



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

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 8 am - 9 pm

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Just Local Food Cooperative

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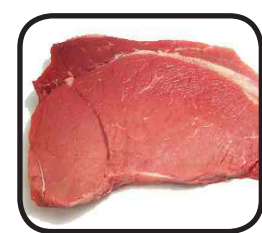
FARMER'S SHARE OF THE RETAIL FOOD DOLLAR

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.

Co-op Happenings

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.

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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.

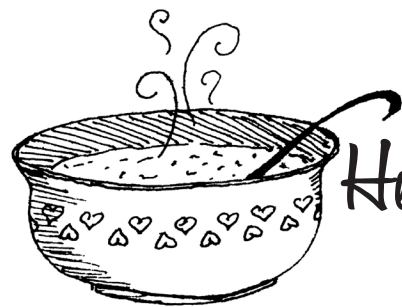
• We now have over 700 owners! That tells us you love us and support us—we love you back! Thank you to our owners old and new. Our goal for next year...900 owners!

• 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!

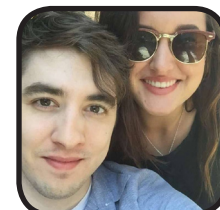


REED

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