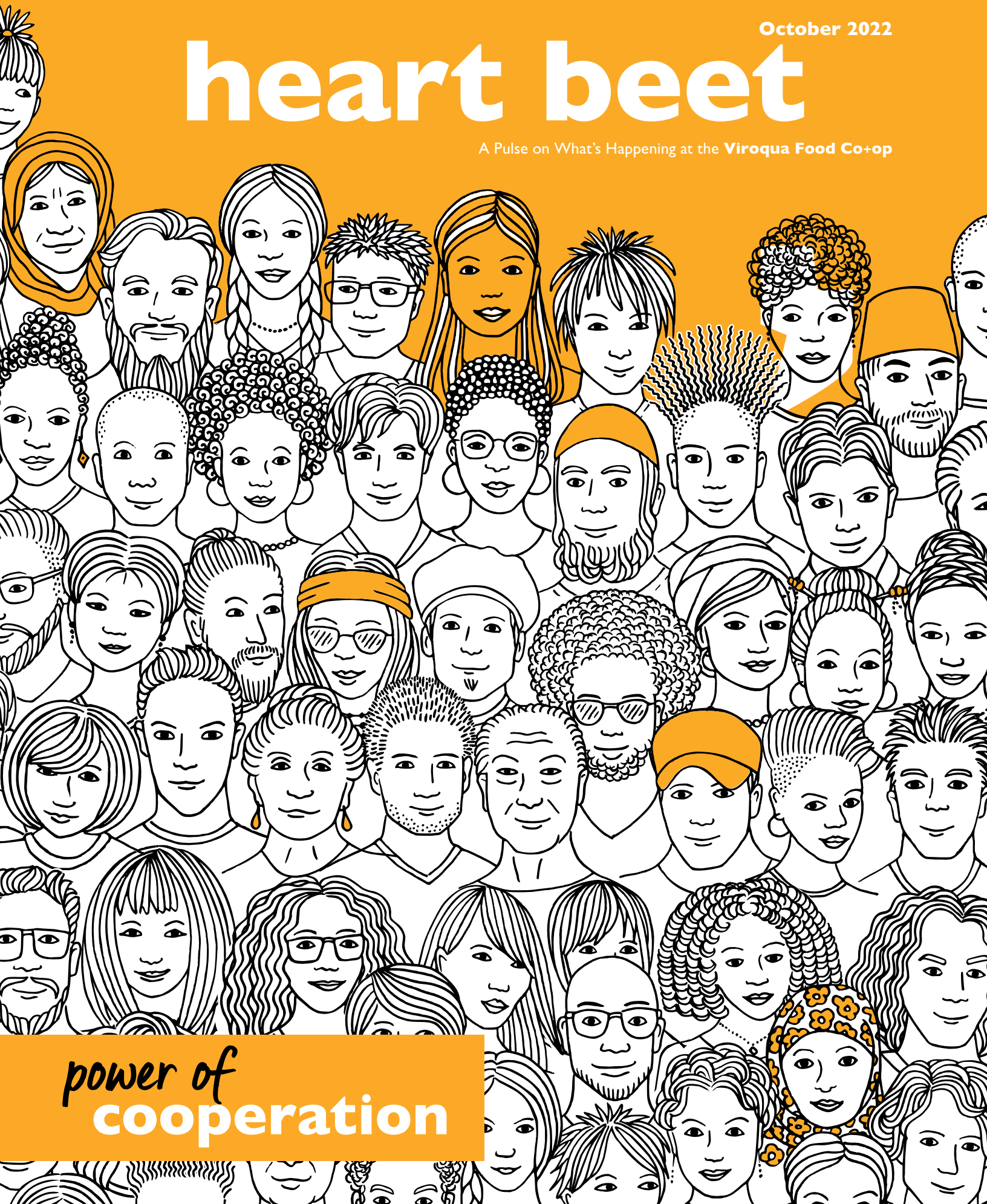


October 2022

# heart beet

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



*power of*  
**cooperation**

# People Over Profit

Andrew Anderson, VFC Board

You don't have to reflect very long to understand just how fundamentally different this business structure is.

October is National Co-op Month! It's a great time to recognize how the power of cooperation makes the Viroqua Food Co+op a unique and thriving business that brings people together.

Co-ops were born from a time when the industrial, factory-produced market was overtaking small local producers and replacing hand-crafted, high-quality goods with cheaper, less expensive wares that were built on unjust and unfair labor practices. To compete with the large factories and maintain the rights of the individual workers a group of weavers in 1844 Rochdale, England set out to form a new just and equitable business model. In doing so they created the seven unifying principles that all cooperatives operate under today.

## Cooperative Principles

1. Voluntary & Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy & Independence
5. Education, Training, & Information
6. Cooperation Among Cooperatives
7. Concern for Community

You don't have to reflect very long to understand just how fundamentally different this business structure is from corporations that value profits before people, and the needs of the stakeholders before the communities that support them. What started in Rochdale, England in 1844 has grown into a powerful global, respected and

effective business model that spans all industries. In Vernon County alone we have over 20 cooperatively run enterprises including power and communications companies, credit unions, farmers co-ops, a worker's co-op and of course, food co-ops!

As members of the VFC, we choose to participate and invest in becoming shared owners of the business because we value the goods and services that it provides, and we want a voice (and a vote) in the strategic direction of the co-op. We do this by participating in the democratic elections and by sharing our thoughts, ideas and concerns with the elected board of directors. Because the co-op isn't built to serve a group of shareholders, we strive for a small net profit goal that puts our owners, employee wages & benefits and our community first!

Since 2021, even during this challenging economic time your food cooperative has managed to raise the entry level wages by over 20%. We've also raised over 50K in support of community organizations and supported local businesses and events while continuing to provide our community with the fresh, local and organic food they rely on.

The next time you make a purchase at the Viroqua Food Co+op take a moment to remember that your participation helps to make our cooperative enterprise and community stronger.

## BOARD OF DIRECTORS

Peter Bergquist, *President*  
Elizabeth Tigan, *Vice President*  
Lizzy Haucke, *Treasurer*  
Aurora Boyd, *Secretary*  
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 currently hosted 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](http://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](http://viroquafood.coop/newsletters)

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# Nominate & Vote! Give Where You Live 2023



Thank you VFC Owners and shoppers for helping us connect community and grow our Give Where You Live program year over year. Last fiscal year we rounded up an astounding 100,000 transactions and contributed over \$50,000 to non-profits in our community! At our Annual Owner Meeting on October 12th, you can learn more about the impact of Give Where You Live. Until then, it is time to nominate our 2023 recipients!

GWYL for 2023 begins now!

## I. NOMINATION IS OPEN

Now through October 21st VFC Owners can nominate the local non-profit organizations of their choice for a chance to become a 2023 Give Where You Live recipient. To nominate, submit a form on our website at: [viroquafood.coop/gwyl](http://viroquafood.coop/gwyl). Once an organization is nominated, it will be listed on our Give Where You Live page.

## 2. VOTE

In November, owners with a current email listed with the co-op will be sent a notification to vote. Owners can also vote via a link on our website or at a ballot box in the store. Voting begins November 8 and runs through November 18th. Recipients will be announced in the December Heart Beet.

### VFC Co-op Community Fund Grant Applications Due October 21st.

Now through October 21st, local non-profits can apply online at [www.viroquafood.coop/ccf](http://www.viroquafood.coop/ccf) for a chance to be the recipient of our 2023 Co-op Community Fund Grant.

This grant is an endowment

administered through the Twin Pines Foundation and is earmarked to grant funds for educational projects, development project or events to local non-profit organizations that have a mission consistent with the Viroqua Food Co+op.

Together we raise money for the endowment through Give Where

You Live every October. This year, applicants can request up to \$1,000. Priority is given to projects focused on social change, food and food systems, cooperative education, health and well-being, sustainable agriculture, nutrition and cooking education.

*new record!*



June  
**Driftless Humane Society**  
**\$5,871**



May  
**WDRT 91.9FM**  
Driftless Community Radio  
**\$5,509**



April  
**Vernon Trails**  
**\$4,840**



August  
**Youth Initiative High School**  
**\$4,520**

# Co-ops Bring People Together

- Voluntary membership
- Everyone can shop - *anyone can join*
- Work together to achieve a common goal
- Buy products produced by your neighbors



*power of*  
**cooperation**

# Co-ops Give Back

- Support local projects
- Give through donations and sponsorships
- Operate with environmental stewardship in mind
- Donate to local food pantries

# Co-ops Build Local Economies

- Prioritize local farmers and producers
- Provide local jobs with great benefits
- Food dollars stay in our community
- Profits stay local



The Viroqua Food Co+op is so much more than a grocery store. We are an economic engine that provides year-round access to fresh local food from the Driftless Region. With local control and an invested membership, we make decisions that benefit the whole community.

# Co-ops Maintain Local Control

- Locally elected Board of Directors - *one vote per member*
- Autonomous organizations
- Products and choices represent the community we serve
- Use local services for printing, banking, & more

# Perfect Pizza!

Versatile and delicious, pizza is always a pleaser. Perfect pizza starts with Take'n' Bake crust from our Deli. Just let it rise, add your favorite toppings, and bake it your way.



## Cast Iron Cauliflower Pesto Pizza

Serves 4. Total time: 50 minutes; 30 minutes active

- 1 16-ounce ball frozen pizza dough
- ½ cup fresh basil
- 2 cloves garlic
- 2 tablespoons pine nuts
- 2 tablespoons shredded parmesan cheese
- 3 tablespoons extra virgin olive oil, divided
- ¼ teaspoon salt
- 2 cups cauliflower, chopped
- 4 ounces asiago cheese, shredded, divided
- 8 cherry tomatoes, halved

1. To make the pesto: In a food processor bowl, combine the basil, garlic, pine nuts and parmesan and process to a paste. Add salt, scrape down, and with the machine running, drizzle in two tablespoons of olive oil. Scrape into a cup;

makes about ¼ cup. (NOTE: If you don't want to make homemade pesto, you can use ¼ cup prepared pesto instead.)

- 2. Preheat the oven to 425 F. Lightly oil a 12-inch cast iron skillet or a pizza pan. Pat out the dough to make a 12-inch round in the pan. Let rise in a warm spot in the kitchen for about 20 minutes.
- 3. While the pizza crust rises, place the cauliflower in a sheet pan, drizzle with a tablespoon of the olive oil, and roast in the oven for 15 minutes. When the cauliflower is tender, remove from oven and let cool slightly.
- 4. Spread the pesto on the crust, then top with cauliflower and cheese. Place cherry tomato halves evenly on the pizza, cut side up.
- 5. Bake for 20 minutes, until the top is golden and the bottom is crisp. Serve hot.

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### Mashed Potato and Bacon Pizza

Serves 4. Total time: 35 minutes

- 1 tablespoon extra virgin olive oil
  - 1 12-oz. frozen pizza dough, thawed
  - 1 ½ cups mashed potatoes, seasoned
  - 4 slices bacon, cooked and crumbled
  - ½ cup canned corn, drained
  - ¼ cup slivered red onions
  - 1 ½ cups shredded Asiago cheese
1. Preheat the oven to 425°F. Spread oil on a large sheet pan, and place the thawed pizza dough on the oil. Press the dough out into a 12-inch circle, and then put the pan on top of the stove so the dough will be warm as it rises. Let stand for about 5 minutes. Bake the pizza dough for 7 minutes.
  2. Remove dough from oven and dollop spoonfuls of mashed potatoes over the crust. Gently spread to cover, leaving a small rim uncovered. Sprinkle the crumbled bacon, corn and red onions over the mashed potatoes, and tap lightly with a spoon to make sure they sink in a little. Cover with Asiago cheese.
  3. Bake for another 15-18 minutes, until the cheese is golden brown and the crust is golden. Transfer to a cutting board and cut into 8 wedges. Serve immediately.



### Mushroom Artichoke Flatbread Pizza

Serves 4. Total time: 40 mins; 25 minutes active

- 3 tablespoons olive oil, divided
  - ½ teaspoon oregano leaf, dried
  - ½ teaspoon basil, dried
  - 3 cups sweet onions, diced
  - 2 cups mushrooms, finely chopped
  - 2 tablespoons fresh rosemary, chopped
  - 3 tablespoons minced garlic, divided
  - ½ cup pitted Kalamata olives, sliced in half
  - 1 cup canned or marinated artichoke hearts, roughly chopped
  - 1 cup leeks, thoroughly rinsed and sliced crosswise
  - 2 teaspoons freshly ground black pepper
  - 1 10-inch premade pizza crust
1. Preheat oven to 450°F. In a small bowl, combine 2 tablespoons of olive oil, oregano, basil and 1 tablespoon of minced garlic. Set aside.
  2. In a large skillet, heat 1 tablespoon of olive oil and saute the onions for 10 minutes until they begin to brown. Add the mushrooms and saute 5 minutes, then add the leeks, 2 tablespoons each of minced garlic and chopped rosemary and saute 3 minutes more. Place the pizza crust on a baking tray, brush the entire top of the crust with half of the olive oil mixture, and then top with the mushroom and onion mixture. Arrange the sliced olives and artichoke hearts on top. Reduce the oven temperature to 425°F, place the pizza on a center rack in the oven and bake 12 minutes or until the crust is browned on the edges. Remove from the oven and drizzle or brush the remaining olive oil mixture over the pizza, sprinkle with black pepper and serve.



## Round up this month for Viroqua Food Co+op's Cooperative Community Fund

Established in 2016 with the specific goal of providing grant funding to local nonprofit organizations that have a mission consistent with the Viroqua Food Co+op. Priority is given to grant requests for educational projects, development projects and local events that match the VFC's mission and focus on, but are not necessarily limited to: food & food systems, nutrition, health & well-being, cooking education, sustainable agriculture, cooperative education, and social change.

*Pictured Right:* Youth Initiative High School,  
2021 CCF Grant Recipient



# The Viroqua Food Co+op Board of Directors announces the

## 2022 Annual Owners Meeting

### WHEN:

Wednesday, October 12, 2022  
Light dinner at 6pm  
Business meeting at 6:30 pm

### WHERE:

VMH Expo Center  
Vernon County Fairgrounds  
210 Fairgrounds Rd. Viroqua