



Just Local Food Cooperative

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Just Local Food Cooperative



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Crystal Ball Farms Update

Local organic dairy offers free milk to JLF owners



Crystal Ball Farms is a small certified organic dairy, family-owned and operated in Osceola, WI. Their certified organic cream line milk was the first product Just Local Food ever sold (by delivery), and became our first retail product line. CBF milk sales are the foundation upon which the co-op was built.

ly apologize for the disappointment and inconvenience. We recently spoke with Troy DeRosier, the owner of Crystal Ball Farms and his new Creamery Manager, Jessie, about the problems they experienced and the solution.

As customers began to report the shortened shelf-life, Troy and his crew began the long and laborious task of locating the problem in production. This was the first time Crystal Ball Farms has experienced an issue with their products. They went line by line; using almost "surgical precision" to detect where there might be an issue, pulled samples and waited for test results. CBF is small, without an in-house lab; and the turn-around for lab results is 5-7 days, further complicating an already arduous process.

During this time, the DeRosiers needed to keep their farm, creamery and retail business running -- those 77 cows would not wait to be milked. Troy ultimately hired a third party agency and enlisted the state of Wisconsin to help find and remediate the issue. The problem was discovered in the vat steam pasteurization system; condensation in the line created a higher-than-normal bacterial count (bacteria that does NOT harm human health, but does shorten the shelf life of the milk). The system was reworked to remove the condensation issue. They also installed a new machine to stamp the sell-by date on the side of each cap in a bold, smudge-proof font.

CBF's Creamery Manager, Jessie, acknowledged that "we were far behind on making any announcement to our vendors and customers. This is a learning experience for us -- and keeping communication open is a key priority." While confident they have fixed the problem, Troy is still reeling from the challenges of the past three months.

To encourage our joint customers to return to their products, Crystal Ball Farms has partnered with JustLocal Food to offer a coupon for a free half gallon of any Crystal Ball Farms milk to all of our co-op owners!

We appreciate your patience and continued loyalty to Crystal Ball Farms. This is an example of the challenges small farmers are faced with every day -- balancing the needs of the farm, business, customers, communications, marketing and crisis management. Your continued support of CBF ensures that a small, certified organic dairy will remain in business for years to come.

Crystal Ball Farms will host an open house at their creamery in Osceola at a date TBD. They recently installed 560 solar panels on four of their buildings, to power the entire farm and creamery operation.

Watch for more information about the open house in our weekly e-mail blasts, website and in the store.

Milk brings the majority of our shoppers to the store and is the primary reason many of you shop with us. We are able to offer CBF milk at a better price than any other organic, cream line milk in the area. Of our top five selling products, three are CBF milk products.

Crystal Ball Farms' primary customers are small, upscale coffee shops, boutique restaurants, and food co-ops in the Twin Cities, who value the quality and reputation of CBF's products. Their products have developed somewhat of a cult following, and there is currently a waiting list to carry their retail products, as they are unable to meet the current demand.

Earlier this summer, many of you experienced a shortened shelf-life in CBF's products - the milk went sour well before the sell-by date. The problem and solution took a few months to work through. We sincerely

OWNER APPRECIATION COUPONS

\$5 OFF any purchase of \$35 or more
Expires 12/31/2015

Must present coupon to receive discount. Limited to one coupon per owner. May not be combined with other discounts, coupons, or special orders. Valid only for co-op member-owners.

\$10 OFF any purchase of \$75 or more
Expires 12/31/2015

Must present coupon to receive discount. Limited to one coupon per owner. May not be combined with other discounts, coupons, or special orders. Valid only for co-op member-owners.

\$15 OFF any purchase of \$150 or more
Expires 12/31/2015

Must present coupon to receive discount. Limited to one coupon per owner. May not be combined with other discounts, coupons, or special orders. Valid only for co-op member-owners.

For Co-op Owners

FREE



1/2 GALLON OF ANY
Crystal Ball Farms Organic

MILK

COUPON VALID THROUGH 12/31/15.
ONE COUPON PER CO-OP OWNER.

FROM THE BOARD

Now Member Owned

We have new Bylaws and Articles of Incorporation! On July 29th, at the annual meeting, forty-five unique customer owners and 4 worker owners certified the 121 "yes" votes to approve them. Thank you to all of the members who voted and/or turned out. Among other things, we are now fully customer-owned, a change that worker-owners initiated over three years ago. Customer ownership allows Just Local Food to support you, the owners, better and become a more efficient business with improved growth potential.

The elimination of worker ownership has changed the makeup of the board fairly dramatically. We have welcomed three new members—Kyla Motz, Anton Smetz, and Fred Sklenar. We are grateful for their interest in serving on the board of directors at this exciting time. We want to make sure Just Local Food continues to grow and imagine moving to a new and better location sometime in the next few years.

This past weekend, several board members and management attended a board leadership and development training session in Minneapolis. It was a good reminder that we are not alone in the co-op world. There are lots of co-ops out there and they all started small. In fact, the group that is credited with starting the co-op movement, the Rochdale Pioneers, was a group of just twenty-eight weavers who wanted fair prices and pure products. They weren't the first co-op, but we remember them because they wrote down operation principles and values that our modern day co-ops still use, inspiring those who believe in cooperative businesses to this day.

Thank you for your support of Just Local Food. We would not exist without you! As the board continues our work of determining the best path forward for Just Local Food, we will strive to embody the values of our co-op forebears, the Rochdale Pioneers: Self-Help, Self Responsibility, Democracy, Equality, Equity, Solidarity, Honesty, Openness, Social Responsibility, and Caring for Others.

“Customer ownership allows Just Local Food to support you, the owners, better and become a more efficient business with improved growth potential.”



Recipe

For: **Parmesan-Crusted Green Beans**

From the kitchen of: **Coop Stronger Together**

Ingredients:

This recipe would be fantastic with Eau Galle Italian or Parmesan Cheeses

- 1 pound green beans, trimmed
- 2 eggs
- 1 cup milk
- 1 cup flour
- 2 cups bread crumbs
- 1/2 cup grated Parmesan cheese
- 2 teaspoons garlic powder
- 2 teaspoons onion powder
- 2 teaspoons oregano, dried
- 3 tablespoons lemon zest (optional)

Instructions:

Preheat oven to 350 degrees F.

In a medium stockpot, bring 3 inches of salted water to a boil. Add the green beans and cook for 3 minutes, remove from heat, drain and immerse in cold water to cool. Drain and set aside. In a small bowl, combine the breadcrumbs, Parmesan cheese and oregano with the onion and garlic powders.

In a wide bottom bowl, blend together the eggs and milk. Place half the flour on a wide plate, and half the bread crumbs on another plate. Work-

ing in small batches, place green beans in the flour and coat well. Remove the beans from the flour, shaking off any excess, and place them into the egg wash and coat well. Use a pair of tongs to remove the beans from the egg wash and place into the breadcrumb mixture. Coat well with bread crumbs and place the coated beans onto a large baking sheet in a single layer. Repeat the steps with the remaining beans. Bake the beans for 18-20 minutes until crisp, remove from the oven and serve, garnished with fresh lemon zest.

Just Local Food Board of Directors

Rachel Hart-Brinson, President
Kim Schmidt
Kyla Motz, Secretary
Terry Meyer, Outreach Chair
Anton Smetz
Fred Sklenar

WELCOME NEW CUSTOMER OWNERS

Phil Ihinger	Victoria Larkowski	Leslie Stewart
Sarah Liddell	Robert Juedes	Callie Didion
Teresa Hering	Dawn Colville	Cherie Forret
Gena Callihan	Deirdra Solbey	Karin Kircher
Maria DeMark	Gabe & Mikelle	Peggy & Bill Foy
Katherine Bucholz	Larson	Cynthia Bray
Cheryl Thiede	Abraham Wangnoo	Lisa Schiller
Susan Lindem	Heather B. Larson	Evan Ziperski
Jonathan Vollmer	Tammy Crotteau	Gail Wirz
Matthew Hayes	Ken Ripp	Noel Kroeplin
Laurel Johnson	Bryce Johnson	Elijah Klaub
James Browning	Mary Ryan-Miller	Charlotte Kubister
Jill Jensen	Frank Springer	Randi Jo Market
Shayna Allen	Katie Auth	Heather Knox
Eli Bauer	Nick Poss	Ann Raid
Brandon	Cindy Schlosser	David Johnson
Schecklman	Laura Sommer	Chase Collins
Blanca Acosta	Jordan Wolfe	Jeff Jaworski
Samantha	Beth Martin	Justin Anderson
Carpenter	Kyle Skarich	Judy Kircher
Arlene Radtke	Kahle Friede	
Lara Garner	Mark Jepsen	
Susan Courter	Andrea Mericle	
Erica Zerr	Scott Clark	
Ruth Wallace	Nik Novak	

Have a recipe to share?
 Email it to beth@justlocalfood.com
 Remember. Keep it short!

LETTER FROM MANAGEMENT

The New Normal

When the second wave of food co-ops began in the 1960s and 1970s, the retail grocery landscape was vastly different from the one we face today. There was no NON-GMO, Certified Organic, Gluten Free, Wheat/Dairy/Soy/Nut/ Insert-your-allergen-free products on the shelf. There were simply fruits, vegetables, meats, dairy and aisles of canned and boxed foods. Labels were fairly simple, if nonexistent.

The better-living-through-chemistry mindset of the 30s-50s brought with it a boom in food science; newfangled fats, bright colors, preservatives and chemical additives led the way to “better” tasting, textured, longer lasting, brighter and shinier “foods”.

The food co-ops of those years offered an alternative to the increasingly suspect, chemically laden foods available at every grocery store in town. They were counter-culture with values of self-sufficiency, ecological and personal health, community and transparency. Co-ops offered real food with limited or no packaging, grown by small farmers, hard-to-find whole grains, beans, wheels of cheese, and fresh, local milk. Fruits and vegetables were chemical free, but not labeled as such. In the 90s and aughts, food co-ops were the options for organic, whole foods, natural foods – as we came to know them.

Fast forward to 2015 and things have radically changed. Organic and “natural” (whatever that might mean) is no longer counterculture but has become mainstream, just like Local and Seasonal. Every major grocery chain in the country carries a vast array of organic, natural, local, bulk, and allergen-free products. This dramatic and fast increase in competition has led to decreased sales for many co-ops across the country. In short, small co-ops are being hit hard.

It is our daily goal to improve your shopping experience and meet more of your needs. Yes, we are limited in our space and size, but we're big on soul. Small carts, big hearts.

Here are some examples of what we've done recently:

1. Reset our produce department to offer more space to shop, with improved containers to merchandise fruits and veggies. Installed new fans to help airflow and lengthen shelf life.

2. We are addressing your concerns about price and selection by introducing more cost effective products, including Field Day's diverse line of Organics and Non-GMO products.

3. JLF continues to perform regular price comparisons at local competitors. Our perimeter departments (meat, produce, dairy) continue to offer better prices than most of the competition.

4. Our weekly Manager's specials and bi-weekly sales flyers continue to offer deep discounts for both co-op Owners and everyone. We plan to roll out a weekly Fresh Flyer for produce before year end.

5. Supporting community through donations. We are too small to house classes in-store, but we try to put our money behind our cooperative values by supporting a variety of businesses, events and organizations that are doing great work to build a strong, healthy and vibrant local community. Recent donations to the Solar Festival, YMCA, Eat Local Food Challenge, Neighborhood Associations, local schools and the Chamber of Commerce – to name a few. In addition, the produce we are unable to sell is donated weekly to B-side.

6. Continued learning through our membership with the National Coop Grocers. Our staff receives excellent training in retail grocery operations and building a strong cooperative economy.

We wish you a wonderful holiday season, may it be filled with simplicity, delicious food, the warmth of friends, family and lively conversations. Until next year, be well!

VENDOR PROFILE

Wisconsin Sheep Dairy Cooperative

Wisconsin Sheep Dairy Cooperative is a farm to table cooperative located in Northern WI. The WSDC craft artisan sheep milk cheeses, yogurt and butters. Farmer members raise and milk on sustainable family farms. Not certified organic but animals are pastured, hormone free and treated with love. JLF carries five sumptuous varieties

Sheep Pepper Jack



Pecorino is a salty, nutty 100% sheep milk Parmesan style cheese. A bit softer than the Parmesan we are all familiar with. Great

cheese plate cheese or grated over pasta and salads.

Somerset



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Pecorino



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Dante Lamb



100% Sheep milk, a mild, pleasant flavor. Dante Lamb is made from lightly salted curd and ages to develop a flavor similar to a

Spanish Manchego. Dante Lamb has ideal melting qualities for grilled cheese and Mexican cooking.

Blue Hills Bleu



100% sheep milk bleu cheese