Become a Co-op member

Our Mission—(What we strive to accomplish in our work every day)
The mission of the People’s Food Co-op is to be a great natural fresh food cooperative and a vibrant center for healthy, sustainable living in the Driftless Region and beyond.

Membership benefits

• become a part owner of the People’s Food Co-op!
• 5% discount on your choice of one shopping trip each month
• member-only specials
• reduced rates for cooking and gardening classes
• a vote on Co-op issues (one vote per membership)
• eligibility to run for the Co-op board
• ability to request refund of your equity investment if you discontinue membership
• business name listed in the member business directory
• patronage rebates (in years the board declares them) on the basis of Co-op profitability and the amount of money you’ve spent at the Co-op during the year

It’s easy to join

• ask any cashier for an application and fill it out.
• pay for your membership. It’s $100 for the first (primary) member plus $25 each for up to two additional members. You may sign up for the installment plan and pay $25 per quarter until you’re paid in full ($7 administrative fee applies).
• enjoy the benefits of membership!

Student membership

The Co-op offers one-year memberships for only $10 to college and university students who show a valid student ID! Join now and reap the benefits:

• one-year membership, September through August
• 5% discount on one shopping trip per month
• member-only specials
• reduced rates for cooking and gardening classes
• Students are not eligible to vote on Co-op issues, run for Co-op board, receive patronage rebates, or have membership fees refunded.

Know your board

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A s I write this in late April (but I truly hope, not as you read it) spring is only a theoretical concept in our part of the world. Yes, the daylight hours are getting longer and the spring bird migration is fully underway, but... enough of this snow and ice already! For many of us, it’s time to be cleaning up the yard, getting garden beds ready or enjoying the bloom of lilacs... and to be doing this without a winter jacket on and a snow shovel in our hands.... Of course, we take the weather we get, and there isn't much we can do about that, within reason. Luckily, in the world of food cooperatives, if we take our work seriously we can and do shape our existence and our future.

In the past few weeks two gatherings of cooperative leaders have taken place in our area. A large group of board members from throughout the Midwest met in Eau Claire on March 9 and board chairs and general managers from across the country gathered in St. Paul on April 14 (and yes, it did snow on both of those days....urrgggg). Simply stated, both of these gatherings were inspiring.

We are seeing unprecedented levels of cooperation within the food cooperative sector and between cooperative sectors. The United Nations resolution marking 2012 as the International Year of the Cooperative provided an organizing framework for people to talk about all the great things that cooperatives are doing in our world and to talk about how we can, by working together, do even more. The Year of the Co-op is turning into the decade of the co-op.

The two gatherings in our area had a strong focus on issues we’re facing in food cooperatives and how we are responding to them both as individual cooperatives and collectively. On a very positive note, we are seeing literally hundreds of groups of people in communities nationwide working to start cooperatives of their own—they desperately want what we have. We are seeing successful food co-op expansions, cooperatives opening second locations, and in cases such as ours, successfully merging and growing. In short, we’re growing the cooperative economy, supporting local farms, and providing healthy food choices to more people in more places than ever. At the same time, we are seeing a tremendous influx of Wall Street money into the natural foods sector. Corporate America sees the growth in demand for natural and healthy food, and they want a part of it.

If we believe that cooperatives and the cooperative business model are important, we must be efficient and effective at what we are doing. But we must also be—and stay—about more than just business. Our cooperatives have always been about positive change in the world and our communities. This is highly apparent at every gathering of board leaders and managers I’ve ever witnessed.

If you can, please do an internet search for “CBLD Cooperative Café” (https://cdsconsulting.centraldesktop.com/cbld/doc/1772 1097/) and see what some of the leaders in the cooperative movement are talking about. I think you’ll find it inspiring. I know that by working cooperatively we are making a difference in the world.

In cooperation,
~Bentley Lein, PFC board chair
It was another country. In 1972, a group of young people, after attending a local course at something called a “free university,” decided to take a hand in their food choices. “We started talking about gardening and small farming at rap sessions [intense discussions held on particular subjects] at the university back in 1972,” founding (and continuing) member Tom Gianoli told the La Crosse Tribune in 1977.

In 1973, People's Food Co-op escaped from a UW–La Crosse-area basement and rented a north side storefront at 430 Avon St. for $40 a month. An early flyer laid out the terms of membership: “Anyone who pays $5 per year and works four hours per month may belong.”

For some context, it helps to remember that in the early 1970s the two big groceries in town were A&P and K-Mart (A&P is long gone; K-Mart is still here but no longer carries produce); Richard Nixon didn’t resign until 1974; and people thought Chevy Chase was funny. Many of the young men joining People’s Food Co-op were subject to a military draft, with the possibility of being sent to a war in Vietnam. By 1975, as the U.S. went about losing its war in S.E. Asia, the Co-op moved to La Crosse’s south side, to 1127 Eighth Avenue.

People joined looking for community, for like-minded individuals, for healthy, alternative food choices to what was available at the conventional markets. The Co-op prospered at the Eighth Avenue location. An early Tribune article praised the place as a “gourmet heaven” with all of the exotic spices available at very reasonable prices. The store’s first paid employee, manager Johnny Haag, recalls coaxing tentative neighbors into the Co-op with enticing smells of “star anise and other herbs in the gallon jars.”

Bulk Transcendentalismo

“Food for people, not for profit,” read the sign prominently displayed at the store. And indeed, the early years of the Co-op relied heavily on charity benefits and a great deal of volunteer labor. The first three stores required new floors, new roofs, new walls, new doors. But in listening to the stories the early members tell of long hours of volunteer construction labor, it’s clear that these stories are balanced by fond memories of shared dinners, winter bonfire parties, tears and laughter—all the camaraderie and friendship that nourishes people in a manner rarely found in contemporary American life. In listening to these stories the meaning of the store slogan becomes clear: The people were the profit. The food and the co-op were simply the excuse to bring them together.

Ann O’Malley, once and future accountant for People’s Food Co-op, remembers that the Co-op was often at risk of running out of funding. “We usually didn’t make a profit, unless we had a benefit concert, or Sue [Knopf] sold a quilt.” An example of the many fund-raisers was the concert that “Banjo” Fred Starner and Larry Penn arranged in 1986. Fred Starner was a UW–L economics professor, a protégé of folk music icon Pete Seeger, and founder of La Crosse’s yearly Great River Folk Festival. The 1986 PFC benefit grew into a combined concert, folk dance, bake sale, and special children’s concert held at the Concordia Ballroom on La Crosse Street. The benefit raised $282 for the Co-op, which ended up being donated to the purchase of needed medicines for PFC’s Central American sister co-operative [see sidebar].

By the late 1970s, People’s had outgrown the Eighth Avenue store. Bruha’s Grocery on Ninth Avenue was for sale, and after extended negotiations with old Mr. Bruha, the place was bought. It was a short walk from the old store to the new, so the volunteer membership turned out for a bucket brigade to move store inventory to the new location in the spring of 1981.

In 1980, then manager Lari Meier bought PFC’s first electronic cash register and receipts were no longer totaled up by pencil. “What a lot of food went in and out of that tiny store,” Lari remarked in a recent email, “from the [delivery] truck down the outdoor steps, into the old cistern room and basement, and back up the stairs to be stocked into the bins. The manager’s “office” was in the back corner on a platform, under which more food was stashed. To get up into the office you had to step onto a radiator.”

In a 1975 profile of People’s Food Co-op, the grocery manager of the local K-Mart doubted “whether a co-op operation could ever support the quantity of customers that a retail grocery store does. [I] also doubt whether there is much of a market for natural foods.” K-Mart’s produce operation is now gone and other La Crosse grocery retailers have come and gone as well, but People’s has
In the mid-1980s, refugees from El Salvador’s civil war fled across the border into Nicaragua. Joel Lazinger, an early member of People’s Food Co-op, was in Nicaragua on a teaching exchange program in 1985 when he met this group of refugees. They’d set up the Luciano Vilches Agricultural Cooperative—a farming co-operative on land granted to them by Nicaragua’s Sandinista government. Joel returned to the U.S. and convinced his fellow PFC members to adopt the El Salvadorans as a sister co-op. “They were very skilled farmers,” Joel remembers. “They had fantastic watermelons, fruits, and vegetables. They also had a lot of children, so People’s decided to get them some dairy cows.”

In January 1986, Sara Bentley was able to report at the general membership meeting that PFC had raised $930 for the Nicaraguan co-op. People’s had committed to raising $1000, but “members expressed interest in raising additional money,” beyond the money they’d pledged.

Through the efforts of PFC and other groups, five cows were purchased and delivered to the co-op in Nicaragua. The El Salvadorans were trained in dairy work and the herd did very well—doubling in size almost immediately since the cows arrived pregnant.

A large part of the story is told in the dedication of the staff. Many of the people now at the Co-op have been employed here for more than two decades. Folks such as Frank Menaloscino (33 years), Ann O’Malley (32 years), Margaret Mills (28 years), Yeng Yang (23 years), Jen McCoy (20 years), Roger Bertsch (20 years), and many others have worked to see that the Co-op survives and thrives.

Perhaps another reason for the success of the Co-op is that it is, through its membership, community owned. It may be a comparatively small thing, but even such an investment as a Co-op membership represents an investment in our city and in our farmers and producers. Community investment is something most corporations lost interest in a long time ago.

And, as former PFC General Manager Peg Nolan noted in 1993: “I love the idea of co-ops because they are from the people. They are based on people making decisions for themselves. And they’re fun; where else can we try whatever we want without someone miles away having to make a decision on whether it will make a dollar?”

In 1993, People’s Food Co-op moved once again, this time with trucks rather than by bucket brigade, to its current location in downtown La Crosse. The Co-op continues to grow. In 2011, People’s Food Co-op merged with the Good Foods Store of Rochester, and in March 2013, member number 6000 joined that core group of members who started it all 40 years ago.
Cleaning was once done with a hard brush and a bar of soap. Increased use of chemical technology in World War II resulted in an enormous array of synthetic chemicals for use in the home—pesticides, fertilizers, personal care products, cleaning products—a chemical for every need. Watered down and brightly packaged, these products today line the shelves of every supermarket.

When taking each chemical and pollutant into consideration, exposure to a couple of them periodically would be no problem, but the reality is we’re exposed to countless numbers of them all day, every day. Both the Environmental Protection Agency and Congress have repeatedly stressed the importance of changing from a single chemical risk assessment to a testing system that investigates and safeguards against multiple chemical mixtures and exposures. Knowledge is power, and consumers are demanding safer, eco-friendly products—a vote from the pocketbook is hard to ignore. This is a lot to think about and it may seem overwhelming, but with a little label-reading and some forethought, cleaning up your little part of the world can have a huge impact on all.

How can we resist the use of chemicals developed in and since the 1940s? One way is to simplify our lifestyles and our needs. Limiting your use of the Earth’s resources is not self-denying, it is life-affirming. And limiting your use of toxic cleaning products can be a fairly painless place to begin.

Look for products that are environmentally sounder than the ones you are using. As your conventional cleaners run out, replace them one by one with safe, nontoxic, natural ones. Replace the products you use with homemade products made with safe ingredients.

Replace your laundry detergent with a chemical-free, natural one. The detergents, synthetic whiteners, and fabric softeners involved in the washing process can take a toll on clothing and the environment. Washing with a natural product rather than a petrochemical detergent extends the life cycle of clothing and is much gentler on the environment.

There are many natural products available on the market, but the following page has a few easy, cost-effective, eco-friendly tips.

D. Mark Harris defines the ingredients for nontoxic cleaning in *Embracing the Earth*:

**Soap** is a salt that comes from acids found in fats and oils. It is good for cleaning since it clings to dirt and grease, allowing them to be removed.

**Baking Soda** (sodium bicarbonate) is the byproduct of a weak acid that results when carbon dioxide reacts with water. It deodorizes, softens water, and scour without being abrasive.

**Washing Soda**, or sodium carbonate, is related to baking soda. It cuts through grease, softens water, and disinfects.

**Borax** is a naturally occurring mineral composed primarily of sodium and boron. It mixes well with water, disinfects, cleans, and deodorizes.

**Vinegar** is a dilute acetic acid that results from the fermentation of alcohol. Household vinegar is usually further diluted to 5% acidity. It cuts grease and freshens air.

**Lemon Juice** is an acid. It cuts through grease and stains and freshens air.
Recipes for some Earth-friendly cleaners

Recipes follow, but first

**TWO WARNINGS:**

1. Never mix ammonia with bleach or other commercial cleaners. Ammonia fumes are dangerous, and when mixed with bleach they are deadly.

2. Label your homemade cleaners and never put them into old food containers. Never store them near food.

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**All-Purpose Cleaner**
Mix 1 qt warm water; 1 tsp liquid soap (Dr. Bronner’s will work); 1–2 tsp borax; squeeze of lemon or splash of vinegar to cut grease. This solution can be stored in a spray bottle and used for countertops, floors, walls, rugs, and more.

**Air Fresheners**
Grow houseplants, which purify air rather than mask smells. Leave an open bowl of 2–4 tbs baking soda in your refrigerator. Sprinkle some in the bottom of garbage cans. Open windows for ventilation. Use stove fans when cooking. Use flowers and herbs to add fragrance to your room. Simmer cloves and cinnamon in boiling water.

**Disinfectants**
Use 1/4 c borax in 1/2 gal hot water. To inhibit mold or mildew, do not rinse off borax solution. Keep surfaces clean and dry.

**Floor Cleaners**
**Vinyl floors:** 1/2 c vinegar or 1/4 c borax with 1 gallon water.

**Wood floors:** Damp mop with mild vegetable oil soap, such as castile soap or Murphy Oil Soap.

**Mildew Cleaner**
Scrub with baking soda, borax, or vinegar; for mold inhibition, wash with baking soda or borax solution. Do not rinse.

**Toilet Bowl Cleaner**
Pour 1 c vinegar into bowl. Toss in a handful of baking soda. This mixture will foam. Vinegar will clean hard water lime deposits if left standing awhile. Scrub. Alternative: Scrub with 1/2 c borax.

**Tub/Tile/Sink Cleaner**
Scour with baking soda or borax solution and a good stiff brush.

**Cleansers/Abrasive Scouring Powders**
Apply 1/2 c baking soda to sink or counter surface with a damp sponge. Let it remain a few minutes to absorb odors. Scour and rinse.

**Window/Glass Cleaner**
Mix 1/4 c white vinegar with 1 quart warm water. Wash. Dry with crumpled newspaper.

**Laundry Detergent**
Add 1/3 c washing soda (sodium carbonate) to water as machine is filling. Add clothes (when making initial switch from detergent to soap, wash clothing once with washing soda only, as detergent residues sometimes react with soap to cause yellowing of fabrics). Add 1-1/2 c soap. If water is hard, add 1/4 c baking soda during first rinse.
For additional cleaning power, add 1/2 c borax.

**Stain Removers**
Soak fabric in 1/4 c borax and 3 c cold water. Wash in soap and cold water.

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To remove blood stains pour hydrogen peroxide onto stain. Rinse with water. Wash.

To remove ink stains apply a paste of lemon juice and cream of tartar. Allow to dry. Wash. Or try hydrogen peroxide.

To replace chlorine bleach add 1/2 c borax per laundry load to whiten and remove stains.

To remove grease stains, pour boiling water over stain. Dab with dry baking soda. Allow fabric to absorb.

**Carpet Cleaner**
Mix 2 c cornmeal with 1 c borax. Sprinkle onto carpet. Leave one hour. Vacuum. For tough stains, blot with vinegar in soapy water. Repeat.

**Dishes**
Dissolve soap flakes in hot water. Add vinegar to dissolve grease.

**Oven Cleaners**
Scrub with 2 tbs or more baking soda or borax in 1 gallon water. Use very fine steel wool (000). For tough stains: Sprinkle water over oven, cover generously with 4 parts baking soda / 1 part washing soda. Sprinkle with water again. Let sit overnight. Scour with very fine steel wool. Wash with soap on a damp sponge. Rinse. Alternative: Dampen oven spill and sprinkle salt onto it while oven is still warm. When oven is cool, scrape spill and salt away.

**Drain Cleaners**
Mix 1 c baking soda, 1 c salt and 1/4 c cream of tartar. Pour 1/4 of this mixture into drain weekly. Follow with a pot of boiling water. Flush with cold water.

Never pour liquid grease down drains. Always use a drain strainer.

**Drain Unclogger**
Pour 1/4 c baking soda, then 1/2 c vinegar into drain. Allow to fizz. Flush with boiling water.

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— This article abstracted from Lauri Hoff’s January 2009 Shopper article on Green Cleaning, and The Mifflin Mural.
Exciting work has been done to get us to this stage of our new store project. Contributions have been made by each of our department teams in addition to the expertise and vision of general manager Michelle Schry, the design team, industry consultants, architects and engineers. Together we’ve created a space representative of our mission: To be a great natural fresh food cooperative and a vibrant center for healthy, sustainable living.

Our department managers have been watchful of the needs of our community, and now we’re custom-building the new store for you. Your continued input about what you want to buy at the Co-op gives us good information about what to add to our current product selection. The comment cards are a useful way to give your input, and I also encourage you to speak with staff about the foods you’d like to buy here. (It is also easy to contact us by email at pfrochester@pfc.coop.) We have had a lot of fun adding delicious new foods throughout the store—thanks to you for your part in supporting these new offerings!

Our planning and preparation is readying People’s Food Co-op to provide access to all, whether they’ve made Rochester their permanent home or they’re visiting from the other side of the globe. For four decades People’s Food Co-op has provided a place for discovery of health, joy in food and connection to community. But the constraints of space and location have limited access for many. When more and more people can find discovery, joy, and connection in our grocery store, that will be another success for People’s Food Co-op and a credit to the cooperative business model.

From fresh local produce to conveniently cut stir-fry mixes, from hot and savory rotisserie-cooked chicken to an expertly prepared latte, from colorful bouquets to effective natural remedies—we make the commitment to bring all of this to you with great value and the best service in town.

We are going to be out and about in Rochester this summer—join us! Visit our booth at the Slatterly Park Art on the Avenue, May 18 from 10 a.m. until 4 p.m. to eat great food made in our deli and check out the lively art and music scenes coming together in this energetic neighborhood. Also, on Thursdays throughout the summer (starting June 6) we will be hosting the lunchtime music stages at Rochester’s famous Thursdays on First. Stop by either stage at midday every Thursday—we love to meet our Co-op members at these fun events. You can find more details on these events at www.slatterlypark.org/art-on-the-ave and www.downtownrochestermn.com.

Concrete floors poured recently in the new store. Framing started in the office areas.

Lizzy Haywood
Rochester store manager

There are many ways to increase the efficiency and extend the life of your vehicle. One of the best things you can do is keep up with recommended factory maintenance. This improves the longevity of your vehicle and lowers future costs. Here are some simple tips to follow that will help you increase the efficiency of your vehicle: Avoid quick starts and aggressive driving and stick to the speed limit. By driving 65mph rather than 75mph, you’ll see an improvement in your fuel economy by 10% as well as a decrease in tailpipe pollution. Avoid hard braking. This improves fuel economy and wear on your brakes. Lastly, open windows briefly prior to turning on the AC and use cruise control. Releasing hot air before resorting to AC reduces fuel consumption and decreases nitrogen oxide emissions in some vehicles.

Locally owned and a next-door neighbor to the Rochester co-op for over 10 years, either of Joe’s two convenient locations can fix nearly any problem on any make or model of vehicle, foreign or domestic. Just give us a call today at 507-281-7944 or 281-7970 or visit our website, www.joesautocare.net for an appointment.
Manager’s report

In early April, People’s Food Co-op sent a coalition of our best and brightest new managers to a three-day seminar geared specifically toward leadership in food co-ops. This seminar gave them a chance to learn about all aspects of managing a co-op—from numbers to staffing to display—and to connect and network with other folks working in food co-ops across the country. They came back inspired, renewed and ready to take on the challenges facing our co-op today. Some observations this great group of co-op staffers reported back included:

• We are fortunate for the skill set we have on our staff.
• It was great to feel connected to co-ops on a national scale and to understand that our jobs are relevant and important.
• Our co-op is recognized and positively perceived in the greater co-op world.

It is these truths that build pride of place at our La Crosse store.

Our commitment to education is one of the things that make our co-op a great place to work and shop. Whether we educate our management team about the mechanics of our business or teach our staff about sustainable food systems and the value of the cooperative model, we know that it is our commitment to education that makes us stronger and more effective as a whole. When we invest in education we invest in the quality of service we are able to provide our staff, our members and our community; we strengthen the effectiveness of our cooperative economy; and we uphold Cooperative Principle #5—education, training, and information. It seems like a simple thing really, and often the most important things are.

Happy Spring!
Jen McCoy
Store Manager — La Crosse

beans for bags
Community building in La Crosse!

Whenever you shop, bring your own shopping bags. For every reusable bag you use, get a bean to throw into the jar of the worthy organization of your choice. Each bean is worth five cents, which is the reusable bag credit.

Current bean totals are:
Options Clinic $244.30
Coulee Region Wildlife Rehab $234.70
Kane Street Garden $255.80

Your support is a big help to these organizations. Thank you, shoppers!

Next session’s organizations will be La Crescent Animal Rescue, YMCA Community Teen Center, and Hillview Urban Agricultural Center. Thank you Co-op shoppers for your generosity and concern for your community. You continue to amaze us!
New PFC Owners
A hearty welcome to our many new members!

**LA CROSSE MEMBERS**
Frances Kakuska
Rose Mary Linzmeyer
Brandie Murilla
Elizabeth Althoff, Dan Althoff & Maxine Althoff
Rebecca Haefner
Mike Hesch
Wayne Goeldner & Susan Goeldner
Dr. Tina Ferrer
Mark Abraham & Amy Abraham
Bridget Breska
Larry Sleznikow
Ron Slack
Jacqueline Proper
Sherry White & Thomas White
John Wisniewski & Diana Wisniewski
Christine Wagner & Dustin Wagner
Donald Meindel
Heidi Kerska
Andrea Wieser & Jeff Wieser
Marilyn Tiggelaar
Dustin Johnson & Tricia Johnson
Holly Germain & Nick Weber
Mary Kessens
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Regina Johnson & Tim Johnson
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Briana Rupel
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Tami Humphrey & Brian Humphrey
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Mallorie Gran
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Caroline Burdick
Tobias Schmidt & Tania Schmidt
Roger Schmidtke & Debora Schmidtke
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Patricia Torrens-Burton
Jeff Gathje
Daniel Campbell
Virginia Wright-Peterson
Deb Lightner
Lynn Seurer
Paula Biermann
David Shulman
Angela Smith
Sheila Yennie
Andrew Remick
Rosebud Roberts
Barb Erickson
Ruby P. Thomas
Dawn Finnie
Kathleen Donovan
Allison Wagner & Charles Bloom
Nan Babcock & Bill Babcock
Christopher Anderson
Donna Pfeifer
Dawn M. Johnson
Melissa Karst
Alisha Eiken
James Pelowski
Matt Bennett
Debbie Brodsky
Jody Scaglione
Angelle Onsrud
Julene Hartman
Daniel Pyfferoen
Rosie Rose & Scott Rose
Elizabeth Canale
Michelle Aakre
Jennifer Stam
Sheila K. Meixner
Cathy Burns
Julie Tufts
Melanie Hansen
Anukrishnan Pillai
Ross Ballinger & Devon Bergum
Hannah Breckbill
Melissa Heindel
Lisa Walker
Ann Bokelman
Michelle Hewlett
John Marcos
Ken Jones, Peggy Gray & Adelle Jones
Jane Wernimont
Heather Sklenicka & David Sklenicka
Peter Stier & Novella Meisner
Karen Heimdahl
Josephine Ju
Brett A. Parks
Sara Torres
Janice S. Knutson
Jennifer Stehr
Patrick M. Murphy
Lisa Boardman
La Crosse/Rochester Students
Marlee Crave
Stephanie Sabatinelli
Alexa Bowe
Ian Tenderholt
Joey Kelbel
Kathryn J. Walchak
Alden Hedges
Bobby Erickson
Nico Rucinski
Shannon Kingslien
Chloe Mayer
Caitlyn Bednarek
Lisa Puhl
Erika Ross
Lauren Emerson
Casey R. Jestrovich
Sonia Bakke
Elysia Biros
Shweta Raikar
Stephanie Holt
Casey Brooks Gault
Clare Rasmussen
Matthew Tanaid
Shanna Rhode
Dayna M. Walchak
Emily Lodoen
Nicole Nontelle
Josh Seyfert
Marianne Florin
Mackenzie Ramsey
Adam Ruppert
Martina Mellang
Stephanie Schmit
Richard Fulton
Silicone E. Hansen
Chelsey Lehnherr
Kristi Ostrowski
Patrick Holt
Richard S. Herbst
Sean Miller
Sarah Newton
Karli Blaek
Elizabeth Pichotta
Jordan C. Arndt
Brie Illick
Henry J. Hougen
Kathleen Klima
Joe Kronforst
Xiaoyu Gu
Brittany Danielson
Hailey Menard
Christina Schmidt
Erica Goodson Lopez
Meaghan Gove
Celeste Kathleen
Eric Aguirre
Chris Blackburn
Andrea Dewar
Cameron Park Farmers’ Market opens May 3rd!

Fridays, May–October, 4–8 p.m. in Cameron Park on King Street between 4th and 5th in La Crosse. Rain or shine! Come down to the park for the opening of the market season on May 3rd! Say hello to the farmers, enjoy an evening in the park and pick up some delicious spring vegetables.

New this year: Customers can use their Quest (EBT/FoodShare) or debit cards to purchase goods from market vendors. FoodShare (EBT/Quest) tokens (red) can be used only for food items or food-bearing plants or seeds. Debit tokens (green) can be used to purchase any good sold at the market.

The folks at Cameron Park Market are excited to be able to offer customers more options for purchasing market goods. The program is made possible by a grant from the Wisconsin Department of Human Services—and by the Transformation Through Collaboration Project funded by the University of Wisconsin System through the Wisconsin Clearinghouse for Prevention Resources.

May - June Event Schedule

As always, live music and other events are scheduled to enhance your market experience. Bring your friends and family and spend an evening in the park!

May 3
✦ Music by Adam Palm
✦ Downtown Mainstreet, Inc’s Downtown Walk Around Kickoff

May 10
✦ Music by Gregg “Cheech” Hall

May 17
✦ Music by Grand Picnic
✦ Bike to Work Week

May 24
✦ Music by Tom Miron
✦ Baby Farm Animal Day hosted by Rainbow Ridge Bed and Breakfast

May 31
✦ Music by Coulee Celtic

June 7
✦ Music by Grand Picnic
✦ Yoga in the Park by Root Down Yoga
   Yoga Sprouts (Children’s Yoga) at 3:45
   Adult Yoga at 4:30
✦ DMI’s Downtown Walk Around Finale

June 14
✦ Music by Joel Ward and Jake Ilika

June 21
✦ Music by Prairie Smoke
✦ Yoga in the Park by The Yoga Place

June 28
✦ Music by River City Hot Band

Get involved with the market
We are always looking for community volunteers to help us improve the market. If you are interested in the local foods movement and would like to volunteer at the market, send us an email at cameronparkmarket@hotmail.com.

Market website
Check out the Cameron Park Market website at www.cameronparkmarket.org. You’ll find general market information, a calendar of events, and information on our vendors. Check it out!
Meet our 6000th member!

The People’s Food Co-op is very pleased to announce that on March 16th we reached 6000 members! To reach this very important milestone on our 40th anniversary, staff has been hard at work letting customers know how great it is to be part of the Co-op. One of those customers who agreed ended up being the 6000th member. Let us introduce you to Christian Wichinski, and staff member Hannahrose Rand, who sold the membership.

Christian is originally from Madison, but moved to La Crosse two years ago. An eight-year veteran of the United States Army, Christian is currently a student studying for his associate degree in business. He plans on furthering his education by pursuing a bachelors degree in business management and marketing. He moved to La Crosse because he was drawn to the area. As a first time Co-op member, he was referred to the PFC by a friend. “He told me there was a lot of great food, and for the price, it made sense to become a member to enjoy the savings. Plus you get to be a part owner, so why not?” What is Christian’s favorite thing about the co-op? “I really like the fresh-made salsas that is sold in the produce section. It is delicious!”

If you are a La Crosse member, chances are you have met Hannahrose, a clerk who is always smiling and ready to be of assistance. Originally from East Troy, WI, she is currently in her last year at UW-La Crosse, graduating in the spring with a major in business management and a minor in graphic arts. Having started with PFC two years ago this May, Hannahrose says she initially began working at the Co-op because of her interest in wellness and local foods and to meet people with the same passions. “My favorite thing about working at the Co-op now, however, has to be my coworkers and the friendly regular customers!” Hannahrose is looking forward to what the future brings but says she is really interested in WWOOFing (being a part of World Wide Opportunities on Organic Farms, www.wwoofusa.org) and hopes to take part in that someday. If you see Hannahrose around the store, make sure to say hi!

Mother’s Day

Sunday • May 12 • 9 a.m. to 3 p.m.
$19.95 per person / tax and gratuity not included

~Horseradish Encrusted Prime Rib of Beef
~Honey Glazed Ham
~Co-op’s Own Blueberry Tarragon Sausage
~Local House Cured and Smoked Bacon
~Scrambled Eggs with Goat Cheese and Sweet Peppers
~Baked Macaroni and Cheese
~Potatoes Romanoff
~Baked French Toast with Carmelized Banana
~Blueberry Cobbler
~Fresh Fruit
~Mixed Baby Greens Salad

Reservations recommended: 608 784-5798 ext. 2043
## May

<table>
<thead>
<tr>
<th>Brand</th>
<th>Product</th>
<th>Discount/Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beeler’s</td>
<td>Thick Cut 16 oz Bacon</td>
<td>$6.99</td>
</tr>
<tr>
<td>Pasture Pride</td>
<td>Juusto Baked Cheese</td>
<td>75¢ Off</td>
</tr>
<tr>
<td>Angelica’s Garden</td>
<td>Kvass (Probiotic Beet Juice)</td>
<td>75¢ Off</td>
</tr>
<tr>
<td>Chip Magnet</td>
<td>Salsa</td>
<td>50¢ Off (16 oz jar)</td>
</tr>
<tr>
<td>La Perla</td>
<td>6&quot; Corn Tortillas</td>
<td>$1.49 (36 ct.)</td>
</tr>
<tr>
<td>SnoPac</td>
<td>Organic Apple or Grape Juice</td>
<td>$2.99 (12 oz frozen concentrate)</td>
</tr>
<tr>
<td>Good Life</td>
<td>Peanut Butter</td>
<td>50¢ Off (All Sizes, Creamy and Crunchy)</td>
</tr>
<tr>
<td>Flamous</td>
<td>Falafel Chips</td>
<td>20% Off (8 oz)</td>
</tr>
<tr>
<td>Evamor</td>
<td>Spring Water</td>
<td>20% Off (all sizes)</td>
</tr>
<tr>
<td>Bulk</td>
<td>Agave Ginger Cashews</td>
<td>20% Off</td>
</tr>
<tr>
<td>Tera’s Whey</td>
<td>All in-stock whey proteins</td>
<td>15% Off</td>
</tr>
<tr>
<td>Geo-Deo</td>
<td>Deodorants</td>
<td>$4.29 (reg. $5.15)</td>
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## June

<table>
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<tr>
<th>Brand</th>
<th>Product</th>
<th>Discount/Price</th>
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<tbody>
<tr>
<td>Ferndale</td>
<td>Free Range Ground Turkey</td>
<td>$2.99/lb</td>
</tr>
<tr>
<td>Milton Creamery</td>
<td>Prairie Breeze Cheddar Cheese</td>
<td>75¢ Off per pound</td>
</tr>
<tr>
<td>La Croix</td>
<td>Sparkling Water</td>
<td>$3.99 (12 pack cans)</td>
</tr>
<tr>
<td>SnoPac</td>
<td>Organic Lemonade</td>
<td>$2.99 (12 oz frozen concentrate)</td>
</tr>
<tr>
<td>GoMacro</td>
<td>MacroBars</td>
<td>2 for $4.00</td>
</tr>
<tr>
<td>Holy Land</td>
<td>Hummus</td>
<td>50¢ Off (any size)</td>
</tr>
<tr>
<td>Triple Crown</td>
<td>Barbeque Sauce Buy One, Get Another One Free!</td>
<td></td>
</tr>
<tr>
<td>Quinn</td>
<td>Microwave Popcorn</td>
<td>20% Off</td>
</tr>
<tr>
<td>Gerolsteiner</td>
<td>Mineral Water</td>
<td>$1.69</td>
</tr>
<tr>
<td>PFC</td>
<td>Men’s Multi 90 veg tabs</td>
<td>$12.79 (reg. $15.99)</td>
</tr>
<tr>
<td>Shea Butter</td>
<td>$7.59 (7 oz reg. $8.49)</td>
<td></td>
</tr>
</tbody>
</table>
Dehydrating and Raw Food
Thursday • May 16 • 6:00 to 8:00 p.m. with Annie Gausman
Spring is here and that means fresh, healthy food in abundance! Join Annie Gausman, PFC wellness staff, in learning how to dehydrate and prepare delicious, healthy raw foods. Annie will describe different techniques of dehydrating food and prepare recipes including: kale chips, avocado chocolate pudding, chia chocolate pudding, and macaroon cookies. Cost $15/members $25/nonmembers.

Cook your Catch in Cast Iron!
Thursday • May 30 • 6:00 to 8:00 p.m. with Andrew Meyer
Join our own meat department’s Andrew Meyer in a demonstration on how to prepare fish sourced locally. Just in time for their respective opening seasons, this timely class will demonstrate how to cook catfish, walleye, and trout with different techniques. Cost $15/members $25/nonmembers.

What Is a Whole Grain?
Tuesday • June 11 • 6:00 to 8:00 p.m. with Cassandra Gebhart
Cassandra Gebhart, a dietetics major at Viterbo University, will share her nutrition knowledge of whole grains. What are whole grains, why are they healthy, and where can they be found? These questions and more will be answered! Recipes use whole grain products from the bulk bins at the people’s Food Co-op and include: granola snack bars with flaxseed, spelt waffles, blueberry lemon breakfast quinoa, and roasted vegetable and farro salad. Cost $15/members $25/nonmembers.

Simply Bee Natural Demo
Friday • May 10 • 4:00 to 6:00 p.m. with Bonnie Kreckow
Simply Bee Natural products contain no chemicals, additives, or preservatives. They are prepared in unique batches for quality and freshness. Join local herbalist Bonnie Kreckow Friday at the Rochester store for an introduction to her work. Free, of course.

Veriditas Botanicals Demo
Saturday • May 11 • 1:00 to 3:00 p.m. with Terra
Veriditas Botanicals offer pure, therapeutic grade, organic essential oils. Join us for a product demonstration with local business Veriditas! Free!

Zen and the Art of Bicycle Maintenance
Wednesday • May 15 • 6:00 to 8:00 p.m. with Jim Trouten
Well, we may not be able to help you with Zen, but the bike maintenance is right up our alley for this demonstration. Join Jim Trouten, a bike maintenance specialist at Adventure Cycle and Ski in Winona, as he goes over some general bike maintenance and rules of the road to get ready for bike-commuting season. Cost is $8/members, $15/nonmembers.

Class policies: All classes require preregistration. Classes with fewer than 8 registered 24 hours before class time will be canceled or rescheduled. All cancellations made by preregistered participants must be made 48 hours before class time to qualify for a refund. (Dishes may be subject to change at instructor’s discretion.)
At a recent showing of a documentary film detailing colony collapse disorder and other problems facing the American bee industry, a panel of La Crosse-area beekeepers spoke about their experiences with these tiny but key players in agricultural production.

“It ain’t easy anymore,” one beekeeper said of his work. “Bees leave and they get lost and they can’t get back: They’re gone.” Driftless Region beekeepers are reporting losses of more than 50% of their hives, reflecting the national experience [NY Times, 3/23/13].

The USDA states that bees are responsible for pollinating a quarter of the American diet, while author Michael Pollan figures bees are responsible for 40% of agricultural pollination. These animals are an integral part of American agribusiness. For example, up to two-thirds of the country’s commercial hives are loaded on semis and shipped to California to work the almond groves every year. They do not return from their California trips well fed and healthy. Many of these hives are loaded back on trucks and follow the pollination season from one monocrop food desert (from a bee’s perspective) to another. They’re fed corn syrup and antibiotics to keep them going.

In the 1980s the varroa mite, a particularly nasty bee parasite, found its way to the U.S. from Asia. Since that time, commercial (and many private), beekeepers have been “controlling” the pest with ever-increasing amounts of increasingly ineffective poisons. The mite has only become more destructive as more pesticides are employed.

Fuhgeddaboudit

In addition to these stressors, the “Italian” bee—the particular kind of bee that most commercial, industrial beekeepers prefer—while relatively docile, is known to be not particularly hygienic. Other varieties of bees may...
groom each other more carefully, which helps protect their hives from contaminations and parasites that cause disease. Although other sorts of bees may have better defenses against diseases and mites, they’re less likely to put up with being loaded onto semis and trucked around the country. Thus, larger beekeeping operations tend to use the Italians—a bee that may be less able to withstand certain stresses. It’s a monospecies pollination system for our monocropping agribusinesses.

UC-Davis researchers have isolated 150 separate chemical residues in pollen and wax gathered from beehives. While small amounts of individual chemicals may have little effect, there hasn’t been a lot of study to determine the cumulative effect of such chemical cocktails on bees. Moreover, recent studies of the bee genome show that they lack certain enzymes to break down toxins.

As noted last year in two Science magazine articles, a new class of pesticides, neonicotinoids, may be linked to colony collapse disorder. At sublethal doses, researchers found that exposure to “neonics” led to disruption of bees’ ability to navigate home. Neonics also do not degrade as quickly as many commonly used field applications do, but accumulate in the hives’ food stores, which the bees then consume over the winter. Hence the recent extraordinary stories reported in the media of perfectly healthy autumn hives going completely dead in mid-winter.

All of this leads, in the words of beekeeper Charles George, to “a perfect storm in the hive.” News reports suggest that an increase in food prices can be expected as agribusinesses pass production losses on to the consumer.

**Biking the Barns**

Do you like the bike? Are you down with the barn? If you answered yes to both of these questions, you may want to combine these enthusiasms and join the Fairshare CSA Coalition’s “Bike the Barns West” recreational bike tour featuring local community-supported agriculture (CSA) farms and local food in the Driftless Region.

The bike tour will take place on **Sunday, June 30**. Riders will visit area CSA farms to raise awareness and memberships in CSAs. Funds raised through rider pledges will support the Coalition’s Partner Shares Program, a community initiative to improve access to fresh, local fruits and vegetables for low-income households while supporting local farms.

**Register for the ride at** [http://www.csacoalition.org/our-work/bike-the-barns-west/](http://www.csacoalition.org/our-work/bike-the-barns-west/) **beginning May 1.**

The ride will be fueled with gourmet food grown by local farmers and prepared by Rooted Spoon Culinary, including snacks, lunch, and post-ride refreshments.

FairShare CSA coalition farms providing ride planning and support include **Driftless Organics, Harmony Valley Farm, Ridgeland Harvest, Old Oak Family Farm, and Westridge Produce.**

Eat well, pedal swiftly.
If you are interested in advertising in the Co-op Shopper, please contact Lauri Hoff, marketing director, @ 608.784.5798 or e-mail Lauri at lauri.hoff@pfc.coop

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La Crosse, WI 54601
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Fax: (608) 782-5959

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March 23
Seed Starting: Planning your Garden for Seed Starting and Planting

Apple Craming
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<tr>
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<th>Annuities</th>
<th>Estate Planning</th>
<th>Retirement</th>
</tr>
</thead>
</table>

Healing Energy from Brazil
Pamela will talk about her trips to Brazil at a free program.
Wednesday, June 19, 2013 • 6 pm
La Crosse Public Library
800 Main Street • La Crosse

Come learn about:
• John of God and the Casa de Dom Inácio healing center
• Healing treatments from Brazil available in La Crosse
• Pamela’s next guided trip to the Casa de Dom Inácio scheduled for October 7–19, 2013

Pamela Radosen, M.S.
Food for thought

“We’re always trying to speed things up. Perennial ag is a way of slowing things down.”
—Larry Dolphin, Jay C. Hormel Nature Center, Austin—

May Community Brunch
Friday • May 17 • 9 a.m.
$8.29 per person / tax and gratuity not included
Reservations by noon on Wednesday, May 15
Brunch samplers are served family-style and include a choice of coffee, tea, milk, or juice.

~Savory Mozzarella & Egg Turnover~
~Pistachio Lemon Shortbread~
~Rhubarb Panna Cotta~

Reserve now—608 784-5798 ext. 2043

Just in time for Spring!
Starting June 3rd

hackberry’s has new hours
11 a.m. to 7 p.m. Monday – Thursday
8 a.m. to 7 p.m. Friday – Sunday
Brunch will be served from 8:00 a.m. – 3 p.m.
Friday, Saturday, Sunday

hackberry’s has a new menu!
Awesome menu updates include:
More vegetarian and vegan options, appetizers and anytime breakfast, or stop in for our daily specials!