

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.

JAN/FEB 2021 ISSUE

STORE NEWS

TEXT ALERTS

You can now get deals and more texted directly to you by texting **MMFC** to 900-900. Terms and privacy policy can be found at MMFC.COOP/PRIVACY. You may receive up to 8 messages per month. Message and data rates may apply. Reply **STOP** to end.

COMMUNITY NEWS

ROUND UP

In order to further support local farmers, some of the funds raised through our Round Up for Good program will be used to pay our Fund Our Foodshed winners' ticket fees to the MOSES conference in February. Cont'd on **COMMUNITY**, p. 4.

INDUSTRY NEWS

OUTBROKEN

Earlier this year, Volume One—the Chippewa Valley's culture and entertainment publication—featured co-op staff in **OUTBROKEN**, their new documentary on how the pandemic has affected the local food system. Cont'd on **INDUSTRY**, p. 5.

BRIGHTER DAYS ARE COMING

Menomonie Market Food Co-op's General Manager, Crystal Halvorson, shares updates on the co-op's Big Long Term and collaboration with Just Local Food Co-op

COVID-19 has taken over the narrative for most of 2020, but underneath that, there are so many great things happening at the co-op. The countdown to better things ahead in 2021 is everywhere we look, so I thought I would use this space to take a look at where we are in our BLT—this acronym stands for more than just a sandwich here—it also means the Big Long Term.

This year we celebrated five years at our current location. Our large development project has a complicated financial structure and was executed during a time of industry-breaking disruption in grocery. Our financial recovery after expansion, the period of time when cash is tight, debt is high, and every sale makes a difference, wasn't so fun at times! This fifth year marks a big shift toward stability and functionality of our co-op. Throughout the tenuous time, we stayed generous—we increased wages levels, added benefits, created our Double Dollars program, began our Fund Our Foodshed Grant program, and invested in supporting the growth in cooperatives across the United States. We have shown that giving generously can make you stronger.

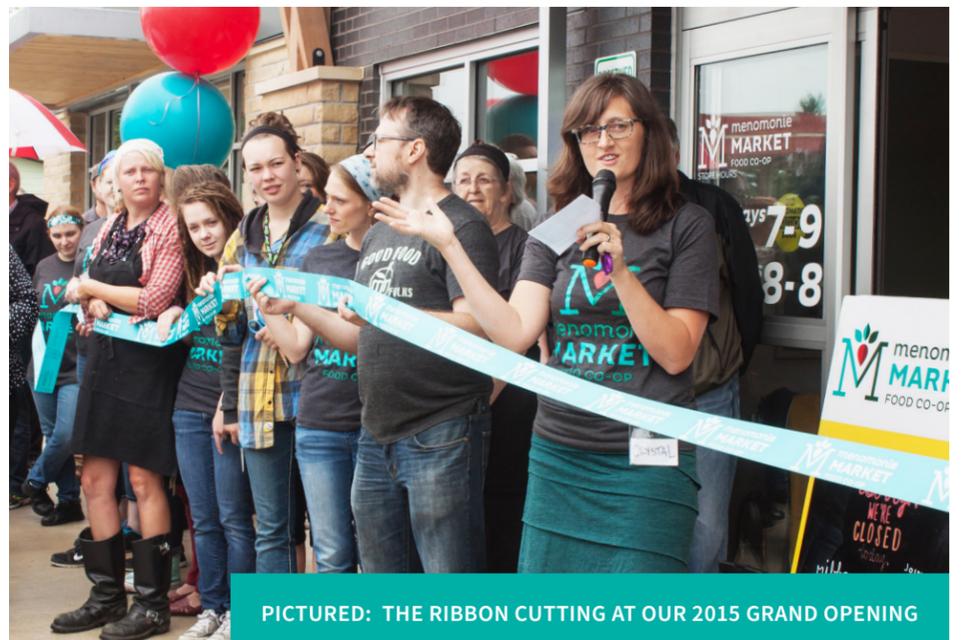
About two years ago, with our financial recovery happening, our Board Of Directors began to think about what may be next for us. Clearly we have built our forever home in Menomonie; we won't need a bigger store here, and with our big lot and shed next door, there is so much potential on this property (Stay tuned for more on that this spring—we have some great ideas on how to transform that space, and no worries, the wonderful Hive and Hollow is staying where it is).

The interest in expanding our generosity and definition of community to stretch throughout the Chippewa Valley has created a new friendship between Menomonie Market Food Co-op and Just Local Food Co-op. We have worked very well together this year, and I believe that both co-ops are stronger from this sisterhood. Currently, Menomonie Market Food Co-op continues to provide general management and administrative services to Just Local Food Co-op, and we have extended our agreement to do so through 2021. Both Boards have created Collaboration Committees, and they are meeting together monthly. We are currently exploring the legal and financial aspects of consolidation so that we can analyze whether such a move makes the whole stronger. If the numbers pan out, we will next engage more fully with staff at both co-ops to think about what working as one could mean operationally and organizationally. I personally am excited for this phase because the staff is where the rubber meets the road.

If the Boards conclude that a consolidation of some kind is in the best interest of our co-ops, there will be a big engagement of all owners so that a truly informed decision can be made by our ownership because, of course, these are businesses owned BY THE PEOPLE, and as with all aspects of what we do, we can't do it without you.

2021 will likely bring circumstances where we can again stand near each other, see one another's faces, and be a group. It is very exciting to imagine some summer and fall picnics where owners of Menomonie Market Food Co-op and Just Local Food Co-op are meeting up and talking about a shared vision together. We'll see, things look bright from here!

Article by Crystal Halvorson, General Manager



PICTURED: THE RIBBON CUTTING AT OUR 2015 GRAND OPENING

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

DR. SARAH'S ESSENTIALS

Read an article about Dr. Sarah's Essentials, a producer of body care products in Arcadia, Wisconsin, to learn more about their history and the products that they supply. Cont'd on **INDUSTRY**, pg 5.

COMMUNITY SPOTLIGHT

GIVING REPORT

Read a report on all of the ways in which Menomonie Market Food Co-op gave back to individuals and organizations in the Chippewa Valley during our 2019-2020 fiscal year. Cont'd on **COMMUNITY**, pg 4.



COOPERATIVE COMMUNITY FUND

In 2017, we started our own Cooperative Community Fund as part of the Twin Pines Community Fund to aid in developing co-ops throughout the nation and to give back to local nonprofits. We announced our first recipient of \$1,500 as the Dunn County chapter of the WI Farmers Union at our Annual Meeting.

\$1,500 AWARDED TO WI FARMERS UNION

WE'RE ALL INNOVATING AWARD

We're thrilled to announce that our co-op was named a winner of the We're All Innovating Contest hosted by the WI Economic Development Corporation. We received a \$17,250 financial award that will help offset the unexpected costs incurred to complete the eCommerce website we launched earlier this year. Cont'd on **STORE**, pg 2.

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!





PICTURED: NEW LOCAL VENDOR SIGNS IN-STORE

7 NEW YEAR'S RESOLUTION IDEAS

If ever there were a year when we should all get a pass for not setting resolutions for ourselves, I definitely think it should be 2021. These past several months have been heavy for all of us, so if the best you can do this year is keep surviving, that is more than enough in my opinion. But if you're feeling ambitious and do want to set a few New Year's goals for yourself, here are a few co-op-related ideas to inspire you:

1. SHOP LOCAL. If you only have the energy to make one small change this year, shopping local can have the biggest impact on not just you but our entire community. When you buy locally made products, your dollars stay in the Chippewa Valley and help support local farmers and producers. To make it easy to shop our wide selection of local products, we've added several new ways to do so, including (A) installing large local vendor signs throughout our store, (B) highlighting local vendors in our weekly emails and social media posts, and (C) adding a "Local" filter to our online store.

2. SAVE MORE. After the financial hardships caused by the pandemic, we know trimming your grocery bill is top of mind for 2021. To help, we offer a myriad of ways to save money at our co-op. Some include shopping our weekly deals, taking advantage of larger sales, and redeeming

coupons (Hint: There's one on the last page of this newsletter). For a complete list of all the ways you can save money at our store, visit our website.

3. EAT MORE NUTRITIOUS SNACK FOODS. A great way to get healthier is to start with cutting out junk food. To help you do that, we stock lots of snacks that are just as tasty, including bulk trail mixes, seeds, and nuts, snack bars, and plant-based foods. Other options for improving your health are eating more fresh produce especially when it's in season and most nutritious, looking for foods with low sugar content, or shopping our wide selection of special diet options—from gluten-free to paleo, keto, among others.

4. GO GREEN. Another way you can make a positive impact is making more sustainable choices. Sustainability is one of our biggest focuses, so we make it a point to carry a wide variety of eco-friendly products. Some of those include locally sourced milk in returnable glass bottles, reusable food wraps, cloth coffee filters, metal straws, plastic-free soaps and hair care products, and more. We also accept egg cartons for reuse by farmers and offer a bring your own bag program to reduce waste.

5. GIVE BACK. If it's in the budget to increase your giving this year, we

have several donation programs to which you can contribute. An easy one is rounding up your purchases; even just a few pennies go a long way to support our local farm grants, nutrition-incentive program, and more.

6. GET MORE INVOLVED. After a year of social distancing, even my introverted self is craving community. If you're feeling similar, some of the ways you can get involved when life returns to normal someday include attending our classes, teaching a class, gifting an ownership share to someone else, and staying up-to-date on co-op news. Plus, if you're an owner, you can also get involved by running for a seat on our board, voting in board elections, and attending board meetings.

7. MAKE TIME FOR SELF-CARE. If you need to let your mind and body recover from the exhaustion brought on by 2020, prioritizing self-care can help. Whether that means sinking yourself into your hobbies, reading more, or pampering yourself with a new wellness routine, you can find several brands to help. Some of our favorites are bath soaks from Aura Cacia, luxurious lotions from Dr. Sarah's Essentials, and gently used books from the Menomonie Public Library.

Article by Kendall Williams, Marketing Manager

MENOMONIE MARKET FOOD CO-OP FINISHES 2020 WITH 4 AWARDS

This has been a big year for Menomonie Market Food Co-op in so many ways. From changing our daily store operations on a dime when the pandemic began to building and launching our eCommerce website this summer (a project we didn't intend to start until 2022 or 2023), our team has managed to complete project after project during what's been one of the most stressful times many of us have ever experienced. I can tell you firsthand, it has not been easy, and the work certainly isn't finished yet, but as challenging and exhausting as these last several months have been, they have been equally as rewarding.

I for one could not be more proud of all our team has accomplished this year. I once told Crystal that we're doing the best work of our lives right now and making it harder and harder for ourselves to top what we've already done. I meant it as a joke at the time, but that's especially true now as I briefly take a breath and reflect on the innovative projects we've completed this year, as well as the awards we won for them from our peers in the grocery industry. Those include:

• **BUY LOCAL, BUY WISCONSIN GRANT:** In May, we were

selected to receive a Buy Local, Buy Wisconsin Grant in the amount of \$44,710 from the Wisconsin Department of Agriculture, Trade and Consumer Protection to help us expand our work of strengthening the local food system and increasing local food options.

• **FMI COMMUNITY OUTREACH AWARD:** In November, we received honorable mention in the Programs Addressing Hunger category of Food Marketing Institute's (FMI) 2020 Outreach Awards for our Double Dollars nutrition incentive program.

• **WEDC WE'RE ALL INNOVATING AWARD:** In early December, we were named a top winner of one of three major categories—Technology Innovation to Address COVID-19 Impacts on Businesses—in the We're All Innovating Contest hosted by the Wisconsin Economic Development Corporation (WEDC) in partnership with the Wisconsin Technology Council. A panel of 182 volunteer judges selected the eCommerce website we launched in response to the pandemic to win, and we received a financial award of \$17,250 to help offset the unexpected costs incurred to complete the project.

• **PROGRESSIVE GROCER GENNEXT AWARD:** In mid De-



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.

NEW! Grab & Go Bar

Our salad bar has temporarily been replaced with a Grab & Go Bar where you can pick up a selection of our most popular house-made salads and more to go!

Signature Sandwiches

Stop in for our famous signature sandwiches made to order with fresh, local, organic ingredients and served hot. Available for carryout from 11:00am-7:00pm.

Take & Bake Pizzas

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

NEW! Hot Bar Heat & Eat Meals

Find a daily hot carryout meal on our hot bar and a variety of ready-to-heat 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.

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 or 2022? 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



PICTURED: DELI BUYING FROM FARMERS MARKET

ember, I was named one of forty honorees under forty years of age in the 2020 GenNext Awards hosted by Progressive Grocer, the #1 media company in the grocery industry, for leading the launch of our eCommerce website this summer, as well as other notable achievements during my tenure at our co-op.

Never in our wildest dreams did we imagine we would receive so much recognition for what we've done this year because winning awards is certainly not the reason we took on this work. Our priority then and now is ensuring our shoppers can always shop at our store safely. But having our efforts recognized on state and national levels has been a light to us in this dark year, and I'm so excited to see what comes next for our team.

Article by Kendall Williams, Marketing Manager



PICTURED: SAMPLES

OWNER DRIVE COMING IN FEBRUARY

Our annual Owner Drive is back for 2021! During this drive, shoppers who invest in a co-op ownership share will receive a custom branded bag filled with free samples from several of our vendors. Our goal this year is 75 new owners, so help us reach it by spreading the word to anyone who's not an owner.

HOW TO GET A BAG

If you're not an owner and want one of the reusable bags filled with free samples or want to gift an ownership share and a bag to someone else, tell a cashier you'd like to invest in a share or gift one to another person on or after February 1st. Bags are available first come, first served to anyone who submits the total investment of \$100 before the bags run out.

WHY WE HOST AN OWNER DRIVE

Every year, we host an owner drive to spread awareness about the cooperative business model and the many benefits of ownership. We choose to do so in February because it's the beginning of a new year, a time when many of our shoppers are looking for ways to give back and shop local, and because our huge Owner Wellness Sale is that month.

OUR BOARD OF DIRECTORS



RICK REMINGTON

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rick@board.mmfc.coop



MARIANN HOLM

Vice President
mariann@board.mmfc.coop



SUSAN KRAHN

Secretary & Treasurer
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STEVE HANSON

Board Member
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BARB BUTTON

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SARAH PAQUETTE

Board Member
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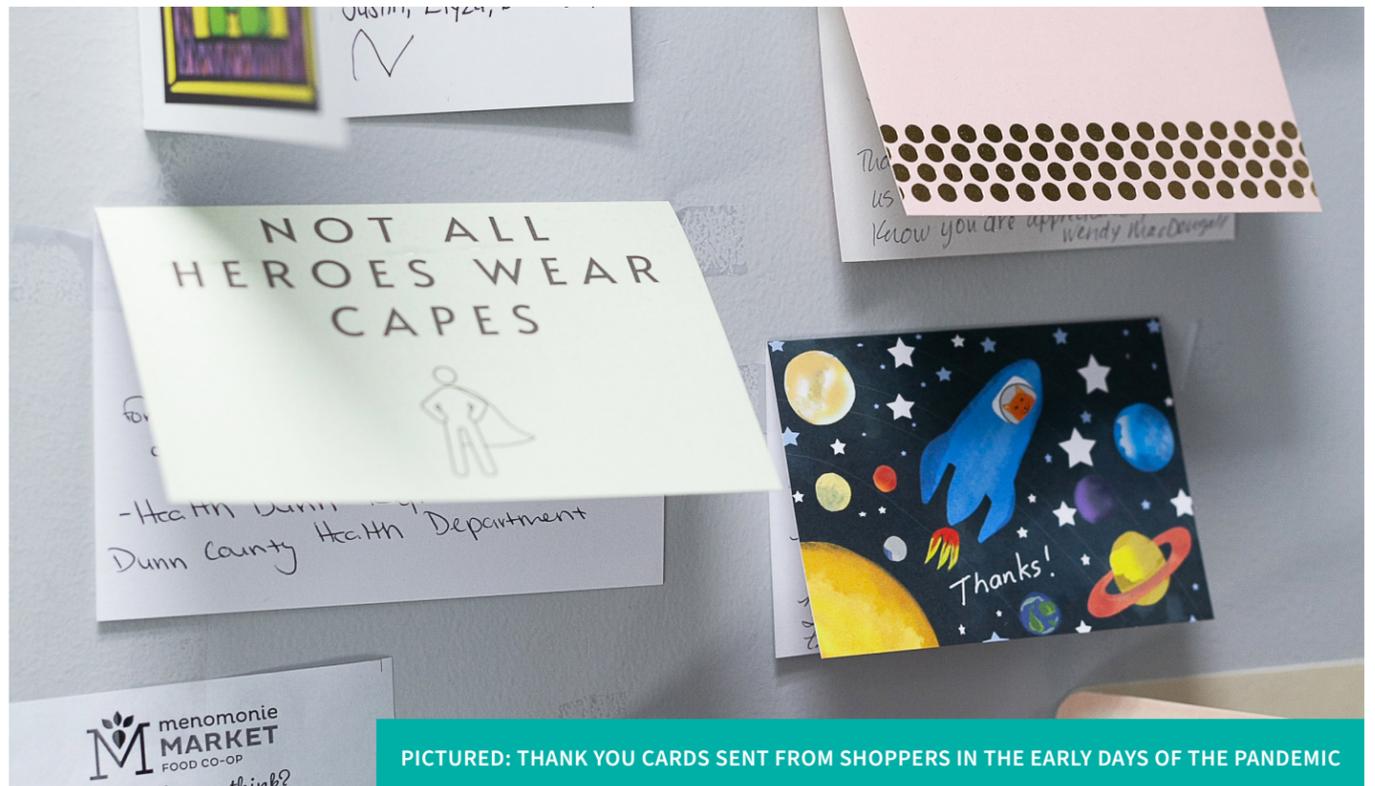
INTERESTED IN ATTENDING A BOARD MEETING?

UPCOMING MEETINGS: 1/27, 2/24

Board meetings are scheduled from 5:00pm-7:00pm on the fourth Wednesday of every month.

All board meetings, except for closed sessions, are open to owners. Due to the COVID-19 outbreak, all meetings are held virtually via Zoom. If you'd like an invitation to a Zoom meeting, please email crystal@mmfc.coop.

Meeting dates subject to change due to holidays and other events.



PICTURED: THANK YOU CARDS SENT FROM SHOPPERS IN THE EARLY DAYS OF THE PANDEMIC

LOOKING AHEAD TO A NEW YEAR

New Board Member Sarah Paquette reflects on the hardships of 2020 and shares the co-op's outlook for 2021

Goodbye 2020, Hello 2021!

Shared values, shared truths, shared community. These are the things that really struck me as important throughout 2020. What a year. How many hoops have you and your family jumped through this past year? If yours is anything like mine, the answer feels like it's infinite.

From the beginning of the COVID-19 pandemic, the answer seemed to be, just make do. Do what you can, day after day, and just get through it. Simple, right? After one too many days working from home with children not in school, or working a public facing job with customers refusing to wear a mask, you've probably thought, we can't keep doing this. As a farmer selling directly to the community, I've felt that anxiety creep in. Can I keep my family safe? Will we be able to make ends meet this year? Something's got to give, right? Unfortunately, we're not out of the woods yet. But, there is hope, a bright spot on the horizon.

We know our owners share the value of supporting a vibrant community here at Menomonie Market Food Co-op. One of the principal ways we strive to do this is by providing a safe, welcoming, and secure place to not only buy your groceries, but

to provide a source of financial capital and stability in our community. Our management, staff, and board will continue to be proactive, because that's what is necessary in order to live out the co-op values.

At Menomonie Market Food Co-op we have forged ahead to 2021 more prepared than ever. We are here for you and your family. Online ordering with curbside pickup? Done. Enforced mask compliance in the store? Done. Double Dollars to make EBT credits go further with wholesome food? Done. Grant programs to support local farmers and producers? Done. 2020 was an all around tough year. In 2021, we will continue to rise to this challenge so that our owners and wider community can weather this storm. We will do this through our shared value that our co-op be central to a thriving and healthy community, through our shared truth that COVID-19 is a global pandemic requiring local action, as well as our belief and understanding that we share the burdens and successes of our community. Menomonie Market Food Co-op is looking forward to 2021 and how we can continue to support you and your family. We thank all of you for your kindness and generosity this past year. We will pay it forward.

Article by Sarah Paquette, Board Member



STAFF SPOTLIGHT

NAME: Lilliana M.

POSITION: Cashier

LENGTH OF TIME EMPLOYED: 10 Months

ABOUT LILLIANA: Lilliana is a customer service superstar. Throughout the past few turbulent months, she's been consistently friendly, positive, and upbeat, and she can often be seen smiling behind her mask. She excels at having genuine conversations and connecting with people. When you go through her

check out line, you don't just feel like another customer, because Lilliana remembers our owners and shoppers and tailors her conversations to them personally. Her internal customer service is highly valued by her co-workers. They mention that Lilliana is always ready to jump in and help wherever she's needed. She is always asking how she can be of service to co-workers in her home department of the Front End and beyond. She's even been known to check in with the Deli closer when it is slow up front, just to see if they need anything. This kind of care and concern is always something special, and during COVID times, is extremely comforting and valuable to know that someone is looking out for you. Thank you, Lilliana, for helping create a co-op culture where everyone is welcomed and valued!

DON'T MISS THIS DEAL

owner
WELLNESS
SALE

February 17th–21st

OWNERS GET 20% OFF ALL WELLNESS PRODUCTS IN-STORE & ONLINE

From February 17th-21st, owners can save 20% on every product in our Wellness department both in-store and online while supplies last. Discount will automatically apply at checkout.

ELIGIBLE PRODUCTS INCLUDE:

Beauty & Body Care

Save on clean beauty products, local body care products, and more from over eighty brands, including evanhealy, Beloved Sisters, Dr. Bronner's, and Pacha Soap Co.

CBD Oils, Salves, & More

Save on CBD oils, lotions, salves, and other products from brands including PlusCBD, Sagely, and Monarch Hill Hemp Farm.

First Aid

Save on sustainable first aid products from brands, including All Terrain, Medinatura, and more.

Essential Oils

Save on locally sourced essential oils, bottles, diffusers, and more from Aura Cacia, Prana-rōm, and Garden of Life.

Supplements

Save on vitamins, minerals, and more from Garden of Life, Rainbow Light, Tera's Whey, Natural Factors, and other brands.

Bulk Wellness

Save on bulk medicinal herbs to make your own wellness products at home.

START YOUR SHOPPING LIST AT SHOP.MMFC.COOP

READ OUR ANNUAL GIVING REPORT FROM FY 19-20



PICTURED: AN EXAMPLE OF OUR DONATION BASKETS

Each year, we are pleased to support a wide variety of organizations that promote building both personal and community health. In this report, you can see our total contributions from our 2019-2020 fiscal year, including food donations made to Stepping Stones of Dunn County, monetary and product donations to organizations, funds raised for conservation efforts, awards granted to local farmers, and more.

\$9,865
donated to causes

DONATIONS

We encourage any local organization serving the community to approach us for a donation, and we seek to honor each request as long as the purpose or event for which it is requested is non-partisan, non-electoral, enriches the community, and can be described succinctly by the organizers. This year donation recipients included L.E. Phillips Career Development Center, Community Food Table, Wednesday's Table, Farmer to Farmer, The Community Foundation of Dunn County, Big Brothers Big Sisters, and more!

28,000 lbs
of food donated

FOOD RESCUE

Providing access to food and eliminating hunger are always at the top of our minds. To aid in these efforts, we partner with Stepping Stones of Dunn County by providing annual donations to their fundraisers, food donations from customers, including their organization as a permanent Hill O' Beans recipient, and raising funds through our Round Up at the Register program. If you'd like to drop off a food donation for Stepping Stones on your next shopping trip, visit the front of our store and locate the pick up bin.

\$4,500
awarded to farms

FUND OUR FOODSHED GRANTS

Our Fund Our Foodshed Grant program aims to support the small but often vital projects that help keep small to mid-sized farms and businesses viable and running. The grants are funded through our Round Up for Good program and direct contributions from our co-op, and recipients are selected by a committee of co-op staff and community members. Recipients of this year's \$1,500 awards were Sacred Blossom Farm of Mondovi, Harvest Moon Organics of Cadott, and L.T.D. Farm of Clayton.

\$17,580
rounded up at the register

ROUND UP FOR GOOD

All year long shoppers have the option to round up their purchases to the nearest dollar to support various causes. Recipients of this year's round up dollars include our Fund Our Foodshed Grant winners, the UW-Stout Food Pantry, and our Double Dollars nutrition incentive program.

10,200
beans collected

HILL O' BEANS

When shoppers bring a bag or mug, they receive one bean equal to 5¢ to place in a container that represents one charity or community program. Recipients of this year's funds included Dunn County Historical Society, Friends of the Red Cedar Trail & Hoffman Hills, Menomonie Theater Guild, and many others.

\$2,680
double dollars distributed

DOUBLE DOLLARS

Double Dollars is our nutrition incentive program developed to help FoodShare users purchase more fresh produce. Vouchers are available at our co-op on Tuesdays, as funds allow, and are redeemable any time while funds are available. This year we distributed \$2,680 or 536 \$5 vouchers.

NOT AN OWNER OF OUR CO-OP YET?

Become one today to get access to all of these awesome perks and be part of our co-op community!



Monthly Owner Deals



Exclusive Sales & Coupons



Bulk & Case Discounts



Online Shopping List Builder



Online Order History



Online Virtual Wallet



Declining Balance Spending Tool



One Vote for our Board



Admission to Board Meetings



Admission to Annual Meeting



Mailed Co+op Deals Flyers



Ownership of a Thriving Business

VISIT MMFC.COOP/OWNERSHIP FOR MORE DETAILS OR ASK A CASHIER ABOUT OWNERSHIP ON YOUR NEXT VISIT

GET A GIFT BAG



If you're not an owner yet and you become one during our annual Owner Drive that starts February 1st, you'll be eligible to receive a free reusable grocery bag filled with free samples! This promotion is only available for the first 75 new owners who apply and submit the \$100 investment for a share.



PICTURED: A SHOPPER FILLING OUT AN OWNERSHIP APPLICATION

WHERE OWNERSHIP INVESTMENTS GO

We talk about ownership a lot here at the co-op, but we don't often talk about how the money from initial ownership investments is used.

Because we are owned by our shoppers rather than an individual, anyone can become part-owner of our store with a one-time \$100 investment in a Menomonie Market Food Co-op ownership share. In return, owners then get a say in how our business is run by casting their votes in annual board elections, and much of the money that is spent at our store stays in the community and is used to pay local employees, producers, and farmers instead of being sent outside of our community.

There isn't one specific thing on which we spend your investments. The funds are used for tangible items such as allowing us to make more donations as well as intangible items such as expanding our community outreach. This money also allows us the flexibility to bring in new local vendors and support our local farming community in a deeper, more meaningful way. And during our expansion in 2015, our owner investments helped us to build the beautiful building that we all shop in today!

There are misconceptions about how these investments are used and what is required of owners. Let's clear a few of those up:

- When we ask if you'd like to invest in an ownership share, we are not doing so because we are financially unstable. Investments are not used for operating expenses.
- You don't have to volunteer when you invest in an ownership share. That used to be a common requirement at cooperatives but not so much anymore.
- Investment in an ownership share is a one-time payment, not an annual fee. And you remain an owner as long as you'd like.

Article by Becca Schoenborn, Outreach & Education Coordinator

MEET THE LOCALS: DR. SARAH'S ESSENTIALS

Learn more about Dr. Sarah's Essentials, one of our local wellness suppliers in Arcadia, Wisconsin

Dr. Sarah Slaby completed her Doctorate in Veterinary Medicine at the University of Wisconsin-Madison in 2003 with a focus on the dairy industry. She studied under one of the top holistic veterinarians in the country, allowing her passion and knowledge of naturally treating animals to blossom. After graduation, Sarah had the opportunity to take over a retiring field veterinarian's practice in rural Wisconsin and has been focusing on sustainable agriculture and holistic healing ever since.

While adjusting to owning her own practice, Sarah began creating products using essential oils and botanical ingredients for the animals she was treating. She tested recipes and crafted new ideas in the lab, looking for better ways to treat the animals in her care, especially those on an organic farm. After seeing the effectiveness of what she was creating and at the request of many of her clients, Dr. Sarah's Essentials was officially launched



PICTURED: DR. SARAH SLABY & HER FAMILY

in 2006.

Dr. Sarah's Essentials now specializes in natural products for animals and humans while also supporting local women through flexible employment opportunities. When it comes to ingredients, Dr. Sarah and her team have always prioritized sustainability, sourcing locally, and choosing fair-trade wherever possible.

Every product is made with human-grade, natural ingredients and packaged with recycled and repurposed materials. Dr. Sarah says they are "natural essential oil and botanical based healing products for both human and veterinary use," and she and her team pride themselves on their Farm to Family motto.

2020 brought plenty of new challenges. Being a small business owner was especially tough as the pandemic impacted businesses in ways no one could have imagined. Early in 2020, they experienced packaging and



PICTURED: DR. SARAH'S PRODUCTS

ingredient sourcing disruptions as the supply chain caught up to the sudden increase in sales of, well, everything. You can imagine the frustration of having a product ready to sell but not being able to get the packaging needed to get it to consumers. On the other hand, 2020 has forced everyone to slow down and look at the businesses they choose to support. Dr. Sarah is hopeful that consumers will continue to shop locally and support small, sustainable businesses after the pandemic passes.

When asked what her favorite part of owning a body care business is, Dr. Sarah said "I love hearing success stories and wonderful feedback from customers. I also really enjoy getting to employ some very talented women who are able to work part-time on a schedule that best meets their needs and the needs of their families." Dr. Sarah's Essentials balms, sanitizers, and lotions can be found in Aisles 5 and 6 at Menomonie Market Food Co-op. Look for them next time you shop!

Article by Becca Schoenborn, Outreach & Education Coordinator

MENOMONIE MARKET FOOD CO-OP FEATURED IN VOLUME ONE DOCUMENTARY ABOUT THE PANDEMIC

In late July, the staff at Volume One, the Chippewa Valley's culture and entertainment publication headquartered in Eau Claire, reached out to us via email to ask if we'd be interested in filming an interview about the pandemic's effect on our co-op as part of a documentary they were making, and we enthusiastically accepted. On the day of the shoot, Rebecca Mennecke (Writer), Joel Pearish (Director of Photography), and Kyle Lehman (Shooting Assistant) arrived at our store at 6:00am and spent about four hours

with two of our team members, Marketing Manager Kendall Williams and Outreach & Education Coordinator Becca Schoenborn. During their (socially distanced) time together, they discussed everything from the initial changes our store quickly made to operations at the beginning of the pandemic and the meat shortage that occurred at other grocers this spring to the launch of our store's new eCommerce website this summer—an unexpected project that was fast-tracked due to the pandemic.

The finished short film, which clocks in just under nine minutes long, was released in late October, and it tells the story of how each part of the local food system was dramatically affected in the early days of the pandemic, including local farms, restaurants, co-ops like ours, and more. To view the film and read their article, visit the link below.

VIEW IT AT VOLUMEONE.ORG/OUTBROKEN



ASK THE RADISH

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

Throughout the year, we receive questions about our many wellness products. These are some of our most popular ones with answers directly from us.

Q: What types of wellness products are available at the co-op?

A: We carry a wide selection of wellness products—everything from beauty and body care

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

products to supplements, essential oils, and much more.

Q: Are locally produced products available in the Wellness department?

A: Yes, just like our other departments, we try to source as many of our wellness products from local producers as possible. A complete list can be found on our website, but some of those include EB Ranch, Dr. Sarah's Essentials, Beloved Sisters, Terravee Naturals, Aura Cacia, Tera's Whey, Herban Cowboy, and Great Lakes Gelatin Co.

Q: Where are wellness products located in-store?

A: The majority of our wellness products can be found in Aisle 5 between our first two check stands.

Q: Do you carry CBD?

A: Yes, we carry a variety of CBD products, including CBD oils from PlusCBD, CBD-infused lotions from Sagely, and salves from Monarch Hills Hemp Farm.

Q: Do you carry sustainable wellness products?

A: Sourcing sustainable products is one of our biggest priorities, so most of our wellness products are sustainably focused. Several top brands include Party in my Pants, HiBAR, Preserve, and Pacha Soap Co.

Q: Do you offer supplements for those with special diets?

A: Yes, we do! We carry lots of supplements made for special diets including keto, gluten-free, and more.

Q: Do you offer opportunities to learn more about wellness?

A: In a normal year, we offer lots of wellness classes. Until life returns to more normal again, we recommend checking out our selection of wellness books available in-store.

Q: If I have questions about which wellness products are right for me, who should I contact?

A: Since no one on our team is a medical professional, we recommend speaking with your doctor if you have questions about which products are right for you. If you have specific questions regarding the brands we carry, contact Tanya, our knowledgeable Wellness Buyer, via email at TANYA@MMFC.COOP.

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. 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

8 LOCAL PRODUCTS WE LOVE FROM OUR WELLNESS DEPARTMENT

It's the beginning of a new year, a time when many of us are reevaluating our wellness routines and looking for awesome new products to try. That's why we're highlighting several of our staff's favorite locally made wellness products, from lotions and supplements to essential oils and more.



TERRAVEE NATURALS SYRUPS: Their elderberry syrup and fire tonic are handcrafted and made to naturally support the immune system.

GREAT LAKES GELATIN CO. COLLAGEN POWDER: This powder is made with one ingredient—bovine collagen hydrolysate—and is nearly tasteless, colorless, and odorless.

EB RANCH SOAPS: These soaps are locally made with goat milk and come without packaging.

PARTY IN MY PANTS CLOTH PADS: These menstrual pads are made with organic cloth and are reusable.

BELOVED SISTERS HAND CREAM: This locally-made luxurious hand cream is a great solution for dry winter skin.

HERBAN COWBOY DEODORANTS: These clear eco-friendly deodorants contain no animal ingredients, phthalates, aluminum, or paraben, and they're non-greasy.

TERA'S WHEY VANILLA PROTEIN POWDER: The whey protein in these powders is blended with organic Madagascar Bourbon Vanilla for a perfect combination of great taste and pure health, and it comes from pasture-raised cows who eat only organic non-GMO grass and forage.

PRANAROM ESSENTIAL OILS: These oils are organically grown, harvested, and packaged with transparency—no GMOs, synthetics, additives, adulterants, or animal testing.

EXCLUSIVE OWNER COUPON

View our monthly Owner Deals in-store or online at SHOP.MMFC.COOP.

owner deal

5% OFF WINE, BEER, & SPIRITS

Exclusively for Owners In-Store Only
Valid Jan 13-16, 2021 or Feb 10-13, 2021

Owners get 5% off all products in our Beer, Wine, & Spirits department. Must show coupon at checkout in-store to redeem. May not be applied to special orders or previous orders. No cash value. Valid on all beer, wine, and spirits purchased in a single trip either Jan. 13-16, 2021 OR Feb. 10-13, 2021. Limit one coupon 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.

View this newsletter's comic by picking up a print copy of The Morsel in-store on your next grocery run.