



Just Local Food Cooperative
 1117 South Farwell Street
 Eau Claire, WI 54701
 715-552-3366

Open Every Day
 8 am - 9 pm

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Just Local Food Cooperative

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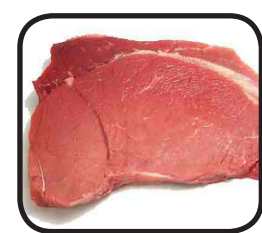
FARMER'S SHARE OF THE RETAIL FOOD DOLLAR

WHAT HAPPENS TO YOUR DOLLAR AT JUST LOCAL FOOD VS. THE CONVENTIONAL GROCER?

National Farmer's Union states farmers and ranchers receive only 17.4 cents of every food dollar that consumers spend. We focus on local in order to keep money in the Chippewa Valley. Let's take a look at a few examples of the farmer's share of the retail food dollar at a conventional grocer vs. Just Local Food Co-op.



Cheddar Cheese
 Regular Retail: \$4.69/#
 Farmer's Share: \$1.12/#
JLF Retail: \$7.99/#
JLF Farmer's Share: \$5.27/#



Top Sirloin Steak
 Regular Retail: \$10.09/#
 Farmer's Share: \$1.63/#
JLF Retail : \$9.99/#
JLF Farmer's Share: \$6.00/#



Eggs (1 dozen)
 Regular Retail: \$2.59
 Farmer's Share: \$0.18
JLF Retail: \$4.99
JLF Farmer's Share: \$4.00

"...by spending just a few more of your grocery dollars here per week, you are making social change happen; you are fighting the good fight."

THREE BOARD SEATS UP FOR ELECTION!

Watch for more information on how to run for the board in our upcoming weekly e-mails.

Thank you, owners and friends!

Fresh Fish Available!

Just Local Food is proud to offer the best fresh fish in town, both sustainably raised and wild-caught. There is a variety of freshwater and saltwater fish and seafood available to order through our Fresh Fish List each week.

For more information or to order your fresh fish, stop in store. To sign up for our weekly fresh fish mailing, please visit our website.

Inside this issue:
2 Letter from Management, Top 20 of 2016
3 Letter from the Board, New Staff
4 Owner Coupons

Store News
 We have hot soup available! Come see us for lunch and grab a cup of soup and a JLF Signature Sandwich.

This Spring
 Watch for our Mother's Day plant sale, potted flower trellises, compost, and worm castings. Plants arrive the 8th of May.

Seed Orders
 Look forward to our wonderful seed selection, available the first week of February.

Co-op Happenings

Just Local Food Co-op
 1117 S. Farwell Street
 Eau Claire, WI 54701
 715.552.3366
www.justlocalfood.coop
 open daily
 8am-9pm

FROM MANAGEMENT

Thank you for helping make 2016 a great year! So many exciting things happened last year, many of which will continue into 2017...Here are some highlights:

- I started! It's not me that we should be excited about, but the fact that hiring our very first general manager was a top priority for the board of directors.
- We have been working hard at getting you what you want. 2016 brought soups, sandwiches, and hard-boiled eggs to name a few. We know you want more convenience items and we will continue to find ways to give that to you in 2017.

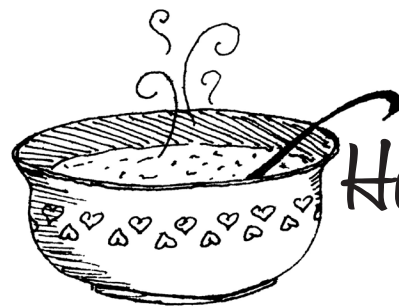
• We now have over 700 owners! That tells us you love us and support us—we love you back! Thank you to our owners old and new. Our goal for next year...900 owners!

• There was a lot of buzz about a new store in 2016, and it is still our goal to make it happen. We are doing everything we can to prepare for this big undertaking and we will keep you posted with any new information.

By Maria Bamonti, General Manager

Recipe!

Heidi's Hearty Winter Chili from the kitchen of Heidi Sanders



Ingredients:

- 1 lb "Berge" ground beef
- 1 lb "Deutsch Family Farm" ground pork
- 1 lb "Beaver Creek Ranch" chorizo
- ½ lb. dry kidney beans (soak overnight) or 2 cans "Field Day" drained
- ½ lb. dry black beans (soak overnight) or 2 cans of "Field Day" drained
- 1 large yellow onion (chopped)
- 4 ribs celery (diced)
- 1 bulb garlic (minced)
- 1 bunch fresh cilantro (minced)
- 2 green pepper (seeded & chopped)
- 1 sweet red pepper (seeded & chopped)
- 2 jalapeno peppers (seeded & chopped)
- *hint* wear gloves!
- 1 8oz "Natural Valley" tomato paste
- 3 28oz cans "Natural Valley" diced tomatoes
- 2 28oz cans "Natural Valley" crushed tomatoes
- 3 cups "Amy's" beef broth
- 6pk "Rhodes Scholar Stout" (1/2 bottle for the chili & the rest for the cook)
- ¼ cup "Simply Organic" chili powder
- 3 tbsp "Simply Organic" ground cumin
- 2 tsp "Simply Organic" basil
- 1 tsp Simply Organic" Cayenne pepper (more or less your taste)
- 2 tbsp "Pimenton De la Vera" smoked paprika
- 2 tsp "Simply Organic" dried basil
- Salt & pepper to taste

Instructions:

1. Cook beans in separate pots until al dente, drain and reserve the beans for the next step.
2. Heat a large stock pot over medium-high heat. Crumble the ground meats into the hot pan, and cook until evenly browned. Drain off excess grease.
3. Pour in the beans, diced tomatoes, crushed tomatoes and tomato paste. Add the onion, garlic, celery, green and sweet red peppers, jalapenos, beef stock and beer. Season with chili powder, oregano, cumin, basil, salt, pepper, cayenne and paprika. Stir to blend, then cover and simmer over low heat for at least 2 hours, stirring occasionally.
4. After 2 hours, taste, and adjust salt, pepper, and chili powder if necessary. The longer the chili simmers, the better it will taste. Remove from heat and serve.
5. Garnish with chopped cilantro. (add shredded cheese & sour cream to taste) ENJOY!!

Have a recipe to share?
E-mail: elijah@justlocalfood.com

Top Sellers of 2016!

Here's what you love!
Looking to try something new? This is a list of winners!

- 1) BCR Chicken Breasts
- 2) Kummer Eggs
- 3) Crystal Ball Farm Whole Milk
- 4) Buvala Eggs
- 5) Fair Trade Organic Bananas
- 6) Crystal Ball Farm 2% Milk
- 7) Organic Haas Avocados
- 8) Heirloom Cherry Tomatoes
- 9) Crescent Meats Ground Beef
- 10) Kadejan Free Range Turkeys
- 11) F2F French Roast Coffee
- 12) New Glarus Beer 6-pack
- 13) Rocky Acres Grass-Fed Beef
- 14) DFF Hickory Smoked Bacon
- 15) Wild Alaska Sockeye Salmon
- 17) Casper Eggs
- 18) Organic Multi-Color Peppers
- 19) WGM Yellow Corn Tortilla Chips
- 20) Gingerbread Jersey Cheese Curds

Have a favorite you want to share?
Email: elijah@justlocalfood.com

FROM THE CO-OP

You may already know this - our success (and the success of every farmer and producer whose products we carry) depends on you; we are 100% owned by you, our community. Every single dollar used to keep our store running came from you becoming an owner of JLF or from you buying as much from us as you can afford to buy. That's it. If you didn't know that, now you do. If you did, tell everyone you know; give them the power to make informed purchases. And tell them how they can own a grocery store with their friends!

A LETTER FROM THE BOARD

By Rachel Hart-Brinson, President

Happy New Year to all our co-op owners! We hope it is a good one for you and Just Local Food. The Board looks forward to continuing our work of "steering" the co-op. We will be discussing expansion possibilities and priorities, articulating the vision for our future, actively recruiting new members, and revising the policies that govern our General Manager in the year ahead. If these things seem like something you would like to enjoy, please consider running for the board of directors. We need your participation! Co-ops are special precisely because they are democratically controlled by its members. But, this means we need members with interest in governing the co-op to run for the board.

Board members serve three year terms and are elected on a rolling basis. Right now, we have six seats on our board, with one being empty due to a recent resignation. This last year, the board discussed expanding our seats to at least seven board members so we have at least three seats to fill. Don't be shy! Previous board experience is welcome, but not necessary.

We use something called Policy Governance as our organizational model. This means that the board writes policies

that instruct our general manager on what she should be focusing on and she reports back to us on how it's going. This helps keep the board from micromanaging the business, letting our General Manager, Maria Bamonti worry about the operations side of things. It's a fairly intuitive model, but we're striving for improved implementation.

Board elections will be held from the end of April to the beginning of May. If you are interested in running, we strongly recommend attending a board meeting held the 4th Tuesday of the month at 7:00pm in the Volume One Workspace. Board applications/information packets will be available on line, shortly. Please contact board@justlocalfood.com with any questions and look for more information in the coming months on how to apply.

Here's to a great 2017 for Just Local Food! Thank you for being part of our wonderful story.

Just Local Food Board of Directors

Rachel Hart-Brinson, President
Kim Schmidt
Terry Meyer
Fred Sklenar
Jim Deutsch

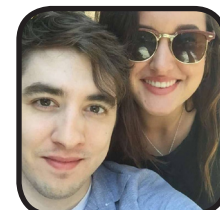
Staff Profile: Welcome Reed and Cody!



REED

Favorite food: Gyros.

Favorite part about working at JLF: The community!
Fun fact: Reed has a twin brother!



CODY

Favorite food: The hearts of his enemies. And cous-cous.

Favorite part about working at JLF: Working with high quality food and high quality co-workers and customers.

Fun fact: If fine whiskey were an ocean, he'd be the captain of the greatest ship to set sail.

WELCOME NEW CUSTOMER OWNERS

| | |
|---------------------|-----------------------|
| Elizabeth Abts | Emma Marchese |
| Dennis Abts | Elliot Heinz |
| Kevin Gisi | Adelyn Strei |
| Jason West | Katie Konkel |
| Robin Mink | Matt Mousel |
| Catherine Marohl | Tom Peck |
| Mack Yagilashkek | Sue Peck |
| Christine Warloski | Jill Heinke Moen |
| Johanna Warloski | Brian Moen |
| Trevor Pereira | Whitney Michels |
| Christina Pereira | Jeff Sorenson |
| Gerri Segal | Kim Sorenson |
| Jim Schwartz | Damian Budzinski |
| Thomas Siedow | Sandra Klecker |
| Lissa Siedow | Rachel Gruen |
| Elizabeth Keller | James Peng |
| Sanjukta Chaudhuri | Pamela Severson |
| Jeremy Hein | Adam Hofkes |
| Jenna Hart | Andrea Hofkes |
| Aaron Frei | Alison Perenchio |
| Rich Postlewaite | Katherine Fuguet |
| Julie Postlewaite | Etrayu Fitzgerald |
| Pat Treacy | Patricia A Grant |
| Ellen Treacy | Jessica Yentsch |
| Beverly Wickstrom | David Yentsch |
| Dana Wachs | David Peterson |
| Naomi Hobbs | Helen Peterson |
| Insu Park | Jay Walters |
| Kyoungmi (Kate) Kim | Daniel Klingensmith |
| Valerie Smigaj | Ray Kondrasuk |
| Kelly Jacobs | Chris Kondrasuk |
| Andy Jacobs | Ray Koch |
| Jim McDougall | Sue Koch |
| Margaret McDougall | Mary Burt |
| Jennifer Templin | Tom Burt |
| Judy Templin | Joyce Orth |
| Stacy Steinke | Jeffery Orth |
| Ashly Steinke | Heather Currier-Clark |
| Greg Johnson | Michael Clark |
| Laurie Rabl-Diemert | Barb Habben |
| Paul Diemert | Greg Habben |
| Kimberly Sieglaff | Ellen Anderson |
| Angie Nijhawan | David Rynders |
| Vinay Nijhawan | Carleen Sterner |
| Krystyna Hase | Harry Jol |
| Mike Hase | Candace Henneken |
| Elizabeth Spencer | Gerald Simpson |
| Mickey Spencer | Julie Rogers |
| Judy Dekan | Louis Rogers |
| Rick Koziel | Heather Mishefske |
| Brenda Powers | Chad Rykal |
| Deborah Wells | Lisa Sylvester |
| Charles Wells | Jeff Sylvester |
| Shelley Fredson | Loraine Dryak |
| Maurry Pasternack | Anthony Dryak |
| Karli Vold | Teresa O'Halloran |
| Kathleen Vinehout | Jeremy Pohl |
| Laura Buchholz | Signe Matson |
| Karen Miller | Steven Majstorovic |
| Dennis Miller | Matt Fisher-Blakeley |
| Ted Barr | Dana Sterzinger |
| Mary Kidess | Jessica Johnson |
| Tony Kidess | Collin Flaig |
| Cherie Norberg | Ethan Koller |
| Randy Norberg | Scott Glanzman |
| Stephanie Kuohujoki | Catherine Reuben |
| Seiji Kuohujoki | Holly Berge |
| Julie DeBoer | Chad Berge |
| Leah Lietz | Michael Burke |
| Erik Lietz | Matthew Cornetta |
| Stephanie Farrar | Susan Mitchell |
| Jose Alveigue | Elizabeth de Cleyre |
| Anna Rybicki | Samuel Hammond |
| James Rybicki | Susan Tomasi |
| Liz Tolbert | Mark Tomasi |
| Joyce Marchese | Karen L Bohlinger |