

Menomonie Market Food Co-op is the Chippewa Valley's community-owned grocer with locations in Menomonie and Eau Claire. Check out our Facebook page for fun events and store updates at facebook.com/MenomonieMarket

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](https://mmfc.coop/morsel).

MAR/APR 2024 ISSUE

STORE NEWS

RENTAL SPACES

With new organic regulations in effect, Mariann shares a brief history of the term organic and what these changes mean. Fund Our Foodshed Grant open for applications. STORE, pgs 2 and 3 shares what is happening inside our walls.

COMMUNITY NEWS

GIVING REPORT

In January and February, Menomonie Market Food Co-op gave back 7665.68 through our various giving programs and donated 2,002 pounds of food to Stepping Stones of Dunn County. Find a breakdown of our giving on COMMUNITY, pg. 4.

INDUSTRY NEWS

LOCAL FOCAL(POINT)

Jack explains how buying local is healthy for us and our planet, while April introduces four CSA farms providing locally grown, raised or produced products. Read these articles on INDUSTRY, pg. 5.

COMMUNITY INVESTMENTS IN ACTION

Menomonie Market Food Co-op's General Manager Crystal shares an update and her excitement for the future of MMFC and its amazing staff



BY CRYSTAL HALVORSON
General Manager

Often my morsel article for this time of year is about how ready we are for winter to be over. I'm not feeling that way this year; instead, my excitement for the lengthening days, the first few farmers markets, and awarding another cycle of Fund our Foodshed grants to amazing farmers and producers is accompanied by a growing anxiety stemming from the way global warming is affecting our seasons. For the co-op, we were way under budget in snow removal services – you have to find your silver linings somewhere, right? In reviewing the pages of this Morsel, however, I am reminded that there are ways to lessen our impacts on the earth, and so many of them have to do with local food, community development, cooperation, and our consumer choice. This newsletter covers a strengthened USDA Organic rule, ways to support local agriculture, our successful community giving programs, and reminders that our consumer choices can positively affect our lives and the lives of others.

Internally, we continue our “Year of Normal”-- just a few months ago, 70% of our staff was in a trial period because of both turnover and doubling our number of positions. Now, only nine are, and we are so excited to move into a three-month long business planning phase that will include board members, management, and every single staff member. This will be our first planning cycle since 2018 that is not focused on collaboration with another co-op, pandemic chaos, merger, development, or expansion. Instead, it will focus on our internal business health, investment in staff, improvements at our Menomonie location, and delivery of the best service and products to you, our customers. I am personally excited about the collaboration ahead with our engaged, creative, and idea-filled staff.

Jordan Wolfe and I both recently celebrated our 20th year of work at the co-op. Reflecting on where we were then, Just Local Food co-op was basically an idea in our minds (and in one rickety delivery van), and Menomonie Market was celebrating 500 owners, and still less than \$1 million in sales. It is easy to see that little things can add up to big things! Each purchase you make, friend you invite to see our stores, and choice you make to skip one purchase and instead make another, it collectively adds up to our vibrant, local food scene, and the care for those living in the Chippewa Valley, whether they use the co-op or not. Thanks for helping to build what we have.



PICTURED: TORI AND CASSIE OUTSIDE OF THE EAU CLAIRE STORE

OWNER COUPON

SAVE ON A HOT BAR TRIP

Owners, did you know an exclusive coupon is included in every newsletter? New issues are released bi-monthly, and coupons are redeemable for a limited time. Find this issue's on FUN, pg. 6.

MEET THE LOCALS

CSA FARMS

Learn about community supported agriculture and meet four local farmers based in the Chippewa Valley who are offering shares for purchase this season on INDUSTRY, pg 5.

COMMUNITY

GARDENING

Co-op Owner, Bri, provides a guide for springtime seed starting and Kelly our Marketing Specialist tells about community gardens and how we can get involved on COMMUNITY, pg 4.



OVER \$140K RETURNED TO OWNERS IN FEBRUARY
We have over 350 owners who have invested in one or both of our store relocations in 2015 and 2023, And in February they are paid an annual dividend from MMFC. This is all money that would have otherwise gone to a bank in the form of monthly interest, and it is wonderful to see that cash being redeployed in our local community. THANKYOU for your extra support in MMFC through your investments!

BECOME AN OWNER AT [MMFC.COOP/OWNERSHIP](https://mmfc.coop/ownership)

INVEST IN OUR EXPANSION

Our preferred shares offering is still open for one main reason; we have a list of owners that invested back in 2013 that are ready to have their shares repurchased. These shares have a value of about \$230K, and will be paid back slowly over time as the co-op builds cash, or as other owners step up and purchase shares to replace these. Consider an investment in your wonderful co-op today as a way to thank those who invested early to get these stores built-- and earn a dividend! Email crystal@mmfc.coop to learn more.

MORE NEWS ONLINE

Did you know you can find all of the stories included in our newsletter on our website? New articles are added to our blog each month an issue is published!

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





PICTURED: 2023 GRANT WINNER HIDDEN STREAM FARM

APPLICATIONS OPEN FOR 2024 FUND OUR FOODSHED GRANTS

Our Marketing Manager April shares an overview of our farm grant program and explains how to apply



BY APRIL AKEN
Marketing Manager

The Fund Our Foodshed Grant Program is an annual giving initiative that Menomonie Market Food Co-op created in 2018 to help rebuild our rural community.

The program is designed to provide crucial support for local farming operations. It also furthers our co-op’s mission to create a thriving and healthy foodshed by supporting the growth of regional farming, food processing, and product development in the Chippewa Valley

Every spring, grants are distributed to farmers and producers located within 100 miles of our stores for projects that procure equipment, increase efficiency, or contribute to the operation’s sustainability.

Fund Our Foodshed Grants are funded through contributions made by our shoppers through our Round Up for Good Program, another giving initiative through which our customers donate spare change by rounding up their in-store purchases at checkout. And they are funded by direct contributions from our co-op.

In 2024, three Fund Our Foodshed Grants for up to \$5,000 per project will be available. Funds may be used for the purchase of machinery, construction, supplies (plant materials, animals, feed, etc.), Infrastructure development, services, or other resources necessary for increasing productivity or growing the applicant’s business. Awards include in-kind promotion of the project



by Menomonie Market Food Co-op, including press releases, website and social media materials, and in-store promotion. Applicants do not need to be current MMFC vendors.

A committee made up of co-op staff, co-op board members, co-op owners, and past grant winners will review applications and award the grants this year.

Farmers, producers, and processors who are eligible to apply for a Fund Our Foodshed Grant can do so by filling out the online application or by downloading a print application on our site and returning it to one of our stores. Grant proposals are due by April 20, 2024, and a funding decision will be made by the Menomonie Market Food Co-op Grant Committee by May 13, 2024.

Not a local Farmer or producer? Share this awesome program with friends to get the word out.

STORE

THE SPRING ISSUE



Place an order from our deli’s

EASTER MENU

ORDERS ARE DUE BY MARCH 24TH

Our Deli is offering a special carryout menu for Easter now through Sunday, March 24th at midnight! They will be available for in-store or curbside pick-up Friday, March 29th or Saturday, March 30th.

EASTER MENU

- Dinner**
- Ham Dinner** \$79.99
Glazed Ham served with Scalloped Potatoes, Creamed Corn, Thyme Roasted Carrots, and Dinner Rolls
- Lamb Dinner** \$89.99
Lamb roasted in Mint Sauce and served with Scalloped Potatoes, Creamed Corn, Thyme Roasted Carrots, and Dinner Rolls
- Vegetarian Greek Dinner** \$59.99
Spinach Pie served with Greek Vegetables, Falafel, and Tzatziki Sauce

A La Carte
Build your own Easter dinner by ordering from our Deli’s a la carte menu! Options include ham, lamb, spinach pie, scalloped potatoes, creamed corn, thyme roasted carrots, deviled eggs, dinner rolls, Greek veggies, falafels, Tzatziki sauce, cinnamon rolls, and blueberry lemon crisp bars.

ORDER ONLINE AT MMFC.COOP/DELI/EASTER

HOW YOUR ROUND UP HELPS OUR LOCAL COMMUNITY



BY KELLY YOUNGQUEST
Marketing Specialist

If you have ever shopped in our co-op, you’ve likely heard “would you like to round up today?” Well, what are we rounding up for and who benefits, anyway? Our Round up for Good funds three different programs. Two directly impact you, our shoppers, while the third helps build new co-ops in other communities across the nation.

1. Our **Double Dollars** program is our largest community based contribution, and runs all year long! Your donation helps people who participate in the WI FoodShare program to double the amount of fresh produce they can purchase. Customers using their EBT card

to purchase fresh produce on Tuesdays will receive a \$5 Veggie Voucher for every \$5 they spend on fresh produce, with a limit of two vouchers per week. These vouchers are redeemable any day of the week for fresh produce and are good for three months. You can get updates on this program by reading each new issue of The Morsel.

2. The **Fund Our Foodshed Grant**, which has proposals due by April 20, 2024 is one of my personal favorites because it helps our local farmers and producers accomplish projects, they may otherwise not be able to afford. By helping our suppliers grow, we can expand what we offer to our shoppers. Every year our local suppliers are invited to apply for this grant by filling out an online application. The winner is select-

ed by a team of board members, owners and previous grant winners. The choice is made based off list of criteria, such as the impact the purposed project will have on the environment and the grantee’s production.

3. The **Cooperative Community Fund** allows us to invest in helping other co-ops start in communities across our nation. We earn interest on this fund, which in turn goes back into local non-profits.

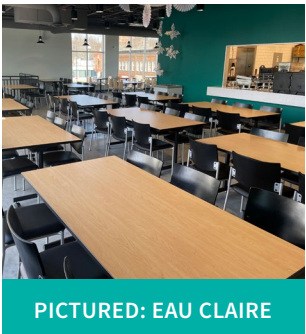
Learn more on our website: www.mmfc.coop/roundup/

Thank you to our shoppers, your donations have made a positive impact in our community. Together, we will continue to enhance the lives of our friends and neighbors.



PICTURED: DOUBLE DOLLAR VOUCHERS

RENTAL SPACE AVAILABLE



PICTURED: EAU CLAIRE

Spring into Spring with a party! With our new Barstow St. location open, the upstairs event space is now available for rent. This sunny space features large windows, a kitchen, and an open deck. Book your next party, business meeting or class with us! Our Menomonie location also continues to offer our upstairs classroom as a space to rent. Learn more about cost and reserving this space by visiting us at: www.mmfc.coop/classroom-rental/

STAFF TEAM UPDATES

CUSTOMER SERVICES TEAM

Adam of Menomonie is known for creating unique and fun sample combinations, giving our shoppers a taste-tacular shopping experience. Jonathan of Eau Claire has also been a double rock star, by graciously bringing his upbeat personality to Menomonie on several occasions to help cover open shifts.

ADMIN TEAM

Our marketing department welcomed April to our co-op family back in October. April has been working tirelessly as a team of one until Kelly, also a cashier in Menomonie, was added to the team. Together they have been tackling the many hidden tasks of marketing, including social media, events, donation requests and the very newsletter you are reading!

OUR BOARD OF DIRECTORS



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ATTEND A BOARD MEETING

UPCOMING MEETINGS: 3/26, 4/23

Meetings are usually scheduled from 5:30pm-7:30pm on the fourth Tuesday of every month. They are currently being held in person and online and rotate between Menomonie, Eau Claire and Teams. All board meetings, except for closed sessions, are open to owners. Learn more about how to attend on our website or in our entryway.



PICTURED: MENOMONIE STORE PRODUCE SECTION

ORGANIC ALL GROWN UP

Board Member Mariann explains changes in new organic regulations, how they protect consumers and the effects they could have on organic framers



BY MARIANN HOLM
MMFC Board Member

This past year has been one of maturation for Menomonie Market Food Co-op. Our co-op was founded in 1974 by a core group of folks desiring good food. MMFC could be considered “middle aged” now that we have hit the age of 50 and own two beautiful stores that are well recognized within the Chippewa Valley.

In 1974, as MMFC founders opened shop, the word “organic” was a loose term. “Organic” likely suggested hippies, whole grains, and misshapen vegetables.

A legal definition of organic came in 1990 when the Organic Food Production Act was codified into a federal rule. By defining organic and standardizing approved production methods and allowed practices, the OFPA provided consumers and farmers with a baseline of expectations for products labeled and marketed as “organic.”

Crops, wild crops, livestock, and processed products are now commonly “certified organic” by certifiers accredited by the National Organic Program (NOP) within the USDA. Today, shoppers recognize the USDA Organic Seal. But unless directly connected to organic farming or processing, consumers may not understand that since 1990 – revisions and tweaks have been made to organic standards. The National Organic Standards Board (NOSB) is made up of farmers, industry partners, scientists and retailers who have made over 600 recommendations for clarity or changes to the National Organic Program. Not all recommendations result in change to the Rule.

Two major rule changes to the NOP regulations have come in about the last 18 months.

The first recent change, called the Strengthening of Organic

Enforcement (SOE), has an expected compliance date of March 19, 2024. This rule is available online to the public but on a basic level, SOE is designed to provide greater oversight and increased traceability to deter fraud within the organic marketplace. A portion of SOE dictates that organic inspectors and organic certifier staff members be qualified for the important work they are doing. Imports of organic products, attention to bulk labels, standardized issuance of organic certificates and an expectation of cooperation between certifiers of all organic entities across the supply chain are also addressed.

The second major change is termed Organic Livestock and Poultry Standards (OLPS). The OLPS changes have various implementation dates over the course over the next four years. New OLPS provisions touch on livestock handling and transport, slaughter, and avian (poultry) living conditions; and expanding and clarifying existing requirements covering livestock care and production practices and non-avian living conditions.

These two NOP rule changes signal that in the last 34 years, “organic” has grown up. The farmers who produce organic crops and organic livestock must be protected from fraudulent elements that arise in any business left without proper oversight. Consumers must be assured that organic products have integrity as to their production methods including the standards of animal care.

Small farmers and independent business owners will face increased record-keeping requirements. Some may need to upgrade their livestock facilities. An organic farmer myself for over twenty years, I know that aging gracefully is sometimes easier said than done, but the result can be one of credibility and strength.

STAFF SPOTLIGHT



BY KELLY YOUNGQUEST
Marketing Specialist

NAME: Britt M.

POSITION: Grocery & Wellness Captain

LOCATION: Eau Claire

DONATED TO: Chippewa Valley LGBTQ+

Every month, our co-op donates \$50 in the Employee of the Month’s name to the local non-profit of their choice.

ABOUT BRITT

Britt Marek is Eau Claire’s Grocery and Wellness Manager. Every nomination for Britt boasted of her fun energy and her willingness to help, no matter which department needs an extra hand. Britt has become very knowledgeable about our products and store since joining our co-op family a few months ago. She has great communication and asks questions, making her excellent with both co-workers and customers. Britt’s co-workers greatly appreciate her dad-jokes and when she jumps in to help cover shifts when team members are in need. When Britt isn’t rocking it on the floor, she is helping spread joy to all our Eau Claire peeps as a member of our Sunshine Club! As a Sunshine Club member she has helped plan our Winter Staff Party, given out birthday and anniversary treats, and welcomed new employees to MMFC. Thanks for everything you do, Britt!

GIVING REPORT

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

EMPLOYEE OF THE MONTH



Winners can designate a donation of \$50 to a community organization. In January and February, \$50 was donated to Eau Claire County Humane Association (Eau Claire) and The Dunn County Humane Society (Menomonie).

FEATURED RECIPIENT

The Dunn County Humane Society (DCHS) is dedicated to improving the lives of companion animals in the community and finding permanent and loving adoptive homes for the animals in their care. DCHS promotes the humane treatment of animals and operates as a no-kill facility, a philosophy that has been with the organization from the beginning.

ROUND UP FOR GOOD



\$5019.11 was collected in January and February through Round Up for our Double Dollars Program.

ROUND UP FOR GOOD RECIPIENT

All proceeds raised through Round Up for Good in January and February will go to our Double Dollars Program, a nutrition incentive opportunity for FoodShare Wisconsin users at our Menomonie store. Through this program, users can get a free \$5 voucher every Tuesday (limit two) when they spend \$5 on fresh fruits and vegetables as funds are available.

COMMUNITY DONATIONS



In January and February, \$2,646.57 was donated to WI Land Association, Positive Alternatives, Mission Possible, along with several local schools, non-profits and fundraisers.

FOOD RESCUE



In January and February, we collected and donated 2,002 pounds of food to Stepping Stones of Dunn County, a local food pantry.

SPRINGTIME SEED STARTING GUIDE FOR WISCONSIN



BY BRIANNA MEICHER
Owner

As the frost begins to thaw and the promise of spring fills the air, it's the perfect time for Wisconsin gardeners to kick start their growing season by starting seeds indoors. For this journey, you'll need a few essential supplies: seed trays or pots, a quality seed starting mix, and grow lights or a sunny windowsill.

Selecting the Right Vegetables: Choose cold-hardy vegetables that thrive in Wisconsin's climate for your early plantings. Lettuces, radishes, broccoli, and kale are ideal candidates. Plants needing warmer soil, like tomatoes and peppers, should be timed for a later planting. Check seed packets for recommended indoor start times, usually 6-8 weeks before the last frost.

Creating the Perfect Environment: Place your seed trays in a warm and well-lit area. If natural sunlight is limited, invest in grow lights to provide adequate illumination. Keep the soil consistently moist but avoid water logging. A gentle misting or bottom watering ensures a healthy start for your seedlings.

Transplanting with Care: As your seedlings grow, transplant them into larger containers to promote robust root development. Gradually acclimate them to outdoor conditions by exposing them to sunlight and cool-



er temperatures. This process, known as hardening off, prepares them for the eventual move to the garden.

Guard Against Late Frosts: Wisconsin weather can be unpredictable, so keep an eye on the forecast. Protect tender seedlings from unexpected late frosts by covering them with row covers or cloths. Once the danger has passed, transplant your resilient seedlings into the garden soil, and watch your Wisconsin spring garden flourish!

Happy gardening, and may your green thumb lead the way to a bountiful harvest!

COMMUNITY GARDENS



BY KELLY YOUNGQUEST
Marketing Specialist

Community gardens can be found in many cities across America, Menomonie and Eau Claire included. Like other cities, there are many people who are unable to start their own gardens due to limited space. Our local community gardens were created to offer a safe space for anyone interested in growing their own food to come together to learn and build relationships with their community and planet.

The Menomonie Community Garden (MCG) was established in 2010 when members from all parts of the community came together to create a shared place for organic and sustainable agriculture. There are 110 full plots, measuring 20 ft by 25ft, available to rent, many of which are divided in half, for anyone unable to use that much space. Either way, that is a lot of potential food!

Early contributors to MCG include local community leaders, Americorp volunteers and UW-Stout students. Representatives from West Cap, Stepping Stones, UW Stout, UW Extension and of course, Menomonie Market

Anyone interested in learning more or renting a plot can reach out to their local garden.

Name of Garden	Menomonie Community Garden	Eau Claire Community Gardens	Jeffers Road - UW Extension Garden
Website	www.menomoniecommunitygardens.com	www.eauclairecommunitygardens.com	eauclaire.extension.wisc.edu/horticulture-2/community-gardens
Dates to remember	Applications open for returning gardeners: March 1st. Applications for everyone else: April 1st.	Each garden has different application dates. Please visit their site to find the closest garden to you!	Returning gardeners are invited back mid-march. New gardeners are invited to apply in April.
Cost and lot sizes	Full plot, 20x25ft - \$40, Half plot, 20x12.5 ft - \$20.	Plot size and cost depends on which of the four gardens you choose.*	Garden plots measure 20'x45'. The cost for 2024 has yet to be determined.*

Food Coop (MMFC) also had roles in the development of the garden. Today, MCG is a non-profit run by volunteers and a board of directors. Because of their dedication, Menomonie's community garden continues to grow and thrive.

Residents of Eau Claire have 5 different community gardens to choose from, four of which are community led and funded with the UW Extension office operating the fifth. Locations for these gardens are all over town, so no matter where you live, you can have access to community and land where you and your veggies can grow.

UPCOMING SALES & EVENTS

VIEW OUR COMMUNITY EVENT CALENDER AT MMFC.COOP/CALENDAR



2024 GRANT CYCLE
Mar. 15th - Apr. 20th

The 2024 cycle of the Fund Our Foodshed Grant Program is now open! Farmers, producers, and processors located within 100 miles of our stores are encouraged to apply by April 20th.



EARTH WEEK OPEN HOUSE AT BREWING PROJEKT
Apr. 25th from 4:00pm-7:30pm

Join us and many other local business as we celebrate earth week with The Brewing Projekt. Learn about sustainability, play Trivia Bingo and enter to win a door prizes!



EASTER
Orders Due Mar. 24th

Our Deli will be offering another special Easter menu this year! Order a family-sized ham, lamb, or vegetarian meal for carryout from either store by March 24th for pickup Easter weekend.



BULK SALE
Apr. 24th - 28th

Our annual Bulk Sale is back! The week of Earth Day, everyone can save 20% on bulk coffees, teas, snacks, rice, whole grains, beans, seeds, baking ingredients, herbs, spices, sweeteners, and spreads.

EMAIL ALERTS

Get all the latest deals, events, and news delivered directly to your inbox! Sign up by visiting MMFC.COOP/SUBSCRIBE or by pointing your smartphone's camera at the QR code.



SUPPORTING LOCAL ECONOMY

How buying local enhances our community and the planet on which we all reside



BY JACK BLAKER
IS Manager

Aldo Leopold once said, “The land ethic simply enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively: the land.” This idea rings true at the Menomonie Market Food Co-op, where the connection between people, their food, and the land is a daily lived experience. The Co-op’s focus on sustainable farming, community-supported agriculture, and a transparent food chain is about bringing Leopold’s vision into the everyday.

Local sourcing isn’t just a buzzword here; it’s about real economic impact. Consider this: when you buy local, more of your money stays local. Research supported by the American Independent Business Alliance (AMIBA) shows that for every dollar spent at a local business, approximately 68 cents remain within the local economy, significantly more than the 43 cents that stay local when that dollar is spent at non-local businesses. This substantial difference underscores the potent economic multiplier effect of local sourcing.

Adding to this, the recent CSA fair hosted by the Co-op was a tangible manifestation of these principles. Customers had the unique opportunity to meet the farmers who grow their food, turning names on labels into real people with stories and a shared commitment to the land. This personal connection is invaluable, strengthening the bond between consumers and the land that nourishes them.

Furthermore, the environmental benefits of local sourcing are compelling. Reducing food miles—the distance food travels from farm to table—not only decreases greenhouse gas emissions but also supports farming practices that are kinder to our planet. However, it’s important to note that while transportation is a factor, manufacturing plays a larger role in food-related emissions. Even so, choosing local foods is a practical step toward environmental sustainability without necessitating significant dietary changes.

Seasonality also plays a crucial role at the Co-op,



PICTURED: 2024 RACING HEART FARM CSA TABLE

too. Aligning food choices with the seasons not only ensures the freshest produce but also respects nature’s cycles, reducing the environmental impact and supporting sustainable agricultural practices.

In essence, what the Menomonie Market Food Co-op achieves is both simple and profound. It’s about supporting producers that nurture our land, supporting our neighbors, and making mindful choices that resonate with our community and our planet, one meal at a time. This approach, far from being a lofty ideal, is a practical guide that inspires us to support local, eat seasonally, and strengthen our community ties. In doing so, we honor Leopold’s land ethic, playing our part in creating a more sustainable and fair world.

References:

American Independent Business Alliance. ‘The Local Multiplier Effect: How Independent Locally Owned Businesses Help Your Community Thrive.’ AMIBA, 2021, <https://amiba.net/local-multiplier/>.”

Weber, C.L., & Matthews, H.S. (2008). Food-Miles and the Relative Climate Impacts of Food Choices in the United States. *Environmental Science & Technology*, 42(10), 3508-3513.

Local Shopping Statistics: Facts on Buying Local - Fundera Ledger



PICTURED: 2024 SOLHEIM FARM CSA TABLE

BUY A CSA SHARE FROM THESE LOCAL FARMS

These are some of the area farms that are offering CSA shares for purchase this year



BY APRIL AKEN
Marketing Manager

A CSA farm, or Community Supported Agriculture farm, is a farm where members pay a subscription fee in advance to receive a share of the farm’s harvest. This allows farmers to get the financial support they need to grow their crops, and it provides members with a steady supply of fresh, local produce. Our stores are currently a pickup locations for four local CSA farms so you can conveniently pick up your share on your usual weekly trips to get groceries. CSA farms are a great way to support local farmers, get fresh, local produce, learn about agriculture, and eat healthier.



EB RANCH
Multiple Shares • Ridgeland, WI
Pick Up at our Store: No

Erin and Bob raise a small herd of endangered San Clemente goats, as well as chickens, ducks, and guineas. They offer goat milk soap shares, as well as multiple meat shares that are available for purchase online and can be picked up at their farm in Ridgeland.



MARY DIRTY FACE FARM
Produce Shares • Menomonie, WI
Pick Up at our Store: Yes

Rachel, Anton, and their two children grow certified organic fruits, including apples, berries, and more. They offer full fruit shares and apple shares for purchase on their website in early spring. Both are available for pickup from our Menomonie store.



RACING HEART FARM
Produce Shares • Colfax, WI
Pick Up at our Store: Yes

Les and Els are first-generation farmers who grow a variety of fruits and vegetables using the no-till method. They offer shares for purchase online in the spring, which can be picked up from our Menomonie store.



GROWING LOTS
Produce Shares • Otter Creek, WI
Pick Up at our Store: Yes

Taya and Seamus have an amazing story of transforming empty lots in Minneapolis into a flourishing CSA until the land they were leasing was sold for development. Lucky for us, they found a farm to purchase in Wheeler, WI in 2023 was their first year growing in the Chippewa Valley and we look forward to seeing their growth over the coming years.



PICTURED: DYEING EASTER EGGS NATURALLY

EASTER EGG FUN

Creating beautiful Easter eggs with natural dyes

**BY KELLY YOUNGQUEST**
Marketing Specialist

We at the co-op love to dye Easter eggs. We also love to do things naturally! So, this year we would like to share with you some of our favorite ways to color Easter eggs.

Prepare the dyes:

1. Add dying agent (vegetable or powder) to water and bring to boil.
2. Reduce to simmer and cover for 15-60mins. The longer it simmers, the darker the dye.
3. Remove from heat and stir in vinegar.
4. Strain with cheese cloth when the dye

reaches room temperature. The dye is now ready to use!

Prepare your eggs:

1. Boil your eggs. You can use any color egg, white, brown, blue or green. Experiment to see how each combination turns out!
2. Use natural crayons to write messages, draw pictures or use rubber bands to create fun lines.
3. Dip or soak your boiled eggs in your dyes. Again, the longer your egg can sit in the dye, the deeper the colors will come out.

Strain with cheese cloth when the dye reaches room temperature. The dye is now ready to use!

Spring time with MMFC

We asked our employees what are some words that come to mind when they think “Spring.” This is what they had to say! Can you help MMFC find spring?

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Gardening

Crocus

Kites

Daffodils

Tulips

Lambing

Growth

Dandelions

Sunshine

Mushrooms

Birdsong

Caterpillars

Mud

Springforward

INGREDIENTS FOR EASTER EGG DYES:

YELLOW ONION PEELS FOR BROWN:

- 2 cups dried onion skins/peels
- Enough water to cover skins by 1 inch
- 1-2 tablespoons white vinegar

PURPLE ONION PEELS FOR RED:

- 2 cups dried onion skins/peels
- Enough water to cover skins by 1 inch
- 1-2 tablespoons white vinegar

BLUEBERRIES FOR BLUES:

- 2 cups blueberries
- 2 cups water
- 1tsp vinegar

SPINACH FOR GREENS:

- 1 cup chopped spinach
 - 2 cups water
 - 2 Tbs vinegar
- A fast way would be to add 1cup of chopped spinach and two cups of HOT water into a blender. Puree and strain using cheese cloth. Stir in 1Tbs table salt. Let cool. If a blender isn’t an option, you can use the boiling method.

TURMERIC FOR YELLOWS:

- 5 Tbs turmeric
- 1 qt water
- 1 Tbs vinegar

BEETS FOR PINKS:

- 2 cups water
- 2 cups grated beets
- 2 Tbs vinegar

RED CABBAGE FOR BLUES (WHITE EGGS) OR GREEN

- (BROWN EGGS):
- 2 cups shredded purple cabbage
 - Enough water to cover cabbage by 1 inch
 - 1-2Tbs vinegar

EXCLUSIVE OWNER COUPON

owner deal

50% OFF A HOT BAR TRIP

Exclusively for Owners at our Menomonie Deli from 3/21/24 - 4/30/23 with coupon



Owners get 50% off one lunchtime hot bar trip between 11:00am-2:00pm on Mondays through Fridays at our Menomonie location. Must show coupon at checkout in-store to redeem. May not be applied to previous purchases. No cash value. Valid between March 21, 2024 and April 30, 2024 Limit one coupon per owner account. May not be combined with other offers.

Not an owner yet? Get access to this exclusive deal and up to 100 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](https://mmfc.coop/ownership).



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Eau Claire: (715) 552-3366

STORE HOURS
7:00am-9:00pm
Everyday

WEBSITE
mmfc.coop