and mix well. Add more soy sauce or lime juice to taste. Serve chilled or at room temperature.

Substitute almond or other nut butters for those with a peanut allergy.



TURKEY AND SWEET POTATO CHILI

courtesy *grocery.coop*

Servings: 6. Prep time: 55 minutes; 25 minutes active.

Ingredients

2 tbsps Field Day canola oil • 1/2 pound turkey sausage, casings removed • 1 medium yellow onion, chopped • 1 red bell pepper, seeded and chopped • 3 sweet potatoes, chopped into small pieces • 2 cloves garlic, minced • 1 14.5-ounce can Field Day diced tomatoes, undrained • 2 cups Field Day chicken broth • 1 cup water • 1 tbsp chili powder • 1 tbsp cumin • 1/2 tsp cayenne pepper • 1/2 tsp salt • 1 15-ounce can Field Day cannellini beans, drained and rinsed • Additional salt and pepper to taste

Directions

1. Warm oil in a large pot over medium-high heat. Add sausage; break up any large chunks and saute until no pink remains. Using a slotted spoon, transfer meat to a bowl; cover. Add onion, bell pepper and sweet potato to pot and cook, stirring occasionally, until softened, about 6 minutes. Add garlic and saute for 1 minute. Return meat to pot.
2. Stir in tomatoes, beans, broth, water, spices and salt. Bring to a boil, then reduce heat to medium-low and stir in beans. Cover and simmer until chili thickens slightly, about 30 minutes. Season with additional salt and pepper to taste.

Substitute your favorite sausage, ground meat or meatless alternative if you prefer.

Healthy Kids Lunches

Simple ideas to banish lunchbox boredom.

By Mandy Makinen

Okay, parents. We all know that back to school is, although bittersweet for our children, pretty good for us. Our children are again occupied in noble pursuits, they get regular exercise, they have plenty of time with their friends and the echo of “I’m bored” vanishes from the halls of our homes. Things are always good for a few weeks — at least until a new boredom sets in. School lunch burnout.

For those who regularly pack lunches for an elementary school-aged child, you may have run into a few common points of friction. Namely, boredom with content, arguments over what did not get eaten that day, and issues revolving around trading for junk food. Let’s look over the issues, one at a time.

Banishing boredom

I had always planned on being the mom who would break out the cookie cutters to make lunchtime sandwiches special, or who would creatively market sacks of carrot coins or a stand-up broccoli forest to my child. But the reality is, that takes time. Our family tries to put emphasis on dinner and eating (mostly) home-cooked meals together at

night, so with already limited time in the evenings, packing elaborate bag lunches has fallen by the wayside.

Working under time constraints might take some of the creativity out of presentation, but it doesn’t have to mean a boring or unbalanced lunch. We adopted a baseline of this equation: 1 + 1 + 1 = 1. One fruit or vegetable (e.g., carrots, banana, cucumber, apple), one protein (turkey, peanut butter, ham, cheese), and one carbohydrate (bagel, crackers, English muffin, tortillas) = one lunch. Dividing lunch-building into predictable units makes it easy for my son to participate by choosing different, changing components. One of the best side effects of this lunch style is that it teaches my son about nutrition — which types of food have what nutritional value. Now my son knows that peanut butter is a protein, not a vegetable. He knows that a banana is not a significant source of complex carbohydrates but that a whole wheat bagel is.

Emphasize efficiency

There was a time, I am sure, when all kids would sit down to lunch at school with enthusiasm and dig

in, focused on the task of chewing their food and getting refueled for an afternoon of learning. I believe that time was somewhere around the year 19-oh...never?

The truth is that lunch is, and has always been, an important social time for kids. This is when jokes get told, bragging gets done and where today’s hilarious sight gags are tomorrow’s doctor’s visits (raisins in the nose, anyone?). This is also when your child is supposed to focus and eat their whole lunch.

Remembering to keep portions small and the eating process efficient (think bite-size finger





foods) helps ensure that more food gets eaten. This is the way toddlers eat, but I find it works great at any age (I love a “snack lunch” at the office myself). It doesn’t have to look extremely coordinated to be a good lunch — a handful of nuts, a bag of snap peas, some cheese cubes, grapes, whole wheat bagel half. All these things are easy to eat, and more important, can be safely eaten while paying attention to at least three other things at once.

Less lunch trading

My son reports that a lot of unsanctioned lunch trading happens. Packaged, processed foods designed for lunchboxes — fruit snacks, cookies, chips and cheese puffs — are a hot commodity. For a kid who brings a healthy lunch every day, those things help him build an argument that his mother is the meanest, most boring person alive. It’s disappointing to think that the healthy meal we spent time and money planning and purchasing could be traded for less healthy food on a whim. Though I suspect my son’s whole wheat bagel or almonds rank low in lunch table trading values.

But to alleviate the feeling that my child is going to be scarred by his health-fanatic mom who never allowed him to have fun foods, we’ve added “mystery” items to the



lunchbox — something that doesn’t fall into the main food groups: fruit leather, organic chocolate milk, natural energy bars, a single serving of chips. We shop for these mystery items, along with the rest of his lunch, at our local food co-op, where it’s easier to minimize the stuff I don’t want him to eat: high-fructose corn syrup, hydrogenated fats, artificial chemical sweeteners and dyes. My hope is that he’ll covet these treats enough that they don’t end up in trading action and it keeps him eating our home lunches, which are healthier than the alternative overall, for years to come.



Dividing lunch-building into predictable units makes it easy for kids to participate by choosing different, changing components.



Deutsch Family Farm

Supplier to PFC-La Crosse since 2008

Location: Osseo, WI

69 miles from PFC-La Crosse

Local

Deutsch Family Farm outside of Osseo, Wisconsin has been in business since the mid-2000s.

Alison and her husband, Jim,

were city people who had wanted to farm for years. He was a machinist and Alison worked for a local natural gas company in Rochester. Alison's grandparents had been farmers, though, and she studied horticulture in college. A farm had been a dream of theirs for many years when they decided to make the move and start the farm in 2006.

Alison Deutsch and her daughter, Lily, recently stopped into People's Food Co-op to talk about their farm. Lily is 13 years old, and pitched in on the interview, correcting her mom when she got a name or fact not quite right. Alison and Jim have two kids, Lou and Lily.

PFC was their first customer. The co-op has been buying from the Deutsch family since 2008. The farm had built up a good number of restaurant customers, but that business was wiped out during the pandemic. They've made up the lost sales through website, direct-to-customer sales. Alison reports that they now do 70% of their business through online sales.

Deutsch Family farm specializes in pasture-raised pork. PFC La Crosse uses their pork in all the co-op's sausages and brats. The co-op also sells the farm's pork sirloin and chops. All the pigs are raised on the family farm and are butchered at Burt's in Eyota, Minnesota. The loss of small family farms and growth of large, feedlot, corporate farms

Duetsch Farmily
Farms supplies their
pork to the
La Crosse location.

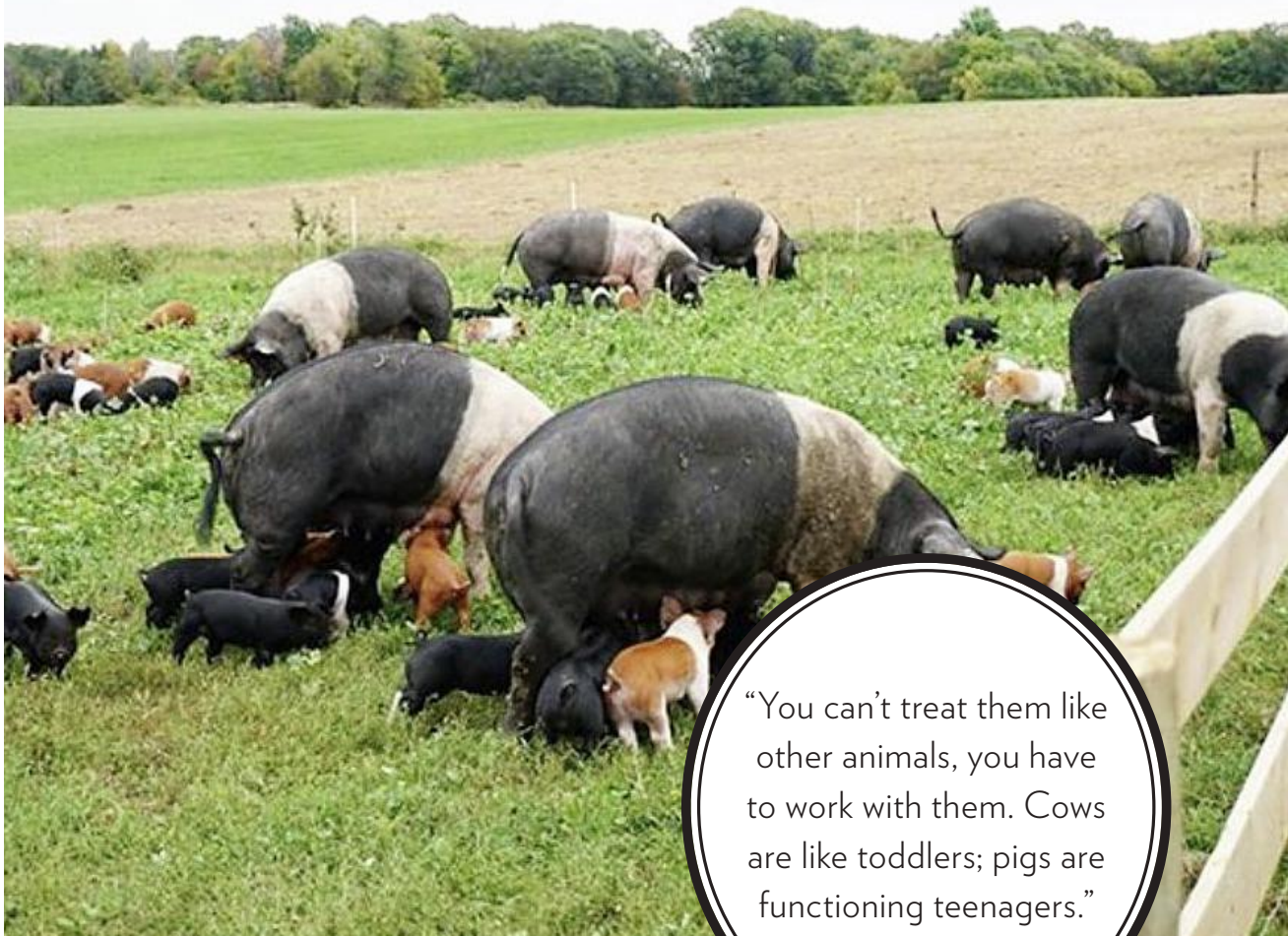
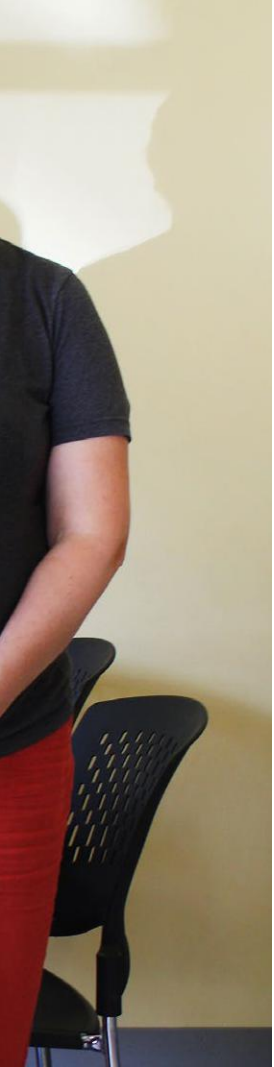
pictured: Alison and Lily Deutsch

have led to a corresponding decrease in the number of places a small farmer can butcher an animal. The Deutsch farm is happy to have a processing facility still within driving distance of their farm.

They have a three-sided barn with six pens. The animals have access to the outside and corn stalks and straw for bedding. The barn is cool in summer and warm in the winter. They've had little issue with illness in their herd and other than a shot of extra iron supplement for the baby pigs, Deutsch does not use sub-therapeutic drugs. "Sunlight is really good for them," Alison says.

It's the economics

"We are a certified organic farm, but do not certify the pigs," Alison says. The economics don't work out. There's too much factory farmed cheap product out in the market right now for a small farm to compete. "Other, larger organic producers have tried for years to meet the 'cheap pork' price without success," Alison says. Buying organic feed to meet organic standards would make Deutsch Farm's product prohibitively expensive.



“You can’t treat them like other animals, you have to work with them. Cows are like toddlers; pigs are functioning teenagers.”

They tried growing produce for a few years when they first started out. They grew winter squash for Organic Valley, before deciding to focus on raising animals. They still grow crops for the pigs to eat and keep land in pasture. Some farmers I’ve spoken to have said that animals are easier than growing vegetables. “If they were easy, everyone would have them,” Alison replies. “You can’t treat them like other animals, you have to work with them. Cows are like toddlers; pigs are functioning teenagers.”

I asked if they grow attached to any of their animals over time. Lily replies that they have some cows they like, no names but you remember their numbers. They have only 35 dairy cows but raise 300 to 400 pigs a year.

Although the pandemic has been a difficult time for them, Alison notes that Deutsch Family Farm stepped up and worked hard to keep the co-op supplied with meat during the time when the big corporate farms were shutting down with Covid cases and supply issues. “We

delivered every week through the worst of the pandemic,” Alison says. It’s an illustration of the importance of local farms and the dangers of relying on just a few big corporations to supply our food. According to recent data from the USDA, just four companies control 85% of the U.S. beef and 65% of pork production. For consumers concerned about the quality of their food and the quality of the lives of the animals who supply that food—to say nothing of the conditions of the humans who work in the industrial-scale slaughterhouses—they should support local businesses such as Deutsch Family Farm.

Look for Deutsch Family Farm products in PFC—La Crosse’s meat case.

O'Neill Family Farm

Location: Rushford, MN

35 miles from PFC-La Crosse

45 miles from PFC-Rochester

Local

"Land, then, is not merely soil; it is a fountain of energy flowing through a circuit of soils, plants, and animals." —


Aldo Leopold, *A Sand County Almanac*, 1949

The O'Neill Farm in southeastern Minnesota supplies lamb and beef to Rochester and La Crosse shoppers. They are a grass farm; they grow no crops. The farm is covered in tall grass, green and lush after the recent rains. Here and there, divided by running fences, the tall grass prairie gives way to short grass and woodland. The sheep keep to the tall grass side, the cattle ramble about the woods and short grass prairie.

The place is quite beautiful, and it comes as a bit of a shock to realize how few farms have true grass prairies for their animals. It's early summer, and the lambs are still bouncy and sticking close to their ewes. As the critters move through the tall grass in pairs and small groups they almost get lost in the sea of grass. They look like white fish breasting green waves.

PFC recently visited Kelley O'Neill and his wife Cindy Wolf on their property outside of Rushford, Minnesota. After driving across the prairie in an ATV, we settled down for a chat in some woods while the free-ranging cattle gathered around to listen in. "They're quite inquisitive," Kelley notes. "People make much ado about elephants, but cattle will encircle a sick or dying calf in a tight perimeter."

Kelley and Cindy believe that grass is the "seamstress of the earth," a phrase Kelley found in a US Department of Agriculture book printed in 1947. "Seventy-five years ago, the USDA thunk in those terms," Kelley says. "They had a yearbook called 'Grass.' It was our science, but it was also a type of religion."



"We've been harnessing sun, water, milk, and grass into lamb, beef, and eggs as a family for twenty-five years and plan to for many more to come."

This is our church," Kelley says where we sat in the woods on a warm summer day in Minnesota. Their website sums up their approach: "We've been harnessing sun, water, milk, and grass into lamb, beef, and eggs as a family for twenty-five years and plan to for many more to come." Grass stitches it all together. It is the active agent between sun, water, and soil.

"Years ago, this country believed in soil health," Kelley says. "We funded soil erosion research centers. I don't believe we have those today. Now, the USDA proposes that sustainable soil loss is five tons of soil lost per acre per year. You can't make new soil. I don't see how that is sustainable."

Generations

The cows had returned to their business of grazing. Our chat was interrupted by the unexpected arrival of Kelley and Cindy's daughter Harper, who'd flown in that morning from Colorado after a long absence. After a round of embrazos, Kelley returns to our talk. "I hope the work we do contributes to their generation."

Kelley found his way to cattle and sheep raising through a long apprenticeship. "I worked for four people, my grandfather first. They were all 70- to 80-year-olds. And they were all involved in ruminant, grass-fed livestock." It was the sort of education that can't be replicated today because the knowledge that generation possessed hasn't, for the most part, been passed



down. After college, Kelley herded sheep in British Columbia, where he learned to work with difficult weather – an education that has served the O’Neil farm well in Minnesota.

Cindy agrees that the Minnesota weather is a challenge for a farm that raises 100% grass-fed animals. They grind hay in winter and put it out in windrows. “We have hills and woods for shelter,” she says. They have 500 acres of open prairie, though “there’s a lot of topography in there.” They’d rented the land for more than a decade before being able to buy it at auction.

“If we hadn’t bought this place,” Kelley says, “it would never have been farmed again. It would have been turned to houses, used for deer hunting, or tillage farm. I didn’t want to see this land turned into a lot of impervious surface.”

What works here

For the O’Neil farm, the work isn’t only about raising fine quality animals for market. As Kelley sees it, the livestock is there to build the soil, that nourishes the grasses, that feed the animals, that in turn fertilize and build the soil. The fact that this cycle happens to also produce marketable lamb and beef is almost beside the point. “Livestock builds soil back. It’s not front of mind for people who live among plenty, but loss of soil leads to the end of civilization.”

This sea of grass on several hundred acres of Minnesota cropland drives the neighboring farmers crazy. The neighbors still occasionally make offers to rent some of this apparently open land for tillage. Over time, Kelley and Cindy have seen the degradation of the region’s soil quality as their neighbors have pursued conventional, industrialized agriculture. “We’ve seen rich land like ours washed down to rock. Tillage is the worst cide,” Kelley says – as in insecticide or herbicide. “All tillage destroys organic matter by pulling carbon out of the soil.”

The farm is not certified organic, but they use no insecticides, or herbicides. They are circumspect with their use of therapeutics such as de-worming medicine. “Too much ivermectin kills the dung beetles,” Kelley notes. Their biggest pests are gophers and the neighbors’ sloppy crop-duster overflights.

Cindy argues that we need a better understanding of resistance in animals. Some breeds may have better resistance to disease and pests than others. Her background is in veterinary medicine and the farm has an active breeding program to raise animals that thrive in this climate. Their cattle are Red and Black Angus with some Herefords. “You’ll notice our cattle are on the smaller size,” Cindy says. “You have to ask, does it perform well in this environment? Our cows are small – that’s what works here.”



PFCCF GRANT WINNERS!

Congratulations to our 2022 People's Food Co-op grant recipients!

\$2,000

will be awarded to John Adams World Garden to support the construction of a tool shed. The John Adams World Garden's main goal is to grow young, urban farmers while fostering multi-cultural and multi-generational mentoring relationships.

jams.rochesterschools.org/

\$2,000

will be awarded to the La Crescent FCCLA, to help them start a farm to school table in the courtyard. The purpose is to help students learn more about sustainability and producing their own food. The farm will include raised beds, composting barrel, and chickens.

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 11,600 owners of People's Food Co-op!

Local product sales at food co-ops*

283M
in local sales

21%
of store sales



1 out of every 3 products sold at the average food co-op is organic — your purchases make a difference!

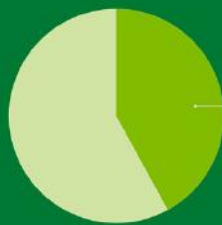


You support **185** local farms and producers* when you shop at the co-op.

*based on data and averages from food co-ops nationwide

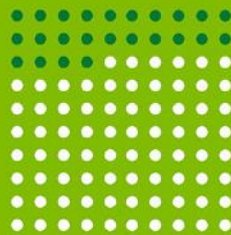


As a percentage of revenue, co-ops donate to charitable causes at a rate **44% higher** on average than conventional retailers.



organic sales

42%
of food co-ops' sales, on average, come from organic products



76%
of food co-ops offer nutritional classes or community events — with an average of **92** engagements a year!



24,100
pounds of healthy, edible food donated to food pantries by the average food co-op

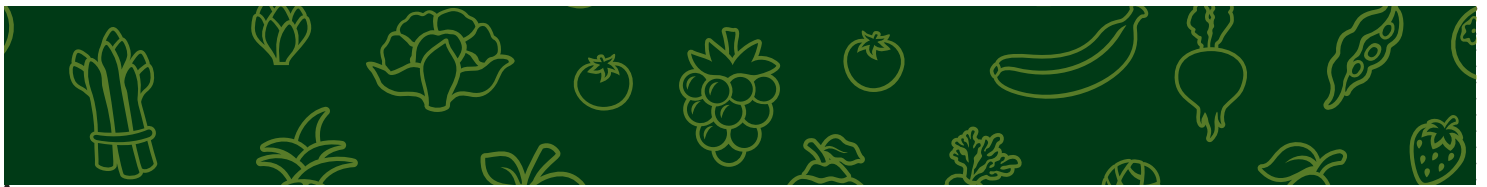
1,500,000
pounds of food donated in 2016 alone

This report is based on a 2017 study commissioned by National Co+op Grocers and conducted by the ICA Group, a not-for-profit consulting firm with expertise in cooperatives, economic development and business research. Our co-op is a member of National Co+op Grocers, (NCG) a business services cooperative for retail food co-ops located throughout the United States. NCG represents 146 retail food co-ops operating over 200 stores in 38 states with combined annual sales over \$2 billion and over 1.3 million consumer-owners.

As part of an ongoing commitment to demonstrate the value of the cooperative business model to local communities, NCG began measuring the social, environmental and economic impacts of food co-ops in 2012 compared to conventional grocers.

Fresh fruits, vegetables, meat, eggs, dairy and baked goods account for about **35% of store sales, on average**. Co-op shoppers are committed to fresh food!





a note from the Board

Autumn is in the air, which for our family means getting back to our routines — school pickups, piano lessons, consistent bedtimes, and dinners around the table.

And as difficult as it may be to put summer in the rear-view mirror, every year we find ourselves looking forward to the change in the seasons. After months of travels and late-nights, we crave the structure, consistency, and new challenges that come with the start of the school year.

What we will miss, however, is the amount of time we are able to spend together. This makes the time we share around meals even more important.

Since 2017, when we began living in an apartment directly above the Rochester Co-op, planning, shopping, and cooking for meals has been an essential part of what brings our family together after long days filled with school, work, and other activities.

While grocery shopping at the large stores had once been a dreaded chore, we have come to embrace our time going to the Co-op. We search for local products and try to incorporate in-season produce into our meals. We talk about the importance of supporting our farmers. We discuss why we decide to pay a little more for free-range chicken or sustainably raised fish.

We even have a challenge, in which we try to create healthy, balanced, delicious meals for three for less than \$15. (Note: There is so much you can do with pork chops or chicken thighs, cooked to your liking, and then paired with fresh veggies and a starch.)

Because, for us, it's all about getting back to the basics and embracing the simplicity of a good meal, good company, and good conversation.

And at the center of it all is our local Co-op.

Wishing you and yours a happy and healthy autumn,

Sarah Miller

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

September 29, 5:00 p.m.

October 27, 5:00 p.m.

November 17, 5:00 p.m.

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

Notice:

When the Rochester Good Food Cooperative merged with People's Food Co-op in January of 2012, a notice was sent to all RGFC members outlining the process for transferring equity. All parties with active RGFC memberships prior to May 31st, 2011, were given 90 days to purchase the additional share(s) required (based on their active years as members of RGFC) to remain in good standing as an owner with PFC.

556 RGFC members remain on file and without any additional investment since the merger. Due to these being memberships not-in-good-standing, and in accordance with People's Food Co-op Articles and Bylaws, these inactive memberships will be terminated by November 30, 2022. The total equity on the balance sheet will not change, as the unclaimed equity will change to unallocated surplus equity, under GAAP practices.

If you have any questions about this process please contact Lizzy by calling the store or emailing liz.haywood@pfc.coop.



SEPTEMBER RECIPIENTS

La Crosse: GROW

Rochester: Bear Creek Services

OCTOBER RECIPIENTS

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

Rochester: People's Food Co-op
Community Fund

NOVEMBER RECIPIENTS

La Crosse: Catholic Charities

Rochester: The Landing

Diversity is our STRENGTH

Co-ops are committed to creating a more just society by cultivating partnerships with businesses owned by people who identify

as women, Black, Indigenous, people of color (POC), LGBTQIA+, persons with disabilities and veterans. Our vendors reflect our community, and we celebrate the strength that comes from diversity! Learn a little about some of our Inclusive Trade brand partners, and find Inclusive Trade products throughout the co-op.



Everyone has a PFC story. Tell us yours to help us celebrate PFC's 50th birthday!

Next year is PFC's 50th birthday, and we'll be holding special events and giveaways all year long as part of the celebration.

So tell us ...

What do you like most about PFC?

What's your favorite PFC memory?

Is a PFC recipe—or one you created with PFC ingredients—a big hit with friends or family?

Got any photos, flyers, or other PFC memorabilia?



We want to see them!

Please email your stories and scans (photos, flyers, documents as .jpg files) to pfc50@pfc.coop by Friday, Dec. 2nd and let us know if you would like your memory featured in the Garlic Press newsletter, our anniversary display, or one of our many other avenues of celebration!

Watch your email inbox and PFC's website for details of upcoming events! And remember to send your PFC stories to pfc50@pfc.coop!

classes and events

LA CROSSE

PFC in-store event

Spooky Bingo & Costume Contest

Thursday, October 20, 6 p.m.–7 p.m.,
La Crosse Community Room

That's right. PFC will be hosting our very first B-I-N-G-O night! Each participant will receive one FREE bingo card. Since we'll be kicking things off in October, there will also be a costume contest with prizes! Stay tuned - more details will be announced on [Facebook](#) and [Instagram](#).

PFC sponsored class

Mindfulness Series - 2 part series

Tuesday, November 1, 6 p.m.–7 p.m.,
Tuesday, November 8, 6 p.m.–7 p.m.,
La Crosse Community Room
with Greg Lovell

Mindfulness meditation is an ancient practice that helps people calm their minds, gain insight, and improve well-being. 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 bring a device or pen and paper to write on.

Instructor compensation will be donated to WAFER, a local food pantry. People's Food Co-op will donate all ticket proceeds to WAFER.

Class Fees:

Owner \$10; Non-owner \$15

[REGISTER HERE](#)

PFC sponsored class

DIY Paw Balm Workshop

Thursday, November 10, 6 p.m.–7 p.m.,
La Crosse Community Room
with Elizabeth Leighton

Winter can be tough on paws, and dogs can kick off those boots before you get out the door.

A very simple and safe balm protects cold and salt and makes walking in the winter easier on your dog's paws.

We will go over ingredients and steps for making a simple paw balm. Participants can then take the balm home for use.

Class Fees:

Owner \$10; Non-owner \$15

[REGISTER HERE](#)

ROCHESTER

PFC is a proud sponsor of

Roller Disco

Friday, October 7, 4 p.m.–10:30 p.m.,
Saturday, October 8, 11:00 a.m.–10:30 p.m.,
300 block of Broadway Avenue

Let the good times roll! Roller Disco celebrates all things funky, sparkly, and fun (on wheels!). Downtown Rochester turns into an outdoor roller rink complete with DJ spinning high energy tunes, skate rentals, party lighting, and, of course, a disco ball. Get free skate rentals onsite or bring your own skates or in-line roller blades.

PFC is a proud sponsor of

Live event with Viv Williams

Thursday, October 27, 6:30 p.m.–8 p.m.
Rochester Country Club

- Mayo Clinic Cardiologist Dr. Stephen Kopecky gives tips on Staying Younger Longer (new book).
- Healthy cooking demo with Chef Vincenzo Vincenzo Giangiordano and Sheryl Ness (author of book, Love in a Tuscan Kitchen).

PFC in-store event

Fall Open House

Saturday, October 15, 10:00 a.m.–12:30 p.m.,
PFC Rochester

Join us for a taste of the fall season!

- Free house-made co-op treats
- Samples from our local farmers
- Big deals
- Enter to win \$100 of Co-op Basics pantry and household staples
- and more!



**JOIN
BEFORE
OCTOBER 28 to
be eligible for the
20% discount for
all owners**

OWNER DRIVE

**October
1-31**

Join over 11,600 of your friends and neighbors as owners of your local co-op! 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. Plus, as an owner, there are some pretty awesome perks.

OWNER PERKS

- Earn back your investment in one year through frequent shopping
- No annual fee
- Save 5% on a monthly shopping trip of your choice
- Save 20% on a monthly wellness item of your choice
- Get extra discounts through our monthly stock up sales
- AND MORE! View the full benefits package at www.pfc.coop/owner-benefits



BONUS GIFT!
**All new owners in
October will also receive
a 90% recycled
Klean Kanteen
Insulated Bottle.**

JOIN ONLINE OR IN-STORE

PFC at your FINGERTIPS

- Shop from anywhere
- Create shopping lists
- Scan pantry items direct to list
- View weekly specials
- Plan meals with recipe inspiration and add ingredients to your shopping list
- and more!

3 WAYS TO SHOP



shop.pfc.coop



GET IT ON
 Google play



 Download on the
App Store