

# the heart beet

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



## Sustainably Harvested Fish

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# From Our Butcher

Ethan Schandelmeier, Meat & Seafood Manager



With over 18 years of experience as a meat cutter and manager, our in-house butcher Ethan Schandelmeier is an extremely valuable attribute for our community. His dedication and passion for locally sourcing animal products, coupled with his butchery skills, help us to have the freshest heritage-breed pork, grass-fed beef patties, house-made brats and more.

In Ethan's care, we've grown accustomed to such specialties as: custom cuts of beef, steaks, bratwursts, sausages, half chickens, burgers, pork chops and kabobs for grilling. Let's not forget the fresh, sustainably harvested seafood including salmon, cod and walleye. We're gonna let Ethan take it from here and report on what's happening in the VFC Meat Department.

For Easter, we are prepping our department with holiday hams, wild caught salmon, and rack of lamb.

As food costs rise, we monitor price changes carefully and make buying decisions to ensure that we continue to provide sustainably raised and humanely harvested meats. In the case of drastic price increases, we may decide to purchase a product in smaller quantities – or to not buy it at all. If you are missing something you love or have a question about something new, our knowledgeable staff in the meat department are always happy to help.

With the arrival of spring comes so much to lighten the mood for us all. There's outdoor games, biking and hiking, but you'll find me outside filling the valley with the delightfully odiferous emanations of smoked meats. Protein kissed by open flame brings us together. From cave to mansion, we love to huddle around a fire wafting of tastiness and that perfect balance of flavors we crave.

This spring, try something fun and courageous to celebrate making it through yet another 'Wisconsin' winter. For me, it's a side of salmon brined overnight, smoked with a honey lemon & brown sugar glaze, served with a fresh citrus quinoa salad and lemon garlic parmesan roasted potatoes.

Above all, we value our direct to farmer/producer relationships and encourage you to consider where your meat comes from... and do your best to buy local and sustainably raised meats whenever possible.

## 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](mailto:vfcbod@viroquafood.coop)

## PUBLICATION TEAM

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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/vfc-publications](http://viroquafood.coop/vfc-publications)

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# VFC News

## Salad Bar is back

We welcome the return of the salad bar. To keep things fresh and minimize food waste, the Deli Team is stocking

only the most popular ingredients to start. Come in today and build your salad, *just the way you like it!*



## Spring holiday meals made easy

Celebrate Easter by letting us do the cooking for you. Our Deli Team has take 'n' bake brown sugar & pineapple sliced ham, dinner rolls, scalloped potatoes, and more. Celebrating Passover instead? Check out our Kosher certified matzo meal and crackers in the grocery section.

Our Bakery Team makes great pies.

Reserve yours by April 10 to ensure availability and save \$1.00 per pie! Choose from: banana cream, crumble berry, french silk, key lime, and lemon meringue.

Call the Deli to place your Easter or pie order. Arrange to pick it up anytime between Thursday, April 14 and Sunday, April 17.



## Drive Electric Earth Day 2022 – event on April 16<sup>th</sup>

On Saturday April 16, 9am-12pm in the Viroqua Food Co+op parking lot, the Vernon County Energy District (VCED) is hosting its 2nd Annual *Drive Electric Earth Day*.

### **An event for everyone!**

Talk to the people who have been driving EV's for a while. Take a ride, a test drive, ask questions. Or at least

come for the B-Earthday cake to help VCED celebrate its 2nd birthday!

Have an EV? Awesome! Bring your ride and share your experiences and enthusiasm with your friends and neighbors. All plug-in vehicles are welcome.

VCED is currently offering free energy

assessments to all Vernon County residents and businesses. Learn how you can increase efficiency, reduce costs, and transition away from fossil fuel dependence by going to [www.VCED.energy/assessment](http://www.VCED.energy/assessment); or share your thoughts on electric utilities at [www.vced.energy/utilitysurvey](http://www.vced.energy/utilitysurvey) and gain a chance to win \$100 at a local business.

## Join our leadership team – VFC Board candidacy starts now

Are you a VFC Owner and would like to run for the Board – or simply learn more about it? Start by grabbing a brochure at our customer service desk.

Reach out to the VFC Board with any questions. Or request a full candidacy packet from our staff. Interested VFC Owners: apply by Wednesday, June 15.



# Bering Bounty, LLC



## How sustainable is YOUR fish?

### Bering Bounty, LLC with Mark McKeown

“When I was a boy, about 10 or 11 years old, I wrote a list of what I wanted to do in life and # 5 was fish in Alaska,” quips the charismatic Mark McKeown, commercial fisherman and owner of Bering Bounty, LLC. For two or three months out of the year, that childhood dream comes true as Mark and his crew fish the pristine waters of Southwest Alaska. When he is not fishing, Mark’s business and distribution are centered in Verona, WI – which is considered “local” to VFC (within 100-miles)!



Alaskan waters, big skies, and Mark McKeown

### The Fish

Mark fishes all five species of salmon found in Alaskan waters through a technique called drift gillnetting. Gillnets are panels of mesh about 300 feet long by 6 feet deep held between cork and lead lines. The net is tightly wound onto a reel on the vessel with a buoy attached to one end. The buoy is thrown over and the net drifts with the tide. Salmon are caught in the net by their gill plates, gills, tails, or fins. Once the net is pulled in, the salmon are removed by hand and immediately bled out in an ice slurry, then packed in ice. This process maintains the freshness and quality of the salmon, from the sea to your plate.



Sockeye Salmon making a run up the river



### Five varieties of Alaskan salmon

All five varieties have a distinct taste, texture and appearance, as well as varying health profiles:

1. **King Salmon** – highest in Omega 3's – great for brain function and nervous system health.
2. **Sockeye Salmon** – red flesh; robust flavor; high in both vitamin B and D; great in winter to naturally boost your mood
3. **Coho Salmon** – mild, orange meat; high in Vitamin D
4. **Keta Salmon** – most economical variety; full-bodied, meaty flesh
5. **Pink Salmon** – pink flesh; light texture and flavor; ranked 2nd highest variety in Omega 3's

### Sustainable Alaska

Having fished many places in the world, from his childhood home in Wales, to the West Coast of California, Mark is passionate about fishing in Alaska due to their commitment to sustainability. “Alaskan fishing practices are the gold standard,” said Mark. “The sustainable model in Alaska is the envy of the entire fishing world.” While other areas have a short-sighted approach, Alaska deliberately took the 120 year or long view for the protection of all species and how they are caught by writing sustainability into their constitution in 1959 and mandating the practice of “sustained yield” by law.

In all aspects of his livelihood, whether fishing alongside Native Alaskans or educating customers on the benefits of salmon, Mark is committed to building authentic relationships and partnerships. This is one of the many reasons why we at Viroqua Food Co+op are honored to be working with him to provide our community fresh, wild caught sustainable seafood.

You can find Bering Bounty, LLC fish varieties in our frozen bunkers in the Meat Department along with sable fish, a.k.a. “black cod,” a soft-textured and mildly flavored fish that is known as a delicacy in many parts of the world.

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### Mark’s Cooking Recommendations

*Cook your fish straight from frozen to keep it moist, fresh, and tasty throughout. Other tips include baking or grilling salmon with any of your favorite spice blends. And for a dinner party or special treat, Mark loves the effect of Sockeye Salmon covered in homemade pesto. “It is stunning when you first cut into it to see the bright red of the salmon against fresh green pesto!”*



Top to bottom: Mark “all decked out.” Mark living out his dreams as a Welsh-Wisconsinite in Alaska during a salmon sunset.

# healthy & easy recipe ideas

Try these using  
Bering Bounty, LLC  
salmon!



## Salmon Wasabi Cakes

Serves: 6

Make time: 15 mins. active; 1 hour, 5 mins. total

### Ingredients

1 3/4 pounds skin-on salmon fillets (makes ~6 cups flaked salmon)	1/2 cup green onions, chopped
1 1/2 Tbsp olive oil	2 Tbsp black sesame seeds
Pinch of salt & black pepper	1/4 tsp sea salt
1/3 cup mayonnaise	1/8-1/4 cup wasabi paste
	1/4 cup cilantro, chopped

### Directions

- Heat oven to 425°F. Place olive oil in medium bowl and add salmon. Turn to coat.
- Sprinkle salmon with pinch of salt and ground pepper, then place skin-side down on lightly-oiled baking sheet. Roast until just cooked through, about 12 mins. for a 1"-thick fillet. Let cool. Remove skin from salmon and discard. Using a fork in one hand to hold salmon, use a second fork to shred the fish into small pieces.
- Reduce oven temperature to 400°F.
- In medium mixing bowl, combine mayonnaise, green onions, sesame seeds, sea salt, and wasabi paste. Add in flaked salmon and cilantro and mix until just combined, being careful not to over mix.
- Use ice cream scooper to make medium-sized balls of salmon mixture and place on parchment-lined sheet pan. Gently flatten balls to form round cakes.
- Bake for 25-35 mins. Remove from oven and let salmon cakes cool on baking pan for 10-15 mins. before moving to a serving platter.

### Suggestions

Whisk a bit of wasabi paste and a few drops of toasted sesame oil into 1/2 cup of prepared mayonnaise and drizzle over the salmon cakes before serving. A side salad of baby spinach leaves, crunchy bean sprouts and shaved daikon radishes makes for a full meal. Substitute 2 cans of salmon for the fresh to shorten your preparation time!



## Miso Glazed Salmon

Servings: 1

Make time: 10 mins. active; 30 mins. total

### Ingredients

1 wild-caught salmon fillet (~ 6 oz.)	1 pinch ground black pepper
1 tsp ginger, minced	1 pinch crushed red pepper flakes
1 tsp garlic, minced	Vegetable oil
1/4 cup white miso	1 green onion, sliced
1/4 cup soy sauce	2 tsps white sesame seeds, toasted
1/4 cup mirin	1 cup cooked rice (optional)
1/4 cup brown sugar	

### Directions

- Preheat oven to 425°F.
- In small bowl, whisk together ginger, garlic, white miso, soy sauce, mirin, brown sugar, black pepper, and red pepper flakes.
- Coat bottom of baking dish with oil and lay salmon in dish, skin-side down. Brush marinade evenly over salmon and let marinate in refrigerator for 10-15 mins.
- Bake at 425°F for 8-10 mins. per inch (thickness) of fish, basting with remaining miso marinade if desired. Salmon is done when it can be easily flaked with a fork.

### Suggestions

Miso adds umami to this simple miso-glazed salmon. Serve atop a bed of rice and garnish with green onion and toasted sesame seeds. May also be served with ginger beurre blanc sauce\*.

*\*Tova Ng demonstrates how to make a simple miso glaze for salmon and then shows you how to amp up the flavor with a ginger beurre blanc sauce.*

All recipes, plus this less-than-four minute video, are used with permission from NCG. Check out them all out by going to: [www.grocery.coop/recipes](http://www.grocery.coop/recipes)



## Salmon Chermoula

Serves: 4

Make time: 20 mins. active; 50 mins. total

### Ingredients

1/3 cup plain yogurt	1 jalapeño, stem & seeds removed, minced
2 Tbsp olive oil	1 1/2 tsps ground cumin
1 lemon, zest & juice	Pinch of salt & black pepper
1/2 cup parsley, chopped	1 pound skin-on salmon fillet, cut into 4 even pieces
1/2 cup cilantro, chopped	
1 clove garlic, peeled & minced	

### Directions

- In mixing bowl, stir together all of ingredients except the salmon. Cover and refrigerate 1/2 cup of chermoula sauce to serve with finished salmon.
- Place salmon in baking dish and pour the remaining chermoula sauce over filets to marinate. Cover and refrigerate for 30 mins.
- Heat an oiled grill or skillet over medium-high heat. Remove the salmon from the marinade and place on the grill, skin side down. Cook the salmon for 4-5 mins., then flip gently and cook another few minutes until fish reaches desired doneness. Remove from heat and serve with remaining chermoula sauce.

### Suggestions

This spicy, robust, herb-based chermoula yogurt sauce atop baked salmon is simply divine. This North African-inspired salmon dish is a bright and colorful main dish – just add a wedge or two of lemon on the side.



# Give Where You Live

“Round Up” at the registers for local nonprofits!

Round up during the month of April 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.



## Celebrate Earth Week

bike  
to the  
VFC

buy  
in  
bulk

bring  
your  
bags

plant  
a  
tree

Sign up in-store April 18-24 to win great giveaways!