

November 2021

the heart beet

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



Holiday Meal Ideas

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We are here to help!

Jan Rasikas, General Manager



Welcome to the season of shared meals, favorite recipes, and that time of year that turns an ordinary meal into a special occasion. A time of stories, traditions, remembrances, and gratitude. As you plan your menus and prepare for the season, we are here to help.

Back in Spring 2020 at the start of the pandemic, we saw a small but critical disruption in the grocery supply chain. Since then, *the entire food industry is showing the effects*, especially as we prepare for the holiday shopping season. While packaging and distribution problems continue to affect product availability, we continue to work behind the scenes to find solutions. This means buying more of the pantry staples that you rely on, identifying products that are unavailable or in short supply, and always seeking options that work as not only replacements but perhaps as new customer favorites. It also means

effectively communicating to you when you can expect a product you love to be back on our shelves.

On a local level, it means communicating with our farmer partners and understanding what crop outcomes to expect. For example, when we understood how a late frost and a drier-than-normal spring would affect this year's local apple supply – we planned for what was available and then sourced more from a regional grower to fill in the gaps. When we knew that a low cranberry harvest last year may lead to a shortage of canned cranberry sauce this year, we checked in with local growers to find that the fresh crop looks great! Be sure to give the *From Scratch Cranberry Sauce* recipe a try. It's quite easy and makes the kitchen smell lovely (page 5).

We are proud to be your trusted source for good. local. food. With offerings from our fresh departments like local turkeys, housemade seasonal sides, fresh-baked pies, and other bakery delights – to the grocery staples, you rely on every day – we're here for you.

We are grateful that this community has chosen us as a place to belong, to shop, to gather, to nourish. VFC Owners and shoppers show up every day to keep our vibrant cooperative economy thriving.

With thanks and gratitude.

BOARD OF DIRECTORS

Peter Bergquist
Elizabeth Tigan
Aurora Boyd
Andrew Anderson
Olive Reynolds
Lizzy Haucke
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:

www.viroquafood.coop/vfc-publications

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VFC News

Owners Vote in November & Board Election Results

VFC Owners vote for up to five favorite nonprofits – November 3-17!

Thanks to the generosity of our cooperative community – in Fiscal Year 2020-2021, we gave an astounding \$39,218 to local nonprofits through VFC’s Give Where You Live Program!

VFC Owners, don’t forget to vote this month for 2022 Give Where You Live (GWYL) recipients! The GWYL ballot will be available online November 3rd through November 17th. Vote for up to five of your favorite local nonprofits (votes are not weighted).

This owner-powered program has such an important impact on our community and shows how much good we can accomplish together. Donate your spare change by “rounding up at the registers” today!

Here’s how GWYL works:

- **Each October:** VFC Owners nominate their favorite local nonprofits.
- **Each November:** VFC Owners vote online for up to five of their favorite

local nonprofits.

- **Each year, January-December:** All shoppers can round up their purchases at the register to donate to each owner-elected nonprofit.

For VFC Owners who have an updated email addresses in our system, a direct link will be emailed to you. All other VFC Owners can go to our website November 3rd-17th at: www.viroquafood.coop/community-outreach

Congratulations to the 2021-2022 Elected Board



Peter Bergquist
three-year term ending 2024



Elizabeth Tigan
three-year term ending 2024



Andrew Anderson
one-year term ending 2022



Aurora Boyd
term ending 2022



Olive Reynolds
term ending 2022



Lizzy Haucke
term ending 2023



Julie Tomaro
term ending 2023

Thank you, Board of Directors, for your service to our Co-op!



Time to Talk Turkey

When turkey is the star of your meal, start with a quality bird from trusted producers like *Ferndale Market* in Cannon Falls, Minnesota, and *Organic Prairie* in La Farge, Wisconsin. Then use our tips & tricks to cook it just right!

Thawing tips – safety first!

- Keep frozen turkey wrapped and place on a pan to catch any juices as it thaws.
- Thaw on the lowest shelf in your refrigerator.
- After thawing, remove giblets and pull out any excess fat from the cavity.

Roasting tips

- Place turkey breast-side-up in a shallow roasting pan.
- Cover tightly with aluminum foil.

- Place turkey on the lowest rack of the oven.
- Cook at 350°F.
- Whole turkeys need to be cooked to an internal temperature of at least 180°F. To check for doneness, insert a food thermometer into the thickest part of the inner thigh, being careful to not touch the bone since the bone temps. higher than the meat.
- Baste every ½ hour, adding more hot water or broth to the pan if the juices evaporate.

continued on next page

| Guest # 1-1½lb. turkey per person | Size of Turkey | Thaw Time thawed in refrigerator | Cook Time cooked at 350°F – internal temp must be 180°F |
|---|-------------------|--|---|
| 4 | 4-8lbs | 1-2 days | 2-3 hrs |
| 6 | 8-12 lbs | 2 days | 2-3 hrs |
| 8 | 12-14 lbs | 2-3 days | 3 hrs |
| 10 | 15-16 lbs | 3 days | 3.5 hrs |
| 12 | 18-20 lbs | 3-4 days | 4 hrs |
| 14 | 21-22 lbs | 4 days | 4.5 hrs |
| 16 | 24 lbs | 4-5 days | 4.75 hrs |

- **For a crispier skin:** for the final 45 minutes of cooking, remove the foil and increase your oven temperature to 400°F. Baste with pan juices every 10-15 minutes for optimal flavor and moisture levels.
- **Important last step:** After turkey is removed from the oven, tent your turkey with foil and let rest for 20-30 minutes before carving. This allows juices to relax into the meat and away from the bone!

Top notch turkey!

- Bake stuffing in a separate casserole dish (not in the cavity). This makes for evenly-cooked stuffing!
- Brine if you have the time! Brining your turkey for 12-24 hours before cooking creates a tender, juicy, flavorful bird.

- If brining, a small cooler or 5-gallon bucket works well.
- Dried-herb rubs applied before roasting add great flavor.
- Parchment roasting bags are a great alternative to foil.
- If using the carcass for broth, either boil immediately or freeze for later!

Turkey alternatives

- Whole chickens are a great alternative for smaller gatherings and can be seasoned in the same ways.
- Plant-based “roast” options for both vegetarians and vegans are available in our freezer section!

This information has been reprinted, thanks to permission from Outpost Co-op in Milwaukee, WI.

Ferndale Market

120 miles to market
Cannon Falls, Minnesota

John Peterson and family are third-generation turkey farmers in Southeast Minnesota. They raise free-range, antibiotic-free turkey, and offer the meat as fresh, frozen, and smoked products.



Organic Prairie

10 miles to market
La Farge, Wisconsin

Organic Prairie is an independent cooperative of organic family farms. Since 1996, they have been producing delicious meat and meat products without the use of antibiotics, synthetic hormones, or pesticides.



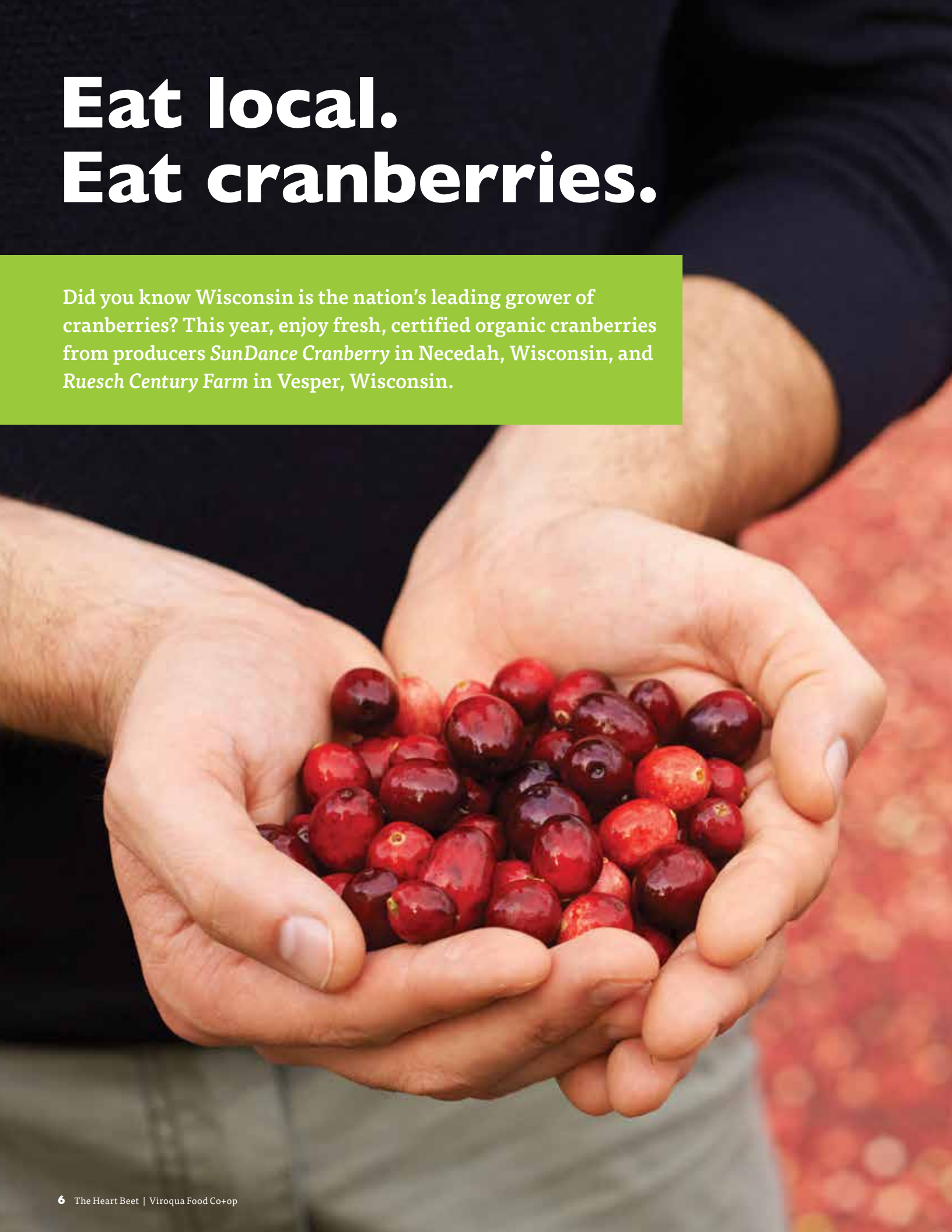
First arrival for turkeys starts Monday

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Shop early to get just the right size!

Eat local. Eat cranberries.

Did you know Wisconsin is the nation's leading grower of cranberries? This year, enjoy fresh, certified organic cranberries from producers *SunDance Cranberry* in Necedah, Wisconsin, and *Ruesch Century Farm* in Vesper, Wisconsin.





From Scratch Cranberry Sauce

Serves: ~4-6 **Easy to make in advance!**
Make time: 20 mins. **Chill time:** 1 hr.

Ingredients

| | |
|---|-----------------------------------|
| 1-2 pints of fresh or frozen cranberries | 1-2 navel oranges (for juice) |
| 1/3 cup raw honey (or sugar) or more to taste | 1 Tbsp freshly grated orange zest |

Directions

- Zest orange to get ~1 Tbsp. (or more for garnish). Then cut open and squeeze all the juice out for next step.
- Combine all ingredients, except for zest, in a medium pot over medium-high heat and bring to a very low boil, being careful not to let it burn.
- As cranberries cook on low boil, they will start to pop (5-10 mins.). Let cook, stirring occasionally for ~15-20 mins. until you no longer hear much popping and the sauce begins to thicken.
- Remove from heat, stir in orange zest until just combined, allow to cool off the stove, then refrigerate. As the sauce cools, it will continue to thicken.
- If sweeter sauce is preferred, add more honey (or sugar) to taste, as this makes a slightly tart cranberry sauce. Garnish with additional orange zest.

Tips & Tricks

Store in airtight container refrigerated for up to 3-5 days ahead of time or in a freezer for up to one month.

Make it your own by adding: cinnamon stick, allspice, chopped apples, minced ginger, mandarin slices, maple syrup, etc. Consider using it on top of soft cheese spreads (crème fraîche or warmed brie) or on morning toast or pancakes – like jam!



Cranberry-Orange Galette

Serves: 8 **Easy to make in advance!**
Make time: 1 hr. **Serve cold or reheated**

Ingredients

| | |
|---|-------------------------------------|
| 1 pie crust (from scratch or readymade) | 3 cups cranberries, fresh or frozen |
| 1/2 cup sugar | 1 Tbsp butter (opt.) |
| 2 Tbsp orange zest | 1 egg, beaten |

Directions

- Preheat oven to 400°F.
- Combine sugar and orange zest to make an orange sugar.
- In another bowl, combine cranberries and most of orange sugar mixture (reserving about one Tbsp.).
- Roll out pie dough to approximately 10"-12" in diameter. Mound the cranberry mixture onto center of dough, leaving ~2" of space around the edge. Dot the cranberry mixture with butter, if desired. Fold the edges of dough over the cranberries. Brush the folded-over dough with beaten egg and sprinkle with the reserved orange sugar.
- Bake for 45-50 mins., or until crust is golden brown. Let cool. Cut into triangle wedges and serve.

Tips & Tricks

Ruby red cranberries tucked into a rustic, open-faced pastry crust is a beautiful, yet simple, finale to any fall/winter meal.

Consider adding a dollop of whipped cream. Or reheat the galette and then plate with some vanilla ice cream.

This is also a recipe where you can fancy it up and make it your own – sky's the limit with this galette! Consider all of the additional ingredients from the Cranberry Sauce recipe listed at the bottom, especially if they are things you already have in your pantry from making your cranberry sauce from scratch!



Old-Fashioned Pecan Pie

Makes: one 9" pie
Make time: 1 hr. 45 mins. total

Ingredients

| | |
|--|---------------------------------|
| 1 9" pie crust, unbaked | 6 Tbsp milk |
| 8 Tbsp unsalted butter | 3 large eggs, whisked |
| 1/4 cup King Arthur unbleached all-purpose flour | briefly to combine |
| 2 1/8 cups light brown sugar | 2 tsp vinegar |
| 1/2 tsp salt | 2 tsp vanilla extract |
| | 1/2 cup diced pecans |
| | 1 cup pecan halves, for topping |

Directions

- Preheat oven to 375°F. Roll out the dough and place it in a greased 9" pie plate. Flute the edges decoratively.
- Melt butter and set aside to cool.
- In a large bowl, mix together flour, sugar, and salt. Add milk and eggs, then beat well.
- Stir in vinegar and vanilla, then butter and diced pecans.
- Pour mixture into crust and scatter pecan halves on top.
- Bake pie for 45-50 mins. When done, top will be puffed up and set, center should just barely wobble when you jiggle the pan.
- Remove pie from oven (the pie will finish setting up as it sits) and cool completely before slicing.
- Store any leftover pie in the refrigerator for a day or so; freeze for longer storage.

Tips & Tricks

Toasting pecans adds a touch of "smoke" and very slight bitterness, both of which complement the pie's sweetness. Since exposed nuts on top toast as the pie bakes, you only need to toast diced nuts that go into the filling. Before mixing them in, toast them in a 350°F oven for 6-8 mins., until they're a deep mahogany color; you want the nuts dark enough to smell "nutty" without edging over into burned. Let nuts cool slightly before using.

Recipe used with permission –PLUS– more great tips & tricks from: www.kingarthurbaking.com/blog/2018/11/19/holiday-pecan-pie



Spiced Sweet Potato Pie

Makes: one 9" pie
Make time: 1 hr. 50 mins. total

Ingredients

| | |
|---------------------------|---|
| 1 9" pie crust, unbaked | 1/2 tsp allspice |
| 1 1/2 lbs sweet potatoes | 1/2 tsp ginger |
| 3/4 cup half & half | 1/4 tsp nutmeg |
| 2 eggs | 1/4 tsp salt |
| 1/2 cup maple syrup | Roasted pecans halves, for garnish (optional) |
| 1/2 cup light brown sugar | |
| 1 tsp cinnamon | |

Directions

- Preheat oven to 425°F. Bake the sweet potatoes, skin on, for 30 mins. Remove the skin and puree. Measure 2 cups to use in pie, reserving any leftover for another use.
- Return the puree to food processor and add half & half, eggs, maple syrup, brown sugar, cinnamon, allspice, ginger, nutmeg and salt, and process until smooth.
- Pour sweet potato mixture into pie shell and bake for 15 mins., then reduce heat to 350°F and bake for ~45 mins. longer. When center of pie is puffed and a paring knife inserted in center of pie comes out with no wet batter, remove from oven and cool pie on a rack.
- Cool for at least 30 mins. before slicing.

Serving Suggestions

If you're a fan of pumpkin pie, you'll love this Southern favorite made with sweet potatoes.

While this pie may be the perfect finale to a fall feast, the sweetness and spice also complement offerings like spicy sausages and olives in a charcuterie tray or the savory flavors in a curry dish.

Recipe used with permission from: www.grocery.coop/RECIPES

Don't forget the pie!

Make your pies
in advance, and if
possible, *make extra!*
You will be glad
to have the oven
space available for
all other holiday
heating needs.



Holiday Meal Planning

A top-down view of a holiday meal spread on a dark wooden table. The centerpiece is a large white platter with a roasted turkey, garnished with orange slices, rosemary, and red berries. To the left is a bowl of stuffing with green onions and sage leaves. In the center is a white plate with sliced turkey, mashed potatoes, green beans, and cranberry sauce. To the right is a round bread roll. In the foreground, there are more bowls of mashed potatoes, green beans, and cranberry sauce. The table is decorated with burlap fabric, sage leaves, and small red berries.

Whether you plan to invite the whole family over, are joining up with your favorite people for a friendly potluck, or simply eating for one – we are here to help save you time!

from our deli

Available from Deli Counter or pre-order!

| | |
|-------------------------------|---------------------------------|
| Gravy (WF) | Classic Cranberry Sauce (V, WF) |
| Mashed Potatoes (Veg, WF) | Walnut Sausage Stuffing |
| Sweet Potato Crunch (Veg, WF) | Green Bean Casserole |

from our freezer

Alternative options available throughout our frozen section!

| | |
|---|---|
| Tofurkey Holiday Feasts with Dairy-Free Cheese Cake (V, DF) | Truwhip Whipped Topping (V, WF) |
| Field Roast Plant-Based Roasts (V) | Daiya New York CheezeCake (V, WF) |
| Wholly Wholesome Organic Traditional Pie Dough & Pie Shells (V) | Wholly Wholesome Gluten Free Pie Shells (V, WF) |

from our bakery

Available from Bakery Case, grab-n-go, or pre-order with 72-hours notice!

| | | |
|-------------------|------------------------|--------------------|
| Apple Crumb Pie | French Silk Pie | 6-pack Croissants |
| Banana Cream Pie | Lemon Meringue Pie | 12-pack Croissants |
| Blueberry Pie | Brown Butter Pecan Pie | Caramel Rolls |
| Crumble Berry Pie | Classic Pumpkin Pie | Cinnamon Rolls |

make it special

Delicious extras that shnazz up your meal!

| | | |
|---------------------|----------------------|----------------------|
| Local Coffee | Cheese & Meat Snacks | Dried Figs or Fruits |
| Baguettes | Honey or Maple Syrup | Fresh & Dried Herbs |
| Candles | Apple Cider | Fresh or Dried Nuts |
| Sparkling Beverages | Cinnamon Sticks | Heavy Whipping Cream |
| Wine or Spirits | Vanilla Ice Cream | Local Butter |



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Holiday Pre-orders

All pre-orders must be submitted by Sunday, November 21, so we can help make sure your holiday meal is complete!

Call or visit the VFC Deli by **Sunday, November 21st**

Give Where You Live

“Round Up” for local nonprofits to make a bigger impact!

Visit www.viroquafood.coop/community-outreach for a complete schedule.

Round up this month for Bethel Butikk Food Pantry & Thrift Shop

Located in Westby, WI – Bethel Butikk Food Pantry & Thrift Shop is sponsored by Bethel Home & Services, plus 18 local churches which provide food and monetary assistance to eligible families. Bethel Butikk is a volunteer-operated program serving Vernon County and surrounding communities. A community garden also operates during the summer months.



Seasonal Staff Picks



I love making everyone in my family their own pie – *mine's pumpkin*. I'm so grateful we carry frozen gluten free pie crusts along with all the necessary ingredients to make a host of delicious pies. In case I run out of time, I know our bakery makes great pies too.

-Kat, Grocery Manager



Stuffing! It's readymade in one bag, I can make it in one pot, customize it any way I want – they even make gluten free versions now, too! And it goes perfectly on my leftover turkey sandwiches. *So yeah – stuffing!*

-Jake, Deli Buyer



I love any Alpine cheeses!
...especially Gruyère cheeses.
...melted over anything.
...especially roasted potatoes.

It's what makes any holiday special.

-Macy, Cheese Department



No table is complete without a beautiful bowl of cranberry sauce. I LOVE making it from scratch! It makes the house smell great and it's so much fun to hear the cranberries pop! I grate orange zest on the top to make it *extra fancy*.

-Jen, Marketing Manager

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Open Thanksgiving Day!

Store Hours: 7am-2pm