

Volume 2, Issue 1

# the Garlic Press

November 2021

**WATCH  
FOR A SPECIAL  
OWNER MAILING**  
*arriving  
in November!*

4 Thanksgiving Recipes  
12 Thanksgiving Leftovers  
14 Co-op's Own™ Thanksgiving  
16 2021 PFC Board Election  
20 Our Top Plant-based  
Thanksgiving picks!



[www.pfc.coop](http://www.pfc.coop)

## *a note from the CEO*

The co-op is a place for all of us – and for more of us!

The roots of cooperatives run deep and are planted all over the world. When meeting with newly-hired cooperators, we take time to show how cooperatives are formed to make the community better - meeting physical, social or financial needs. Some of the most lasting are ones with which we're familiar: Ace Hardware, Mutual Aid Society, Organic Valley, REI and Associated Press.

We come from hundreds of years of working cooperatively to solve problems. Co-ops form to ensure a fair living for farmers, to get good food into the hands of those in need, to provide services in everything from birth to death, and to make the world better by working together.

In the midst of huge shifts in our world – major changes in workforce, climate-induced food supply issues, public health crisis and rising costs – cooperatives remain a foundation of community health. We change to meet your needs and to meet the evolving needs of our workers and producers.

In the issue of the Garlic Press, you'll see how People's Food Co-op is making a difference for you. Some of my favorite examples include the awesome farmers whose delicious food is used to make the Thanksgiving dinners on pages 4 to 13. Another is the fact that we're cooking up the area's only organic pies, from certified organic eggs, flour and sugar. And we are supporting many local non-profits through the Give Where You Live program – see page 19 for information on how YOU can participate.

We offer products you can trust, selected and made by people who care about you. You can trust People's Food Co-op to partner with you for everything you need for great gatherings this year. We're not just ringing in a new season, we are welcoming a new world filled with friends old and new, and some yet-to-be-made. The co-op is a place for all, and for welcoming many more!

In cooperation

*Lizzy Haywood*

PS – I would love the chance to discuss with you how PFC has weathered an unpredictable retail world during the past year. If you are an owner, consider joining our annual meeting on December 9 from the comfort of your own home. Details of how to connect to the meeting are located on page 16. If you are not an owner, now is the time to join so you can exercise a basic principle of cooperatives: democratic owner control.

### **Thanksgiving HOURS**

**Wed. 11/24: 8 a.m.–9 p.m.**

**Thu. 11/25: CLOSED**

**Fri. 11/26: 8 a.m.–9 p.m.**

follow us!    

# COMING SOON

SAVE  
THE  
DATE!

NOVEMBER 18-20

ALL WINE

20% OFF

Sale good while supplies last. Subject to availability and quantity limits. No volume discounts. No pre-orders.

The *Garlic Press* is published by the People's Food Co-op of La Crosse and Rochester, 315 Fifth Avenue S, La Crosse, WI 54601 and 519 1st Avenue SW, Rochester, MN 55902.

The *Garlic Press* serves to educate shoppers about food issues, community activities and events, co-ops in general, and ownership in PFC.

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## KNOW YOUR BOARD

Meredith Davis *vice president*

Hunter Downs

Johanna Ficatier

Peter Gorski *treasurer*

Elizabeth Leighton

Sarah Miller

Andrea Niesen *secretary*

Verna Simon *president*

Contact the board at [board@pfc.coop](mailto:board@pfc.coop)



Roast your turkey  
to perfection with  
some tips from  
[grocery.coop](https://www.grocery.coop)!

Need a few more  
sides? Visit  
[pfc.coop/recipeblog](https://www.pfc.coop/recipeblog)  
for more recipes.

# Thanksgiving

A TRADITIONAL TAKE on the many flavors of local



## THE MENU

Ferndale Market Lemon and  
Herb Roasted Turkey



Sweet Potatoes with Honey Goat Cheese



Cranberry-Cider Sauce with Star Anise



Wild Rice Stuffing with  
Pork Sausage and Fennel



### LEMON AND HERB ROASTED TURKEY

recipe is for a 20 lb bird

#### Ingredients

1 Ferndale Market Turkey (recipe makes 20 lb bird) •  
2 tbsp kosher salt • 1 1/2 lemon, quartered • 8 garlic cloves •  
2 medium onions, quartered • 4 sprigs fresh thyme • 4 sprigs  
fresh rosemary • handful of fresh parsley • 1 stick butter,  
melted • 1 1/2 cups turkey broth (can sub vegetable/chicken)  
• 1 cup white wine

#### Directions

1. Remove turkey from wrapping and let sit uncovered in refrigerator for up to 24 hours. (This helps guarantee a crispy skin!)
2. Preheat oven to 450 degrees.
3. An hour prior to cooking, remove from fridge to allow to come to room temperature. Generously salt the cavity of the turkey with sea salt. Place turkey breast side up in roasting pan.
4. Stuff the cavity with lemons, 1 onion, 4 garlic cloves, and herbs. Using a basting brush, brush half of the melted butter on to the skin.
5. Add the remaining butter, broth, white wine, onion, and garlic to the bottom of the roasting pan.
6. Cook for 20 minutes at 450 degrees. Then reduce to 350 degrees for the remainder of the time. Check and baste the turkey every 30 minutes. Plan on 13 minutes per lb of turkey. Turkey is done when a thermometer inserted into the thickest part of the thigh reads 165 degrees.
7. Transfer turkey to a cutting board and let rest for at least 30 minutes.

Please note: Every oven is different! Make sure to check your manual for guidelines for cooking a turkey.

If your turkey is looking extra golden but still needs time to cook, cover loosely with tin foil and continue cooking.



**Coop deals**  
Nov 3–Nov 16  
Bulk Walnuts



## SWEET POTATOES WITH HONEY GOAT CHEESE and TOASTED WALNUTS

makes 4-6 servings

### *Directions*

1. Preheat oven to 375 degrees. Prick sweet potatoes with a fork and rub with olive oil and wrap individually in tin foil. Bake for 45-60 minutes. Start checking sweet potatoes at 45 minutes for doneness. Potatoes should be soft when squeezed. Let cool.
2. Scoop out sweet potato flesh into a mixing bowl. Add in heavy whipping cream and goat cheese. Using a stand mixer or a hand mixer with the whisk attachment, whisk until smooth or until desired consistency.
3. In a small skillet over medium low heat - toast the walnuts. This should take 1-2 minutes - so don't walk away!
4. Dress sweet potatoes with toasted walnut and fresh parsley.

### *Ingredients*

4 large sweet potatoes • 1-2 tbsp olive oil • 1/4 cup Organic Valley heavy whipping cream • 2 oz, LeClare Family Farms Honey Goat Cheese • salt and pepper to taste • 1/4 cup walnuts, toasted and chopped • fresh parsley for garnish

**Coop deals**  
Nov 17–Nov 30  
Bulk Organic Sugar

## CRANBERRY CIDER SAUCE WITH STAR ANISE

makes 4-6 servings

### *Ingredients*

12 oz organic Sundance Cranberries • 1/2 cup apple cider • 3/4 cup sugar • 1 star anise • 1 cinnamon stick • 1 tbsp lemon juice

### *Directions*

1. In a small saucepan combine apple cider, sugar, star anise, cinnamon stick, and lemon juice. Cook over medium high heat, stirring until sugar is dissolved and the mixture just begins to boil.
2. Add cranberries and bring to a boil, then reduce heat and simmer, stirring occasionally, until cranberries burst, and sauce thickens.
3. Allow to cool and then refrigerate before serving.
4. Garnish with lemon zest if desired.





### WILD RICE “STUFFING” with SWEET ITALIAN SAUSAGE AND FENNEL

makes 6-8 servings

#### Directions

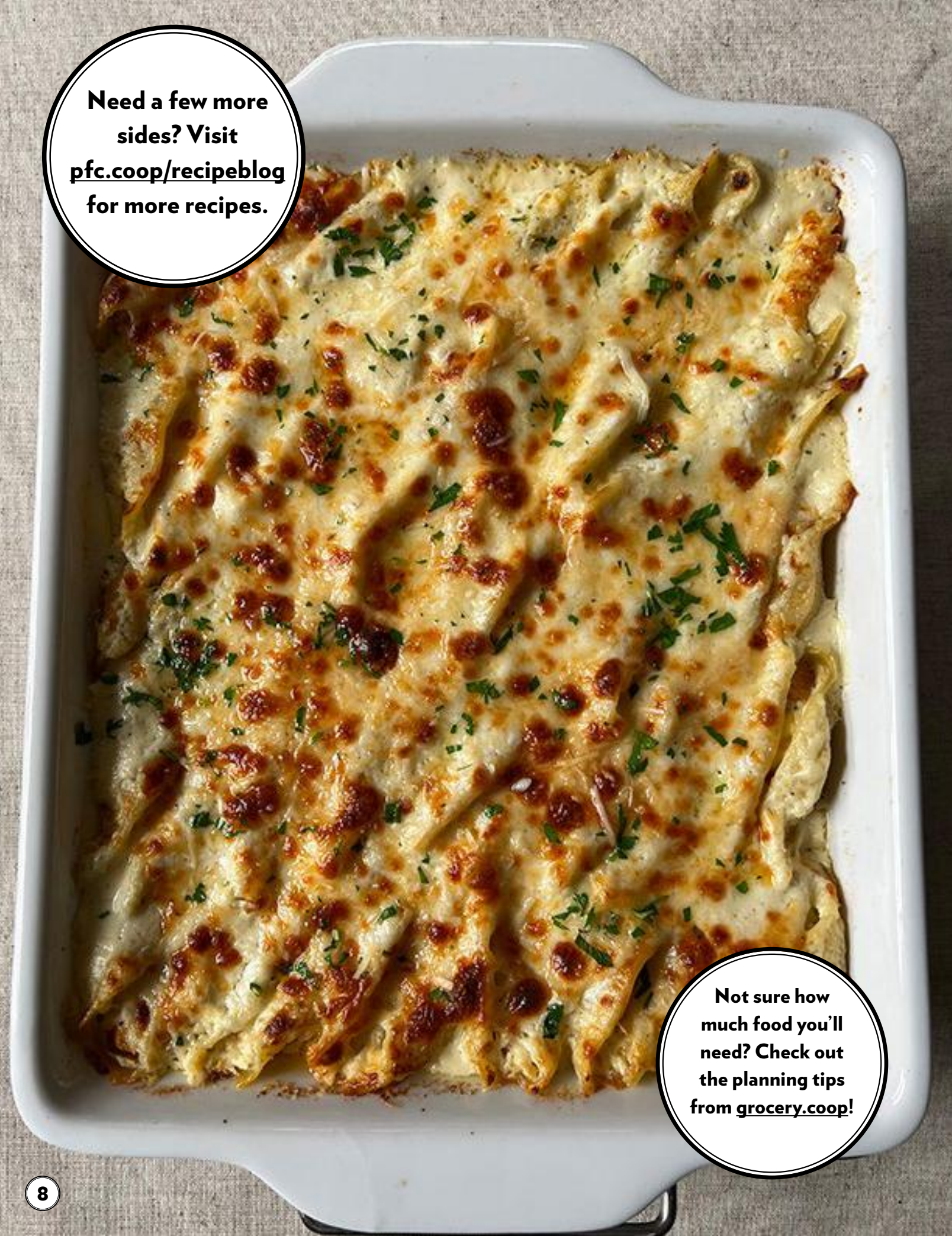
1. In a large saucepan, combine vegetable broth and wild rice. Bring to a boil. Reduce heat to medium-low, cover, and simmer until rice is tender. Rice will take about 45- 50 minutes. Check and stir every 15 minutes.
2. Meanwhile, in a large skillet, cook the sausage. Remove from pan and set aside. Add 1 tbsp of olive oil to the skillet, and add celery, onion, and fennel. Cook on medium heat until onions are golden. Add in garlic and cook an additional minute.
3. Add rice to skillet and sausage to skillet. Stir until combined. Season to taste with salt and pepper. Garnish with fresh parsley.

#### Ingredients

1 1/2 cups wild rice • 4 cups vegetable (or chicken) broth • 1 tbsp olive oil • 3 celery stalks, diced • 1/2 medium yellow onion, diced • 2 fennel bulbs, diced into 1/4” pieces • 2 garlic cloves, minced • Co-op’s Own™ Sweet Italian Sausage • salt and pepper to taste • parsley for garnish

Make it with the help of our local farmers and producers!

- Fresh Turkey from Ferndale Market Cannon Falls, MN
- Fresh Thyme from River Root Farm Decorah, IA
- Fresh Rosemary from River Root Farm Decorah, IA
- Butter from Westby Creamery Westby, WI
- Sweet Potatoes from St. Croix, WI
- Sweet Potatoes from Stateline Produce, Cresco, IA
- Heavy Whipping Cream from Organic Valley Cashton, WI
- Honey Goat Cheese from LaClare Family Creamery Malone, WI
- Organic Cranberries from Sundance Cranberry Necedah, WI
- Minnesota Wild Rice from Cushing, MN
- Yellow Onions from Stateline Produce, Cresco, IA
- Fennel from Harmony Valley, Viroqua, WI



**Need a few more  
sides? Visit  
[pfc.coop/recipeblog](http://pfc.coop/recipeblog)  
for more recipes.**

**Not sure how  
much food you'll  
need? Check out  
the planning tips  
from [grocery.coop](http://grocery.coop)!**

# Thanksgiving

A MODERN TAKE on the many flavors of local



## THE MENU

Butternut Stuffed Shells in a Sage Cream Sauce



Kale, Apple, and Smoked Gouda Salad with a Maple Dijon Dressing



Cranberry with Orange and Cloves



Cranberry Cake with Caramel Sauce



**coop deals**  
Nov 17–Nov 30  
Organic Valley  
Parmesan Cheese

**coop deals**  
Nov 3–Nov 16  
Organic Valley  
Ricotta Cheese

## BUTTERNUT STUFFED SHELLS in a SAGE CREAM SAUCE

makes 6-8 servings

### Ingredients

30 jumbo shells (recipe used Barilla) • 1/2 small butternut squash, peeled, cut into 1/4" pieces (about 2 cups) • 1 tbsp olive oil • 1/2 tsp salt • 1/2 tsp pepper • 1 cup heavy whipping cream • 3 cups whole milk • 1 sprig sage • 3 tbsp cornstarch • 6 tbsp butter • 1-15 oz. ricotta cheese • 1 egg, beaten • 1 1/2 cups Parmesan, shredded, divided • 1 1/2 cups Mozzarella, shredded, divided • 1 tsp dried sage

*Note: may have some sauce leftover*

### Directions

1. Prepare shells according to package. Use pre bake directions or shave a few minutes off of the cook time.
2. Preheat oven to 425 degrees. In a small bowl, toss squash with olive oil, salt and pepper. Spread on sheet pan and roast for 10 minutes. Remove and let cool.
3. In a medium sauce pan, add whole milk and heavy whipping cream. Add a large sprig of fresh sage. Bring to a boil. Reduce to a simmer for 5 minutes. remove from heat and let stand for another 5 minutes. Remove the sage sprigs and whisk in cornstarch.
4. In a large skillet, melt 6 tbsp of butter. Pour in milk/whipping cream mixture. Turn heat to medium and stir until sauce thickens. Add in 1 cup of Parmesan cheese and salt and pepper to taste.
5. In a medium bowl, mix the ricotta, egg, Mozzarella, Parmesan, and sage. Set aside.
6. Grease a 9 x 11 baking dish. Pour half of the sage cream sauce into the baking dish. Stuff shells with the ricotta mixture (about 1 tbsp per shell) and butternut squash (between 4-5 pieces per shell). Place seam side up in dish. Repeat for remaining shells.
7. Pour remaining sage cream sauce over the shells. Sprinkle 1 1/2 cups Mozzarella and 1/2 cup Parmesan on top of the sauce. Cover with tin foil and bake for 20 minutes. Uncover and bake another 15 minutes.

Optional: to get a little extra brown on the cheese, use your oven's broil function. Broil for 3-4 minutes. Do not walk away from the oven.



## KALE, APPLE and SMOKED GOUDA SALAD with a MAPLE DIJON DRESSING

makes 4-6 servings

### *Ingredients*

2 tsp of apple cider vinegar • 2 tbsp of local maple syrup • 2 tbsp of Dijon mustard • 1/2 cup of olive oil • 1 tsp black pepper • 1/2 tsp of salt • bunch of lacinato kale • handful of pea shoots (or other microgreens) • 1 Honeycrisp apple • 3 oz smoked Gouda, 1/4" pieces • handful of pepitas

### *Directions*

1. For the dressing: In a small bowl, whisk together the mustard, maple syrup, apple cider vinegar, olive oil, salt and pepper. Set aside.
2. Assemble the salad in a large bowl. Add dressing right before serving.



## CRANBERRY with ORANGE and CLOVES

makes 4 servings

### *Ingredients*

12 oz fresh cranberries • 1/2 cup orange juice  
• 3/4 cup sugar • 4 cloves • 1 cinnamon stick • orange zest  
for garnish

### *Directions*

1. In a small saucepan combine orange juice, sugar, cloves and cinnamon stick. Cook over medium high heat, stirring until sugar is dissolved and the mixture just begins to boil.
2. Add cranberries and bring to a boil, then reduce heat and simmer, stirring occasionally, until cranberries burst, and sauce thickens.
3. Allow to cool and then refrigerate before serving.
4. Garnish with orange zest if desired.



**CRANBERRY CAKE  
 with CAMEL SAUCE**

makes 4 servings

3. With an electric mixer cream butter, 1 cup of sugar, and orange zest. Add eggs, one at a time, beating between each addition. Then add vanilla and Greek yogurt and mix until just combined.
4. Toss cranberries in flour mixture and stir just until mixed. Fold flour mixture into liquid in three parts, turning until just combined. Pour into pan.
5. Combine remaining 1 tablespoon sugar with 1 teaspoon cinnamon. Mix, then sprinkle evenly over the top of the cake.
6. Bake for 40 -45 minutes. Cool and then cut into pieces.
7. Serve with a scoop of vanilla ice cream, drizzled with caramel sauce.

**Caramel sauce directions**

1. In a heavy bottom saucepan, melt butter. When butter is melted, add the rest of the ingredients, and cook over low heat for 25 minutes, whisking frequently to prevent scorching.
2. Serve immediately or reheat before serving.

**Cake ingredients**

2 cups flour • 1 1/2 tsp baking powder • 1 tsp baking soda • 1/2 tsp salt • 1 cup sugar, plus 1 tbsp • zest of 1 orange • 1/2 cup butter, soft • 2 large eggs, at room temp • 1 cup plain Greek yogurt • 2 cups fresh cranberries, halved • 1 tsp cinnamon

**Caramel sauce ingredients**

1/2 cup butter • 1/2 cup sugar • 1/2 cup brown sugar • 1/2 cup half and half

**Cake directions**

1. Preheat oven to 350 degrees. Grease an 8x8 square pan.
2. In a medium mixing bowl whisk together flour, baking powder, baking soda, and salt.

**Make it with the help of our local farmers and producers!**

**Butternut Squash from Featherstone Farm**  
*Rushford, MN*

**Butternut Squash from Hillside Farm** *Murray, IA*

**Whole Milk from Kemps**, *St. Paul, MN*

**Fresh Thyme from River Root Farm** *Decorah, IA*

**Butter from Kalona Supernatural**, *Kalona, IA*

**Ricotta Cheese from Organic Valley**, *Cashton, WI*

**Eggs from Green Pastures**, *Cashton, WI*

**Parmesan Cheese from Sartori**, *Linden, WI*

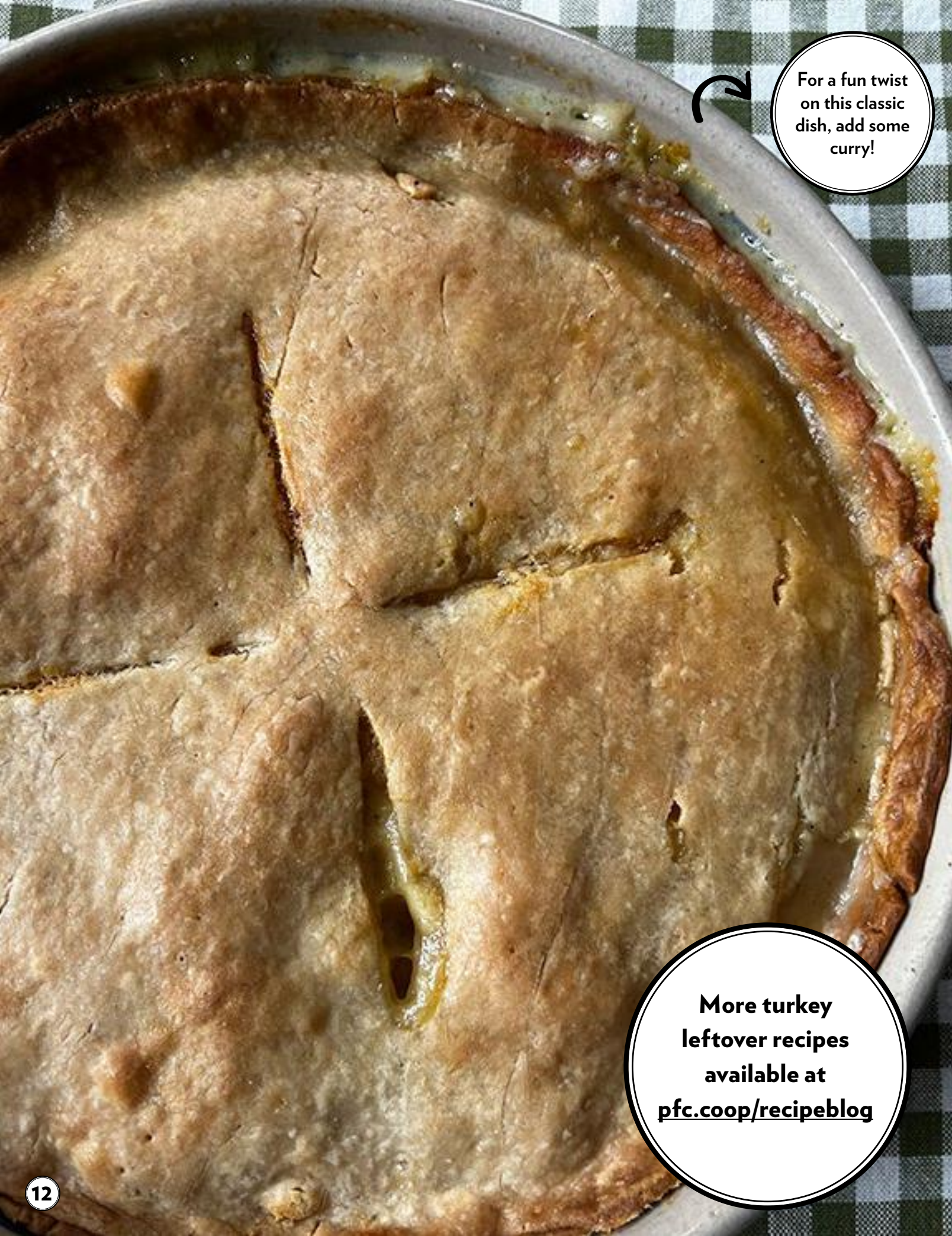
**Mozzarella Cheese from Rochdale Farms**, *WI*

**Honeycrisp Apples from Ecker's Apple Farm**,  
*Trempealeau, WI*

**Maple Syrup from B&E's Trees**, *Viroqua, WI*

**Lacinato Kale from Featherstone Farm**  
*Rushford, MN*

**Smoked Gouda from Marieke Gouda**, *Thorp, WI*



For a fun twist  
on this classic  
dish, add some  
curry!

More turkey  
leftover recipes  
available at  
[pfc.coop/recipeblog](http://pfc.coop/recipeblog)

# The leftovers

Let's face it – turkey on Thanksgiving is good, but what we really look forward to is leftovers for days! Right size your turkey order this year to plan for holiday leftovers and enjoy these simple and delicious ways to indulge.



## PERFECT TURKEY POT PIE

makes 8 servings

### Ingredients

1-16 oz Wholly Wholesome frozen pie crust (read directions before starting this recipe!) • 6 tbsp butter • 1/2 yellow onion, diced • 3 celery stalks, diced • 2 medium carrots, diced • 1 parsnip, diced • 1 large russet potato, peeled, diced • 1/2 tsp salt • 1/2 tsp pepper • 2 garlic cloves, minced • 1 1/2 cups turkey • 4 tbsp cornstarch • 2 cups, chicken or turkey broth • 1/2 cup heavy whipping cream • 1/2 cup whole milk • 1 sprig fresh thyme • 2 tbsp curry powder (optional)

### Directions

1. Preheat oven to 400 degrees.
2. Melt butter in a large Dutch oven. Reduce to medium heat, and add in onion, celery, carrots, parsnip and potato. Cook until onions are translucent. Add salt, pepper, garlic, turkey, and thyme and cook an additional 1-2 minutes. Add cornstarch and stir until combined.
3. Add in broth, heavy whipping, and whole milk. Stir. Bring to a boil, stirring often and cook until thickened. Turn off and let cool.
4. Follow instructions for pie crust on box. Place one dough crust in ungreased deep pie dish. You will need to use your fingers to help stretch the dough up the sides of the dish. Pour in turkey filling mixture. Place crust on the top of mixture and use your fingers to seal the top and bottom crusts together. Cut four vents in the top of the pie crust. Brush with a little melted butter.
5. Bake for 45 minutes or until crust is golden brown.



## TURKEY CHIPOTLE SALAD

makes 2-4 servings

### Ingredients

1/2 cup mayo • 1/2 cup Greek yogurt • 1-2 chipotle peppers in adobo sauce • 1 1/2 tsp honey • 1 1/2 tsp lime juice • 1/2 tsp salt • 1/2 tsp pepper • 2 cups turkey • 2 scallions, chopped • 1/2 cup dried cranberries

### Directions

1. In a blender or food processor, add the mayo, Greek yogurt, chipotle peppers, honey and lime juice. Blend until smooth.
2. In a medium bowl, combine the turkey, scallions, and dried cranberries. Stir to combine.
3. Serve in a wrap or over some fresh local greens.

# Co-op's Own™ Thanksgiving

Let us do the hard work! Full dinner or fill-in sides, made from scratch in our kitchen.

## Holiday Dinners & Sides

### TRADITIONAL DINNER (TURKEY NOT INCLUDED)

- Creamy Mashed Potatoes
- Green Beans with Mushrooms and Toasted Walnuts
- Baked Squash with Wild Rice Stuffing
- Zen Stuffing
- Cranberry Relish
- Gravy (Turkey or Mushroom)
- Dinner Rolls

**\$99.99**  
**SERVES**  
**4 TO 6!**

### HERB-ROASTED TURKEY

Ferndale Market boneless turkey breasts prepared and cooked to perfection by our deli kitchen with our special herb seasoning! We recommend ordering up to 3/4 lb per person. Just reheat!

Roasted turkey breasts are \$11.99/pound.

### ORDER ONLINE

Visit [www.pfc.coop/thanksgiving](http://www.pfc.coop/thanksgiving)

or

**La Crosse: 608-784-5798 x2047**

**Rochester: 507-289-9061 x3041**

*All orders must be placed by*

*Friday, November 19 at 6 p.m. and picked up by*

*Wednesday, November 24, at 6 p.m.*



Don't need the  
whole dinner?  
Order any side of  
your choice!



## Pies

ALL FRUIT PIES ARE CRUMBLE TOP

Apple • Apple Cranberry • Blueberry •  
Cherry • Traditional Pumpkin

**\$12.99/ea**

Pecan Pie

**\$14.99/ea**

Gluten-free pies are available by special order.

### ORDER ONLINE

Visit [www.pfc.coop/thanksgiving](http://www.pfc.coop/thanksgiving)

or

**La Crosse: 608-784-5798 x2042**

**Rochester: 507-289-9061 x3041**

*All orders must be placed by  
Friday, November 19 at 6 p.m. and picked up by  
Wednesday, November 24, at 6 p.m.*



## Ferndale Market Turkey

Fresh, never frozen, and ready for roasting.

**JUST  
\$2.49/LB!**

Choose a bird  
from 10 to 24  
pounds

### ORDER ONLINE

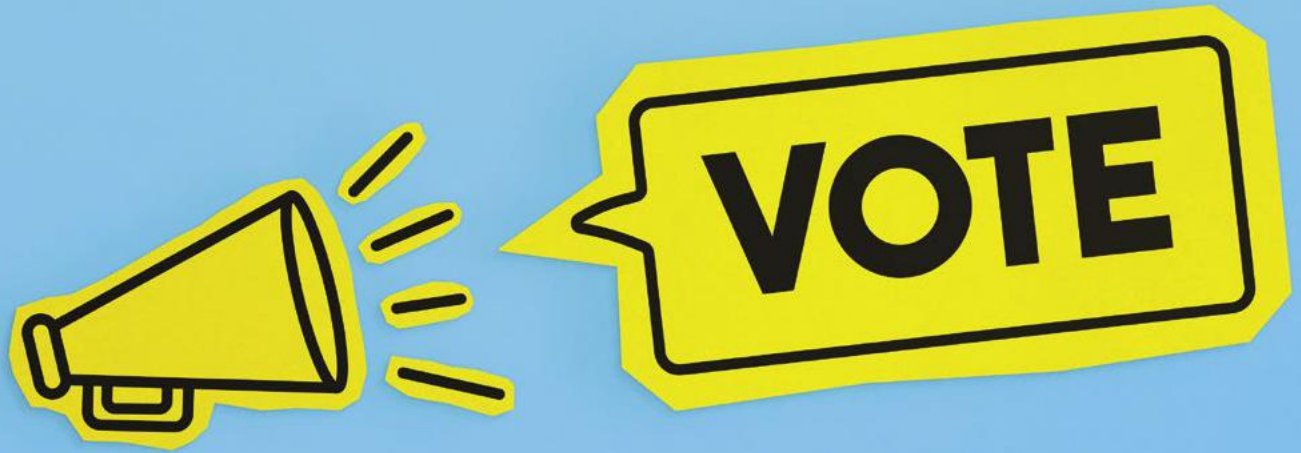
Visit [www.pfc.coop/thanksgiving](http://www.pfc.coop/thanksgiving)

or

**La Crosse: 608-784-5798 x2031**

**Rochester: 507-289-9061 x3032**

*All orders must be placed by  
Friday, November 19 at 6 p.m. and picked up by  
Wednesday, November 24, at 6 p.m.*



PFC Board of Directors is made of nine representatives elected by owners. All positions are “at large” and do not have a specific store affiliation. For the year starting January 2022 there are three open seats and four candidates, with two incumbents.

#### Vote online!

- Candidate statements and videos are available at: [www.pfc.coop/election-candidates](http://www.pfc.coop/election-candidates)
- Owners receive a mailing in November with voting instructions
- If you have not registered your email address with PFC, or if it has changed in the past year, register it NOW by emailing [ann.mull@pfc.coop](mailto:ann.mull@pfc.coop)
- Deadline for registering email addresses, to receive a link to the electronic ballot, is Thursday, December 9, at noon.
- Internet-accessible computers are available at each store for owners needing access during the election time.
- Request a paper ballot by Monday, December 6, by calling 866-984-3125.
- Paper ballots must be postmarked Monday, December 13.
- Voting starts 9 a.m. Monday, November 29 and ends 10 p.m. Monday, December 13.

# Hey Owners!

## Your voice counts!

Election begins **9 a.m. Monday, November 29**. Watch for a mailing and/or email with directions to cast your vote!

## SAVE THE DATE

### Virtual Annual Meeting



## Thursday, December 9, 5:30 p.m.

Meet the board and learn about PFC business activities during 2021.

All owners welcome by video or phone.

Email [perrin.iacopino@pfc.coop](mailto:perrin.iacopino@pfc.coop) by noon on December 9 to receive your link or phone access.

# Candidate Statements

## Andrea Niesen

### 1. Reasons for running

The PFC needs an active board willing to commit to evaluating the evolving financial and social conditions of the stores, while working with Lizzy, our general manager, to create plans to ensure our co-op is able to serve the owners, and participate in our communities, as our mission intends. I am motivated by the progress we have made, and hope to participate in continued strategy during a second term.

On a personal note, I am a current board member because my family knows how important it is to have high-quality and safe food, while supporting local.

### 2. Skills

The ability to explore/bridge differing opinions; am task-oriented; can provide legal analysis; have well-developed leadership skills; team-player/add cohesiveness to a group

### 3. Relevant experience

- Klampe, Delehanty, Pasternak & Niesen - Attorney
- People's Food Co-op - Board Member, Secretary
- Family Services Rochester - Board Member
- Make A Wish of Minnesota - Board Member from 2012-2017
- St. Francis of Assisi Home and School Association - treasurer from 2016-2018

### 4. Challenges for PFC

- Developing strategy to ensure that we have sufficient margin to fulfill our mission.
- Evaluating and implementing strategy for competition of grocery dollars.
- Increasing owner communication and involvement.

### 5. Potential opportunities for PFC

- Continued evaluation of our diversity, equity and inclusion practices
- Increased partnerships with other community organizations.
- A more synergetic relationship between for the owners and the stores, with more owner/community involvement.



statements. Example: commitment to education (the Indianapolis Zoo, the hospital, and Goodwill Industries)

- I'm not afraid to think out of the box.
- I'm not afraid to approach/talk with industry leaders. I do that all the time in the medical writing field with MDs and PhD researchers.
- I know how to write grants (have helped MDs and PhDs gain many, many millions of dollars in funding).

### 3. Relevant experience

I haven't served on any boards per se but have served on large, multidisciplinary hospital committees, including workforce initiative committees and the HIPAA compliance committee (when HIPAA first became a thing). Re. the former, I also helped develop training programs for employees so they could move up within the organization.

I am not a current or past PFC employee.

### 4. Challenges for PFC

- Remaining viable in the face of increasing food costs and competition from places like Aldi's that are going all organic
- Identifying and strengthening PFC's "brand" to pinpoint its target audience and distinguish it from other grocery options (e.g., great customer service is a PFC strength; getting through checkout fast is not)
- Finding new ways to support local farmers (especially organic farmers) and help them meet PFC's volume demands
- Leveraging PFC's brand to influence its distributors to offer more foods that PFC wants to stock but currently can't
- Increasing PFC's community visibility, which would include extending its reach in and beyond Rochester (e.g., to offer reciprocity with other food co-ops such as Northfield's Just Foods store)

### 5. Potential opportunities for PFC

- A "round up" program--rounding a person's grocery bill to the nearest dollar to help support whatever is deemed to be needed: a PFC building campaign, contributing to a community service like a homeless shelter. Re. the latter, the program could change every 6 months or as appropriate
- When I worked in a tertiary healthcare center in Indiana, a local company would set up sandwich stands at a couple places in 2 of the hospitals and the medical school and be open for only an hour or so at lunch each day (M-F). I don't know if it was economically profitable, but it was a great advertisement for the company. If PFC could get a contract with Mayo Clinic to do something similar, that would be guaranteed daily income, as well as a captive audience for taste-testing new recipes.
- A test run of offering food service to a nursing home or other facility OR offering a menu of food that people could buy for up to a whole week's worth of meals. Choices would be texted to them on a certain day; they'd have to respond back within a day; pickup would be a couple days later at a specified day/time. It'd be perfect for Mayo patients and others who don't feel like cooking.

## Lana Christian

### 1. Reasons for running

- I love what PFC offers to its customers, including how it takes into account the international clientele it serves (many of which are Mayo Clinic patients).
- I'm passionate about giving people better access to organic food (and I personally eat a 100% organic AIP diet).
- I think PFC can do more in interacting with the community, and I'd like to be a part of furthering that mission.
- I want to be a part of sustaining PFC's viability in an industry where profit margins are usually slim.



### 2. Skills

- I've run my own medical writing business for 16 years.
- When I still worked in the hospital/clinical side of health care, I was part of many internal and external workforce initiatives and strategic planning committees that brought together diverse industries with similar mission

# Candidate Statements

## Meghann Southwick

### 1. Reasons for running

I have had a deep love for sustainable, organic, and truly healthy food for over eight years. When I became pregnant with my first son, a food revelation came over me and I did an overhaul of my diet. When I eliminated processed, chemical ridden foods and began eating sustainable and from the source, my mental wellbeing and overall health shifted dramatically. My mind and body changed, and I came to understand that you cannot put a price on health. What you put inside your body is critical and I have always strived to spread that message to my two boys (7 and 1yo). We regularly visit PFC - and the Farmer's Market is the best part of our Saturday. Moreover, supporting our local farmers is the catalyst to changing the way we consume and I love nothing more than supporting PFC's efforts to do so. PFC is so important to Rochester's current and future identity, and can be positioned as the pillar of health and wellness in our community.



### 2. Skills

- Event Planning
- Communications Strategy
- Futuristic Thinker
- Experience Design
- Community and Partnership Development

### 3. Relevant experience

I have worked in and for Downtown Rochester since 2015. I worked at the Rochester Area Chamber of Commerce as their Membership Events Manager, where I worked closely with the board's leadership. After my time at the Chamber, I moved across the street to the Rochester Downtown Alliance as their Director of Events & Strategic Partnerships planning events such as: Movies in the Park, Thursdays Downtown, SocialICE, and Fall Fest. While at the RDA, I worked to initiate a partnership with the former Rochester Downtown Farmers Market Manager to bring the market to the streets of Thursdays, as well as collaborated as a partner with PFC. Additionally, I spent time as Community Event Manager with The Musicant Group, which managed events and public space inside One Discovery Square. I specifically advocated for PFC during my time at One Discovery and found ways to partner with the organization through events and communications.

### 4. Challenges for PFC

I believe that PFC will face the following challenges:

- Big box stores carrying more organic foods at lesser prices
- Online retailers and subscription services
- Continued use of online ordering/ convenience delivery services that grew in popularity over the last 1.5 years
- Determining how to create and build community in a post-pandemic world

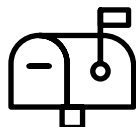
### 5. Potential opportunities for PFC

PFC has so many opportunities ahead! It's no secret that the emergence of major retailers carrying organic foods has shifted the market. PFC could consider ways to turn the store into a one-stop shop - much like the larger retailers - but on a smaller scale. Convenience is huge, and the ability to navigate the store quickly and safely is pivotal. Are there ways to make the shopping experience more enjoyable for parents with children? Possibly fun stops in the aisles? Is there a way to create mini outdoor / personal shopping experiences? I also think there are ample opportunities to build community around PFC through outside the box events and partnerships with other organizations. Could PFC host its own annual member event? Perhaps a farm to table dinner? Halloween nighttime shopping event? I would love to see more of a PFC presence at local/regional events, the Farmers Market, and more.

Outside of the discount and tangible benefits, the advantage to being a member of PFC is the community it brings. I feel like these benefits could be communicated with more tenacity to gain more member buy-in. Catering services pose great potential to expand the footprint and fulfill the greater mission of serving and caring for others, and social media presents a large opportunity in terms of marketing and promoting to PFC's primary and secondary audiences. I would be excited to see where a consistent posting schedule takes the brand - with a strong focus on the staff, farms, and sustainable brands PFC supports. This could include strengthening the CSA programs as well.



Visit [www.pfc.coop/election-candidates](http://www.pfc.coop/election-candidates) to view a *video statement* from each board



Watch your *mailbox*  
and *email inbox* for your ballot!

## Verna Simon

### 1. Reasons for running

- I am presently on the board, and I want to continue to meet the Co-op's challenges.
- I want to be an active part of our diversity and inclusivity initiatives. Having a broader employee, ownership, and customer base will help us financially as well as expand our role as a community leader.
- I enjoy interacting with customers, owners, and staff. Overall, I just love the co-op!



### 2. Skills

- I am methodical in troubleshooting.
- I prioritize well.
- I am empathetic and open-minded, and I enjoy collaborating with others.
- I am diplomatic but certainly not afraid to speak up when necessary.
- I have excellent communication skills and I am willing to meet with people in our community.

### 3. Relevant experience

I am presently on the PFC Board of Directors, serving as the board President. I am also the Treasurer of the Indian Cultural Association of Minnesota (ICAM). Previously, I served as the President of my homeowner's association.

### 4. Challenges for PFC

PFC should always strive to attract and retain owners, and now the focus should also include cultural diversity. This is not for the sake of checking a box - this is important for our financial survival. There is growing competition in both cities and if we don't attract all types of customers, we will not last. Rochester is our biggest challenge, as expenses are high, and competition is stiff. One bright spot is that our Rochester ownership is growing steadily, so we should continue to foster this interest within the community.

### 5. Potential opportunities for PFC

The co-operative should stay focused on the mission of being earth-, body- and soul-friendly. We need to continue to attract students, young professionals, and communities of color. PFC has already moved into the digital-convenience space (on-line ordering; curbside pick-up; prepackaged meal kits; fully prepared meals), and it should expand these options. The board would like to encourage higher owner engagement, and so will be reaching out to ask what owners want or need from the co-op.



**GIVE**  
where you  
**LIVE**

## *Cast your vote for next year's recipients in November*

Part of our mission is to support our community through charitable giving and this year we are asking our owners to take part in the decision making. We recognize that there are many organizations in need of assistance. With the support of our owners and shoppers we have given thousands of dollars to area non-profits. In October, we asked our owners to nominate their favorite non-profits and starting November 8 - we are asking our owners to cast their vote. Please keep watch for an e-mail announcing that voting is open or vote at [www.pfc.coop](http://www.pfc.coop). Owners can vote for their three favorite charities. The 11 non-profits with the most votes in each location will be recipients for next years Give Where You Live Program. We appreciate your participation and support of the great organizations doing amazing work to make our community stronger.

## **PFC is HIRING!**

We are currently seeking new employees in several different departments of our stores.

Looking for something part-time?

*We've got a job for you!*

Seeking temporary work to make a little extra cash?

*We've got a job for you!*

Hoping to establish a long-term career?

*We've got a job for you!*

Stop by one of our recruitment tables to chat with us, ask questions or pick up an application and grab some goodies!

**LA CROSSE** Recruitment Tables:

Tuesday, Nov. 30, 9-11 a.m.

Friday, Dec. 3, 1-3 p.m

**ROCHESTER** Recruitment Tables:

Wednesday, Dec. 1, 9-11 a.m.

Thursday, Dec. 2, 2-4 p.m

# PLANT BASED *Thanksgiving*

Don't forget we have plenty of options for special diets. Check out our top 8 favorite vegan and vegetarian options to make your meal shine!



**Field Roast  
Celebration  
Roast**  
16 oz



**Tofurky  
Plant-based Roast**  
26 oz



**Sweet Earth  
Benevolent Bacon**  
5.5 oz  
select varieties



**Wildwood  
Organic  
Tofu**  
14 oz,  
select varieties



**Earth Balance  
Buttery Sticks**  
16 oz



**Dandies  
Vegan Vanilla  
Marshmallows**  
10 oz  
select varieties



**Daiya  
Dairy-free  
Shreds**  
7.1-8 oz  
select varieties



**Miyoko's Organic  
Cultured Vegan  
Butter**  
8 oz





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exclusively for Midwest-made foods  
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**Local Foods Festival**  
sample & stock up  
Dec. 11, 2021

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Turkey, holiday meals, and wine!

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