

Volume 2, Issue 3

the Garlic Press

January/February 2022

SPECIAL VEGGIE VALENTINE'S DAY DINNER PACKAGE

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www.pfc.coop

a note from the CEO

After the busy bustle of the holiday season those of us in the grocery business enter January with a fresh outlook. As much fun as it is to stock shelves with eggnog and sugar cookies, the work after New Year's Day is instead about looking ahead to a season of health and revitalization. We work with shoppers to help them achieve goals, get into good routines and stay healthy during the long cold winter. Shopping lists are now filled with things like "more greens" and "Game Day snacks". The energy of our customers boosts our own energy – it is one of the beautiful things about the co-op grocery store – the constant exchange of energy with team members and customers who love People's Food Co-op.

And we need that energetic boost. Working in this pandemic world is tough on people and tough on our business. We spend a lot of time solving supply-shortage issues, bobbing and weaving around covid illnesses, and developing policies which protect staff and maintain a comfortable shopping environment during a public health crisis.

I want to recognize the people who work at every level to feed our families and enrich lives in our community. Our team helps us stay strong and has rightfully earned the gratitude of the community. If you want to share your thanks with the team, please write to us at customerservice@pfc.coop.

We are looking at 2022 with a certain amount of experience in how to support our staff through these challenging times, and with strategies to keep PFC being the most important place for you to spend your food dollars. This year you will find more low-cost options which fit your budget and bring delicious healthy foods to your household. We'll also be launching a new online shopping platform this winter, adding convenience and safety for you. I think you're going to love the mobile app, even if you don't shop online. With the PFC mobile app, you'll know exactly what's on sale and what you're going to find at our soup bar (among many other things!)

People's Food Co-op will continue prioritizing high-quality products and a friendly shopping experience. We will focus on the diversification of ownership in the food supply chain, raising people up and improving our economy through local connections. We will continue to make investments in our stores and in the people who work here, striving to build a more sustainable community by treating all people with kindness and fairness.

We want to hear from you. What do you think the co-op can be in 2022? How can we better serve your needs this year? Please write to me at liz.haywood@pfc.coop; I look forward to talking with you.

Lizzy Haywood

follow us!



**FRESH SUSHI
NOW AVAILABLE
IN ROCHESTER!**



SAVE THE DATES!

DON'T MISS
THESE SALES &
OTHERS!

subscribe here!

JANUARY 14-15

**ALL
FROZEN**

(excludes frozen meat & seafood)

20% OFF

FEBRUARY 11-12

**ALL
WINE**

20% OFF

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

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.

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Contact the board at board@pfc.coop



Sno Pac

produce & more!

Supplier to PFC since the 1980's

Location: Caledonia, Minnesota

22 miles from PFC—La Crosse

75 miles from PFC—Rochester


Sno Pac of Caledonia, Minnesota has been a People's Food Co-op supplier since the early days of the La Crosse co-op. Sno Pac was founded back in 1943 by J.P. Gengler, and now the fourth generation of Genglers continues to supply organic, frozen fruits and vegetables to PFC shoppers. Pete Gengler, the current CEO (and grandson of Sno Pac's founder J.P. Gengler), remembers driving Sno Pac deliveries to People's when the La Crosse store was in the old Bruha's Grocery building on Adams Street.

About 100 years ago, J.P. Gengler had a lumber business in the Caledonia area. In the winter, they'd cut ice from a spring-fed lake and ship it south in

the summer. J.P.'s son, Leonard, took advantage of the invention of refrigeration and built a locker plant where local farmers, including Leonard, could store their food.

Leonard Gengler grew strawberries, gooseberries, and vegetables, which he processed and froze. Leonard's son, Pete Gengler, remembers that the family had 20 acres of strawberries when he was a child. "I was picking strawberries when I was five. I made \$11 one summer day—really good money when you're five years old."

Sno Pac has always been organic. "In the 1940s," Pete says, "when all the chemicals started showing up in farming, my father decided not to use them."

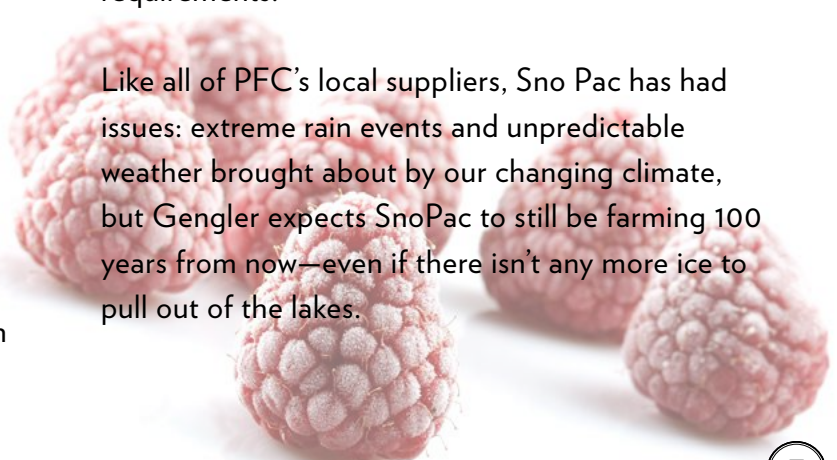


Sno Pac supplies
People's Food Co-op
with delicious berries,
corn, peas, edamame,
and many other
vegetables,
year-round.

He didn't think it was a good idea. As soon as the chemicals started being used, people started having trouble with them—sensitivities and allergies—so my father had customers right away. He was shipping all over the country—special orders to people with allergies.”

The company now has 3,000 acres in organic production and works with another 50 local organic farmers supplying frozen organic produce to retailers from Maine to California. Despite the national growth in sales, Sno Pac remains a locally owned Southeast Minnesota outfit, supplied by local farms. “The majority of the farms we work with are within 20 miles [of Caledonia],” Pete notes. Sno Pac supplies People's Food Co-op with

delicious berries, corn, peas, edamame, and many other vegetables, year-round. A big plus is that the packaging Sno Pac uses is made of recyclable material. You can rinse the package and recycle it (#4 - accepted in La Crosse county) when you're done. Check your local municipality's recycling requirements.



Like all of PFC's local suppliers, Sno Pac has had issues: extreme rain events and unpredictable weather brought about by our changing climate, but Gengler expects SnoPac to still be farming 100 years from now—even if there isn't any more ice to pull out of the lakes.

Sensational Berry Smoothies

Blending is believing! These splendid smoothies are bursting with berry goodness.

The smoothie — a drinkable breakfast, snack, or workout drink — is one of the easiest culinary creations to make at home.

A variation on the kinds of fruity drinks made in tropical countries for years, it was christened “smoothie” in the 1960s. As it grew to include healthy add-ins, boosting it from a snack to a meal, the smoothie began to inch into the healthy mainstream. Suddenly, smoothies were everywhere!

Check out these sensational berry smoothies as a starting point. Each one is simple and completely delicious.

ADD SOME
SUPER PROTEIN
Garden of Life
MD Protein



Pack it with protein and fiber!



**Manitoba Harvest
Hemp
Hearts**
on sale Co-op
Deals 1/19–2/1



**Spectrum
Essentials
Organic
Flaxseed**
on sale Co-op
Deals 1/19–2/1



**Amazing
Grass
Green
Superfood
Packets**
on sale Co-op
Deals 1/19–2/1



**Vital Proteins
Collagen
Peptides**
on sale Co-op
Deals 1/5–1/18

Hidden-Spinach Berry Smoothie

Serves: 2. Prep time: 10 minutes.

- 2 cups frozen or fresh raspberries, strawberries, blackberries, or a mix
- 3 cups spinach (packed)
- 1 cup yogurt, kefir, or a non-dairy alternative like almond milk
- 1 large banana, fresh or frozen

Put the berries and spinach in the blender first, and add the yogurt and banana. Process, scraping down as needed. Blend until smooth and serve.

**Co-op
deals**

Jan 5–Jan 18
Chobani Greek
Yogurt

You'll enjoy a salad's worth of healthy spinach in this luscious smoothie, and hardly notice it's there!

Reprinted by permission from grocery.coop. Find these and other recipes, plus information about your food and where it comes from at grocery.coop.



ADD SOME
SUPER GREENS
Ancient Nutrition
Organic Super
Greens

ADD SOME
SUPER FIBER
Organic India
Psyllium Organic
Whole Husk Fiber

coop deals
Jan 5–Jan 18
Lifeway Organic
Kefir

coop deals
Jan 5–Jan 18
Blue Diamond
Almond Milk

coop deals
Jan 19–Feb 1
Wildwood
Organic Tofu

Strawberry-Pomegranate Smoothie

Serves: 2. Prep time: 5 minutes.

- 2 cups frozen strawberries
- 1 large frozen banana, cut in chunks
- 1 cup kefir, yogurt, or a non-dairy alternative like almond milk
- 1 cup pomegranate juice
- 2 tbsps pomegranate seeds

In a blender, pile in the strawberries and frozen banana, then add kefir and pomegranate juice. Process to puree; serve garnished with pomegranate seeds. If the smoothie is too thick to blend, add milk or a non-dairy alternative as needed.

Pomegranate juice is an antioxidant superstar, and its wonderfully tart flavor is balanced by banana and creamy kefir.



Mixed Berry and Oat Smoothie with Granola

Serves: 2. Prep time: 5 minutes.

- 2 cups frozen mixed berries
- 4 ounces firm silken tofu
- 1/4 cup rolled oats
- 1 1/2 cups vanilla soymilk or other milk
- 1/2 cup granola

In a blender, place the mixed berries, then tofu, oats and soymilk. Process until smooth. Serve in two glasses, with 1/4 cup of granola on top of each.

Berries disguise the secret ingredient (tofu!) and a sprinkle of granola adds a tasty crunch.

Healthy You Year!

1 Take your VITAMINS!

Garden of Life Apple Cider Vinegar Gummies

Benefits: digestive aid, lower blood sugar, boost immune system, cardiovascular health, and more!



2 Shop LOCAL!

Always an amazing variety of LOCAL body care and herbal supplements. Good for you...AND the community!



3 Go plastic FREE!

- HIBAR shampoo and conditioner bars
- Booda Butter
- Kleen Kanteen



4 FUEL the new You!

Sprout Living Proteins and Collagen

Benefits: plant-based, superfood with minimal ingredients.



5 Better BRAIN, better LIFE!

Natural Stacks Brain Health Line

Benefits: nutrients for higher level of mental performance, ingredient traceability, third party tested, full label disclosure.



6 FEED your SKIN!

Evanhealy Cosmetic Line

Benefits: nourishing the skin as you even skin tone and imperfection. Give your skin a healthy glow!



7 GET out THERE!

- *Alpaca Winter gear*

Hats, mittens, and scarves to keep you warm on all your outdoor adventures.

- *CBD and Tiger Balm*

For all those aches and pains post adventure.



Take the chill off a cold day with a warm bowl of hearty soup or stew that features beans, greens and a variety of fresh vegetables.

Soups & Stews



Reprinted by permission from grocery.coop. Find recipes, plus information about your food and where it comes from at grocery.coop.

Three Sisters Soup

Serves 8 to 10. Prep time: 1 hour, 10 minutes
to 2 hours, 10 minutes.



- 2 pounds of your favorite winter squash (butternut, acorn, kabocha)
- 2 to 3 tablespoons olive oil
- 1 yellow onion, diced
- $\frac{1}{4}$ cup garlic, chopped
- 2 quarts vegetable stock or water
- $\frac{1}{2}$ cup white wine
- 2 teaspoons dried thyme
- 1 large bay leaf
- 1 pound fresh or frozen corn kernels
- 2 15.5-ounce cans cannellini beans, drained
- $\frac{1}{2}$ bunch green onions, sliced
- Salt and pepper to taste

1. Preheat the oven to 350°F. Halve the squash and scoop out the seeds. Place the squash halves skin-side down on a lightly oiled baking sheet, and then roast until cooked through and soft, anywhere from 30 to 90 minutes. (Approximate cooking times: acorn squash, 30 to 45 minutes; kabocha squash, 40 to 50 minutes; butternut squash, 60 to 90 minutes.) Remove from the oven and allow to cool.
2. Scoop the flesh of the squash into a large bowl, saving any liquid. Puree the cooled squash with a blender or food processor, adding some of the reserved liquid if needed.
3. In a large stockpot, heat the oil over medium heat and sauté the onions until they begin to brown. Add the garlic and cook, stirring often, until the garlic turns light brown in color.
4. Add the stock or water, wine, thyme, bay leaf and pureed squash and bring to a simmer. Stir in the remaining ingredients and simmer for 15 to 20 minutes. Taste and adjust seasoning as needed.

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The Three Sisters is an ancient Native American technique for growing corn, squash and beans together in a way that builds on the strengths of each individual plant and enables them to nurture one another. Cooked together, these ingredients make a nutritious soup that celebrates the harvest season.



Red Lentil Stew with Kale

Serves: 4. Prep time: 45 minutes; 20 minutes active.



- 1 cup red lentils
 - 4 cups water
 - 2 cups cauliflower, chopped
 - 1 small red bell pepper, chopped
 - $\frac{1}{2}$ teaspoon salt
 - 1 bunch kale, stems and leaves, chopped
 - 1 tablespoon ghee or coconut oil
 - 1 large onion, chopped
 - 1 tablespoon fresh ginger, chopped
 - 1 teaspoon black mustard seeds
 - 1 teaspoon cumin seeds
 - 1 large jalapeño, seeded and chopped
 - $\frac{1}{2}$ teaspoon ground turmeric
1. Rinse the lentils, then put in a pot with the water, cauliflower, red bell pepper and salt. Place over medium-high heat and bring to a boil, then reduce the heat to low, place a lid on the pot, slightly ajar, and cook, stirring occasionally, for about 20 minutes. Stir in the kale and cook for about 10 minutes longer, until the lentils are soft and falling apart.
 2. While the lentils cook, drizzle the ghee or oil in a large sauté pan and place over medium-high heat. Add the onion, ginger, mustard seeds and cumin seeds and sauté until they start to sizzle, then reduce the heat to medium-low and stir occasionally. Add the jalapeño and turmeric and stir for a few minutes before stirring into the lentils.
 3. Add the sauté to the cooked lentils and let simmer for 5 minutes to meld the flavors.



Hearty Kale and White Bean Stew

Serves 6. Prep time: 50 minutes; 20 minutes active.



- 3 tablespoons olive oil
- 2 cups diced red onion
- 2 cups diced carrot
- 2 tbsps minced garlic
- 2 cups diced peeled butternut squash
- 2 cups sliced button mushrooms
- 4 cups vegetable or chicken stock
- 4 cups chopped kale, stems removed
- 1 12-ounce can white beans
- 1 14.5-ounce can diced tomatoes
- 2 tbsps Dijon mustard
- 1 tsp chopped fresh rosemary
- $\frac{1}{2}$ tsp red pepper flakes
- 1 cup shredded Romano cheese (optional)

1. Heat the olive oil in a large frying pan, add the onions, carrots, garlic, squash and mushrooms and sauté for 5 to 10 minutes.
2. Transfer the vegetables to an 8-quart stock pot and add the stock, kale, beans, tomatoes, Dijon mustard, fresh rosemary and red pepper flakes. Cover the pot and let cook for additional 20 minutes or until the kale is soft. Top with shredded Romano cheese if desired before serving.

Hearty autumn vegetables plus dark green kale make for a beautiful bowl of stew. Serve with brown bread or rye crackers.



Sausage and Potato Soup

Serves: 6. Prep time: 30 minutes; 20 minutes active.



- $\frac{1}{2}$ pound Co-op's Own™ sweet or hot Italian bulk sausage
- 1 small onion, diced
- 2 large potatoes, cubed to make 3 cups
- 1 large carrot, chopped
- 1 clove garlic, crushed
- 1 14.5-ounce can chicken broth
- 1 15-ounce can diced tomatoes with juice
- $\frac{1}{2}$ bunch kale, sliced
- $\frac{1}{2}$ tsp dried oregano, crushed
- $\frac{1}{2}$ tsp dried marjoram, crushed
- $\frac{1}{2}$ tsp salt
- 1 pinch crushed red pepper flakes, to taste

1. Place a large pot or Dutch oven over medium-high heat and crumble the sausage into the pan. Stir as the sausage starts to sizzle, then add the onion. Cook, stirring occasionally, for about 4 minutes, until sausage is browned and cooked through. Add the potatoes, carrot, garlic, chicken broth, tomatoes, kale, oregano, marjoram and salt. If desired, add red pepper flakes.
2. Cover and bring to a boil, then reduce the heat to low and simmer for about 10 minutes. When the potatoes are tender, serve.

Italian sausage infuses this simple soup with flavor. Choose hot or sweet sausage, depending on your taste for heat.



Farmhouse Bean Soup

Serves 6. Prep time: 30 minutes; 15 minutes active.



2 tbsps olive oil
 1 yellow onion, diced
 1 large carrot, peeled and diced
 3 parsnips, peeled and diced
 3 cloves garlic, peeled and minced
 1 15-ounce can diced tomatoes
 4 cups vegetable broth
 3 to 4 sprigs each of fresh rosemary and thyme
 1 15-ounce can northern beans, drained and rinsed
 1 15-ounce can pinto beans, drained and rinsed
 1 15-ounce can kidney beans, drained and rinsed
 5 cups fresh spinach, chopped
 Salt and black pepper to taste

1. In a large pot, heat the oil over medium-high heat. Add the onion, carrot, parsnips and garlic and sauté 5 to 7 minutes.
2. Add the tomatoes, broth and herbs and bring to a boil.
3. Add the beans, reduce heat to simmer and cook 20 to 30 minutes until vegetables are tender. Stir in the spinach and season with salt and pepper to taste. Serve warm.

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Canned beans are nutritious and convenient, making this soup a healthy, fast and tasty option for a weeknight meal at home.



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DIY Boards

Boards are a great way to get the feel of a big brunch, or an array of appetizers without making a huge spread! And you can customize your board, so it is the right size for your family or small gathering. PFC's bulk department is a great place to start where you can buy just a handful of a variety of snacks to give your boards the diversity you crave without the expense of whole packages. And for the center of your board, check out our always available **Co-op's Own™** Dips and Spreads in the Grab and Go deli case.

Snow Day Board

We love this Snow Day Board for an extra special treat after an afternoon of sledding, building a snowperson, or hiking in the snowy woods. It features Equal Exchange Hot Chocolate with real whipped cream and a variety of sweet and salty snacks! For the showstopper in the middle try making your own Marshmallow Pops!

- | | |
|---|---|
| 1 Co-op's Own™
Cookies  | 8 Tierra Farms
Cocoa Dusted Almonds |
| 2 Co-op's Own™
Yum Yum Bar Bites  | 9 Marshmallow Pops
<i>recipe at www.pfc.coop/recipeblog</i> |
| 3 Coconut Date Rolls
<i>from the Bulk department</i> | 10 Equal Exchange
Hot Chocolate |
| 4 Hokey Pokey | 11 Co-op's Own™
Bumble Bar Bites  |
| 5 Organic Valley
Whipping Cream  | 12 Raspberry Yogurt
Pretzels
<i>from the Bulk department</i> |
| 6 Co-op's Own™ Mexican
Wedding Cakes  | 13 Boom Chicka Pop Kettle
Corn Sweet & Salty 
<i>on sale Co-op Deals 1/5-1/18</i> |
| 7 Yogurt Pretzels
<i>from the Bulk department</i> | 14 Tropical Trail Mix
<i>from the Bulk department</i> |



Co-op's Own™
breakfast sausages
are made in-house
with local pork and
the best
ingredients.

Breakfast Board

Rise and Shine! This breakfast board is going to make your morning a delight. Loaded with fresh fruit, sweet treats, and Co-op's Own™ Breakfast Sausages there is a little of something for everyone. Great for a lazy weekend morning. Or try building one for an at home school and work day and let your family grab a bit at a time as they are ready.

- 1 Cara Cara Oranges
- 2 Co-op's Own™ Orange Almond Poppysseed Bread 
- 3 Co-op's Own™ Fruit Dip 
- 4 Strawberries
- 5 Pineapple
- 6 Blueberries
- 7 Purely Elizabeth Ancient Grain Granola - Cranberry Pecan
on sale Co-op Deals 1/19-2/1
- 8 Bananas
- 9 Bagels Forever Cinnamon Raisin Bagels 
- 10 Co-op's Own™ Maple Syrup Sausage 
- 11 Maple Syrup 
- 12 Field Day Multigrain Waffles
Co-op Basics - shop the purple signs! 
- 13 Organic Valley Whipping Cream 

Morning musts!



Van's Waffles
on sale Co-op Deals 1/19-2/1



Myoko's Creamery Cream Cheese
on sale Co-op Deals 1/19-2/1



Sweet Earth Benevolent Bacon
on sale Co-op Deals 1/5-1/18



Don't forget the wine!
Stop by our wine department for a selection of unique wines - to fit any budget and palate!

Date Night

Food has the power to take you places and helps to break the monotony of routine. Our date night board is an exploration of food, textures, and cultures that will give you pause from daily life and inspire memories of a trip you took together or perhaps, to dream together of future destinations. From sweet and crispy Baklava to savory and flaky salmon cakes, we have so many options for you to customize and craft the perfect night.

1 Co-op's Own™
Salmon Cakes 

8 Co-op's Own™
Orzo Pasta 

2 Co-op's Own™
Dill Dip 

9 Tierra Farms
Cocoa Dusted Almonds

3 Cucumbers

10 Marinated Artichokes with Herbs
available in the Deli Grab & Go

4 Co-op's Own™
Hummus 

11 Stuffed Grape Leaves
available in the Deli Grab & Go

5 Red & Yellow
Bell Peppers

12 Co-op's Own™
Spinach Feta Pie Squares 
available in the Deli

6 Water Street Deli
Pita Chips 

13 Co-op's Own™
Chocolate Covered Strawberries 

7 Greek Olive Mix
available in the Deli Grab & Go

14 Co-op's Own™
Baklava 

More apps and bites!



Deep Indian Kitchen
Frozen Apps
select varieties
on sale Co-op
Deals 1/5-1/18



Lily's Dark Chocolate
Peanut Butter
Cups
on sale Co-op
Deals 1/5-1/18



Simply Organic
Dip Mixes
on sale Co-op
Deals 1/19-2/1



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Co-op's Own™
White Chicken
Chili - available in
the Grab and Go.

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Game Day Board

Get ready for the big game with this easy to assemble Game Day Board, and make it an event your whole household can rally behind. This board features *Co-op's Own™* (legendary) White Chicken Chili, plus a great variety of chips, dips, and veggies to nosh on throughout the game. No matter what's happening during the game, this board is sure to be a winner!

- | | | | | | |
|---|--|---|----|--|---|
| 1 | <i>Co-op's Own™</i>
White Chicken Chili |  | 6 | Cucumbers | |
| 2 | Whole Grain Milling
Corn Chips |  | 7 | Red & Yellow
Bell Peppers | |
| 3 | <i>Co-op's Own™</i>
Fresh Avocado Salsa |  | 8 | <i>Co-op's Own™</i>
Roasted Red Pepper Hummus |  |
| 4 | <i>Co-op's Own™</i>
Green Chili Cheese Dip |  | 9 | Baby Carrots | |
| 5 | <i>Co-op's Own™</i>
Black Bean & Corn Salsa |  | 10 | Water Street Deli
Pita Chips |  |

More game day favorites!



**Terra
Vegetable
Chips**
on sale Co-op
Deals 1/19-2/1



**Green
Mountain
Gringo Salsa**
on sale Co-op
Deals 1/19-2/1



**Garden
of Eatin'
Tortilla
Chips**
on sale Co-op
Deals 1/19-2/1

Wine, oh Wine

Karl Erie - Rochester Wine, Beer, and Spirits

Our February wine sale is a great time to stock up on some of your go to winter wines. But if you're looking for something new - we asked our wine experts to recommend some of their current favorites.



Excelsior Cabernet Sauvignon

It is a full-bodied red from Robertson South Africa. Spicy notes of whole coriander and green peppercorn dance atop fruity tones of black plum and berry fruits on the nose of this red wine. The palate offers more astringent and gripping black fruit-skin flavors that carry through the dry, medium-length finish. Notes of char and sweet smoke make this wine an ideal pairing for red meats, especially anything grilled, as well as salty, nutty aged cheeses.



Torresella Pinot Grigio

An Italian white, it has aromas of citrus and cut pear, and delicate florals. It is a dry white with a straw yellow hue. It is elegant and well balanced, with a crisp clean finish. It is excellent as an aperitif, but also goes well with young cheeses, shellfish and sushi, and poultry and seafood-based pasta dishes.



Piazza Grande Sparkling Lambrusco

This is not your grandma's Lambrusco! This Brut (dry!) style, fuchsia-colored sparkling hails from the Emilia-Romagna region, home of Balsamic, Parmesan, and Ferrari! Awesome pairings would be any of the Nieman Ranch salamis, but for real, this wine is great with any and all food. And it makes a stupendous brunch companion.

Makayla Chandler - La Crosse Wine, Beer, and Spirits



Organic Pizzolato Moscato Spumante Dolce

A balanced and floral Moscato that is sure to please! Aromas of honeysuckle, ripe apricot, and angel food cake with a round, vibrant, sweet medium-to-full body and a smooth, refreshing, medium-length peach nectar, sweet apple, orange marmalade, and honey finish with no oak flavor. Pairs well with spicy dishes, desserts, and charcuterie boards.



Cote des Roses Pinot Noir

This wine reveals aromas of fresh fruit such as Morello cherry, wild raspberry and spices. On the palate the full texture is velvety with silky tannins, and an elegant, well balanced finish. Pair this wine with charcuterie boards, poultry and pork, and roasted vegetables.



Organic and Vegan Cherries and Rainbows Red Blend

Drinkable and refreshing, but with plenty of punch, Cherries & Rainbows hails from the South of France from an eco-friendly winery. A Grenache/Syrah/Mourvèdre that's brought up in concrete tanks with no sulfur added, it has energetic fruit, herb, and forest floor notes. Pair this wine with salmon, mahi-mahi, steak, and chocolate.



FEBRUARY 11-12

**ALL WINE
20% OFF**

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



Annie Rhode Rochester Wellness

Garden of Life's My Kind Organic Vitamins | So good for my immune system, and excellent quality.

Mineral Fusion Makeup | It's so clean and protected by the Environmental Working Group - and independent product review organization - and the minerals, well, in such a way as to form a natural protective barrier to the skin. As a 20-year Melanoma survivor, these qualities matter.

Soothing Touch Bath Salts | They keep me vertiginous.



Michelle Cumow Rochester Wellness

HiBar Solid Shampoo & Conditioner | They are free and color safe and they last a long time. They are great for traveling.

Evanhealy Blue Cactus Bead Moisturizer | It is amazing for dry sensitive skin.

Aaffia Everyday Shea Body Butter | It's lite but still moisturizing and smells great.



Briana Brewington Rochester Wellness

Nordic Naturals Omega-3 Fish Oil | It's lemon-flavored, taste of lemon, and the quality of fish oil is superior.

Bubbles By Brooks Shampoo | This Rochester-made shampoo is mild enough for sensitive skin and lasts so long!

Evanhealy Tinted Oil | It's my favorite cosmetic. I love it because it is a great moisturizer. It can easily be applied in layers to give you a look with Mineral Fusion or Hauschka's Translucent Powder.



Christina Schotzko Rochester Wellness

Trace Mineral Drops by Trace Minerals | Helps keep my immune system strong, gives me energy, helps to absorb my vitamins and keeps my bones strong.

Vitamin D3 drops by Quantum | Keeps my immune system strong, augments my moods (especially in winter!) and helps absorb my omega 3's.

Elderberry Syrup by Honey Gardens | Helps fight illnesses, soothes the throat and tastes great!

EXCLUSIVE
OWNER-ONLY
BENEFIT

20%
OFF ONE ITEM
from our wellness
department
each month

THESE ARE A FEW OF OUR FAVORITE THINGS

Health & Wellness

o gentle on the
ative! Top rated
ndent consumer
fuse together
to UV rays. As a
al!



Addie Stevenson La Crosse Wellness

Earth Science Olive and Avocado Hair Masque | This hair mask leaves your hair soft and smooth as well as smelling amazing.

Gentle Breeze Honey Candles | This local (Mt. Horeb) family-run business creates the best beeswax candles I've ever used and smell like actual honey! (We also carry their honey!)

Jewell Hollow Woodcraft Cutting Boards | This local (Richland Center) team of craftsmen create the best cutting boards for the perfect holiday charcuterie board or everyday cooking!

ester Wellness

Conditioner | They are a local, plastic
st a lot longer than a liquid. Plus, they

uty Elixir | A little goes a long way,
ive skin.

Lotion | It is a great everyday lotion,
I non-sticky.



Chase Eubanks La Crosse Wellness

Sleepbiotic from Natural Stacks | This prebiotic fiber blend is great for regulating gut health by feeding the good bacteria in your intestines.

Advanced Omega from Garden of Life | A potent formula of Omega 3 DPA DHA and EPA great for brain eye and heart health. Citrus flavor so you won't get any fishy after taste!

Multi Minerals from Nordic Naturals | An easy all in one supplement that contains all your essential minerals.

n Rochester Wellness

ga-3 Fish Oil, liquid | I like the clean,
this oil. As always, Nordic Natural is
oil brands.

aving Soap, Pomegranate Rosewater
having soap bar creates a smooth shaving
or sensitive areas, smells great, and the bar

Serum Foundation | This is my new
the purity of ingredients and the oil base
ere's a color for every skin shade and can
s for more or less coverage. I finish my
concealer, Evanhealy color balm, and Dr.
Powder.



plan your *Game Day* at the co-op

The only “special teams” you need on your team this Game Day is Co-op’s Own™. House-made dips, pita chips, tortilla chips, BBQ pork, meatballs, and more – available in our Grab and Go. Hosting a larger gathering? House-made fruit, olive and antipasto, smoked salmon, veggie trays and more – view our full tray menu and order by February 9.

[LA CROSSE TRAY MENU>>](#) | [ROCHESTER TRAY MENU>>](#)

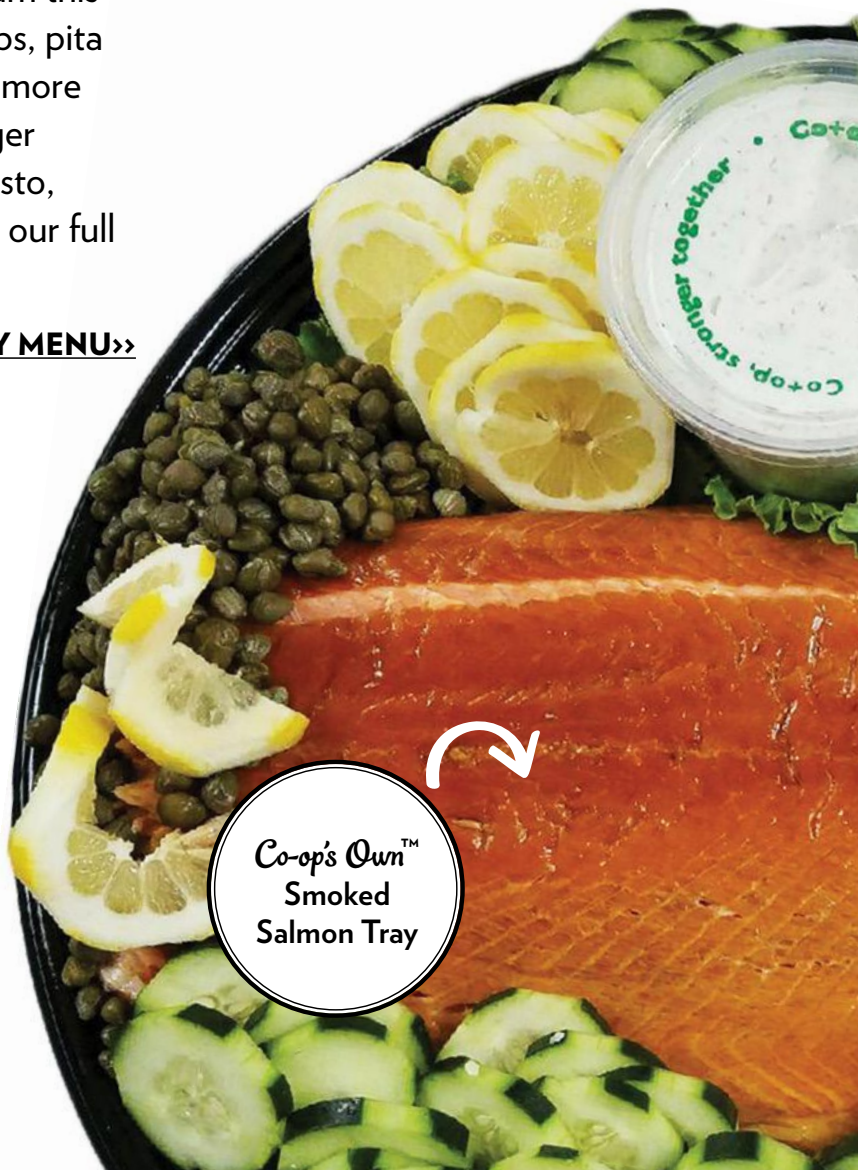
TO ORDER TRAYS

La Crosse: 608-784-5798 x2047
Rochester: 507-289-9061 x3041

Orders must be placed by
February 9.



Co-op's Own™
Fruit Tray with
Berry Fruit Dip



Co-op's Own™
Smoked
Salmon Tray



Valentine's Dinner FOR TWO

MENU

*Co-op's Own™
Spinach Artichoke
Lasagna*

•

*Co-op's Own™
Mixed Green Salad*

•

*Co-op's Own™
Mini Red Velvet
Bundt Cake*

23.99

TO ORDER

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a note from the Board

Welcome to year 2022! While on a personal note I am excited about the days gradually getting longer so we can spend more time outside, the board is also busy planning for the year ahead! Let's take a moment and reflect on what we have accomplished and what we want to achieve in the months to come.

First, we are glad to welcome back Andrea and Verna for another term on the board, and welcome Lana and Meghann as our newest board members. We welcome the diverse perspectives that those 4 elected board members will bring!

The Nomination, Election and Orientation committee had been working on strengthening the onboarding program, and we hope to provide our newest members with the information they need as fast as possible. One thing that I have personally enjoyed since joining the board in 2021 is the countless opportunities for continuously development offered through various education partners.

Secondly, the owners engagement committee has analyzed the responses to the survey sent last year, and identified an overall desire from our co-owners to be more engaged with classes, discussions, etc. Connecting with like-minded individuals passionate about healthy eating and sustaining our local economy was definitely a key motivator for me to join the co-op and ultimately the board, and we hope to organize more opportunities for connection with our co-owners in 2022. Stay tuned for more information on those events!

As always, if you have specific ideas or simply would like to get more involved, please feel free to connect with us at board@pfc.coop.

Johanna Ficatier

Board Director

contact the board at: board@pfc.coop

UPCOMING BOARD MEETINGS

January 28, 4:30 p.m

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

Free fun for the whole family!

Earth Fair

LA CROSSE, WISCONSIN

Make EVERY Day Earth Day



Sunday, April 24, 2022

11am–5 pm at Myrick Park & Myrick Park Center

VIRTUAL AND IN-PERSON ACTIVITIES!

Farmers market	Children's activities
Food vendors	Door prizes
Live music	Grand green prizes
Green Goose Chase	Recycling Fair 10–3
<i>and much more!</i>	



Hosted by  SUSTAINABILITY INSTITUTE

www.EarthFairLaCrosse.com

Curbside Pick Up

www.pfccurbsidepickup.com

