

June & July 2023

heart beet

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



Hello, summertime!

Julie Tomaro, Board of Directors



Ah, summer! The season to nurture outdoor areas, indulge in the bountiful offerings of our locality and revel in community spirit at music festivals! As a Viroqua Food Co+op Owner and resident of the local and global world, fantastic opportunities are available for you this summer.

You can run for the VFC Board! June starts the election cycle for the VFC 2024 Board of Directors. We have two open seats, and interested candidates must apply by June 30th.

Being a board member connects you to this fantastic little community's core hub in a rewarding and empowering way. Board members help envision our cooperative's future and ensure we stay on a solid path. Our Co-op thrives because many people commit their energy, talent and stick-to-it grit to make us successful. Being a board member is one crucial way that you can contribute to our success.

Interested candidates can find more information and an application to run

for the board on the coop website: viroquafood.coop/board-application.

Join VFC Board members on the Co-op patio on June 22nd to enjoy grilled brats by Driftless Provisions and mocktails by Siren Shrub.

This July, you can join the global effort to raise awareness about plastic pollution by participating in the Plastic Free July challenge. This is an excellent opportunity to contribute to the environment and motivate yourself to reduce your plastic consumption. Here's a simple tip: wrap a cloth napkin, a spoon, and a fork together and put them in a bag, backpack, purse or glove compartment. This way, you'll never have to rely on plastic utensils when you're on the go. If you forget, be patient with yourself. It takes time and practice to adjust your habits, expectations and actions.

Enjoy this early summer edition of The Heart Beet! This issue includes low waste lifestyle tips, seasonal recipes, and exciting events. And then, take some time to reflect on your role as a member of the Viroqua community and the impact you have as a steward of our small corner of the universe.

We are grateful for your membership and fellowship. Thank you for being a part of our community and shopping at the Viroqua Food Co+op!

BOARD OF DIRECTORS

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

GENERAL MANAGER

Jan Rasikas

The Board meets at 6:30pm on the 3rd Monday of each month. Meetings are currently hosted in person and online. 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: www.viroquafood.coop/board-of-directors

The Heart Beet is intended as a vehicle for communication among VFC 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.

The Heart Beet is printed and available in-store monthly. A digital copy is available online at:

viroquafood.coop/newsletters

★ 2023 ★

VOTE

Board of Directors

Run for the Board!

The Viroqua Food Co+op seeks two candidates to fill three-year terms on our 2024 Board of Directors.

The Board of Directors meets 10 times each year. Board meetings are generally held on the 3rd Monday of each month at 6:30pm. There is no meeting in July or December. Meetings are hosted in person at the Viroqua Food Co+op or via Zoom.

The VFC Board is an integral part of our cooperative democracy. We invite Owners of all experience and backgrounds to consider taking on this vital leadership role.

Interested candidates with questions can contact the current board anytime via our website at viroquafood.coop/board-of-directors, or come to the Brats on the Lot event on June 22nd, where board members can answer your questions.

Apply by June 30th. The application and more information are online at viroquafood.coop/board-application or at the service desk at the Co-op.

A great big thank you to current and past board members for the time invested and the work you have done for your Co-op!

Ultimate Co-op Dad's Guide to Grilling

We asked three VFC dad's what their secrets were to the perfect summertime meal. Here's what they said:



Matt's Favorites

My family has simple tastes: a little salt and pepper in ground beef burger patties goes a long way. Sometimes we give it an extra kick with Niman Ranch's Applewood Smoked Uncured Bacon. It's tasty and has zero sugar. Add a slice of cheddar or Muenster cheese on top and it's a win-win-win!



Jonah's Hot Tips

1. Oil your grill grates before cooking to avoid food sticking to the grill. I like a high heat oil like avocado oil.
2. Use an Instant-Read Thermometer to check for doneness. Set it and go.
3. Rest your meat after cooking for 5-10 minutes. That way it will stay tender and juicy.



Josh's Pork & Chicken Rub

- 1/2 cup light brown sugar
- 1/4 cup smoked paprika
- 1 Tablespoon ground paprika
- 1 Tablespoon black pepper
- 1 Tablespoon sea salt
- 1 Tablespoon chili powder
- 1 Tablespoon garlic powder
- 1 Tablespoon onion powder
- 1 teaspoon cayenne

Season for Success



Before Cooking

Brines: Brines originated as a way to preserve food. Soak meat in a solution of salt and water along with herbs and spices to add flavor and tenderize the meat.

Before Cooking

Rubs: Rubs are made of dry herbs & spices and sometimes sugar. Most are dry, but a small amount of oil can be added for a wet rub.

BRATS

on the lot

Join us!

WHEN: **Thursday, June 22nd**
WHERE: **VFC Patio**
TIME: **5-7pm**

win me!

Enter in store
by June 22



Buy a brat from Driftless Provisions • **Try** a mocktail from Siren Shrub • **Visit** with the VFC Board of Directors

Before Cooking

Marinades: Marinades are made of oil, vinegar or another acidic base, spices and herbs. Soak grillables in a seasoned liquid before cooking to add flavor and texture.

Before & After Cooking

Seasonings: Seasonings are made of herbs and spices. They can be added at any stage of the cooking process to add flavor.

After Cooking

Sauces: Sauces pull together different elements of a dish to compliment or provide a contrast in flavors, moisture balance, and textures. The most common American grilling sauce is BBQ.



From Garden to Grill

Grilled Veggies with Smoked Paprika Vinaigrette

Total Time: 30 minutes, Servings: 4

Vinaigrette

- ½ cup white wine vinegar
- ½ cup olive oil
- ⅓ cup honey
- ½ cup green olives
- 1 tablespoon Dijon
- 1 tablespoon smoked paprika
- 3 cloves garlic, minced
- ¼ cup packed fresh basil leaves
- 1 teaspoon sea salt

Vegetables

- 2 tablespoons vegetable oil
- ½ cup baby carrots, cut in half lengthwise
- 1 ½ cups halved button mushrooms
- 1 cup cherry tomatoes, halved
- 1 large red onion sliced into ½-inch thick slices

- 2 zucchini, ends trimmed, halved lengthwise
- 1 pound bag washed mixed salad greens

1. Place all ingredients for the vinaigrette in a blender or food processor. Blend until emulsified and set aside.
2. Heat the grill over medium-high heat. Drizzle all the vegetables with the vegetable oil. Place the carrots on the grill, turning every 4 to 5 minutes, until you can pierce them with a fork (15 to 20 minutes total). Make a foil packet for the mushrooms and tomatoes and place on the grill, or use a grilling basket to cook for 6 to 8 minutes, until cooked through. Next, grill the onion and zucchini until tender, approximately 3 to 5 minutes per side. Arrange salad greens on a serving platter, place grilled vegetables atop the greens and drizzle with the vinaigrette to taste. Leftover dressing will keep refrigerated for a week or more.



Meze Salad

Total Time: 20, Servings: 4

Salad

- 1 large zucchini sliced into 1/4-inch thick rounds
- 1 medium eggplant, sliced into 1/8-inch thick rounds
- 1/4 cup extra virgin olive oil
- 4 cups baby arugula
- 1/3 cup chopped dried apricots
- 2 tablespoons toasted pine nuts
- 2 tablespoons chopped parsley
- 1 tablespoon chopped mint

Dressing

- 3 tablespoons tahini
- 2 tablespoons water
- 1 tablespoon lemon juice
- 1 clove garlic, minced
- 1/2 tablespoon honey
- Salt and pepper to taste

1. Preheat an outdoor grill or grill pan to medium-high heat.
2. Drizzle the zucchini and eggplant slices with the olive oil then place on the grill once hot. Grill for about 3-5 minutes per side until softened and grill marks appear, flip and grill the other side.
3. Prepare the dressing by whisking together all the ingredients in a small bowl until smooth.
4. Toss the arugula with half of the dressing and place in a salad bowl.
5. Arrange the grilled zucchini and eggplant on top of the arugula.
6. Add the apricots, pine nuts, parsley and mint to the salad bowl and drizzle the remaining dressing on top.



Grilled Panzanella

Total Time: 30 minutes, Servings: 4

- 1 2 slices of rustic bread, cut 3/4-inch thick
- 1 medium zucchini, quartered lengthwise
- 1 large, firm avocado, pitted and quartered
- 1/2 medium red onion, cut into 3/4-inch rounds
- 3 tablespoons extra virgin olive oil, plus more for brushing
- 3 tablespoons balsamic vinegar
- 1 teaspoon salt
- 1/2 teaspoon freshly ground black pepper
- 1 clove garlic, crushed
- 4 large tomatoes, chunked
- 4 ounces fresh mozzarella, diced
- 1 cup fresh basil, shredded

1. Preheat the grill to medium high. Put two tablespoons of avocado oil in a small bowl or cup and dip a wadded paper towel into the oil. When ready to grill, use tongs to swab the grate with the oiled towel.
2. Use your pastry brush to brush the bread, zucchini, avocado and onion with oil, then place each piece on the hot grill. Grill the bread for about one minute per side, until browned and toasted. Grill the zucchini, onion and avocado until tender, about four to five minutes. Transfer the food back to the cutting board and let cool, then cut into bite-sized pieces.
3. Transfer the grilled ingredients to a large bowl. In a bowl, whisk the remaining oil, balsamic vinegar, salt, pepper and garlic, and pour over the ingredients in the bowl.
4. Add the tomatoes, mozzarella and basil to the bowl, and toss to mix. Serve immediately.



Living a Low Waste Lifestyle with Plastic Free July



Humans create a lot of garbage and often toss things that can be repurposed or reused. This consumption harms our environment. From landfills and streams to airways and the ocean, trash pollutes our planet. While the problem is vast, there are simple things that each of us can do to lessen the waste produced. Single-use plastics are a significant contributor to our global waste stream. They include straws in the drive-through, coolers full of plastic water bottles, or the cutlery you get with your to-go meals. When you start looking, you will find that single-use plastic is everywhere. As we work to provide alternatives at the Co-op, you can help, too.



Each July, over 100 million people worldwide pledge to combat plastic pollution and eliminate their use of one type of single-use plastic at a time. The Plastic Free July movement helps millions of people be part of the solution to plastic pollution – so we can have clean streets, oceans, and beautiful communities.



Here are a few ways to participate when you are at the Co-op:



Go straw-free. Our coffee and smoothie cups come with a convenient sip lid, eliminating the need for a straw. However, if you still prefer to use a straw, we offer cardboard straws as an alternative option.

Bring your own coffee cup. Our baristas will gladly prepare your drink in a freshly washed coffee cup.



Carry your silverware. To keep your silverware easily accessible, wrap it in a

napkin and carry it with you in your backpack, car, or purse.

Buy in bulk. Choose as much or as little as you need in our bulk foods department. We have paper bags to use for your convenience. You can also bring your own clean reusable container from home. Then at the Co-op, it's as easy as weigh and fill!

Bring your reusable water bottle and fill it up for free! The Co-op eating area has a filtered water station to help keep you hydrated - 20 ounces or less.

Bring your grocery bags or use a paper bag or recycled box from the Co-op. We eliminated single use plastic grocery bags in 2006.

Skip the produce bags or bring your own cloth produce bags.

Discover brands that prioritize sustainable packaging and consciously choose to support them. Look for our staff picks throughout the store this July to get you started.

Plan ahead. Skip convenience foods and the single-use packaging they come in, pack a snack, or make a sandwich to get you through the day.

Learn more about Plastic Free July (plasticfreejuly.org), discover alternatives to single-use plastic, and build new lifelong habits that positively impact the local and global environment.

My challenge choices

GETTING STARTED

CHOOSE TO REFUSE
SINGLE-USE PLASTIC
PLASTICFREEJULY.ORG

WHAT TO AVOID	HOW TO AVOID IT	YOUR IMPACT			<input checked="" type="checkbox"/> YES I'LL DO THIS
		OCEAN	LANDFILL	GLOBAL WARMING	
Fill your bin with plastics for 'recycling'	Avoid as much plastic packaging as you can				<input type="checkbox"/>
Pre-packed fruit and veg	Choose loose products (skip the little plastic bag or put in a reusable bag)				<input type="checkbox"/>
Lightweight plastic bags	Remember your reusable shopping bags or use a cardboard box				<input type="checkbox"/>
Pre-packed meat or fish	Shop at the deli counter or butcher or fishmonger for paper wrapped cuts or BYO reusable container				<input type="checkbox"/>
Takeaway drink straws	Refuse plastic straws (or opt for a paper straw if they have them). BYO reusable straw				<input type="checkbox"/>
Takeaway coffee cups	Bring your reusable cup or sit and enjoy a real cup				<input type="checkbox"/>
Takeaway utensils and containers	Support vendors offering compostable alternatives (bamboo or card), BYO reusables or sit and enjoy 'dine-in'				<input type="checkbox"/>
Bottled water	Fill a reusable bottle from the tap				<input type="checkbox"/>
Bottled soft drinks	Reduce the amount (helps your health), or make your own with a soda maker/ carbonator or choose glass bottles (and recycle)				<input type="checkbox"/>
Bin liners (or 'reusing' plastic shopping bags)	Have a sealed container for 'wet' scraps and compost or freeze until bin day. Line the kitchen bin with paper				<input type="checkbox"/>
Plastic food wrap for leftovers and sandwiches	Use a reusable lunch box to store food, store food in containers or use beeswax wraps				<input type="checkbox"/>
Littering: cigarette butts, balloons	Dispose of cigarette butts in the bin (they are plastic and wash into the ocean environment) Avoid releasing balloons (what goes up, must come down)				<input type="checkbox"/>

AVOID LANDFILL WASTE, REDUCE YOUR ECO-FOOTPRINT, PROTECT THE OCEAN. [PLASTICFREEJULY.ORG](https://plasticfreejuly.org)

Summer Essentials Care Kit

Enjoy the outdoors more with some of our favorite products from companies we love!

1. All Good: Mineral Sunscreen

Made with reef and people-friendly ingredients.

2. Badger: After Sun Balm

Gentle, soothing care for dry or sun-parched skin.

3. LüSa Organics: Shoo!

Locally made spray for tick, mosquito and black fly season. Apply to clothes and body. Made with lemon eucalyptus, cedarwood, citronella and rose geranium.

4. Four Elements: Jewelweed Chickweed Herbal Soap

Locally made, herb-infused soap inspired by bumping into the wrong plants and bugs in the forest. Made with cooling and moisture-loving plants.

5. Newton Homeopathics: Poison Ivy

Formulated for symptoms associated with poison ivy such as itching, burning, pain, swelling and blistering.

6. Badger: Anti-Bug Balm

This DEET-free bug balm has a pleasant woody citrus fragrance from a blend of cedarwood, citronella and lemongrass. Dab on wrists, ankles and behind the ears to keep the bugs at bay.

7. Boericke & Tafel: Sssting Stop

Homeopathic gel offers temporary relief from the itch, pain and redness of insect bites and stings.





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Nominate in October. Vote in November. Donate all year round.

Round up in June for WDRT 91.9 FM Driftless Community Radio

WDRT 91.9FM is a listener-sponsored, volunteer-driven community radio station serving the Driftless Region, offering a broad mix of cultural programming, and providing opportunities for members of the public to produce their own programming.



Round up in July for Vernon Trails

Vernon Trails is a nonprofit organization committed to developing and maintaining roadways, sustainable trails, and outdoor recreational opportunities for human-powered users.

Recipients based on VFC Owner votes each November. Register round-ups plus the donations in the collection boxes at each register, combined with 1% of VFC's total sales on the 2nd Wednesday of the month make up our monthly Give Where You Live total donation. Learn more about GWYL on our website: viroquafood.coop/gwyl