

the heart beet

A Pulse on What's Happening at the Viroqua Food Co+op



A Flight of Chocolate Bars

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Inclusive Trade

Jan Rasikas, General Manager



Coolhaus

Women and LGBTQ-owned
Founded by Natasha and Feya

Coolhaus is women-founded and BIPOC-led company built on the belief that leading by example helps inspire other women and younger generations to rethink the industries in which they want to succeed.

Shopper demographics are always changing! Even in our rural community. According to the Census Bureau, racial and ethnic groups who are referred to as minorities today will make up a majority of the US population by 2043.

Recently, VFC participated in a National Cooperative Grocers training that explored what supplier diversity is and how co-ops can begin to create change. We learned that, through a supplier diversity system, we can provide shoppers with more varied offerings and better information about the people behind the products they purchase. Our co-op has similar programs that identify cooperative, regional and local products that reflect our values and that we know owners and shoppers appreciate.

The initiative to identify and increase the representation of diverse suppliers in our supply chain is called **Inclusive Trade**. To qualify for the Inclusive Trade designation, a business must be at least 51% owned and operated by an individual or group that is part of a systemically underrepresented or underserved group. This includes businesses owned by people who identify as women, Black, Indigenous, People of Color (BIPOC), LGBTQIA+, persons with disabilities, and veterans.

The Inclusive Trade designation includes many national brands that you already know and love. It also encourages partnerships with qualifying suppliers unique to VFC's 100-mile local food shed. As local brands self-identify as diverse, it opens a conversation about the benefits of certification and support available to their business through this designation.

Just like organic, fair trade or non-GMO, diverse suppliers engage in a process to become certified. Certifying agencies include:

- *Federal & State Government*
- *National Minority Supplier Development Council*
- *Women Business Enterprise Network Council*
- *National LGBT Chamber of Commerce*
- *National Veteran Business Development Council*
- *Pan Asian American Chamber of Commerce*
- *Disability:IN – leading nonprofit resource for worldwide business disability inclusion*

Every day we work to connect our owners and shoppers to the people behind the products at VFC. We believe that supplier diversity promotes greater innovation, a healthier competitive environment, and more equitably distributes benefits among all community members. Our Inclusive Trade Program is designed to identify and increase the representation of diverse suppliers on our shelves.

We are committed to doing our part to create a more just society. By cultivating partnerships with systemically underrepresented or underserved groups, we create a more inclusive environment for all while enjoying good healthy food together.



BOARD OF DIRECTORS

Peter Bergquist, *President*
Elizabeth Tigan, *Vice President*
Aurora Boyd, *Secretary*
Lizzy Haucke, *Treasurer*
Andrew Anderson
Olive Reynolds
Julie Tomaro

GENERAL MANAGER

Jan Rasikas

The Board meets at 6:30pm on the 3rd Monday of each month. Meetings are hosted virtually for now. Changes are posted on the VFC website. To make a presentation or ask questions at a meeting, please contact a Board member 10 days in advance. Contact the Board at: vfcbod@viroquafood.coop

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The Heart Beet is intended as a vehicle for communication among VFC Owners & shoppers. Articles pertaining to health and nutrition are presented for informational purposes only. VFC recommends consulting a healthcare professional for medical problems and advice.

The Heart Beet is printed and available in-store monthly. A digital copy is available online at: viroquafood.coop/inclusive-trade

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Stock up & save in February

February 1st – 15th, all shoppers can save 10% on the purchase of four or more bottles of wine. *Salut!*

buy four *save more!*
 save 10% on four or more bottles of wine!

Owner appreciation coupon

VFC Owners – watch your mailboxes – a valuable savings is coming your way! Bring in the mailed coupon to receive a one-time discount of \$10 off

a purchase of \$100, \$25 off \$150, or \$40 off of a \$200 purchase. Owners can use this coupon anytime now through the month of February.



2022 Wellness Wednesday – now includes more sale items

Wellness Wednesday offerings are expanding. Shop the Wellness Dept. the third Wednesday of every month

to receive 10% off all regularly priced vitamins, homeopathic items, and supplements. **Plus, shoppers now**

receive 10% off all body care items, too (lotions, soaps, etc)!

2022 Wellness Wednesday			
JANUARY	FEBRUARY	MARCH	APRIL
19	16	16	20
MAY	JUNE	JULY	AUGUST
18	15	20	17
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
21	19	16	21

For the Love of Chocolate

We taste tested these chocolate bars so you don't have to, but don't take our word for it!

Create your own chocolate flight

To get the most of your chocolate tasting experience, start by choosing at least three bars to taste test!

First, unwrap each bar and observe. *Is it glossy, shiny, or dull?* Next, break off a piece and listen. *Do you hear a crisp snap?* Smell your chocolate. *Can you guess what it will taste like?* Now it is time to taste! Put it in your mouth and let it melt on your tongue before you chew it. Note the initial flavors. As the chocolate melts, *do other flavors start showing up?*

Repeat steps with your other chocolate bars.

Compare what descriptors others may perceive about the same chocolate, then contrast the different chocolates, side by side.

Chocolate tasting involves all of your senses and can be a unique experience for each person who is sampling! It's a delicious way to help you find a go-to bar you absolutely love! And don't forget – chocolate bars always make nice gifts.

These are the chocolate bars we chose. Consider including one when you create your own chocolate flight – or pick three to suit your personal taste!





cocoa
content
55%

Chilies & Cherries in Dark Chocolate by Chocolove

Upon opening this delicious package of chocolate, a sweet spice immediately hits your nose. Each piece is clustered with soft chunks of cherries and hints of chilies that marry perfectly with the 55% cocoa of this dark chocolate. Initial chili flavors transition to deep sweet cherry and finish again on a pleasantly warm chili note.



cocoa
content
70%

Coconut – Dark Chocolate by Theo

This bar is the perfect introduction to dark chocolate. The familiar texture of shredded coconut flesh sprinkled generously throughout the bar is welcoming to your taste buds like an old friend. The cooling, tropical flavors of the chocolate and coconut melt together in sweet harmony and leaves you wanting just one more bite – bite after bite.



cocoa
content
80%

Panama – Extra Dark by Equal Exchange

Don't let this bar fool you – there is a merriment of intricacies in this bar! Enjoy the satisfying snap of this dark chocolate when breaking off the perfect bite. Savor your first piece by letting it melt on your tongue. Notice the initial bitter flavor and smoky notes the 80% cocoa content is known for. But don't let it scare you off, the Panama is a staff favorite due to its creamy mouth feel and complexity of flavors!

get ready
for game day



Avocados

One Ingredient – Three Ways

Guacamole

Serves: 4

Make time: 15 mins. total

Ingredients

- | | |
|---------------------------------------|--|
| 3 Haas avocados, ripe | 1 Tbsp fresh squeezed lime juice (half a lime) |
| 1/4 cup fresh tomato (diced & seeded) | 1 tsp ground cumin |
| 2 Tbsp red onion, diced | 1 tsp chipotle chili powder |
| 1 tsp garlic, chopped (one clove) | 1 tsp fresh cilantro, minced (optional) |

Directions

- Slice avocados lengthwise, remove pits and scoop the green flesh (discard any brown flesh) into a bowl.
- Use fork to mash avocado pulp to a chunky texture. Add lime juice, garlic, onion, and spices, then mix well. Add tomatoes and cilantro, mix and serve.

Suggestions

This fabulous guacamole is simple to make and is sure to be a crowd pleaser served as a dip or on burgers, burritos or tacos.

While guacamole is a popular snack with crisp tortilla chips, try it on top of chili or inside a grilled cheese with some fresh pico de gallo.

Recipe used with permission – PLUS – more great tips & tricks from: www.grocery.coop/recipes/guacamole





Avocado Brownies

Serves: 16

Make time: 20 mins. active; 45 mins. total

Ingredients

3/4 cup unbleached flour	1/2 cup white sugar
1/2 cup cocoa	1/2 cup brown sugar
1/2 tsp salt	2 large eggs
1/4 tsp baking soda	1/2 cup canola oil or 1 stick melted butter
3/4 cup mashed avocado (1 large or 2 small)	1 tsp vanilla

Directions

- Preheat oven to 350°F. Lightly oil an 8" square baking pan.
- In large bowl, mix flour, cocoa, salt and baking soda, crushing any lumps of cocoa with the back of a spoon.
- In food processor, puree avocado until completely smooth. Add white and brown sugars and process, then add eggs, oil or butter, vanilla and process until smooth. Scrape avocado mixture into flour mixture and stir to combine. Spread batter in prepared pan.
- Bake for 20-25 mins., until top looks dry and a toothpick inserted in middle of pan comes out with big wet crumbs attached – not dry. Don't overbake, if you like a gooey brownie, take it out while a little gooey in the middle and chill to make it easier to cut.
- Cut into 16 squares and serve.

Suggestions

Brownies are a perfect place to slip in creamy avocado. In place of some of the butter, avocado adds creaminess with more nutrients and fewer calories. You'll never know there's a healthy fruit in there, thanks to the cocoa and vanilla. These are lower fat brownies, and best slightly underbaked so they stay moist and gooey.

Serve these tasty brownies plain or dusted with powdered sugar. For a super-chocolate treat, drizzle with melted chocolate.

Recipe used with permission – PLUS – more great tips & tricks from: www.grocery.coop/recipes/avocado-brownies



Chipotle Lime Chicken & Veggie Soup

Servings: 6-8

Make time: 35 mins. total

Ingredients

1 Tbsp extra virgin olive oil	15 oz. canned black beans
1 large onion, diced	2 cups cooked chicken, shredded
2 cloves garlic, chopped	2 Tbsp fresh lime juice
6 cups chicken stock	1/2 cup cilantro
1 tsp salt	1 large avocado
1 tsp chipotle powder	1 large lime, wedges
1 lb. sweet potato, cubed	
15 oz. canned corn, drained, or 2 cups, frozen	

Directions

- In large pot, warm olive oil over medium-high heat, then add onions. Stir until starting to sizzle, then reduce heat to medium-low, and stir occasionally for ~10 mins.
- Add garlic and stir for ~1 min., then add stock, salt, chipotle powder and sweet potato. Cover pot and bring to a boil over high heat, then reduce heat to medium, cover and simmer for ~10 mins. or until sweet potato pieces are tender when pierced with knife.
- Add canned corn, black beans, chicken and lime juice and return to a boil, then reduce to low and simmer for 5 mins.
- Serve in bowls, topped with fresh cilantro and avocado, with lime wedges on the side.
- The soup keeps for four days, tightly covered, in refrigerator.

Suggestions

When you want a soup that wows your palate, whip up this simple, yet amazingly flavorful soup!

Serve up with crispy tortillas and, if you prefer, a dollop of sour cream to add a little creaminess.

For a vegan version, use vegetable stock in place of chicken stock and add an extra can of beans in place of the chicken.

Recipe used with permission – PLUS – more great tips & tricks from: www.grocery.coop/recipes/chipotle-lime-chicken-and-veggie-soup

Give Where You Live

“Round Up” at the registers for local nonprofits!



Round up during the month of February for Valley Stewardship Network

VSN's network of supporters and partners work to protect the lands and waters of the Kickapoo River Valley. They also work to share a vision of healthy land and water for quality foods, businesses, and recreation that can be sustained and enjoyed for generations to come.



Driftless Folk School

DFS Classes fill up fast
so register online today!



\$10 off
for VFC Owners
Viroqua
food 

Find in-person
or online classes
with this QR code!



VFC Owners – use code **VFC22** for discounts on selected classes!