

## vfc local growers & producers



## PRODUCE

Countryside Orchard - Lansing, IA  
Dan Badke - Viroqua, WI  
Dave Miles - Viola, WI  
Driftless Organics - Soldiers Grove, WI  
Eve's Orchard - Gays Mills, WI  
The Glicks - Viroqua, WI  
Harmony Valley Farm - Viroqua, WI  
Hoch Orchard - La Crescent, MN  
Jacob Byler Family - Viroqua, WI  
Keewaydin Family Farms - Viola, WI  
Moonrose Farm - Rockton, WI  
Morning Star - Westby, WI  
New Era Farm - Cashton, WI  
New Traditions - Hillsboro, WI  
Ridgeland Harvest - Viroqua, WI  
River Root Farm - Decorah, IA  
Scenic Valley - Viroqua, WI  
Scenic Valley Farms - Readstown, WI  
Shining Hills Farm & Garden - La Farge, WI  
Slattery Family Farm - Rockland, WI  
Small Family Farm - La Farge, WI  
Snow Goose Farm - Viola, WI  
Sweet Earth Farm - Gays Mills, WI  
Tippy Top Orchard - Dodgeville, WI  
Turkey Ridge Orchard - Gays Mills, WI  
Two Brothers Orchard - Viroqua, WI  
Weldon Farm - Boaz, WI  
Westridge Produce - Blue River, WI

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## MEAT

Lange Farm - Platteville, WI  
Sylvan Meadows Farm - Viroqua, WI  
Trout Palace - La Farge, WI  
Pine Knob Lamb - Soldiers Grove

## GROCERY

Driftless Organics - Soldiers Grove, WI  
DiSalvo's Sauces - Madison, WI  
Go Macro - Viola, WI  
Green Pastures - Cashton, WI  
Hawkwind Mustard - Baraboo, WI  
Kickapoo Honey - Blue River, WI  
Kickapoo Coffee - Viroqua, WI  
Krause Honey - Viroqua, WI  
Organic Maple Cooperative - Cashton, WI  
Potter's Crackers - Madison, WI  
Saboz Granola - Hillsboro, WI  
SOL Seasoning - Viroqua, WI

## CHEESE

Capri Cheese - Blue River, WI  
Carr Valley Cheese - La Valle, WI  
Cedar Grove - Plain, WI  
Hidden Springs Creamery - Westby, WI  
Maple Leaf - Monroe, WI  
MontChevre - Belmont, WI  
Mount Sterling Creamery - Mt. Sterling, WI  
Nordic Creamery - Westby, WI  
Organic Valley - La Farge, WI  
Pasture Pride - Cashton, WI  
Emmi Roth - Madison, WI  
Westby Co-op Creamery - Westby, WI

## WELLNESS

Four Elements - North Freedom, WI  
LuSa - Viroqua, WI  
Mari Botanicals - Viroqua, WI  
Ole & Lena - Hillsboro, WI  
Star Lady Botanicals - La Farge, WI  
The Glicks - Viroqua, WI

## FROZEN

Castle Rock - Osseo, WI  
Renaissance Farm - Spring Green, WI  
Sno Pac Foods - Caledonia, MN

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## BEER & WINE

Ale Asylum - Madison, WI  
Capital Brewery - Middleton, WI  
Furthermore - Spring Green, WI  
New Glarus Brewing Co. - New Glarus, WI  
Pearl Street Brewery - La Crosse, WI  
Potosi Brewing Co. - Potosi, WI  
Rush River Brewery - River Falls, WI  
Vernon Vineyards - Viroqua, WI  
Wollersheim Winery - Prairie du Sac, WI  
Sand Creek Brewery - Black River Falls, WI

## BULK

Allen Miller - Cashton, WI  
Cinnamon Hill - Cashton, WI  
Dan Badtke - Viroqua, WI  
Dried Cranberries - Wisconsin Rapids, WI  
Driftless Organics - Soldiers Grove, WI  
The Glicks - Viroqua, WI  
Kickapoo Coffee - Viroqua, WI  
Liz & Paul - Soldiers Grove, WI  
Shenado cereal - Hillsboro, WI

## DAIRY & REFRIGERATED

Bagels Forever - Madison, WI  
Circle JD Ranch - De Soto, WI  
Fizzeology - Viroqua, WI  
Green Pastures Farm - Cashton, WI  
Mt. Sterling Co-op Creamery - Mt. Sterling, WI  
Organic Valley - La Farge, WI  
PowerKraut - Viroqua, WI  
Westby Co-op Creamery - Westby, WI

## BREAD

A-Z Produce & Bakery - Stockholm, WI  
Renaissance Bread - Galesville, WI

## MERCANTILE

Farm Fresh Designs - Viroqua, WI  
Gentle Breeze Honey, Inc - Mount Horeb, WI  
Indigo-Rain Schneider - Viroqua, WI  
Potters Field - Viroqua, WI  
Red Oak Greeting Cards - Muscodia, WI  
Solar Lunar Calendars - Soldiers Grove, WI

## what is local?



Viroqua Food Cooperative is committed to providing product from **local** sources. Because we are located strategically amidst a thriving organic farming community, we are able to sell produce grown close to home. Few food co-ops in the country are able to purchase as close to home as we do.

At VFC, we color code signs for our **local products** and state which farm it comes from. The map above the produce case indicates our definition of **local** and regional. We define **local** as within a **100 mile** radius of Viroqua, while **regional** includes the rest of Wisconsin as well as four neighboring states. You can view this map anytime above our produce case as you enter the Co-op. Visit our “Local Growers’ Profiles” with pictures and bios of some of our local farmers at:

[viroquafood.coop](http://viroquafood.coop)

If buying locally interests you, start asking where your food comes from at **local** restaurants and grocery stores and tell them you’re interested in **local food**. Participate in your local farm-to-school program to support the inclusion of **local food** as part of the lunch program. Talk to your friends and family about it. The more exposure the concept of buying locally gets, the more potential it has to grow and blossom.

## local farmers markets

Farmers’ markets are one of the oldest forms of direct marketing by small farmers. From the traditional *mercados* in the Peruvian Andes to the unique street markets in Asia, growers all over the world gather weekly to sell their produce directly to the public. In the last decade they have become a favorite marketing method for many farmers throughout the United States, and a weekly ritual for many shoppers.

In a farmers’ market, a group of farmers sell their products once or twice a week at a designated public place like a park or parking lot. Some farmers’ markets have live entertainment. Shopping at a farmers’ market is a great way to meet local farmers and get fresh, flavorful produce.

### VIROQUA MAIN ST. FARMERS MARKET

220 S. MAIN ST,  
VIROQUA, WI. 54665  
MAY-OCTOBER SATURDAY  
8 A.M. - 12 P.M.

### RICHLAND FARMERS MARKET - PARK

HIGHWAY 14 & ORANGE ST,  
RICHLAND CENTER, WI 54664  
APRIL-OCTOBER  
WEDNESDAY  
3:00 P.M. - 6:00 P.M.

### RICHLAND FARMERS MARKET - COURT HOUSE

181 W. SEMINARY  
RICHLAND CENTER, WI 54664  
MAY-OCTOBER SATURDAY  
7:30 A.M. - 12:00 P.M.

### FESTIVAL FOODS ONALASKA FARMERS MARKET

CROSSING MEADOWS DRIVE  
ONALASKA, WI 54650  
JUNE-OCTOBER SUNDAY  
8 A.M. - 1 P.M.

### CAMERON PARK FARMERS MARKET

KING STREET BETWEEN  
4TH & 5TH STREETS  
LA CROSSE, WI 54602  
MAY-OCTOBER FRIDAY  
4:00 P.M. - 8:00 P.M.

### MARKET IN THE PARK

FERRYVILLE, WI 54628  
MAY-OCTOBER SATURDAY  
9 A.M. - 5 P.M.

## VIROQUA FOOD COOPERATIVE

609 N. Main Street, Viroqua, WI 54665  
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<http://viroquafood.coop>

# VIROQUA FOOD COOP



## local food guide

VFC offers a one-stop shopping experience of quality, healthy foods with emphasis on *local* and *organic*.

### why buy local?

**Buying locally & sustainably grown food is good for YOU.** Food tastes better and is more nutritious when it’s fresh. Foods grown using organic farming practices come to your table with no harmful pesticides. And in these times, when obesity and diet related illnesses are on the rise, replacing heavily processed foods with whole fresh produce will improve your health.

**Buying locally & sustainably grown food is good for our COMMUNITY.** Keeping our local farmers and producers in business supports our local economy. Dollars spent close to home tend to stay close to home. Our local producers understand our community and work to provide nutritious affordable food for all our citizens. The more we feel connected to the people who produce what we eat, the better we preserve our regional food heritage.

**Buying locally & sustainably grown food is good for FARMERS.** The current national food system is dominated by very a few large corporations which are forcing farmers to accept lower prices, grow only “travel-tolerant” varieties, grow bigger, use more chemical inputs, or leave the farm altogether. When farmers sell directly to their neighbors, fewer middlemen cut into their profits. Farmers can afford to stay on their land producing an abundance and variety of food while being good stewards of the land.