



March 2024

heart beet

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

**Announcing
New Owner
Extras!**

Announcing New Owner Extras

Jan Rasikas, General Manager

Owner Extras is our way of saying thank you for being a part of the co-op community.



We are excited to announce a new benefit for co-op owners!

We believe owner benefits should be easy and deliver real value for you each time you shop at the co-op. We think you're going to love these new extras.

Beginning March 1st, all owners save an extra 10% on Co+op Deals. Owners can save more on hundreds of great deals every day. What's the best part? There's no need to bring in a coupon or to shop on special days. Owner Extras kick in automatically each time you shop using your owner number. You'll see the additional savings on your receipt every time you purchase a Co+op Deals product.

We know co-op owners choose to support a business that aligns with their values, like our mission to strengthen a local food economy, to support organic standards that promote the health of individuals and the environment, and to build a caring and engaged membership. Owner Extras is our way of saying thank you for being a part of the co-op community.

So go ahead, shop like you own the place. You'll save more each time you shop at the co-op!

Owners, look for these signs!



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 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:

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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owners
save an
extra
10%
on
coop deals

Announcing New Owner Extras!

Starting March 1st, co-op owners save more on hundreds of products every single day! Viroqua Food Co+op owners now receive an additional 10% off Co+op Deals sales with Owner Extras!

Use your owner number at the checkout and your benefit automatically applies.

Not an owner?

Now is a great time to join. Sign up with any cashier or online at: viroquafood.coop/become-an-owner

Thank you for choosing the co-op!



Viroqua Food Co+op Offers Microloan to Local Farmers and Producers

The Viroqua Food Co+op Board of Directors welcomes local farms and small food producers to apply for our 2024 VFC Microloan. Applications are due March 31st.

Founded in 2012, the VFC Microlending Initiative aims toward building resilience in our operations and ensures that co-op owners and shoppers have continued access to local food and products.

This one-year no-interest loan of up to \$3500 is earmarked for specific projects that improve or strengthen existing local farms or small food businesses in our local food shed. Interest-free loans are the opposite of the normal cycle many farmers and food producers experience. More familiar is the cycle of high interest loans, debt, and the inability to reach financial security and true economic viability through their business.

Types of projects funded by the VFC Microlending Initiative are the ones that:

- Help fill a hole in our local food system by expanding the production and/or distribution of products
- Purchase equipment to increase efficiency and decrease production costs
- Help a local producer grow their business

If you are a local farmer or producer interested in the 2024 VFC Microloan, find out more or apply online at: viroquafood.coop/microloan or reach out to Jen McCoy at outreach@viroquafood.coop

Spring Celebrations



we'll do the cooking for you!

Preorder take n' bake quiche from our deli

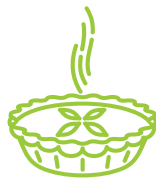
Made with fresh, organic ingredients and a flaky housemade crust, co-op quiches are the perfect choice for your spring celebrations.

Four flavors to choose from \$14.99 /ea

- Broccoli and cheddar
- Bacon and cheddar
- Goat cheese, caramelized onions and mushrooms
- Chorizo, roasted poblanos and pepper jack cheese

Order by Friday, March 29th for pick up Saturday, 30th or March Sunday, 31st. Order online at:

<https://www.viroquafood.coop/holiday-order-easter>




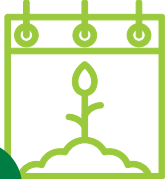
Reheating Instructions:


1. To reheat move the quiche from the refrigerator and bring to room temperature.
2. Preheat the oven to 350° F.
3. Cover the quiche with foil and bake 30 to 35 minutes or until the internal temperature reaches 165°F.


Ready to Grow!


Starting seeds indoors is a beautiful way to transition from winter into spring. Whether you have a big garden plot or a few container gardens, growing your own food, herbs, and flowers can be rewarding and delicious. At the co-op, we carry seeds from companies we trust, including our new local vendor, Driftless Seed Supply!


- a great start!*
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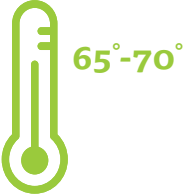
1 **Use fresh or properly stored seeds.** You don't have to use a whole packet at once. Store unused seeds in the refrigerator in a dark container.
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2 **Make a plan.** Start and germination times vary by variety and your area's last frost date (read your seed packet to know when to start). Pro Tip: Make a calendar with a start date for each variety.
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3 **Use clean seed starting containers and fresh soil.**
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4 **Moisten the soil before you add it to your containers.**
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5 **Fill containers $\frac{3}{4}$ full.** Add seeds, then sift a few more inches of soil on top (skip this for top starting seeds).
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6 **Cover with plastic wrap or a clear cover.**
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7 **Set in a warm place, 65 to 70 degrees.**
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8 **Keep soil moist (but not saturated) until seeds germinate.**



new!

the best gardens grow from the best seeds



Driftless Seed Supply

Driftless Seed Supply offers high quality seeds and supplies with integrity and transparency for Midwest growers. They grow seeds collaboratively in and for the Midwest. They are committed to providing locally produced, regionally adapted vegetable, flower and native prairie seeds, with a priority to offer certified organic seeds when possible.

Find out more at: driftlesseeds.com



Seed Savers Exchange

Seed Savers Exchange stewards America's culturally diverse and endangered garden and food crop legacy for present and future generations. They educate and connect people through collecting, regenerating and sharing heirloom seeds plants and stories. Find out more at: seedsavers.org



High Mowing Organic Seeds

Offers 100% certified organic seed, bred to perform best in organic conditions with robust, vigorous genetics and modern disease resistances. All of their organic, Non-GMO seed is regularly tested for germination rates, disease and GMO contamination. Their team is knowledgeable, communicative and dedicated to the stewardship of our planet.

Find out more at: highmowingseeds.com



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



**Round up this month for
Friends of Vernon County
Parks and Forests**

The Friends of Vernon County Parks and Forests partner with park staff and volunteers to celebrate, protect, and preserve the Vernon County parks of the Driftless Area. Our activities include Music in the Parks, winter walks, spring walks, bird walks, clearing trails, bridge repairs, building & installing new birdhouses, and more.

Find out more information about our Give Where You Live Program at: viroquafood.coop/gwyl.



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.

VIROQUA
CHAMBER

VIROQUA
SOUP

SHARE A MEAL - HEAR GREAT IDEAS - SUPPORT COMMUNITY PROJECTS

MARCH 6TH 5:00-6:30PM AT THE VIROQUA FOOD CO+OP

Scan to learn more or submit your ideas to SOUP!