

# pea soup

Winter 2020



**Staying Home  
for the Holidays**

Featuring Rush Creek  
Reserve Cheese Spreads



Board News & Views

Peter Bergquist, VFC Board President

Normally this time of year we would be celebrating with an open house, free samples, and live music in our store. This year has been challenging for our staff and members due to the COVID-19 pandemic. Our community members have been directly impacted through loss of business, income, jobs, and some have lost family members due to the coronavirus.

Our operations team and co-op staff have done an excellent job leading the response to the pandemic by following the local, state, and federal health guidelines to prevent further spread of the coronavirus. If you are not able to shop in-person, please shop with [Co+op Curbside](#) for contactless shopping.

We hosted our first “virtual” Annual Owners Meeting this year and certainly miss the in-person events we used to host. Thank you for those who were able to attend and those who voted in this year’s election. Please welcome our new board members Lizzy Haucke, Julie Tomaro, and Aurora Boyd. Thank you Mike Link and Karen Mischel for your service on the Co-op Board.

While we don’t have any upcoming events, we do have some holiday shopping specials like our **“Merry Markdowns” December 9-15**, offering great deals throughout the whole store (see: *back page for more info*).

Please feel free to reach the VFC Board by email, [vfcbod@viroquafood.coop](mailto:vfcbod@viroquafood.coop). We would like to hear from you on how we can better serve the needs of the Co-op and its owner-members. We are considering hosting virtual “Coffee with the Board” events and would like feedback from members who might join us for virtual events.

We thank you for wearing a mask for the safety of our staff and community so that we can continue to serve our ends and mission at the Viroqua Food Co+op.

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BOARD OF DIRECTORS

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Olive Reynolds  
Julie Tomaro  
Lizzy Haucke

The Board meets on the 3<sup>rd</sup> Monday of each month at 6:30pm. Temporarily, meetings are hosted online. Changes are posted on the VFC website. To make a presentation or ask questions at the meeting, please contact a Board member 10 days in advance. Contact the Board at: [vfcbod@viroquafood.coop](mailto:vfcbod@viroquafood.coop)

Pea Soup is intended as a vehicle for communication among Co-op owners and shoppers. Articles pertaining to health and nutrition are presented for informational purposes only. VFC recommends consulting a healthcare professional for medical problems and advice. Ads printed in this publication are not necessarily endorsed by the VFC.

The Pea Soup is published quarterly.  
[DOWNLOAD THE PEA SOUP](#)

Cover Photo: Haley Stafslie

Look for the Deals

Jan Rasikas, General Manager

We know that shoppers are always looking for a good deal and we’re here to help you find that deal every time you shop. Our shelves have a complete spectrum of products. Admittedly, some specialty products hit the high end of fanciness! But we work to balance product selections with a range of quality and organic standards at the lowest price possible with plenty of choices in between.

We have a selection of products that we purposefully negotiate for everyday low prices, so we can pass that great price on to you.

VFC’s **Co+op Basics** program has over 350 organic products identified on the shelves with a purple basics tag.

**Co+op Deals** are great savings on some of our most popular products. In an average two week period there are over 600 items on sale. These are nationally negotiated prices that are better than or rival sales in the big box natural food stores. Often the sale is paired with a manufacturer coupon to make it a really sweet deal!

**Fresh Deals** are sales expressly for the fresh departments, found in the perimeter of the Co-op. You’ll find 10 to 15 items every week in Produce, Meat and Seafood, Deli and Cheese on sale that showcase exciting new items as well as everyday favorites.

Pandemic Impact on the Cost of Food

The deals at the Co-op are more important than ever. According to a recent study of the COVID-19 pandemic conducted by the data science firm Dunnhumby:

- 91% of consumers are now watching grocery store prices closely.
- 49% of US consumers surveyed reported that their personal finances were rated as poor, an increase of nearly 20% since July.
- Grocery prices are up 5.6% from June 2019 to June 2020. This is several times the average rate of food price inflation Americans have come to expect in recent decades.
- August Consumer Price Index for food was 4.1% higher than in August 2019.
- Supply chain disruptions with unpredictable pandemic shopping patterns have also created shortages and fickle availability of products and packaging that we’ve relied on for many years.

Trends are affecting the price of food, and that in turn affects running a grocery store. When the food-away-from-home demand sharply reduced, growers and ranchers lost one of their key marketing channels. With less buyers, it is costly or impractical to harvest, preserve or store the same amounts of raw and intermediate food and beverage products.

Food companies needed to pivot quickly to adapt and divert their products from foodservice to retail, adding significant costs and extra regulatory hurdles. Increased turnover, additional training, and decreased immigration during the pandemic are all factors driving up the cost of food.

There’s more. The Midwest is now shifting – from our local produce season to a larger percentage of California organics. Economists predict higher prices due to the past year of significant wildfires and resulting smoke that restricted the harvest and flow of products.

Grocery stores measure such impact with the Producer Price Index (PPI), which is interpreted as super-market operating costs. The PPI was up 7.9% in April and 6.7% in May as compared to the same months in 2019. These spikes represent the significant costs associated with adapting to COVID-19.

In this extraordinary time, there is a good outcome we can claim – we’re cooking more from scratch! Shoppers are buying more fresh veggies and single-ingredient foods. What a great way to stay healthy. Thank you for wearing a mask and keeping your grocery dollars local. Cooperation really can get us through.

Stay healthy, Co-op friends.



Look for the purple basics signs when you shop!



**Peter Bergquist**  
President - term ending 2021



**Elizabeth Tigan**  
V. Pres. - term ending 2021



**Eric Snowdeal**  
Treasurer - term ending 2022



**Aurora Boyd**  
Secretary - term ending 2022



**Olive Reynolds**  
term ending 2022



**Julie Tomaro**  
term ending 2023



**Lizzy Haucke**  
term ending 2023



# It's the Gift Giving Season

Shop for gifts people want and need while feeling good about how you spend your money – locally with fair trade values!

Hand-chosen gift ideas for any and all gift receivers. We've done all of the color coordination and pairing so you don't have to.



Let's support the pie makers! Elegant Pie 2021 Calendar with creative crusts for every month. Pair with Casaware ceramic nonstick pie pan, server, cook book and cloth napkins.

Low waste is a great way to be. Living without plastic can guide one to more ways to do just that – to live intentionally. With each purchase, remember to reduce and reuse before you recycle.

We'd never forget the kids! From fun, cozy winter wares to brain games and puzzles. Enjoy your clean conscience when your kids learn and grow while they think they're just playing!







# Home-baked Gifts

Looking for a simple, thoughtful gift idea?  
These irresistible holiday treats are sure to delight.

## Peanut Butter Snickerdoodles

Servings: 32 cookies. Prep time: 25 minutes; 15 minutes active.

- 1 stick butter, softened
  - 1¼ cups light brown sugar
  - 1 cup crunchy peanut butter
  - 1 teaspoon vanilla
  - 1 large egg
  - 1 cup flour
  - ½ teaspoon salt
  - ½ teaspoon baking soda
  - ½ cup sugar, preferably turbinado (raw) sugar
  - 1 tablespoon cinnamon
1. Preheat the oven to 375 F. Line two sheet pans with parchment paper and reserve.
  2. In a stand mixer fitted with the batter paddle, or in a large bowl using an electric mixer, cream the butter. When soft and light, add the brown sugar and beat until fluffy, about 2 minutes. Add the peanut butter and beat to mix; scrape the bowl. Add the vanilla and egg and beat until smooth.

3. In a medium bowl, stir the flour, salt and baking soda. Then, with the mixer on low speed, stir into the butter mixture. Scrape the bowl and continue until well mixed.
4. In a medium bowl, mix the sugar and cinnamon and reserve.
5. Portion rounded tablespoon-sized scoops of dough, roll between your palms to make a ball, then drop each one in the cinnamon sugar and roll to coat. Place each dough round on the sheet pan, with 2 inches of space between. When all the balls are on the pan, use a fork to gently flatten each one, making a fork mark across the top.
6. Bake for 9 to 10 minutes, just until puffed and lightly golden. Cool on racks before storing. Stored in an airtight container, the cookies keep for a week at room temperature.



## Strawberry Thumbprints

Servings: 36 cookies. Prep time: 2 hours; 1 hour active.

By Robin Asbell

- 1 ½ cups all-purpose flour
- ½ teaspoon baking powder
- ½ teaspoon salt
- 1 stick unsalted butter
- ½ cup sugar
- 1 large egg yolk
- 1 teaspoon pure vanilla extract
- ¼ cup strawberry jam

1. Line two baking sheets with parchment paper. In a large bowl, whisk together flour, baking powder and salt. In a separate bowl, beat butter and sugar with a mixer on medium-high speed until light and fluffy. Beat in egg yolk and vanilla. Reduce speed to low. Add flour mixture, and mix until combined.
2. Roll dough in 1-inch balls, and place 2 inches apart on parchment-lined baking sheets. Press an indentation in each cookie with your thumb. If the edges crack a little, just press them gently back together. Chill the pans for 30 minutes. While the cookies chill, preheat the oven to 350 F.
3. Use a teaspoon to fill the indentations with jam. Bake for 8 minutes, then switch the position of the pans between upper and lower racks and bake for about 8 to 9 minutes more, until the cookies are lightly golden on top.
4. Place the pans on racks and allow the cookies to cool for 5 minutes, then transfer the cookies onto the racks to cool completely. Store in an airtight container for up to one week.



## Salted Toffee Chocolate Bars

Servings: 24 bars. Prep time: 25 minutes; 15 minutes active.

- 12 graham crackers broken into 24 squares
- 2 sticks butter
- 1 cup brown sugar
- ¾ cup chopped pecans
- ½ teaspoon coarse salt
- ¾ cup bittersweet chocolate chips

1. Preheat the oven to 350 F. Line a cookie sheet with aluminum foil. Place the crackers on the foil-lined sheet, with their edges touching. In a small saucepan, melt the butter over low heat, then stir in the brown sugar. Turn the heat to medium high, bring the mixture to a boil, then reduce heat to simmer, stirring occasionally, and cook for 10 minutes until the sugar has melted. Pour the sugar mixture over the graham crackers, and spread with a spatula to cover evenly.
2. Sprinkle with pecans and bake for 10 minutes, until bubbly. Place pan on a cooling rack and use the tip of a spatula to nudge the crackers apart. Sprinkle with coarse salt. When the pan has cooled, melt the chocolate and drizzle it over the crackers. Let cool until firm; remove from the pan, and break into pieces. Store, tightly covered, at room temperature for up to a week.

*Line a gift box or cookie tin with tissue paper and arrange the baked goods inside. Tie a colorful ribbon or bakers twine around the outside for a festive flourish.*





## Local Producer Profile

# Driftless Brewing Company

In the Driftless region, we are blessed with ample numbers of local farmers growing and producing everything from vegetables and fruits to dairy, hops, wheat, and more. It is only fitting that VFC's most local brewery – Driftless Brewing Company – is focused on creating tasty sustainable ales and lagers that are rooted in local agriculture.

Driftless Brewing Company is a relatively new craft brewery, but its origins go quite a way back. The brewery was created out of Chris Balistreri's passion for homebrewing. Chris made his first batch of homebrew in 1987 with friends in Madison. Between that time and starting the brewery in 2011, Chris brewed hundreds of batches of beer at home and shared them generously with people at gatherings. After years of people being blown away by his beers and telling him he should start a brewery, he finally gave in.

The beginnings of Driftless Brewing Company were humble. Chris and two of his good friends made big batches of beer (from a homebrewers perspective), bottled and self-distributed them in Vernon and Crawford counties. In 2014, they took the leap and moved into their current location in Soldiers Grove's Solar Village (only 15 miles from VFC), which was a former grocery store. In 2018-2019 they expanded to a 15 BBL brew system and added a taproom.

The brewery today is run by three core staff – Chris Balistreri, Lead Brewer; Cynthia Olmstead, Business Operations Director; and Scott Noe, Production Manager. "We've all brought our backgrounds in organic food sales, sustainable farming and the environment to help form the vision of DBC," said Chris.

Their beer lineup includes Local Buzz Honey Blonde Ale, DIRT Brown Ale, Kick-Axe Pale Ale, Rolling Ground IPA, Saison de Jardin, and Cow Cult Milk Stout. All of their beers are focused on supporting local producers. For example, their Local Buzz Honey Blonde Ale features local Kickapoo Honey and Wisconsin grown Willamette Hops and their Cow Cult Milk Stout features local organic malt and lactose powder as an ode to the community of family-owned dairy farms that dot the countryside. "Chris is our creative brain: developing beers, working with farmers, co-ops and businesses on ingredient procurement, and overseeing our brewing operations with Scott," shared Cynthia.

The COVID-19 Pandemic has impacted DBC greatly. "With the shutdown of restaurants and bars, we lost a huge percentage of our distribution accounts, had to lay off all part-time staff and the remaining team of three worked without pay for a period to fund our brewery operations," shared Cynthia. "Scott and I had to figure out how to safely have a retail operation (taproom) without endangering our staff or customers." The idea they landed on was having a Curbside Pickup Only program for their taproom that started in April 2020 and has continued to prosper since then. Folks can call the taproom ahead and order beer on Friday afternoons from 3-6pm and Saturday from 11am-3pm. Customers pickup and pay from their car outside the brewery.

A silver lining with the pandemic is that Chris and his brew team, including Brewery Tech Alex Goble, also a homebrewer, have been super creative during this time brewing new and innovative specialty beers that are offered through their Curbside program. This past fall they included unique and fun beers like Supreme Folie Saison, which is brewed with local honey, aronia berries from Scott Noe's farm, and Tree Hugger English Amber Ale, which is a tribute to the forests of the Driftless! It featured Maple Valley Co-op Maple Syrup and local wild-crafted spruce tips. To see what specialty beers they currently offer, check out [Driftless Brewing Company's Facebook page](#).

Viroqua Food Co+op and our owners and shoppers have been supporting Driftless Brewing Company at every twist and turn on their journey to where they are today! The biggest thing we can do today to help support Driftless Brewing Company through this turbulent time is to buy and enjoy their beer. Pick up a six-pack or two (or three) next time you shop at VFC. We also hear that they make great gifts for those over 21 years of age this holiday season. If you have a free Friday or Saturday, participate in their [Curbside Program](#) and pickup beer directly from the brewery. Know that when you support them you also support their great staff and local farmers that provide them with amazing ingredients.





# Rush Creek Reserve

To say that 2020 has been difficult is an understatement on so many levels. We're looking forward to customers being able to have the comfort and consistency of good local food during the holidays. Rush Creek Reserve is sure to be a bright spot and definitely something worth celebrating! Many blessings.

—Sarah Clemens, Cheese Department

## 1. Family Dinner

serves 2-4

Serve with oven roasted rosemary potato wedges, local artisan bread, sliced meats, dippable veggies and apple slices for something sweet.

*Pairing: Belgian Tripel or dry white wine*



## 2. Holiday Treat

serves 4-6

Serve with prosciutto wrapped bread sticks, cured meats, sliced pears and apples, grapes, roasted chestnuts, and local artisan bread.

*Pairing: sparkling rose, Cava or Champagne*

The iconic Rush Creek Reserve is a very limited-release cheese from cheesemaker Andy Hatch at Uplands Cheese Company in Dodgeville, Wisconsin. This satiny, unpasteurized, soft cheese is created in the style of the Swiss classic, Vacherin Mont d'Or. It is spoonable, spreadable, and has notes of smoke, earth, and fresh cream. Made with the rich evening milk as the cows' diet begins to change from summer pasture to the winter's dry hay, making Rush Creek Reserve exclusively available in the late autumn.







# Winter Squash

## Cinnamon Apple Stuffed Squash

Serves 4-6. Total Time: 60 minutes.

- 2 acorn squash, cut in half, seeds removed
- 3 tablespoons unsalted butter
- 3 cups diced yellow onion
- 2 celery stalks, diced
- 3 cups diced apple, cored and seeds removed (about 2 large apples)
- ½ cup dried cranberries
- 2 tablespoons maple syrup
- ⅓ cup water
- ½ teaspoon cinnamon
- Pinch each of salt and black pepper

*Slice the stuffed squash halves into wedges to serve as a side with ham, turkey or chicken, or serve each half as a vegetarian entrée.*

1. Preheat oven to 375°F. Place acorn squash halves face down on a rimmed sheet pan or baking dish and add ½ inch of water to the pan. Bake squash for 40 minutes.
2. While the squash is baking, heat the butter in a saucepan over medium heat. Add the onion and celery and sauté for 5 to 10 minutes until soft. Add the apples, cranberries, maple syrup, water and cinnamon; stir well and cook another 5 to 10 minutes until the apples begin to soften. Season with salt and pepper. Remove from heat.
3. After the squash has baked for 40 minutes, remove from the oven, turn them cut side up and fill each with the apple stuffing. Place back into the oven and bake another 15 to 20 minutes until the squash is tender. Serve warm.

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## Winter Squash and Apple Bake

Serves 8. Prep time: 1 hour 20 minutes; 20 minutes active.

- 2 pounds winter squash, peeled, seeded and cut into ¼-inch thick slices
- 2 Granny Smith apples, cored and cut into ¼- to ½-inch thick slices
- 3 tablespoons maple syrup
- 3 tablespoons brown sugar
- 2 tablespoons flour
- ¼ teaspoon ground cinnamon
- ¼ teaspoon ground nutmeg
- ¼ teaspoon ground allspice
- Pinch of salt and black pepper
- ¼ cup cold butter, cut into small pieces
- 1 tablespoon butter, melted

1. Preheat the oven to 375° F. Grease a 9 x 13 inch casserole dish with melted butter. Evenly layer the squash and apple slices in the casserole dish, alternating and slightly overlapping the squash slices with the apple slices, until all slices are gone. Drizzle the maple syrup over the squash and apples.
2. In a small bowl, mix together the brown sugar, flour, spices, salt and pepper. Mix the butter into the flour/sugar mix with your fingers to make a crumbly mixture. Sprinkle the mixture evenly over the top of the squash and apples. Cover the dish with foil and bake for about 40 minutes or until the squash and apples start to become tender. Remove the foil, and let casserole brown for another 15 minutes. Serve warm.

*Use your choice of local apples and winter squash in this recipe*



## Squash, Cabbage and Kale Kimchi

Makes 4 cups. Prep time: 1.5 days; 30 minutes active.

By Robin Asbell.

- 1 ½ pounds butternut or other squash, peeled
- 4 cups water
- 2 tablespoons kosher salt
- 2 cups slivered cabbage
- 2 cups slivered kale
- 1 ½ teaspoons kosher salt
- 1 tablespoon fish sauce or tamari
- 3 cloves garlic, chopped
- 2 tablespoons red pepper flakes
- 1 teaspoon sugar

1. Peel and thinly slice the squash, no thicker than ⅛ of an inch. In a large bowl, mix the water and 2 tablespoons kosher salt until the salt is dissolved. Add the squash slices and stir, then let stand for 2 hours to soften.
2. Drain the squash, reserving the brine. In a medium bowl, toss the cabbage and kale with 1 ½ teaspoons salt and massage, squeezing, for a minute. Let stand for at least 15 minutes, then massage and squeeze again, the leaves give off liquids when squeezed. Rinse with cool water and wring out the shreds and put in a bowl with the drained squash slices.
3. In a cup, stir the fish sauce or tamari, garlic, red pepper flakes and sugar and pour over the squash mixture. Toss to mix well. Transfer to a large jar or glass storage tub and pour the reserved brine over just to a cover the lower half of the vegetables. Cover and let stand for a day at room temperature, then refrigerate and serve for up to a week.



# VFC News

## 2020 VFC Cooperative Community Fund Grant Recipient Announced

The 2020 VFC Co-op Community Fund Grant Recipient is the **Family & Children's Center Viroqua**. They received a \$600 grant to put together and hand out 60 holiday food baskets for their clients.

The Family & Children's Center Viroqua serves 60 community members that are diagnosed with severe and persistent mental illness. With the local community dinner being cancelled and Family & Children's Center not able to host one due to COVID-19, they are worried about their clients having less opportunities to feel connected to others in the community and have access to nutritious food. They are aiming to make their clients holidays a little brighter by providing them with a holiday food basket, which is right in line with the goals of VFC's Co-op Community Fund's goal of funding projects that support social change and healthy nutrition.

VFC Cooperative Community Fund was established in 2016 with the specific goal of providing grant funding to local nonprofit organizations



2020 CCF Grant Recipient: Family & Children's Center Viroqua

that have a mission consistent with the Viroqua Food Co-op. Priority is given to grant requests for educational projects, development projects, and local events that match VFC's mission and focus on but are not necessarily limited to: food and food systems, nutrition, health and well-being, cooking education, sustainable agriculture, cooperative education, and social change. Learn more at: [viroquafood.coop/ccf](http://viroquafood.coop/ccf)

## Apply for a 2021 Vernon County Co-op Association Scholarship

**VFC Owners:** do you have a high school-aged young adult in your home who's planning on attending a two- or four-year institution of higher education in 2021? If yes, we invite them to apply for Vernon County Co-op Association's (VCCA) 2021 Scholarship.

The \$500 scholarship is awarded to a student enrolling in an institution of higher education in 2021. Requirements to apply to the scholarship include parent/guardian affiliation or membership to the VCCA. Therefore, all VFC Owners and their children qualify.

VCCA Members include: Compeer Financial, Chaseburg Farmers Union Co-op, CROPP – Organic Valley, Westby Co-op Creamery, Westby Co-op Credit Union, Vernon County Farmers Union, Vernon Electric Cooperative, Viroqua Food Co-op, and Vernon Communications Co-op.

**Applications will become available January 1 and completed applications are due March 1, 2021.** Download an application on our website here: [viroquafood.coop/vcca-scholarship](http://viroquafood.coop/vcca-scholarship)

## Local Farms and Producers Encouraged to Apply for VFC Microloan

Calling all local farmers and producers! Applications are now available for the 2021 VFC Microloan!

The VFC Microlending Committee invites any local farm or business selling food or products at local farmers market or directly to the VFC to apply for a one-year no-interest loan of up to \$3,500. Through the VFC Microlending

Initiative, VFC aims to strengthen small, local farmers and producers that are part of our local food system.

**Applications are due on January 16, 2021.** Applications can be picked up at VFC's Customer Service or found online at [www.viroquafood.coop/you-own-it/microlending-initiative](http://www.viroquafood.coop/you-own-it/microlending-initiative)

## Holiday Shopping at the VFC

With COVID-19 cases on the rise in Vernon County, now more than ever it's time to double down on our efforts to keep our staff, customers and community safe.

All this comes as cold weather rolls in (cold and flu season, too) and we prepare for the holiday shopping season, which typically means VFC is busier and more crowded.

With all this in mind, we are reinvigorating efforts to keep everyone safe. Here are four ways you can help:

1. **Shop early and/or late!** Before 10am or after 6pm are quiet times at VFC. It is easier to physically distance and keep everyone safe.
2. **Only one person from each household** shops at a time! This helps lessen the number of people at the Co-op at any given time.
3. **Shop ahead of time!** Build your menu two weeks ahead of time. Pick up shelf stable items two weeks ahead and fresh items a week in advance.
4. **Shop with Co+op Curbside!** Order all of your groceries from the comfort of your home by filling

## 40 Acres and a Mule Project Update

In the [2020 Autumn Pea Soup Newsletter](#), we featured the **40 Acres and a Mule Project** headed up by Uptowne Café's (La Crosse) owner Adrian Lipscombe. This project is raising money to purchase at least a 40-acre farm for black farmers to produce food for the local food



Holiday Hours	
December 24	7am-7pm
December 25	Closed
January 1	8am-7pm

out and submitting an easy form. We've started offering limited spots for same-day pick-up if you order before 10am, Monday through Friday. With your help, we can help keep community cases of COVID-19 down and keep our Co-op running smooth! Thanks for your continued support and understanding.

### Paper Bag Shortage Possible

As we approach the holidays, our paper bag supply could be disrupted at any point. Even though you still need to leave bulk food bags and food jars at home, as these are not allowed by our local health department, you may now bring in and utilize your own reusable shopping bags when shopping at the VFC.

industry, serve as an outlet for black foodways, and be a safe haven to secure the legacy of black foodways.

Since our feature article ran, the project has continued to get nationwide attention and has now raised over \$133,000 with a goal of \$250,000.

Additionally, Lipscombe announced in October that the 40 Acres and a Mule Project purchased 38-acres of land in partnership with Muloma Heritage in St. Helena, South Carolina. The organization focuses on agriculture and African Atlantic Foodways. This is where the 40 Acres and a Mule Project will be housing the archives of African American Foodways, which is part of their project. Beyond working with Muloma Heritage, Lipscombe is continuing to search for land in the Midwest to be a sanctuary to preserve black agriculture and foodways.

To learn more and support the 40 Acres and a Mule Project, find them on [Go Fund Me](#), [Instagram](#) and [Facebook](#).





# Winter Wellness

Arwyn Wildingway, Wellness Buyer

Finding peace and making friends with the cold helps keep us in a healthy mental space.

In this time of uncertainty and change we can still count on the earth to keep turning. The seasons keep shifting and winter is now upon us. Some of us hate it and some of us love it. I advocate that finding peace and making friends with the cold helps keep us in a healthy mental space that definitely influences our physical health. Do your best to keep moving; go outside to enjoy the natural beauty that the complete change of landscape gives us, and as you feel the cold see if you can notice it without judging it as bad. Also, embracing the cold is much easier to do when you wear the right gear!

Positive mental outlook is one component that keeps our body healthy. A clean diet free of pesticides, GMOs, trans fats, highly processed meats and edible food-like substances also helps keep our inner landscape clear to function normally. The VFC focuses on making clean, nourishing food available to you and your family. Thanks for supporting us so we can support you!

When you need extra immunity support, we have that too! These days we're hearing in the news about the benefits of zinc, vitamin C and vitamin D to help keep our immune systems functioning well. We do have those individual vitamins and minerals but since they are in high demand, they are occasionally out-of-stock. Don't forget we also stock multivitamins. Exemplary companies such as Enzymedica, NOW, Super Nutrition, Garden of Life and Rainbow Light provide a good baseline (if not higher) of each of those aforementioned vitamins and minerals, along with other high quality immune-building ingredients.



## Herbal Immune Builders

For as long as us humans have been around, we have been using herbs to help us maintain our health. Some herbs nourish our immune systems and help prevent sickness – like echinacea, astragalus, and elderberry. Locally-made Four Elements Immune Blend is a tincture combination of these herbs. Herb Pharm's Daily Immune Builder is another blend of herbs that help you keep your energy up. It includes reishi mushrooms, as the fungal world also offers deep benefits to us. Herbs Etc. named their mushroom and herb extract Deep Health, as it helps build our vital energy reserves (chi). And the Host Defense company, which is committed to sustainable production and pollinator protections, makes several mushroom combinations that keep our immune defenses up.

## Digestive Health

Multistrain probiotics not only help digest your food, increase needed elimination, improve brain function and mood, they also assist your immune system in keeping up



defense against pathogens. In addition, taking Enzyme Defense from Enzymedica will give your body extra support to break down and digest the invaders. If you're a fan of traditional Chinese medicine, we also carry a couple choices there including the new CV Acute. Remember to drink lots of clean water to keep yourself hydrated and flushing out the unwanted!

## Pulling Out Weeds

If you feel yourself "coming down with something," there are several things you can do to head off the illness. The homeopathics Oscillococcinum, Umka, and Sambucol Flu and Cold Relief are all effective at stimulating your body to initiate a healing response. Herbal remedies for the critical beginning time of an illness include fire cider blends (ours is from Mickelberry Gardens in Oregon), Rapid Immune Boost from Herb Pharm, and Counter Attack by Rainbow Light (which contains my favorite helper, andrographis). It's easier to get rid of a cold or flu illness when it's small (like pulling a weed is easier when it's a seedling than when it's fully grown and flourishing) so be kind and listen to your body this season!



In combination with a healthy attitude, movement, clean eating, and natural supplements, we can stay healthy and enjoy this winter!




**Viroqua food coop**

## wellness wednesday

every 3rd Wednesday of each month  
save on supplements, homeopathic  
& herbal formulas



**Save 10%**



**Laura Poe Mathes, RD**

**Viroqua Nutrition Counseling**  
Holistic nutrition counseling and traditional foods classes

EMAIL FOR MORE INFO  
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# Season's Greetings

**VERNON Communications COOP**  
[www.vernoncom.coop](http://www.vernoncom.coop)

**Family Works**  
TREATMENT FOSTER CARE



Treatment foster care allows children with complex needs to be raised in a family environment while receiving intensive support, supervision, and the opportunity to heal and grow.

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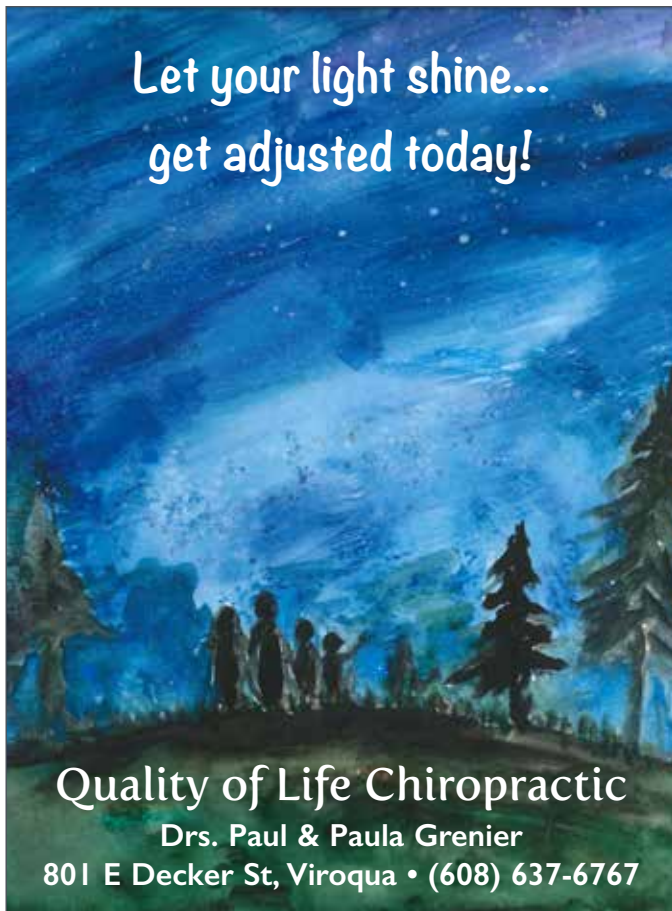
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# “Round Up” for Local Nonprofits to Make a Bigger Impact

## Give Where You Live



**AUGUST 2020**

### Youth Initiative High School

VFC Staff present a \$3,827 check to YIHS Administrator and faculty member Matthew Voz.

YIHS provides holistic Waldorf education for grades 9-12. Emphasizes the development of student responsibility, initiative, and citizenship in all aspects of school life.



**SEPTEMBER 2020**

### Viroqua Farm to School

VFC Staff present a \$2,910 check to Tom Burkhalter on behalf of Viroqua Farm to School.

Integrates fresh, local foods into the school lunch programs in area schools while teaching kids about healthy nutrition and the path of food from farm to fork.



**OCTOBER 2020**

### Co-op Community Fund

VFC Staff present a \$2,139 check to Peter Bergquist, VFC Board President.

This Viroqua Food Co-op endowment fund enables the VFC to give out grants to nonprofits and/or cooperatives in our community.

## Give Where You Live – Winter 2020 Schedule

**December** Kickapoo Valley Reserve  
**January** Living Faith Food Pantry

**February** Driftless Humane Society  
**March** Pleasant Ridge Waldorf School

Visit [www.viroquafood.coop/community-outreach](http://www.viroquafood.coop/community-outreach) for the new 2021 schedule.

## Fresh pies made from scratch by the VFC bakery

- Brown Butter Pecan
- Classic Pumpkin
- French Silk Pie
- Apple Crumb
- Apple
- Blueberry
- Lemon Meringue

9" pies made with organic ingredients, wheat-free options available.

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# Merry Markdowns

## December 9-15

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