

WHOLE FOODS CO-OP

# garbanzo gazette

WINTER 2024

Celebrate citrus at  
the Co-op!

PAGE 14 – 15

## INSIDE:

- ▶ New Board Members
- ▶ 2024 GIVE! Non-Profit Recipients
- ▶ Call for Grow Local Food Fund Applicants
- ▶ Winter/Spring Co-op Classes
- ▶ Ways to Save at the Co-op
- ▶ Local Maple Syrup
- ▶ Northern Waters Smokehaus



**Sarah Hannigan**  
General Manager

# Bringing Value and Values

**H**appy New Year! I am so glad you are here – reading these pages, participating in our Co-op, being part of our community. Thank you for joining the Co-op as we embark into another year of service to our Owners, shoppers, staff, vendors, and community.

As a purpose-driven business, Whole Foods Co-op operates in the intersection of running a sound business and maximizing our positive impact. Every day we strive to deliver value while upholding values.

Our value proposition includes providing excellent products, competitive prices, and outstanding customer service to our shoppers: being great grocers.

Our values proposition lies in growing the local economy, celebrating the cooperative business model, being a great employer, giving back to the community, and making decisions that uphold equity and diversity and prioritize care for our environment: being a great community cooperative.

Making the connection between value and values – and truly operating in their intersection – is where we're going to be our best.

In the fall of 2023, we wrapped up a staff engagement survey wherein 100% of our employees answered a pile of questions about their experience working at Whole Foods Co-op. The questions ranged from standard employee survey questions you'd likely be asked by any employer to questions that dug into the connection employees felt between the work they do and the Co-op's bigger purpose.

Survey results show the Co-op is doing quite well as an employer; it also revealed that many employees report feeling a disconnect between their work and the Co-op's higher purpose. In some ways this makes perfect sense. Over 70% of our staff joined the Co-op after March

2020 when we streamlined our internal training to focus on the most basic of basics through the pandemic. Staff classes on cooperatives, co-op impact and next-level customer service fell away at this time and have been slow to come back.

In 2024 we're revamping and reintroducing these vital staff trainings. This shift will help support us being great grocers; but to really be a great community cooperative, we're going to have to make sure that we embody that which is learned in the classroom in our work on the sales floor, in back stock, in the deli kitchens, and out in the community.

We're excited to uplift the Co-op's positive impact across operations, and to do so with our new Operations Manager. This fall we welcomed Theron Beaudreau to Duluth and to our Co-op. Theron brings a background of regenerative agriculture and farm-based business consulting, as well as extensive experience in retail grocery from his years with Wheatsville Co-op in Austin, Texas. He also brings tremendous enthusiasm for helping employees recognize and strengthen the connection between their daily work and the Co-op's purpose and impact. It's a privilege to introduce Theron to our community.

As I look to the new year, I'll share one look back. At our Annual Owner Meeting this fall, words of hope for our collective future were shared by all attendees and guests. These are featured on page 6. These are a great reminder of both our direction ahead, and the reason we do the work we do.

Thank you for being here with us in cooperation and in community! 🥕

*In cooperation,*  
Sarah Hannigan, General Manager  
[sarah@wholefoods.coop](mailto:sarah@wholefoods.coop)



**Maria Isley**  
President, Board of Directors

# Reflections

The October Annual Meeting served as a vibrant reminder that our Co-op is more than a grocery store; it's a dynamic entity pulsating with shared values. As we gathered at this annual event, we deepened connections, fortified unity, and celebrated our accomplishments. This highlights our community's vitality and our Owners' collective spirit.

In 2023, the Co-op achieved significant milestones. One example includes the installation of solar panels at the Denfeld store, reflecting our commitment to sustainable energy practices and showcasing the Co-op as an eco-conscious trailblazer. Embracing change, our impact expands beyond our walls, resonating throughout the broader community.

The Co-op's dedication to efficiency and production isn't mere rhetoric; it's evidenced through investments in new equipment at both stores. This underscores our commitment to seamless operations and adaptability to market demands. The construction around the 4th Street neighborhood showcased the Co-op's resilience, demonstrating its ability to harmonize with the dynamic external environment.

The Co-op's influence extends past the registers, reaching into the community itself. From ensuring food access to investing in and partnering with local producers, the Co-op is woven into the fabric of our community. Through education and outreach initiatives, it transforms into a hub for learning, sharing, and collective growth, transcending its role as a mere grocery store.

Adding three new Board members this year injects fresh perspectives into the Co-op's narrative. With diverse skills, the Board shares a common pursuit of resilience and adaptability. Goals set during our annual fall retreat serve as a road map for the Co-op's journey toward growth, sustainability, and overall well-being. As a policy-governance Board, our work exemplifies our commitment to the ENDS statement: "Whole Foods Co-op is a thriving consumer-owned cooperative that supports, invests, and partners to create a healthy community..."

Looking ahead to 2024, we are not just a business entity, but a community poised for progress, resilience, and shared success. The Co-op stands as a beacon of kindness and a model of unity that goes beyond the typical grocery store experience. It's not just a place; it's a journey, and every individual contributes to the ever-evolving narrative of our cooperative community. In essence, the Co-op's ongoing evolution is a testament to the strength of our community coming together. 🌱

**In 2023, the Co-op achieved significant milestones. One example includes the installation of solar panels at the Denfeld store, reflecting our commitment to sustainable energy practices, and showcasing the Co-op as an eco-conscious trailblazer.**



Check out our three minute video about the Denfeld Solar Project:

[wholefoods.coop/DenfeldSolarProject](https://wholefoods.coop/DenfeldSolarProject)

# Welcome

## NEW BOARD MEMBERS!

Welcome new WFC Board members: **Tristen Eberling**, **Chris Lee**, and **Susan Darley-Hill**! Tristen is an Energy Analyst for Ecolibrium3, Chris is a Planner for the City of Duluth, and Susan has served as the Environmental Program Coordinator of WLSSD, the Education Director of a bioregional farm in northern Kentucky, and taught college level Biology and Botany. Each new member brings a wealth of experience and new perspectives to our Board and will help shape our Co-op and community.



From left to right: Tristen Eberling, Chris Lee, and Susan Darley-Hill

### WFC's New Board Administrator



In November, **Holly Wolfe** stepped down from the Board to join the Co-op staff as a Board Administrator. Holly now aids our General Manager in providing administrative and logistical support for the Board. We welcome her to her new role and thank her for three years of service as a WFC Board member.

### ▼ MEET YOUR BOARD!



The Board retreat in November 2023, welcoming new members, and building relationships and community at At Sara's Table Chester Creek Cafe. From left to right: Tristen Eberling, Amber Schlater, Maria Isley, Susan Darley-Hill, D Desotelle, Chris Lee, Robin Pestalozzi, and Scott Van Daele



# GIVE!



## NON-PROFIT SUPPORT PROGRAM

We're pleased to announce the 2024 GIVE! Non-Profit Support Program recipients! Organizations were selected through a combination of staff polling and the fall 2023 Owner election.

### JANUARY

#### [Friends of Sax-Zim Bog](#)

Protecting the Greater Sax-Zim Bog through land preservation, education and research. Funds will be invested in changes to current structures, trails, and boardwalks to make them safer and more accessible.

### FEBRUARY

#### [Lake Superior Community Health Center](#)

Improving access to quality health care for all. Funding will support the patient pantry to keep the shelves stocked with free healthy food options.

### MARCH

#### [CHUM + Minnesota FoodShare](#)

Providing emergency shelter, food, and street outreach throughout Duluth. In March, 100% of donations will support CHUM and the Minnesota FoodShare initiative, an annual giving campaign that addresses food insecurity education and awareness.

### APRIL

#### [Domestic Abuse Intervention Programs](#)

Working toward ending violence against women. 100% of funds will go to a Food Resource Fund that supports victims of domestic violence.

### MAY

#### [Whole Foods Co-op Access Discount](#)

Helping reduce cost barriers by giving Co-op Owners enrolled in food assistance programs a 10% discount on purchases. *In 2023, the Co-op Access Discount provided over \$93,400 to 544 individuals and families with limited means.*

### JUNE

#### [Northeastern Minnesotans for Wilderness \(Save the Boundary Waters\)](#)

Uniting people to advocate for the protection of wilderness and wild places, especially the Boundary Waters Canoe Area Wilderness and the greater Quetico-Superior Ecosystem. Funds will go toward general operating costs to support the campaign.

### JULY

#### [Wildwoods](#)

Promoting the understanding, appreciation, and well-being of wildlife and the world through compassion, care, and community involvement. Wildwoods will use funds to rehabilitate and release orphaned wildlife, give emergency support to raptors and injured wildlife, offer phone triage to the public regarding wild animals in potential distress, and share programs with the community to reduce harmful human/wildlife interactions.

### AUGUST

#### [Friends of the Duluth Public Library](#)

Raising public awareness for and providing resources to develop library services, facilities, community programming, and special events. Funds will go towards library programming.

### SEPTEMBER

#### [Life House](#)

Providing homeless and at-risk youth with a safe alternative to the streets through emergency shelter, transitional and supportive housing, and comprehensive supportive services. Funds will support the Drop-in Youth Center, as well as Mental Health and Wellness, Housing programs, Futures Education, and Employment programs.

### OCTOBER

#### [Program for Aid to Victims of Sexual Assault \(PAVSA\)](#)

Supporting victim-survivors, educating the community, and advocating for change in Southern St. Louis County. PAVSA will use the funding to maintain the 24-hour crisis services for survivors in the community.

### NOVEMBER

#### [American Indian Community Housing Organization \(AICHO\)](#)

Changing the narrative in our community by asserting Native American political and cultural ties to the land and forging a commitment to build sustainable, community-owned practices. Funding will be used to support the completion of AICHO's Domestic Violence Shelter development.

### DECEMBER

#### [Planned Parenthood Twin Ports Teen Council](#)

Supporting community access to reproductive health resources. The funds will directly support the Twin Ports Teen Council, a program that teaches students to become experts in promoting reproductive health to their peers.

Monthly GIVE! round-up donations are divided between the Non-Profit Support Program and the Grow Local Food Fund. Thank you for contributing to our community by rounding up at the registers!



# GROW LOCAL FOOD FUND

## APPLICATIONS OPEN JANUARY 3 – 31, 2024

Learn more and apply:  
[wholefoods.coop/growlocalfoodfund](https://wholefoods.coop/growlocalfoodfund)

The Grow Local Food Fund has provided over \$110,000 to 18 local farmers and food producers in the Lake Superior Bioregion. In 2024, \$50,000 in grants will be available for:

- ▶ New projects that help a farm or food producer scale its offerings
- ▶ Improvements to facilities or purchases that increase productivity or efficiency
- ▶ New equipment, materials, and other purchases
- ▶ Long-term investments



From left to right: Dan Kraker, Britt Johnson, Julianne Motis, and Heather-Marie Bloom

## Stories From Grow Local Food Fund Recipients

At the Annual Owner Meeting in October, we were inspired by the narratives of three amazing farmers and recipients of the Grow Local Food Fund: Britt Johnson, [Polish Farmer](#); Julianne Motis, [Midway Meadows](#); and Heather-Marie Bloom, [Rising Phoenix Community Farm](#). The panel discussion, facilitated by [Dan Kraker](#) of Minnesota Public Radio, eloquently conveyed the Grow Local Food Fund's transformative impact on their agricultural endeavors.

The lively conversation concluded with the speakers imparting three words of hope, inviting Annual Meeting attendees to contribute their own. These collective sentiments appear in the Words of Hope to the left and encapsulate a shared vision within our Co-op community.

Watch the full panel conversation here:  
[wholefoods.coop/glffpanel](https://wholefoods.coop/glffpanel)

## Words of Hope

Whole Foods Co-op Annual Owner Meeting 2023



## Winter/Spring Co-op Classes

Check out our online class calendar for detailed descriptions and to register for classes and store tours: [wholefoods.coop/classes](https://www.wholefoods.coop/classes)

Registration is required. Co-op Owners will receive a \$5 Co-op gift card at paid classes.

### JANUARY

#### Wellness Reset

Michelle Russell, CHHP, CHTP, CEFTP

Saturday, January 6 • 10am – 12:30pm

📍 Denfeld Classroom • \$10 • Limit 14

#### Mentor North: Let's Talk About Mentoring

Molly Hieb, Mentor North

Tuesday, January 9 • 5:30 – 6:30pm

📍 Hillside Classroom • FREE • Limit 14

### FEBRUARY

#### Coffee Brewing Methods & Takeaways

Justin Wood, Almanac Coffee

Saturday, February 3 • 10 – 11:30am

📍 Hillside Classroom • \$15 • Limit 14

#### Let's Make Pad Kee Mao (Drunken Noodles)

Jonathan Wolfe

Tuesday, February 6 • 6 – 7:30pm

📍 Hillside Classroom • \$15 • Limit 14

#### Kids in the Kitchen: Pizza Monkey Bread & Valentine Cards

André LeTendre-Wilcox, WFC

Saturday, February 10 • 10am – 12:30pm

📍 Denfeld Classroom • \$15 • Limit 14

*Recommended for ages 9 and up. Kids must be accompanied by an adult.*

#### Ayurvedic Chimichurri Cauliflower Rice Bowl with Squash Cooking Class

Jessica Karpinske, Rooted in Wellness

Tuesday, February 20 • 6 – 8pm

📍 Hillside Classroom • \$15 • Limit 14

Interested in teaching a class or have suggestions? Let us know!

[marketing@wholefoods.coop](mailto:marketing@wholefoods.coop)



#### **Coffee Brewing Methods & Takeaways**

Justin Wood, Almanac Coffee

Saturday, February 3 • 10 – 11:30am

📍 Hillside Classroom • \$15 • Limit 14

Indulge in the rich world of coffee brewing methods, from drip and pour-over to French press, moka pot, ibrik/Turkish coffee, AeroPress, siphon, and espresso.



### MARCH

#### Kids in the Kitchen: St. Patrick's Day Treats

André LeTendre-Wilcox, WFC

Saturday, March 2 • 9 – 10:30am

📍 Denfeld Classroom • \$7 • Limit 14

*Recommended for ages 9 and up. Kids must be accompanied by an adult.*

#### 2nd Annual Spring Egg Coloring Event

Saturday, March 23 • 9 – 10:30am

📍 Denfeld Classroom • FREE

#### Ayurvedic Sushi Bowl Cooking Class

Jessica Karpinske, Rooted in Wellness

Tuesday, March 26 • 5:30 – 7:30pm

📍 Denfeld Classroom • \$15 • Limit 14

### MONTHLY

#### **Co-op Store Tours & Tasting**

Learn about our Co-op community, discover the best of our stores, and taste a popular menu item from the Co-op deli. Store tours are a perfect opportunity to explore our aisles and get inspired by our wide selection of organic and natural products.

[Friday, January 19](#) • 📍 Denfeld Store

[Friday, February 16](#) • 📍 Hillside Store

[Friday, March 22](#) • 📍 Denfeld Store

1 – 2pm • FREE • Limit 10

## JOIN VEGANUARY!

#### **Join the Co-op Community's Facebook Group, Duluth Does Veganuary**

This active group has over 800 members. Members share photos of their vegan meals, recipes, and personal experiences transitioning to a more plant-based diet. Join the conversation and be eligible to **win one of 4 weekly \$50 Co-op gift card drawings!**



[Facebook.com/groups/DuluthDoesVeganuary](https://www.facebook.com/groups/DuluthDoesVeganuary)

# Ways to Save at Whole Foods Co-op

Anyone can shop, everyone can save. Begin the New Year with savings at the Co-op! We believe that "good for you" looks different for everyone and shouldn't have to be tough on your wallet.

## fresh deals

Find fantastic savings on fresh produce, cheese, and premium meat. New Fresh Deals are added every Wednesday!



## Co-op deals

Enjoy deep discounts on your grocery favorites. New flyers are released every two to three weeks.



## coupons

Save more with over 60 coupons, averaging \$70 in value on many national brands; coupon pads are placed near products in the aisles, ensuring you never miss out on incredible deals.



# Cha-CHING!

Get hot deals on products you love! We're always brokering deals adding some Cha-CHING to your wallet!



# bulk



By the pinch or by the pound, you'll get the amount you need, without paying for packaging. We carry cleaning supplies, oils, spices, and you can grind your own peanut and almond butters.

Find our current deals online at [wholefoods.coop/save](https://www.wholefoods.coop/save)



# coop basics



Uncover exceptional value with Field Day products, featuring everyday low prices on hundreds of items, including essential pantry goods, cooking oils, and versatile dry goods. We love Field Day because most of their food products are certified organic and are made in the USA.



# Sweet Escape

## EXPLORING THE NORTH'S MAPLE SYRUP EXCELLENCE

By André LeTendre-Wilcox, *Education & Outreach Coordinator*



Simple Gifts owner, Dave Rogotzke, with his dogs, Sam and Ruby

**W**e are fortunate to live in the picturesque landscapes of northern Minnesota. Our community is graced with stunning scenery and great people and boasts some of the finest maple syrup producers in the Northland, making it a true Sweet

Escape! Rich in history, infused with tradition, and bursting with authentic flavors, Simple Gifts Syrup and Salmon, Native Wise LLC, and Wild Country Syrup collectively showcase the artistry, dedication, and commitment to quality that defines local maple syrups' authentic flavors.

### Simple Gifts Syrup and Salmon: A Family Legacy

Hailing from Duluth, Minnesota, Dave Rogotzke's Simple Gifts Syrup and Salmon is a family-owned business that has produced maple syrup and provided salmon to the Duluth area for over two decades. Founded in 2000, the business began as a humble



Simple Gifts owner, Dave Rogotzke (center) with his daughter, Leah, and his son, Matt

operation, tapping maple trees on their property to create small batches of syrup. Over the years, they have evolved, incorporating state-of-the-art equipment while preserving their dedication to sustainable practices and commitment to crafting high-quality syrup. Dave, who initially started the business with his father, reflects on the journey joyfully, emphasizing the annual sweet escape with family and friends among the tapped trees.

Combining traditional boiling methods with modern technology, Simple Gifts Syrup ensures a consistent and delicious flavor profile that customers have come to love. Whether browsing the baking section or refrigerated bulk, the unmistakable taste of "liquid gold," as Dave calls it, awaits.



Photos courtesy Simple Gifts

### Native Wise LLC: Sustainably Rooted in Heritage

Heading north to Sawyer, Minnesota, is Native Wise, an indigenous-owned family business founded by Patra and David Wise. With a central focus on soil health, Native Wise is committed to reducing negative impacts on the ecosystem while collaborating with other native-owned businesses. "All of our Products are planted and/or harvested by hand with the help of our family and community," shared Dave. These partnerships allow Native Wise to grow and continue their deep respect for nature and ancestral knowledge.



Native Wise owner, David Wise, taps a tree with his son, Abe.

Patra explained, "We were taught by our grandmother to gather local plants to make natural medicines." From these teachings is where Native Wise found its name Mino Mashkiki, which means Good Medicine in Ojibwe.



“This includes food medicines such as wild rice, maple sap, berries, etc., as well as herbal medicines for a wide variety of ailments.”

Native Wise skillfully crafts maple syrup, drawing inspiration from the very land their ancestors traveled to in search of manoomin, or "food that grows on the water" (wild rice). The passionate team employs expert techniques, tapping into centuries-old wisdom to maximize the potential of their maple trees and create superior syrup. Beyond taste, Native Wise exemplifies sustainability, implementing eco-friendly



Photos courtesy Native Wise

tapping methods and actively supporting local forest conservation. This dedication to responsible production positions them as a model for eco-conscious maple syrup craftsmanship, seamlessly blending tradition, expertise, and environmental stewardship into each delectable bottle.

### Wild Country Syrup: Crafting Wilderness in Every Bottle

In the beautiful Sawtooth Mountains off Lake Superior in Lutsen, Minnesota, there is a quiet and serene forest of maple trees. The kind of trees that sweet dreams are made of. Here, the sap is harvested for Wild Country Syrup, owned and operated by Michael and Carrie Baker, accompanied by their loyal pooch, Arlo. Every bottle of Wild Country Syrup is a reminder of a dream that Michael and Carrie began in 2015.



Wild Country owners, Michael and Carrie Baker

That is when the couple decided to make a change. They packed up their lives from the Twin Cities and purchased Wild Country Syrup. After a year of training and living on the land, they were excited to "continue the tradition of creating the best maple syrup the North Shore has to offer."

As the sap season progresses in early spring, Wild Country captures the essence of the untamed wilderness, blending light, medium, and dark syrup into one uniform product to achieve a unique and luscious flavor. What

sets them apart is their commitment to letting nature take its course, avoiding artificial additives and rushed production methods.

This approach pays homage to the authentic flavors within the maple trees. To experience different flavors, try their darkest range of syrups in 32 oz. and 1-gallon jugs.



Photos courtesy Wild Country

### Northern Minnesota's Maple Syrup Excellence

Simple Gifts Syrup, Native Wise, and Wild Country Syrup collectively represent the epitome of local maple syrup production. These businesses offer delicious products and embody a deep respect for nature, sustainable practices, and a commitment to honoring ancestral traditions.

Whether selecting a thoughtful gift or seeking a sweet escape, northern Minnesota's local maple syrup scene guarantees an unforgettable experience for your taste buds. Delve into the charming world of local maple syrup and support these remarkable businesses that have mastered the art of capturing nature's sweetness in every bottle. 🍯



# Northern Waters Smokehaus

## A LOCAL FAVORITE FOR SMOKED FISH SANDWICHES

By André LeTendre-Wilcox, *Education & Outreach Coordinator*

**N**orthern Waters Smokehaus is celebrated for its exceptional smoked fish, handcrafted sandwiches, and delectable delicacies. Founded in 1998 by Eric Goerd, Northern Waters Smokehaus has consistently served the Duluth community with pride and dedication. Known for smoked fish, exquisite charcuterie, and fantastic sandwiches, the Smokehouse has been dedicated to using top-quality ingredients from nearby lakes and sustainable farms for over 25 years.

In November 2023, they turned the open sign off for the last time in the cozy little corner of the DeWitt-Sietz Marketplace. With a few flicks of the fins, they moved their operation to the lower floor in the same building, significantly scaling up in size.



Eric shared guiding principles the business brought with them from their first location to their new storefront: "We never underestimate our customers, we never abandon our co-workers, we never dumb our food or culture down, and we never let the dark side win. We always look to our food as the beacon—the answer to most questions, difficulties, and problems our business faces."

Situated near Lake Superior, Northern Waters Smokehaus is committed to sourcing fresh, high-quality fish. They partner with Duluth native and Co-op producer Dave Rogotzke and his company, Simple Gifts Syrup and Salmon, who catches King Salmon and Sockeye Salmon from Bristol Bay, Alaska.



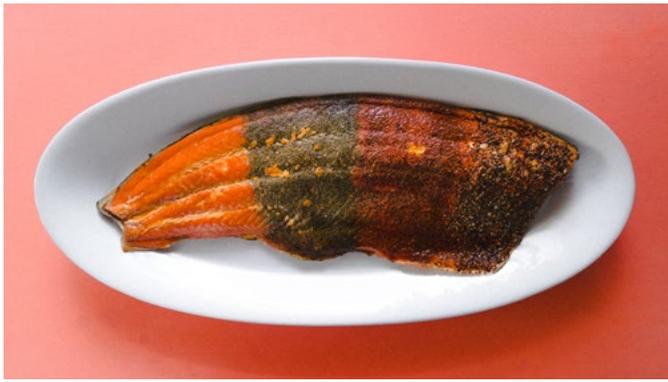
Eric Goerd, owner



Northern Waters new location in the DeWitt-Sietz Marketplace  
Photos courtesy Northern Waters Smokehaus

Additionally, they source wild Lake Trout, Whitefish, and Herring, from Lake Superior Fish Company in Knife River, Minnesota and Bodin's Fisheries of Bayfield, Wisconsin, which fishes the Chequamegon Bay on Lake Superior's South Shore. The Smokehaus adheres to core principles of curing, smoking, and packaging each product with meticulous attention to detail, ensuring customers experience the purest flavors of the region. Alongside their renowned fish, they offer handcrafted sausages, bison jerky, bacon, charcuterie, and more.

Northern Waters Smokehaus is dedicated to sustainability, incorporating environmentally friendly practices into their business. By collaborating with regional fisheries that



Find Northern Waters smoked salmon and lake trout at the Co-op!

prioritize the conservation of fish populations, this supports the local economy while safeguarding natural ecology. By choosing Northern Waters Smokehaus patrons can indulge in culinary delights while supporting a business that promotes the local economy and sustainable practices.

**"We never underestimate our customers, we never abandon our co-workers, we never dumb our food or culture down, and we never let the dark side win. We always look to our food as the beacon — the answer to most questions, difficulties, and problems our business faces."**

— Eric Goerd, owner

seek the quality and authenticity embodied by this beloved Minnesota Smokehaus.

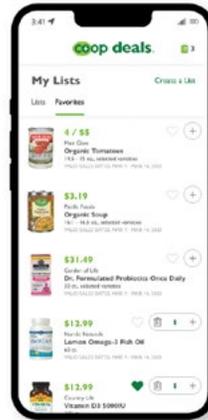
Whether strolling through Canal Park or planning a get-together at home, Northern Waters Smokehaus's commitment to excellence, sustainability, and customer satisfaction offers an unforgettable culinary experience that will leave you craving more. 🥕

Recently, Northern Waters products were added to the Co-op deli section, allowing patrons the convenience to relish the same quality and culinary expertise that has made this Smokehaus a local favorite.

While the Duluth community adores Northern Waters Smokehaus, their off-site sales have earned them national recognition. Through online platforms, customers from across the United States can order and enjoy the distinct flavors by this Minnesota Smokehaus. Positive word-of-mouth testimonials and glowing online reviews bolster their reputation, attracting customers from near and far who

# coop deals®

## Download the App!



✓  
The first 3,000 registered\* users get a free gift and **\$10 towards groceries!**

\*Must be within the first 3,000 users in January 2024 to download, create an account on the app, and provide name and mailing address.

Scan the QR codes to download the Co+op Deals app!



# COMMUNITY PERKS

## NEW ADDITIONS!



### Matinee Musicale

matineemusical.org

▶ \$5 off per ticket for any one Matinee Musicale concert for first-time attendees during 2024.



### Rabbit, Bird, & Bear: Fine Art & Gifts

rbbartgifts.com

▶ 5% discount on purchases over \$25.



### Superior Waffles

superiorwaffles.com

▶ 10% off your food purchase.

Co-op Owners receive discounts at 45+ local businesses.

For a full list of Community Perks, visit:

[wholefoods.coop/communityperks](https://www.wholefoods.coop/communityperks)

# Celebrating Citrus

## FIND THESE VARIETIES AT THE CO-OP

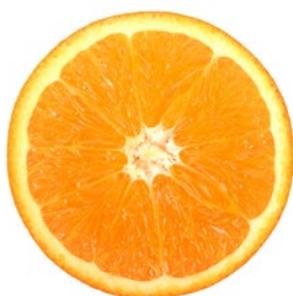


It's citrus season! This time of year is when you will find the sweetest, juiciest citrus at its peak. Add some brightness and zest to your winter. We've highlighted some of our favorites, including some that are hard to find in conventional markets, and invite you to try them all. Join us for a citrus tasting at both stores, accompanied with a sweet Citrus Owner Deal! Find details on the next page. We hope you'll join us for a celebration of citrus!

### Oranges

Oranges might be the most classic citrus fruit, but there are many kinds to choose from. Three popular ones at the Co-op are navels, cara caras, and blood oranges. **Navel oranges** have a belly-button-looking indentation on the bottom of the fruit. They are sweet, easy to peel, and great for raw snacking or adding to salads. We recommend Sky Valley or Buck Brand Heirloom Navel Oranges. **Cara cara oranges** are a type of navel orange, with pink flesh, low acidity, and refreshing sweetness. **Blood oranges**, named for the deep red color of their pulp, have a unique flavor that is a mix of tart orange and ripe raspberry, with a hint of floral. This makes blood oranges a great addition to cakes, sauces, and marmalades.

### Navel Orange



### Cara Cara



### Blood Orange



### Minneola Tangelo

A cross between a tangerine and a pomelo, **minneola tangelos** are sweet with a mild tartness. They are juicy and easy to peel, making them great for fresh eating.

### Kishu Mandarin



Mandarin oranges are small, sweet, easy to peel, and generally seedless. We have a few different mandarins at the Co-op, but the sweetest are **kishu mandarins**. They are bursting with flavor and a must try!

### Ruby Red Grapefruit

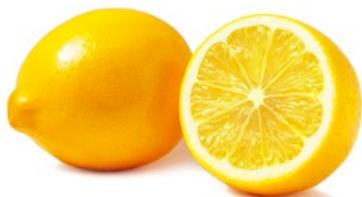


Along with being redder in color than white or pink grapefruit, **ruby red grapefruits** are both sweeter and only slightly tart. Try juicing them to add to cocktails or other beverages. **Pomelos** are the largest citrus fruit. As an ancestor of the grapefruit, their flavor is similar, but sweeter. Try them fresh or replace oranges or grapefruit with them in recipes.



### Pomelo

## Meyer Lemon



**Meyer lemons** are smaller than regular lemons with thin, deep yellow to orange skin. They're also less acidic and much sweeter. You can add chunks to salads and salsa, and desserts. Their rinds are edible and not bitter.

## Kumquat

**Kumquats** are roughly the size of an olive and come in both round and oblong shapes. Their flavor is mildly sweet with pronounced sourness, creating a tangy experience. Surprisingly, the peel is edible and happens to be the sweetest part of the fruit. **Limequats** are a cross between a Key lime and a kumquat. Limequats are more sour than kumquats and are great for making marmalade (see recipe below).



## Limequat



## Celebrating Citrus

A CITRUS TASTING AT WFC

THURSDAY, JANUARY 11  
12–2PM AT DENFELD

FRIDAY, JANUARY 12  
12–2PM AT HILLSIDE

## Citrus Owner Deal 20% OFF ALL CITRUS

JANUARY 11–14



## Mixed Citrus Salad

### Ingredients

- ▶ 4 navel and/or blood oranges
- ▶ 2 grapefruit (pink or red)
- ▶ 2 Tbsp. honey
- ▶ 2 Tbsp. white balsamic vinegar
- ▶ ¼ cup extra-virgin olive oil
- ▶ 5 mint leaves, chopped
- ▶ 5 basil leaves, chopped
- ▶ ¼ cup crumbled goat cheese
- ▶ salt and pepper to taste

### Instructions

1. Peel citrus fruit and cut into ¼ inch thick slices, removing any seeds.
2. In a small bowl, whisk together honey and balsamic vinegar. Slowly drizzle in olive oil, whisking until emulsified. Season with a pinch each of salt and pepper.
3. Arrange citrus slices on a platter. Drizzle with as much honey-balsamic vinegar as you like. Sprinkle with basil, mint, and additional salt and pepper to taste. Top salad with crumbled goat cheese and serve immediately.

Recipe from [stripedspatula.com](http://stripedspatula.com)

## Easy Kumquat or Limequat Marmalade

### Ingredients

- ▶ 4 cups kumquats or limequats, rinsed and cut into thin slices
- ▶ 2 cups filtered water
- ▶ 2 cups white sugar
- ▶ ¼ cup fresh lemon juice (omit if using limequats)
- ▶ 1 Tbsp. grated fresh ginger (optional)



### Instructions

1. Combine kumquats or limequats in a pot with the water.
2. Bring to a boil, reduce heat, and allow to simmer for about 45 minutes until the rinds are very tender.
3. Add the sugar, lemon juice, and ginger (if using) to the pot and bring to a boil again, stirring occasionally until a gel stage is reached (about 220°F or 105°C when checked with a kitchen thermometer).
4. Remove the pot from heat and skim the foam from the surface.
5. Transfer mixture to sterile jars and seal immediately. Refrigerate marmalade once seal has been broken.

Recipe adapted from [dishbydish.net](http://dishbydish.net)

# WHOLE FOODS CO-OP

## HILLSIDE

610 East 4th Street  
Duluth, MN 55805

## DENFELD

4426 Grand Avenue  
Duluth, MN 55807

[wholefoods.coop](http://wholefoods.coop)

218.728.0884

OPEN DAILY • 7am – 9pm

### Holiday Hours

Easter: 9am – 3pm

Owned by YOU and

# 13,369

of your neighbors!

PRSR STD  
U.S. POSTAGE  
**PAID**  
DULUTH, MN  
PERMIT NO. 1003

# WINTER OWNER DEALS



## 20% OFF

ALL CITRUS  
JANUARY 11 – 14

## WELLNESS WEEKEND

## 10% OFF

WELLNESS PRODUCTS  
JANUARY 26 – 28



## \$5 OFF

YOUR \$25 CHEESE  
PURCHASE  
MARCH 13 – 19



**DON'T  
FORGET  
TO USE  
YOUR  
MONTHLY  
OWNER  
COUPON!**

## \$5 OFF

YOUR \$40 SHOP  
JANUARY, FEBRUARY,  
& MARCH

**One Time Use Per Month**

All Owner Deals valid at both Whole Foods Co-op stores; for in-store use only. Deals for Owners only. No rain checks. May not be applied to special orders. No cash value. Gift cards cannot be purchased with monthly coupons.