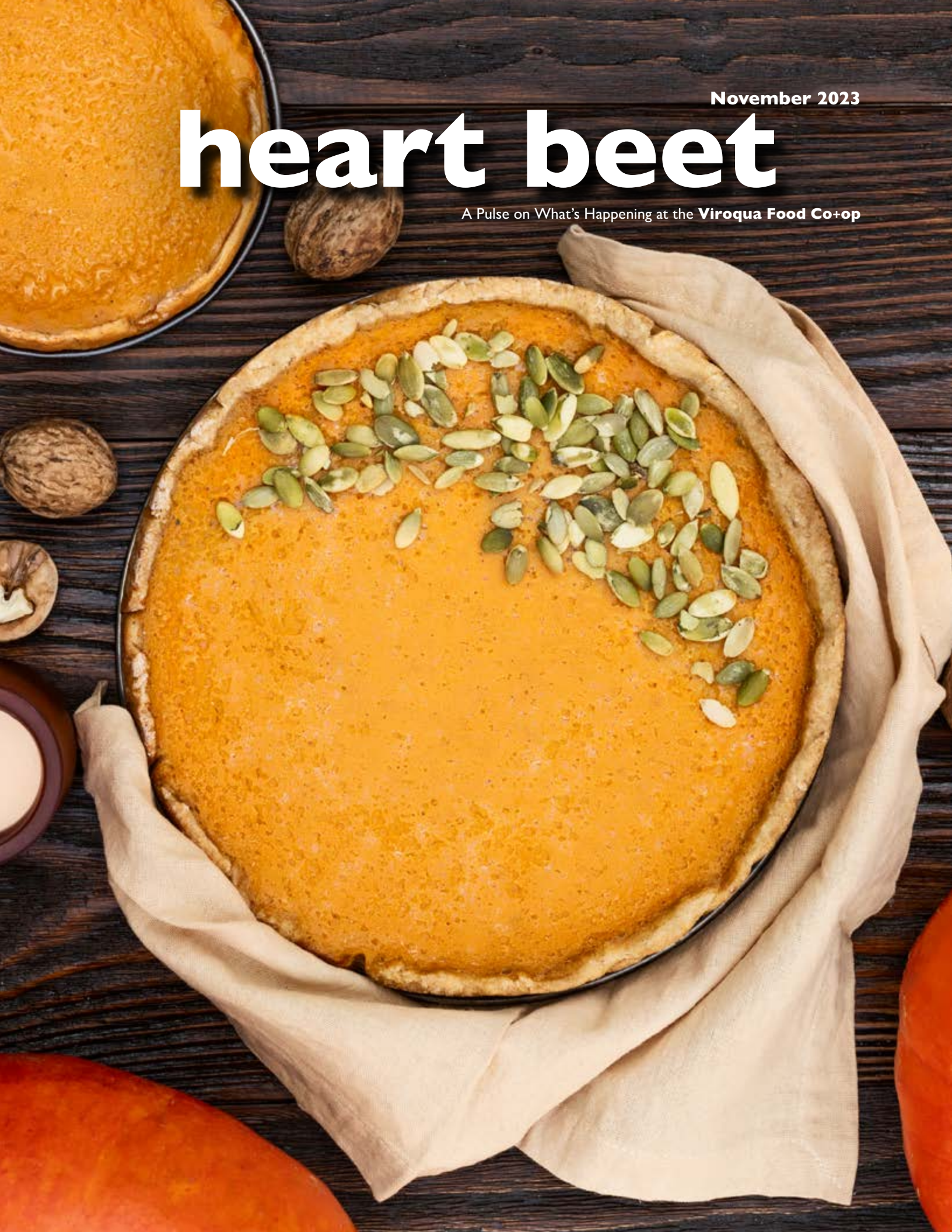


November 2023

heart beet

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



We're ready to help you celebrate!

Iris Stevenson, Meat and Seafood Manager

“These shared meals give us space to reflect on our blessings and values”.



November is when we turn inward to reflect on the busy seasons that have passed. One tangible sign of the passing of time is the holiday meals we share with loved ones that showcase the land's bounty. These shared meals give us space to reflect on our blessings and values.

In the Meat & Seafood Department, we value providing fresh, reasonably priced products that meet our communities' needs. We keep prices reasonable by utilizing the Co-op Deals and Fresh Deals programs. We source humanely raised, fair trade, local, or cooperative products whenever possible. We manage production to keep our cuts fresh for our customers while we minimize waste to honor the farmers and animals that nourish us.

For your harvest meals this November, we have a variety of meats for your table. A perennial favorite, Ferndale Market turkeys from Cannon Falls, MN, are available fresh and frozen. These birds are antibiotic-free and raised with room

to roam. We also have certified organic Organic Prairie turkeys. These turkeys are raised in the Midwest on a 5 generation family farm according to the strictest organic production and humane treatment standards. While we do not take special orders for turkeys, we keep our cases stocked with various sizes of ready-to-purchase birds. If you can't find the size you want, ask us for help.

Add variety to your celebration with Beeler's or Niman Ranch hams. And don't forget, our in-house fresh ground mild Italian sausage is a great addition to any stuffing recipe.

For a beautiful local charcuterie plate, try the Driftless Provisions salami. We have 10 different varieties of hard salami, including classics like Finnochiona with a mild fennel flavor, Loukania, a Greek-inspired salami with cumin and orange zest or Saucisson Sec, a French-inspired salami with salt, pepper, and garlic.

We are always available to take special orders if you don't find what you need on the shelf. This can include larger quantities to feed a crowd or a unique item that will complete your feast. Stop by this holiday season and let us know what's on your table this November. We love new recipe ideas and hearing about how you plan to celebrate!

BOARD OF DIRECTORS

Elizabeth Tigan, *President*
Andrew Anderson, *Vice President*
Olive Reynolds, *Secretary/Treasurer*
Peter Bergquist
Bjorn Bergman
Dustin Skelley
Shana Meshbesh

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 at: 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

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Board of Directors



L to R: Peter Bergquist, Shana Meshbesh, Dustin Skelley, Olive Reynolds, Secretary/Treasurer; Bjorn Bergman, Elizabeth Tigan, President; Andrew Anderson, Vice President.

Holiday
open house
a taste of the Driftless Region

Nov. 30th | Thursday
3-6 pm

Viroqua
food 

Thanksgiving gatherings don't need to be elaborate or stressful. Whether you're entertaining a couple or a crowd, your co-op can help you with planning and ingredients. Here are a few ideas to get you started!

Ready for Company

Great beginnings

Set out a tray or two of snacks before the main meal; it's a great way to welcome guests.

- Fresh dates served with a spiced, roasted nut mix
- Artisanal cheese tray of local cheeses, with fine flatbread crackers and crostini
- Crispy raw vegetables and a selection of dips, like soft chevre blended with herbs, hummus with a swirl of fresh or prepared pesto, or garlicky aioli
- Meat or veggie paté, sausage bites, cooked shrimp and smoked fish with spicy mustard sauce and baguette slices

Delicious desserts

An alternative (or addition) to the traditional pie makes for a memorable ending.

- Homemade brownies topped with mint or vanilla ice cream and chocolate sauce
- A selection of chocolate truffles served with freshly-baked cookies
- Warm brie glazed with apricot preserves and sprinkled with toasted pecans or walnuts

How much food do you need?

These general guidelines help you plan the correct amount of food to make or purchase.

	per person	groups of ten
Entrées	½ to ¾ pound	5-7 pounds
Potatoes	⅓ to ½ pound	4 pounds
Vegetables	¼ to ⅓ pound	2½ pounds
Stuffing	⅓ to ½ pound	4 pounds
Gravies and sauces	¼ cup	2-3 cups
Turkey (whole)	1 to 1½ pounds	10-15 pounds
Cranberry relish	2 ounces or ⅛ cup	1½ pounds or 2 cups
Snacks/appetizers	2-4 ounces	2-3 pounds
Pie	1 slice	2 9-inch pies
Ice Cream	½ cup	½ gallon
Cookies/bars	2 each	20 total

It's turkey time

frozen turkeys arrive on November 2nd

No reservations—turkeys are first come, first served!

2.29 /lb

Ferndale Market
Free-range
Frozen Turkeys

2.59 /lb

Ferndale Market
Free-range
Fresh Turkeys

4.49 /lb

Ferndale Market
Free-range
Smoked Turkeys

4.99 /lb

Organic Prairie
Certified Organic
Frozen Turkeys



Local Feast Giveaway!

Drawing held November 16th

Discover the abundance of local food and products at the co-op this Thanksgiving! Give gratitude to the local farmers and producers who work all year to bring us fresh and delicious food. Then, gather with family and friends to share the goodness.

Stop by the co-op before November 16th and register to win these fresh, delicious, locally sourced products to make your holiday feast.

LOCAL PRODUCE:

cranberries
sweet potatoes
squash
onions
potatoes
apples
fresh herbs
garlic
salad greens

LOCAL GROCERY:

Wonderstate coffee
Organic Valley heavy cream
Rhythm Bakery bread
Westby Creamery butter

LOCAL MEAT:

Organic Prairie turkey



Locally Inspired:



Thanksgiving Dishes

Delightful side dishes begin with local ingredients.

Mashed Sweet Potatoes

Serves 4. Total time: 45 minutes; 15 minutes active

- 2 pounds sweet potatoes, about 2 medium
 - 1 cup coconut milk
 - 1 teaspoon cinnamon
 - ½ teaspoon salt
1. Heat the oven to 400°F.
 2. Place the sweet potatoes on a sheet pan and roast for about 30 minutes, until very tender when pierced with a knife. Let cool slightly.
 3. Strip the skins from the sweet potatoes and place the flesh in the bowl of a food processor bowl (if you prefer, you can use a large bowl and a hand-masher).
 4. Puree or mash the sweet potatoes to desired degree of smoothness, and mix in the coconut milk, cinnamon and salt. Serve warm.



Thanksgiving Slaw

Serves 4-6. Total time: 20 minutes

- ½ bunch Tuscan kale
- 8 large Brussels sprouts
- 3 cups shredded red cabbage
- 1 medium carrot, shredded
- ¼ cup olive oil
- ¼ cup balsamic vinegar
- 2 tablespoons maple syrup
- ½ teaspoon salt
- ½ teaspoon black pepper
- ¾ cup dried cranberries

1. Tear the leaves of the kale away from the stems. Roll up the stacked leaves, and slice thinly crosswise. Slice Brussels sprouts crosswise thinly. Slice red cabbage in half, and then cut crosswise into thin slices to make three cups. Shred the carrot, and combine all the veggies in a large bowl.
2. In a cup, combine the olive oil, vinegar, maple syrup, salt and pepper. Whisk together, then pour over the veggies. Add the dried cranberries, and toss to mix.



Rice with Feta and Cranberry Mint Relish

Serves 4. Total time: 30 minutes; 20 minutes active

- 2 tablespoons unsalted butter
- 1 cup basmati rice
- ½ teaspoon salt
- 1 ½ cups water
- ½ cup toasted walnuts
- ½ cup dried cranberries
- ½ cup fresh mint, chopped
- ½ cup fresh parsley, chopped
- 1 clove garlic, minced
- 2 tablespoons extra virgin olive oil
- 1 tablespoon fresh lemon juice
- 4 ounces crumbled feta cheese

1. In a medium pot, melt the butter over medium heat. Add the rice and raise the heat to high, stirring to coat the grains with butter. Add the salt and water and bring to a boil, then cover tightly and reduce the heat to low. Cook for 15 minutes, until all the water is absorbed.
2. While the rice cooks, place the walnuts and cranberries on a cutting board and chop coarsely. Transfer to a medium bowl. Chop the mint, parsley and garlic and add to the bowl. Drizzle with olive oil and lemon juice and toss to mix.
3. When the rice is done, spread into a two-quart baking dish or gratin pan. Cover the rice with the feta cheese and sprinkle the walnut mixture over the cheese. Serve hot.

Local Producer:

Four Elements



Jane Hawley Stevens from Four Elements

Jane Hawley Stevens always knew farming would be a part of her future but it wasn't until she finished her degree in horticulture at UW Madison and started her first professional job building an herb garden that she knew how. "Herbs chose me," Jane says. For the past thirty years, Jane's passion and knowledge of cultivating and using medicinal herbs has grown into her life's work.

While touring the chakra garden on her 130-acre farm near Baraboo, WI., Jane explains how each section represents a chakra and showcases the plants and herbs that support each system of the body. Beyond this educational garden is a path that opens onto acres of herbs in neat rows. This is where Four Elements Herbals sources most of the medicinal herbs in their

award-winning line of creams, teas, and tinctures available at the Viroqua Food Co+op.

Jane lives a life of learning and teaching. "Why not be curious about what nature has?" she says, "Nature has eons of tested healing and helping remedies." Jane is a well known figure in the herbal products industry and a prominent member in the Midwest herbalism community. In 2020, she was awarded the Midwest Organic Farmer of the Year Award by MOSES. Last year, Four Elements won two top awards at the International Herb Symposium. One for their Wild Yam Cream and the other for their Look Beautiful Toner. You can find both award-winning products in the wellness department at the co-op.

“Trust nature as your first source of healing. Use products that come directly from gardens or farms - they contain the quality and integrity of nature.”

-Jane Hawley Stevens

For years, Jane planted and harvested by the Farmers Almanac. While she was in tune with the rhythm of the Earth, her curiosity expanded to the influence of the sky. As Jane's interest in astrology grew, she sought experts and began learning more about this symbiotic relationship. This led to a deeper understanding of her universe and a new project. This December, Jane will release a book, "The Celestial Garden – Growing Herbs, Vegetables, and Flowers in Sync with the Moon and the Zodiac".

When asked what she most wants her customers to know, Jane said, "Trust nature as your first source of healing. Use products that come directly from gardens or farms - they contain the quality and integrity of nature."



Herbs in bloom



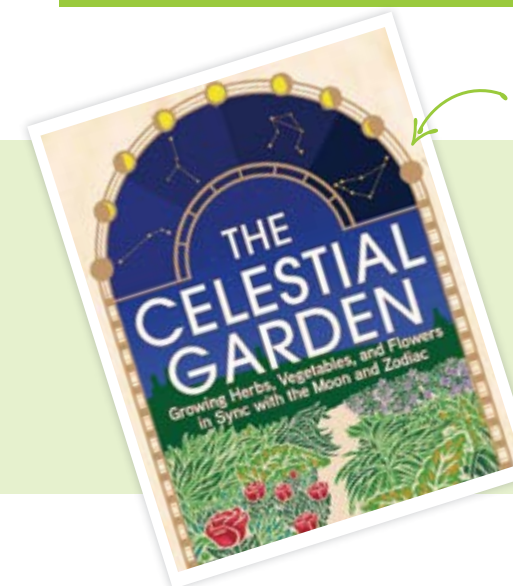
Award winning herbal products



Herbs drying



Educational chakra garden



December book release!

Meet Jane for a book signing at the co-op this December.

Insight, ideas, and inspiration abound in this highly practical guide to growing successfully in harmony with the moon, the Earth, and other planetary influences.

Planting by the moon is an age-old gardening tradition, but did you know that the cycles of the moon and the zodiac can be a powerful tool to improve your success with all kinds of gardening tasks? In *The Celestial Garden*, longtime gardener and herbalist Jane Hawley Stevens explains how the movement of the moon through the constellations of the zodiac provides a detailed calendar of optimal times for planting seeds, roots, and transplants, as well as for pruning, weeding, propagation, harvesting, and even starting new garden projects or throwing garden parties.



Round up this month for Community Hunger Solutions

Community Hunger Solutions (CHS) exists to connect locally produced food with community members who lack access. To accomplish this, CHS works with farms, food processors and others to source locally produced foods that would otherwise go to waste.



Steve from Good Samaritan Food Pantry and Thrift Store and Jeanette Burlingame, Program Manager, Community Hunger Solutions

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

2024 Give Where You Live



OCTOBER

Thank you for nominating.
Nominations are now closed.



NOVEMBER

Owners vote via email or at
viroquafood.coop/gwyl
November 9-19th.



DECEMBER

The 2024 recipients
are announced in the
December Heart Beet.

for last minute needs, we've got you covered!

NOVEMBER

23

Open Thanksgiving Day

Store Hours: 7am-2pm