

Menomonie Market Food Co-op is Menomonie's only community-owned grocery store and full service deli. Our focus is on providing local, organic, and sustainable products.

# THE MORSEL

MENOMONIE MARKET FOOD CO-OP'S SOURCE FOR THE LATEST NEWS

To read even more store, community, and industry news from our co-op, visit [MMFC.COOP/MORSEL](http://MMFC.COOP/MORSEL).

AUG/SEP 2020 ISSUE

## STORE NEWS

### MASKS REQUIRED

Per the government order, face coverings over your mouth and nose are required to enter our store. If you don't have one, we recommend asking for one at our front desk or using our new curbside pickup service available at [SHOP.MMFC.COOP](http://SHOP.MMFC.COOP).

## COMMUNITY NEWS

### ANNUAL MEETING

Due to the COVID-19 outbreak, we're going virtual for this year's Annual Owner Meeting! An official invitation will be sent to our owners soon, but if you'd like to save the date, the meeting date is scheduled for Sunday, September 13th at 6:30pm.

## INDUSTRY NEWS

### COMPOSTING COMING

The team at Earthbound Environmental Solutions, a composting facility in Eau Claire, will soon be seeking sign ups for their residential composting route in Menomonie starting this fall. If you're interested in signing up, get on our email list!

## LEARNING WHAT "LOCAL" MEANS

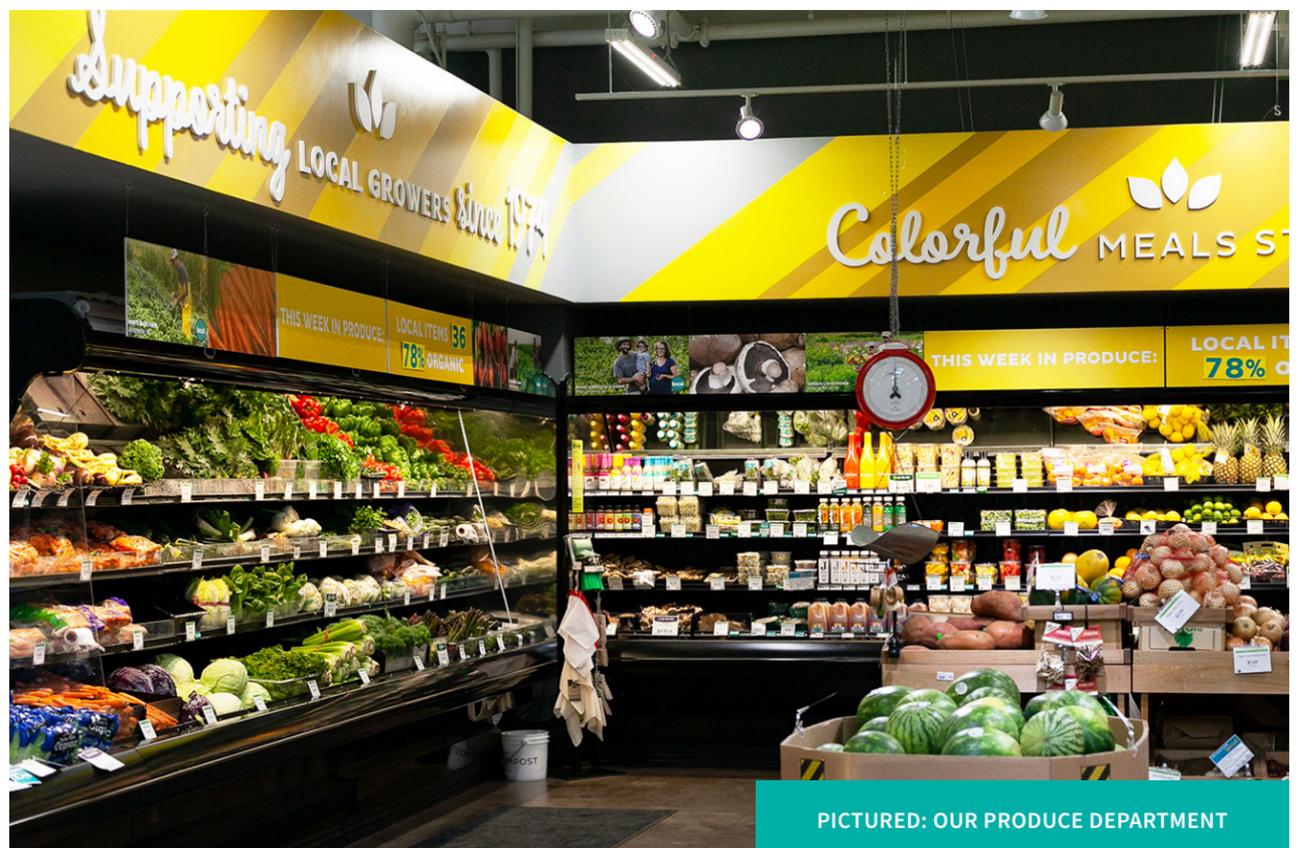
Our General Manager, Crystal Halvorson, shares an update on the local food system and invites you to our first-ever virtual Annual Owner Meeting

In the middle of winter, trying our best with tomatoes from last year's garden, we dream of our local season. This year may have gotten to a slow start, but the heat and rain in our area have all the amazing produce we wait for coming in strong.

In March, this pandemic showed us where we really get our food. Menomonie Market Food Co-op experienced two incredibly busy weeks: just like two Owner Appreciation Day weeks, but with no notice, no planning, and no promotions! In the United States, over 50% of food is consumed at c-stores, restaurants, and cafeterias. The pandemic has changed that pretty drastically, resulting in higher than usual sales in many departments and lower than usual sales in others. In addition to the heroic measures staff has taken to keep us safe, they have scrambled to buy the correct products as the entire world shifted their eating habits overnight—a job very well done at our co-op. Our local farmers pulled through for us then and ever since. When other stores had empty shelves where eggs and meat should be, we were supported by our local partners. One thing the pandemic showed us is that huge industrial food systems are actually very fragile. They break, and as always, we need to support the smaller food structures right around us because they hold the key to food system sustainability.

As our circles get necessarily smaller, I've learned what local is to me: being at the co-op, being home with my family, visiting my parents so my kids can see their faces, connecting to my local food CSAs, an occasional trip to Ace Hardware, and enjoying the quiet nature that is all around us. Pretty small circle actually. COVID-19 has made us more local—no airline trips, less mass transportation, fewer hotel stays, and forget about large crowds. We have connected on FaceTime and in small groups online. I've even received old-fashioned letters in the mail! It is intimate. Here at the co-op we've been exploring what local means as we work with Just Local Food in Eau Claire and explore possibilities for increased collaboration. To learn more about this work, hear highlights of the year, see a look ahead, get some wonderful thank yous, and find out the results of our election, please join us for our first-ever virtual Annual Owner Meeting on Sunday, September 13th at 6:30pm; we will be hosting you on Zoom and covering all the basics. Although it is a bummer that we won't be repeating a wonderful shared meal under the pavilion this year, seeing all of your faces would do me some good.

Article by Crystal Halvorson, General Manager



PICTURED: OUR PRODUCE DEPARTMENT

## CO-OP TRIVIA

### TAKE A GUESS

Each month, we post a new trivia question on social media, and the first person to guess correctly wins a \$10 gift card! Watch for this month's question on our Facebook, Instagram, and Twitter profiles.

## MEET THE LOCALS

### WHEATFIELD HILL ORGANICS

Read an article about Wheatfield Hill Organics, a produce and meat supplier in Durand, to learn more about their history and the products that they supply to our food co-op. See on [INDUSTRY](#), pg 5.

## OWNER SPOTLIGHT

### OWNERS WHO GROW

At least 25 owners at Menomonie Market Food Co-op are also vendors! Meet several of the ones who grow or produce products for our fresh produce department. See on [COMMUNITY](#), pg 4.



### JUST LOCAL FOOD CO-OP PARTNERSHIP

As of April 1st, we have entered into an agreement with our sister co-op in Eau Claire, Just Local Food Co-op, to provide administrative and management services. Crystal has been named Interim General Manager and other staff are now providing an administrative suite of services to their store.

AGREEMENT IN PLACE THROUGH DEC 2020

### SAFETY PRECAUTION UPDATE

As the COVID-19 outbreak continues to affect our community, we are still doing everything we can to protect our shoppers and staff. Changes we've made include requiring masks, only offering carryout at our deli, additional sanitation, and much more. Read more about all of the changes we've made in-store on our website at [MMFC.COOP/COVID](http://MMFC.COOP/COVID).

### MORE NEWS ONLINE

Did you know you can now find all of the stories included in our newsletter on our website? Our blog has been redesigned, and all new articles are added monthly!

View it now by pointing your smartphone's camera at this QR code!



# WHAT'S IN SEASON

A Guide to When Local Produce is at its Peak in Wisconsin



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples	JAN						JUL	AUG	SEP	OCT	NOV	DEC
Arugula					MAY	JUN	JUL	AUG	SEP	OCT		
Asparagus					MAY	JUN						
Beans							JUL	AUG	SEP			
Beets	JAN	FEB	MAR	APR		JUN	JUL	AUG	SEP	OCT	NOV	DEC
Blueberries	JAN						JUL	AUG	SEP	OCT	NOV	DEC
Bok Choy						JUN	JUL	AUG	SEP	OCT		
Broccoli						JUN	JUL	AUG	SEP	OCT		
Brussels Sprouts									SEP	OCT	NOV	
Cabbage	JAN	FEB	MAR	APR		JUN	JUL	AUG	SEP	OCT	NOV	DEC
Carrots	JAN	FEB	MAR				JUL	AUG	SEP	OCT	NOV	DEC
Cauliflower							JUL	AUG	SEP	OCT		
Chard						JUN	JUL	AUG	SEP	OCT	NOV	
Cherries, Sweet						JUN	JUL					
Cherries, Tart							JUL					
Corn							JUL	AUG	SEP			
Cranberries									SEP	OCT	NOV	
Cucumbers				APR	MAY	JUN	JUL	AUG	SEP	OCT		
Eggplant							JUL	AUG	SEP	OCT		
Garlic	JAN							AUG	SEP	OCT	NOV	DEC
Grapes								AUG	SEP			
Kale, Collards						JUN	JUL	AUG	SEP	OCT		
Kohlrabi						JUN	JUL	AUG	SEP			
Leaf Lettuce						JUN	JUL			OCT		
Leeks								AUG	SEP	OCT	NOV	DEC
Melons							JUL	AUG				
Okra							JUL	AUG	SEP			
Onions	JAN	FEB	MAR					AUG	SEP	OCT	NOV	DEC
Parsnips	JAN	FEB	MAR	APR						OCT	NOV	DEC
Pears	JAN							AUG	SEP	OCT	NOV	DEC
Peas, Sweet							JUL	AUG				
Peppers, Bell							JUL	AUG	SEP	OCT		
Peppers, Hot								AUG	SEP			
Potatoes	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Radishes					MAY	JUN			SEP	OCT		
Raspberries					MAY	JUN	JUL	AUG	SEP	OCT	NOV	
Rhubarb					MAY	JUN						
Rutabagas	JAN	FEB							SEP	OCT	NOV	DEC
Salad Mix					MAY	JUN	JUL	AUG	SEP	OCT		
Scallions						JUN	JUL	AUG	SEP	OCT		
Spinach	JAN	FEB	MAR	APR	MAY	JUN			SEP	OCT	NOV	DEC
Strawberries					MAY	JUN						
Summer Squash							JUL	AUG	SEP			
Winter Squash								AUG	SEP	OCT	NOV	DEC
Tomatillos				APR	MAY	JUN	JUL	AUG	SEP	OCT		
Tomatoes							JUL	AUG	SEP	OCT	NOV	
Turnips	JAN	FEB	MAR			JUN	JUL			OCT	NOV	DEC

■ Harvest Season ■ Extended Season ■ Available from Storage

Design by Menomonic Market Food Co-op Source: cias.wisc.edu

## CURRENT DELI MENU

Due to the COVID-19 outbreak, our deli offerings have changed, and our seating area has closed, but we still have lots of carryout options available in-store now.



PICTURED: OUR NEW DELI SERVICE COUNTER

### NEW! Deli Service Counter

Our salad bar has temporarily been replaced with a deli counter at which you can order a selection of our most popular fresh, house-made salads and sides to go!

### BACK ON AUG. 5TH! Signature Sandwiches

Stop in for our famous made-to-order signature sandwiches made with fresh, local, organic ingredients and served hot. Available for carryout only.

### NEW! Take & Bake Pizzas

Look for several house-made flavors of take and bake pizzas in the refrigerated case near our deli.

### NEW! Heat & Eat Meals

Find a selection of affordable heat and eat meal options in our refrigerated grab & go case while supplies last.

### Grab & Go Soups & Salads

Created as a carryout take on our soup and salad bar, you can find a selection of fresh, prepackaged salads and fresh and frozen soups in our deli.

### Grab & Go Sandwiches, Sides, & More

From chilled turkey sandwiches to pasta salads, we have all of our usual chilled options available in our refrigerated grab & go case.

### NEW! Frozen Meals, Soups, Desserts, & More

Need a meal solution for later in the week? Pick up one of our new frozen house-made meals, soups, desserts, and more in our frozen department near the deli!

### Burritos & Rotisserie Chickens

Our selection of sausage, vegetarian, and pinto bean burritos and rotisserie chickens are still available for carryout on our hot bar daily.

### Desserts & Baked Goods

Our popular take & bake cinnamon rolls, fresh-baked cookies, and espresso brownies are all still available in our chilled dessert case or bakery case.

### Catering

Planning an event for 2021? Our deli has a limited number of dates available to cater special occasions with up to 300 guests. Pricing varies by event and guest count, so reach out to us on our website for a quote!

LEARN MORE ABOUT OUR DELI AT [MMFC.COOP/DELI](http://MMFC.COOP/DELI)

# 5 REASONS TO BUY LOCAL PRODUCE WHEN IT'S IN SEASON

We are used to seeing all of the same produce in-store year-round, but even bananas and avocados have a natural season. From keeping your meal planning exciting to tuning you into the amazing products that are grown right here in our area, falling in step with seasonal eating has many benefits. Here are five reasons why you should aim to buy produce when it's in season:

**1. It costs less.** Have you ever priced asparagus in February? A seasonal crop usually has a fluctuation in price that corresponds with volume available, which means when a crop is at its peak, the price is lower. With local produce, farmers will also often sell large quantities of blemished food for preserving at lower cost.

**2. It has a richer flavor.** To get the most taste out of produce, it should be picked when it's ripe, which is not what happens when produce is grown for year-round production. It's actually picked before it's ripe and ripens as it travels to our store.

**3. It's more nutritious.** The flesh of produce is at its most nutritious when it's ripe. If produce is picked before fully ripening, that prevents it from developing nutrients it would have gained if it had been grown longer. In addition, eating seasonally also gives you the opportunity to eat a variety of fruits and vegetables, which helps with eating a balanced diet.

**4. It's more sustainable.** Buying locally-grown produce

instead of produce brought in from other areas uses less transportation, less packaging, and less refrigeration, which reduces your carbon footprint.

**5. It's better for our community.** When you buy local, in season produce, your money goes directly to the local farmer or grower. They use that same money to shop at other local businesses, which means not only do you get to know exactly who is growing your food but also where your money is ending up.

To find out when local produce is in season, use our handy guide above or visit the "What's New & In season" tab under "Produce" at [SHOP.MMFC.COOP](http://SHOP.MMFC.COOP).

Article by Kendall Williams, Marketing Manager



PICTURED: DELI STAFF

## STAFF TEAM UPDATES

### CUSTOMER SERVICE TEAM

Under the leadership of our Customer Service Manager, Jay Schoenborn, our Customer Service Team staffs our check stands and customer service desk, keeps our seating area and store clean, and fields phone calls. In June, they also learned how to fulfill orders through the new curbside pickup service we launched and are now fulfilling many orders every day.

### CENTER STORE TEAM

Our Center Store Team, led by Joe Smith, our Merchandising Manager, is responsible for buying, receiving products, stocking shelves, and more. Due to the COVID-19 outbreak, they've also taken on training other team members on repacking bulk products and have been lending a hand with our new curbside pickup service.

### DELI TEAM

Layne Qualy, our Deli Manager, and her team have made more changes than any department due to the COVID-19 outbreak. Since March, they've transitioned from making daily hot meals to opening a new deli service counter at which you'll be able to order a selection of our most popular cold salads.

## OUR BOARD OF DIRECTORS



### RICK REMINGTON

President  
rick@board.mmfc.coop



### STEVE HANSON

Vice President  
steve@board.mmfc.coop



### WENDY MACDOUGALL

Secretary & Treasurer  
wendy@board.mmfc.coop



### GARY JOHNSON

Board Member  
gary@board.mmfc.coop



### MARIANN HOLM

Board Member  
mariann@board.mmfc.coop



### SUSAN KRAHN

Board Member  
susan@board.mmfc.coop



### BARB BUTTON

Board Member  
barb@board.mmfc.coop

## OWNERS, JOIN US AT OUR 2020 ANNUAL MEETING

SEPTEMBER 13, 2020 AT 6:30PM

All Menomonie Market Food Co-op owners are invited to our 2020 Annual Meeting this September.

Due to the COVID-19 outbreak, we will be hosting this meeting virtually via Zoom. A formal invitation with a link to access the meeting online will be sent to all owners via direct mail and email. We hope you'll join us to hear an update from our Board of Directors, General Manager, and staff on how our co-op has performed over the last year!



## CALL FOR CANDIDATES: RUN FOR A SEAT ON OUR BOARD

Menomonie Market Food Co-op board president, Rick Remington, shares a call for board candidates and an update on the board's projects

Staying local these days is a good idea. Whether you're considering a vacation, visiting friends and relatives, recreating, or shopping, maintaining an awareness of safety wherever you go is more important than ever. The work of Menomonie Market in providing a safe shopping experience is equally important.

Our Ends Statement "Menomonie Market will be central to a thriving healthy community" has taken on a new twist. Through the lens of your Board of Directors, we couldn't be prouder of how our co-op has responded as a leader in our community in providing for the nutritional, health, and safety needs of our staff, owners, and guests. And yet we remain humble in our constant pursuit of knowledge, understanding, and best practices.

For the Board, virtual meetings have become commonplace, and phone calls, email, and online collaboration largely replaced our in-person gatherings. Similarly, our Menomonie Market Annual Owner's Meeting will proceed online this year.

Our annual Board elections will also proceed in September, with some added accommodations for voting. This year, three seats are up for election, and two of our incumbent directors are submitting their candidacy for another term. The Nominations Committee is actively seeking Menomonie Market owners to consider candidacy. We are looking for individuals

of all skills, talents, and backgrounds to serve. The common denominator shared by all Board members is that they care about our Co-op, healthy and local food, our economic model, and our community. Interested individuals should reach out to Mariann, a member of our Nominations Committee, via email at mariann@board.mmfc.coop to ask any questions or to obtain an application package. Applications to run in this year's election are due on August 26th.

It's an interesting and exciting time to serve on your Co-op's Board. In some ways, COVID-19 has given Menomonie Market an opportunity to show its strength. With obvious issues in the present, we continue to look forward and explore the best ways to serve our owners, local farmers, and our community. The Board continues the strategic conversation with our sister co-op in Eau Claire, Just Local Food, who has also shown its strength and resiliency. In the cooperative spirit of "Stronger Together," collaboration with our closest neighbor has far-reaching and mutual benefits.

Here in the Midwest we have a tendency to look one another in the eyes. I miss seeing everyone's smiling face at the Co-op, but keep smiling behind those masks because it shows in your eyes, and smiles are contagious.



## STAFF SPOTLIGHT

**NAME:** Calvin C.

**POSITION:** Administrative Assistant

**LENGTH OF TIME EMPLOYED:** 10 Months

**FAVORITE PART OF WORKING HERE:** What I enjoy most about working at the Menomonie Market Food Co-op is just how great my co-workers are. Everyone who works here is so talented, and there is always an opportunity for me to learn new skills from them.

Calvin started a new position, taking on tech and admin duties, at the beginning of COVID-19. Despite receiving almost no training during that busy time, he immediately embraced his new responsibilities, taught himself about our hardware and software, took on some troubleshooting and reprogramming, and even jumped in to help Just Local Food spruce up their technology and email service. In a few months, Calvin has solved problems that others have struggled with! In addition to all of his other contributions, Calvin has been instrumental in helping get our new online store off the ground, spending hours doing behind-the-scenes work and helping owners get the hang of the new system, and he has even offered to be the point person for maintenance. We are so happy to have Calvin's help!

# COMMUNITY

THE LOCAL PRODUCE ISSUE

## GIVING REPORT

See the difference you made over the last two months through our giving programs

## HILL O' BEANS PROGRAM



Our Hill O' Beans program has been temporarily suspended due to the COVID-19 outbreak, but we will still be making donations to Stepping Stones, Arbor Place, Inc., and Lower Chippewa Invasive Partnership.

## FEATURED HILL O' BEANS RECIPIENT

This quarter, one of the three community organizations that will be receiving a donation through our Hill O' Beans program is Lower Chippewa Valley Invasive Partnership, an organization that works to control invasive plants by fostering partner cooperation and community action.

## ROUND UP FOR GOOD



\$3,600 was collected in June and July through Round Up for Good (our round up at the register program) for our Double Dollars program.

## AUG/SEP ROUND UP RECIPIENT

In August and September, all proceeds raised through Round Up for Good will go to our Double Dollars program, our nutrition incentive program for Wisconsin FoodShare users. Each Tuesday, EBT users who spend \$5 on fresh produce can receive a free \$5 voucher (limit two per EBT account per Tuesday) to spend on more fresh produce on any future shopping trip as funds are available.

## COMMUNITY DONATIONS



During the COVID-19 outbreak, over \$3,500 has been donated to the UW-Stout Food Pantry, Dunn County COVID-19 Response Fund, Farmer to Farmer, and Downtown Menomonie, Inc.

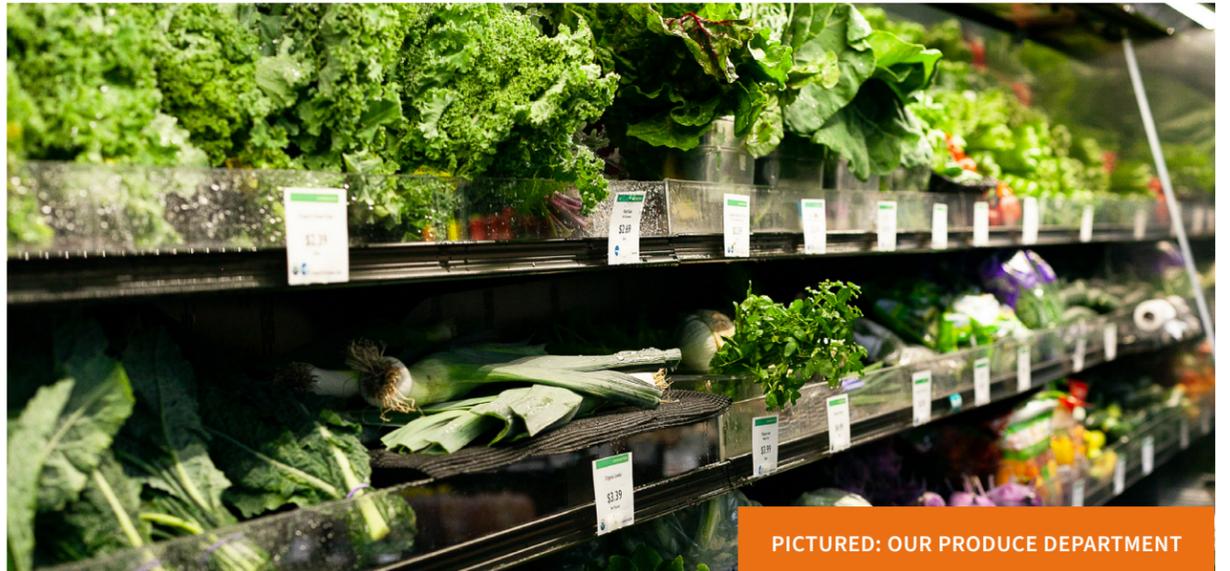
## FOOD RESCUE



In June and July, we collected and donated 4,860 pounds of food to our local food pantry, Stepping Stones of Dunn County.

# MEET THE OWNERS WHO ARE ALSO GROWERS

Meet the owners who supply products to our produce department



PICTURED: OUR PRODUCE DEPARTMENT

One of the best parts of our cooperative business model is that owning a grocery store together creates a sense of community for our shoppers, and that sense of community comes full circle when our owners also become our suppliers. Learn more about a few of the Menomonie Market Food Co-op suppliers who not only grow and deliver products for our produce department throughout the year but have also invested in ownership of our store!



**BARUK YAH**  
*Located in Menomonie, WI*

Nathan, Constance, and their son, Yasher, operate Baruk Yah, a certified organic farm. They currently raise hens for eggs and forage herbs and plants that grow wild on their property. In the coming years, they will also be exploring making maple syrup and growing berries.



**WHEATFIELD HILL ORGANICS**  
*Located in Durand, WI*

The Kees family runs Wheatfield Hill Organics, a fifth-generation certified organic farm. They raise beef cattle, forage their land, produce confectioneries, and grow a variety of produce, including sweet corn, watermelon, tomatoes, cucumbers, blueberries, and more.



**MARY DIRTY FACE FARM**  
*Located in Menomonie, WI*

Rachel, Anton, and their two children grow specialty fruits and vegetables, including apples, berries, and more on their farm. They built all of the infrastructures on their 60-acre property and utilize solar power and rainwater to power and irrigate their farm.



**SYLVAN HILLS FARM**  
*Located in Menomonie, WI*

Jackie Kujak and Larry Diehlman operate Sylvan Hills Farm just a few miles from our store outside of Menomonie. Formerly a CSA farm, they've recently focused on growing unique varieties of garlic.



**RACING HEART FARM**  
*Located in Colfax, WI*

Les and Els are first-generation farmers who grow a variety of vegetables, including cucumbers, melons, corn, and much more, for their CSA customers (and our shelves) without the use of heavy machinery.



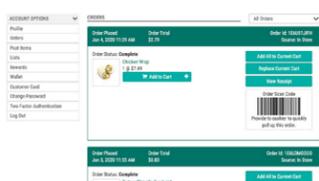
**HIVE & HOLLOW**  
*Located in Menomonie, WI*

In 2018, Sarah Lambert-Freeman transformed the shed on our property into a floral shop called Hive & Hollow. She offers locally-sourced flowers, plants, art, and more with a focus on sustainability.

# NEW PERKS FOR OWNERS JUST ADDED

LEARN MORE AT [MMFC.COOP/ORDER](http://MMFC.COOP/ORDER)

In June, we replaced our previous personal shopping form with a new eCommerce website! On the site, all shoppers can now browse our products, see what's on sale, and place an order for curbside pickup. Once owners link their in-store owner account online, they get access to these exclusive features. Visit [MMFC.COOP/ORDER](http://MMFC.COOP/ORDER) to find out how to link your in-store owner account today!



**ORDER HISTORY**  
Owners can now link their existing in-store account to an online account on our eCommerce website to access both their previous in-store and online order history.



**SHOPPING LISTS**  
Owners can also access a new shopping list builder that lets them create as many lists as they need and quickly add products to them while they're shopping online.



**VIRTUAL WALLET**  
Owners can also access a virtual wallet in which they can load money onto their declining balance, check their balance, and securely save credit cards for faster checkout.

BROWSE OUR PRODUCTS & PLACE AN ORDER FOR CURBSIDE PICKUP NOW BY VISITING [SHOP.MMFC.COOP](http://SHOP.MMFC.COOP)

## EMAIL ALERTS

Get all the latest classes, events, and co-op news delivered directly to your inbox! Sign up by visiting [MMFC.COOP/EMAIL](http://MMFC.COOP/EMAIL) or by pointing your smartphone's camera at the QR code below.





PICTURED: OUR DELI TEAM RECEIVING A DELIVERY FOR THE BLBW GRANT PROJECT

## A GRANT TO EAT LOCAL LONGER & REDUCE WASTE

Find out how we're using the Buy Local, Buy Wisconsin Grant to stretch local produce season

This spring, we were awarded a \$48,000 grant from the Buy Local, Buy Wisconsin program through the Wisconsin Department of Agriculture Trade and Consumer Protection. The purpose of the grant is to increase sales of local food and farm income. Over the next two years, we will use these funds to travel to farmers markets and buy ingredients for our deli directly from farmers; to increase the presence local frozen fruits and vegetables; and to buy seasonal and blemished crops from area farms to produce value-added items that we can then sell in-store, including pesto, granola, applesauce, and chicken stock. The grant not only assists with the extra labor and transportation required of this project, but also equipment for the processing and storage of more food at our store. The lack of frozen storage and processing equipment has been a barrier to our season extension efforts in the past.

We're excited about this work because it will create a new source of income for vendors who have never sold to us before. It will also create a new market for their blemished produce, which will allow us to stretch our relatively short Wisconsin harvest season and use more local food throughout the year. This project will also reduce waste in our local food system. For example, we will be turning chicken backs and necks into bone broth and turning blemished berries, apples, and tomatoes into canned, frozen, and dried products that we can use in our deli recipes year-round. These local foods may have been discarded if not sold, but now we're using them, thus reducing waste. Watch for more updates on this project and tasty new products from it on our shelves!

Article by Kendall Williams, Marketing Manager

## MEET THE LOCALS: WHEATFIELD HILL ORGANICS

Learn more about Wheatfield Hill Organics, one of our local produce and meat suppliers in Durand, Wisconsin

Wheatfield Hill Organics got its roots in 1979 when Robert and Marguerite passed the family farm business to their daughter Helen and her husband, Robert. In 1997 they became certified organic after many years of making the transition to regenerative agriculture and working towards restoring the scarred, hilly terrain in Durand, WI. The farmhouse now houses Chris, Andrew and their two sons, Lucas and Robert, the fourth and fifth generations of the family to farm that land.

If you've met any of the farmers of Wheatfield Hills, you know that soil health is at the core of their values and guides the practices they use daily. Their practices include natural soil amendments and crop rotation to produce alfalfa, pastured beef, berries, melons, vegetables, and small batch sauces and candies. Their animals and crops are all certified organic and in-turn non-GMO, raised and processed without the use of synthetic weed control, pesticides, or fertilizers. Helen says "We are dedicated to protecting human health while preserving



PICTURED: THE KEES-WINKLER FAMILY

products. They've pivoted quickly to make up the loss of farmers market income by offering a weekly market at their farm on Thursdays throughout the growing season in order to ensure the safety of their farmers and customers.

The farmers of Wheatfield Hill Organics extend their deep gratitude for Menomonie Market owners, shoppers, and supporters who have helped grow our co-op into what it is today. You can find Wheatfield's delicious, fresh produce and frozen meat in-store now!

Article by Becca Schoenborn, Outreach & Education Coordinator

the natural environment."

Farmers like the Kees-Winkler family have been severely impacted by the current pandemic due to the loss of additional income from things like farmers markets and sales to restaurants and cafes. Wheatfield Hills implemented physical distancing and mask requirements for harvesting, prepping, and delivering



PICTURED: OUR 2020 CSA FAIR

### PICK UP YOUR CSA SHARE AT OUR FOOD CO-OP

Did you know that our co-op is a drop off location for several CSA farms in Western Wisconsin? If you purchase a share from the ones listed, you can pick up your order by visiting our front desk.

**RACING HEART FARM:** A variety of vegetables grown on a no-till farm in Colfax

**MARY DIRTY FACE FARM:** Apples, berries, and more sustainably grown in Menomonie

**EB RANCH:** Goat meat, chicken, and soaps made from goat milk in Ridgeland

**TOWERING HEIGHTS:** Grass fed meats and vegetables from Colfax

**WAGON WHEEL GARDENS:** A variety of vegetables grown in Grand Marsh

If you're interested in purchasing a share, reach out to the farm(s) directly in early spring!

### OWNERS, ORDER PRODUCE BY THE CASE & GET A DISCOUNT

One of the biggest discounts available to owners year round is case discounts. All Menomonie Market Food Co-op owners get 10% off not only produce but also all products when you pre-order a case.

Visit our front desk on your next visit or contact us through our website at [MMFC.COOP/CONTACT](http://MMFC.COOP/CONTACT) to learn more and place an order!

MORE STORIES AT [MMFC.COOP/MORSEL](http://MMFC.COOP/MORSEL)

## COLORADO PEACH SEASON DEVASTATED BY WEATHER THIS YEAR

The 2020 Colorado peach season will go down in record as one of the most devastating fruit crops in decades. In April, there were a string of frosts that struck the peach blossoms with killing freezes, wiping out a predominant share in Western Colorado. Some growers completely lost their whole crop, while others survived a near wipe out by having a little fruit here and there. Additional

blossoms were then affected by late spring hail storms, creating additional losses. Overall, total production estimates range from 15-20% of a normal crop, leaving growers with a small portion of their normal production. As a result, the remaining Colorado peaches will be gobbled up by local and regional buyers in the Rocky Mountain region, which means we won't be receiving deliveries this year.



## ASK THE RADISH

Menomonie Market Food Co-op answers a few of your produce-related questions at our store

**T**hroughout the year, we receive questions about our local growers and the produce we carry. These are some of our most popular ones with answers directly from us.

**Q: Why does the price of produce fluctuate so much?**

**A:** The price of produce tends to fluctuate due to where it's sourced, how much of each vari-

ety is available, what the demand is, and when it's in season. For example, apples aren't in season in the spring, so to stock them in-store, they have to be shipped in from out of state. This costs more for the supplier and for our store, which means the price you see will also be higher than when apples are in season and sourced locally.

Don't see a question related to our produce here that you'd like us to answer? Send us an email, or fill out a customer comment card available in our front lobby.

**Q: How can I save money on produce?**

**A:** The best ways to save big on produce are to buy it when it goes on sale through our Fresh Deals program, when it's in season because supply is usually higher than demand, and when it's locally-sourced because it doesn't have to be shipped in.

**Q: What is the co-op's definition of "local" produce?**

**A:** We define "local" as grown or produced anywhere in Wisconsin, Minnesota, Iowa, Illinois,

and Michigan.

**Q: From how many local growers do you buy?**

**A:** Throughout the year, we buy produce from between 20-30 local growers depending on how the season goes and what produce is available.

**Q: When is local produce in season in Wisconsin?**

**A:** It depends on the produce you want to buy, but most is harvested from early summer to late fall. For a complete list of the months local produce is in season, check out our guide on page #2 or online.

**Q: Do you carry only organic produce?**

**A:** Although we do focus on stocking mostly certified organic and local produce, we also carry conventional produce items as well.

**Q: Why is buying fair trade produce important?**

**A:** It's important to buy produce labeled as fair trade, especially varieties sourced from outside of the United States, because this certification ensures that the farmers who grow it are paid a livable wage.

**Q: Do you stock canning products for preserving produce?**

**A:** Yes, we stock canning jars, vinegar, spices, pectin, and of course, produce. We also offer case discounts for owners so you can buy produce in larger quantities and save!

Have a question you'd like us to answer? Leave us a note on a comment card available in our front lobby or send an email to [INFO@MMFC.COOP](mailto:INFO@MMFC.COOP). Our staff will reply as soon as soon as they can, and you may even see your question here in a future issue of our newsletter.

### PRODUCTS WE'RE CURRENTLY LOVING

#### FIND THIS FRESH, LOCAL PRODUCE ON YOUR NEXT VISIT WHILE IT'S IN SEASON

Although our produce season is relatively short in Wisconsin, a lot of amazing, fresh produce is grown right here in our area! In this list, you'll find a few of the products (all of which are locally-grown or produced) that we carry at our store.



**WHEATFIELD HILL ORGANICS SWEET CORN:** This sweet corn is famous in the Chippewa Valley, and for good reason!

**RED CEDAR PRODUCE TOMATOES:** Nothing says "summer" quite like a locally grown juicy tomato on a sandwich.

**RACING HEART FARM SPREADS:** These new products are house-made in our deli using greens from Racing Heart Farm through our Buy Local, Buy Wisconsin grant project.

**WISCONSIN GROWERS COOPERATIVE MELONS:** These melons are a cool, refreshing treat—perfect for a hot summer day.

**SLIPPERY HILL FARM LETTUCE:** These lettuces are hydroponically grown without the use of soil, and they're local!

**FARMSTEAD GREENHOUSE FLOWERS:** Find their locally grown hanging flower baskets in the spring and beautiful mums in early fall.

**MARY DIRTY FACE FARM BERRIES & APPLES:** These are sustainably grown just a few miles from our store in Menomonie. It doesn't get much more local than that!

**ST. CROIX VALLEY PRODUCE BOK CHOY:** This locally grown veggie is great in Asian dishes.

**EARTHGROWN ORGANIC CUT FRUIT:** Save time and money with these organic cut fruits that are locally processed and available in our produce department.

EXCLUSIVE OWNER COUPON

View our monthly Owner Deals in-store or online at [SHOP.MMFC.COOP](http://SHOP.MMFC.COOP).

# owner deal

## 10% OFF MEAT

**In-Store or Online with Promo Code: V8>C07**  
**Valid Aug 13-15, 2020 or Sep 24-26, 2020**

**Owners enjoy 10% off all products in our meat department.** Must show coupon at checkout in-store or enter promo code online before ordering to redeem. May not be applied to special orders or previous orders. No cash value. Valid on all meat purchased in a single trip either August 13-15, 2020 OR September 24-26, 2020. Limit one discount per owner account.

Not an owner yet? Get access to this exclusive deal and 50+ others each month by becoming one today! Learn more about ownership, all of its awesome perks, and how to sign up at [MMFC.COOP/OWNERSHIP](http://MMFC.COOP/OWNERSHIP).

**FRANK AND ERNIE'S GARDENING TIPS**

REMEMBER, PROPER PLOT MAINTENANCE IS KEY TO A GOOD HARVEST.



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6-3 THAVES

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**M**  
menomonie  
MARKET  
FOOD CO-OP

**ADDRESS**  
814 Main Street E  
Menomonie, WI 54751

**CONTACT INFO**  
(715) 231-3663  
[info@mmfc.coop](mailto:info@mmfc.coop)

**TEMPORARY STORE HOURS**  
8:00am-8:00pm Daily

**WEBSITE**  
[mmfc.coop](http://mmfc.coop)