

LIVING NATURALLY

a community newsletter

WINTER 2018-19





LIVING NATURALLY WINTER 2018/19

Nick Seeberger
CEO

Tom Vogel
Marketing Manager

Kelsey Evans
Susie Hessburg
Design

Susie Hessburg
Photography

Kelsey Evans
Food Styling

Sid Korpi, Proof
Positive
Proofreading

Keep up to date with what's
happening at the co-op



Sign up for our e-newsletter
at our website,
valleynaturalfoods.com to
receive the latest deals and
news from
Valley Natural Foods.

CO-OP HAPPENINGS

JANUARY COMMUNITY DINNER

Join us on Thursday, Jan. 17 for our third Community Dinner at the co-op! We will be serving a \$3 chili meal with cornbread and fixings from 5–7 p.m. A vegan option also will be available.



MEMBER-OWNER APPRECIATION MONTH

We know we wouldn't be the co-op we are without the support of our member-owners. We're celebrating our member-owners during the month of February. Enjoy member-owner specials, in-store demos by local vendors, weekly prize drawings and more!

NEW STORE HOURS

Beginning Monday, Nov. 12, our store hours will change to 8 a.m.–9 p.m. seven days a week. We are excited for the hours change and will be offering brunch at the hot bar on the week-ends with hot and tasty breakfast items from our talented kitchen staff.



HOLIDAY HOURS

Christmas Eve: 8 a.m.–4 p.m.
Christmas Day: CLOSED
New Year's Eve: 8 a.m.–6 p.m.
New Year's Day: 8 a.m.–9 p.m.

Letter from the CEO

Nick Seeberger



This winter at the co-op is unlike any in Valley Natural Foods' recent history. We have a new look, new products, and new faces in our expanded and remodeled store. While our appearance is updated, and our product offerings have expanded, the ethical values of honesty, openness, social responsibility, and caring for others that underpin all co-ops remain central to the Valley Natural Foods identity.

Did you know that we donated more than \$5,600 for healthy school snacks at Echo Park Elementary School in 2018? Or that our contribution of more than \$20,000 to Midwest Food Connection supported 862 lessons that introduce area school children to new foods and the connection between food, community and land? Or that we donated \$1,860 to 360 Communities and the Open Door Pantry food shelves, so that they can provide food for those in need? Or that through our Register Round-up program, our customers gave nearly \$13,600 to local schools, food shelves and nonprofits this past year? As we move forward, we will continue to explore ways in which we can partner with others in the South Metro to support a healthy community!

I want to thank you all for your patience and patronage during our expansion. We've tried hard to ensure that throughout the project, our customers were still able to shop at the co-op and find what they needed. I'd like to invite you all to the co-op to check out the expanded store and our new products and services. I also want to invite you to our Expansion Celebration event at the co-op on Thursday, Jan. 17. It's an opportunity to meet our local vendors, enter drawings for great prizes, join in the dedication of the Susan McGaughey Education Room and enjoy our third Community Dinner.

My family's shopping ritual usually involves a meal at the co-op followed by grocery shopping. This serves a couple of purposes: full bellies make for happy children while shopping, and there is something about gathering in a familiar, comfortable place for good food without having to cook or do the dishes. I'm especially excited for weekend brunch at the Deli's hot food bar to become a part of our ritual. To encourage you to try our new Deli offerings, we've included in this issue of Living Naturally a coupon for 50% off hot sandwiches (including breakfast sandwiches!) from the full-service Deli case. Maybe enjoying a hot sandwich will become a part of your pre-shopping ritual, as well.

Our annual member-owner meeting took place on Oct. 25. More than 250 votes were cast in our annual election, and all the proposed changes to the articles and bylaws passed, as did the board compensation change. Congratulations to DeAnne Shea and Gary Sankary on their reelection to the board. Due to an error on the ballot, we only elected two board members, even though a third seat was open. A huge thanks to Trace Krueger and Amy Simpson for running in the special election, and to Amy on her election to the board.

Best wishes to all of you this winter season!

A handwritten signature in black ink that reads "Nick Seeberger". The signature is fluid and cursive.

Nick Seeberger
CEO, VNF

Letter from the Board of Directors

DeAnne Shea



Greetings from the board of directors.

Thanks to all of the member-owners who attended our annual meeting on Oct. 25 at the Minnesota Zoo. It was nice to meet so many of you who share the same commitment to and excitement for our co-op.

I'm happy to report that all the Articles and Bylaws amendments on the ballot were approved. Perhaps the most exciting amendment approved was electronic voting. Going forward, all elections and surveys will be available electronically.

As a board, we utilize a Policy Governance model. This type of governance uses policies to guide the CEO towards stated goals (Ends) of the co-op. The board represents the member-owners and is responsible for overseeing the CEO and ensuring the co-op is operating in a financially sound manner, while strategically planning for short- and long-term goals. We typically meet once a month, and we also participate in an annual retreat and local co-op events. The board can be reached by email at board@valleynaturalfoods.com.

Special thanks to all of you, our member-owners and shoppers, for your patience and commitment during our expansion.

Special thanks to all of you, our member-owners and shoppers, for your patience and commitment during our expansion. I'm sure many of you felt like your shopping trips became more of a scavenger hunt while trying to navigate the constantly changing construction zone! Now that construction is complete, please enjoy our beautifully expanded space to shop, explore and have a meal at our new hot bar, deli and dining area. Don't forget to invite your family and friends to our South Metro community co-op. Everyone is welcome!

Please join us for our Opening Celebration event on Thursday, Jan. 17 to celebrate our remodeled co-op and to come together for our third community dinner, featuring our famous chili and fixings! We will also dedicate the new Education Room to Susan McGaughey, who retired in 2017 after 37 years with Valley Natural Foods.



See you at the co-op!

2018 ANNUAL MEETING

Valley Natural Foods' 2018 Member-Owner Meeting took place on Thursday, Oct. 25, at the Minnesota Zoo. Board President Mike Jensen and Board Vice President Mark Mosiniak talked about the changes that have taken place at Valley Natural Foods over the past year, in addition to what we can all look forward to in the future. Board Treasurer Sarah Johansson reviewed the co-op's financial performance, which shows Valley Natural Foods in a strong financial position headed into the final weeks of the expansion. Business Developer Ralph Hale presented a history of and details on the expansion project. CEO Nick Seeberger provided an overview of the work that has gone into getting Valley Natural Foods to this point and expressed his gratitude to everyone for their hard work and contributions.

Congratulations to Gary Sankary and DeAnne Shea, who were re-elected to the Valley Natural Foods Board of Directors, and to Amy Simpson, who was elected in a subsequent special election. All proposed amendments to the articles & bylaws, as well as the proposals on stock over-issuance and board compensation passed. The allowance of electronic voting in our elections was one of the amendments approved by member-owners. Going forward, we will conduct elections electronically. Thank you to all of the candidates who ran in the election and to the 280 member-owners who took the time to vote. Your collective voice in the co-op is what makes us unique!

Photos by Susie Hessburg and Jamie Miles



2018 BOARD OF DIRECTORS ELECTION RESULTS



GARY SANKARY



DEANNE SHEA



AMY SIMPSON

COMMUNITY OUTREACH

Giving back through Register Round-up

When you shop at Valley Natural Foods, you will hear an invitation at the end of your transaction: “Would you like to round-up?” Customers are invited to round-up their purchase as part of our Register Round-up program. That spare change then goes to local community organizations. As a cooperative, we give back to our community as part of the co-op principle: Concern for the Community. So, when you round-up, you are sharing your change with local community projects that improve the health and food security of others.



The Open Door Pantry

The Open Door is a hunger-relief organization dedicated to ending local hunger through access to healthy food.

Through its collective programs, The Open Door serves almost 5,000 Dakota County residents each month and distributes over 1 million pounds of food annually, 70% of which is fresh and/or perishable. Clients are able to access healthy food choices through a fixed-site food pantry in Egan, multiple Mobile Pantry sites, the Mobile Lunchbox, and the Garden-to-Table program.

www.theopendoorpantry.org



Westview Family Network Committee

Westview Family Network Committee uses the funds to help all students meet their basic needs so that all students can be great learners. Round-up donations provide for students who don't have the financial means to purchase: school supplies, tennis shoes, winter clothing, snacks and nonperishable emergency food items.

They also provide needed supplies for the schoolyard garden that feeds families who can't afford fruits and vegetables.

www.isd196.org



Oakridge Elementary PTO

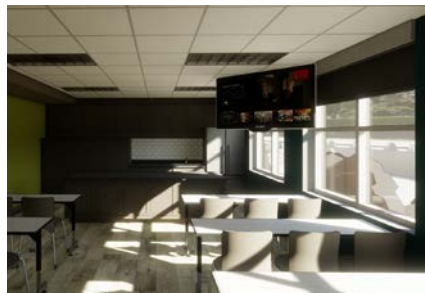
Round-ups help the Parent-Teacher Organization for Egan's Oak Ridge Elementary School of Leadership, Environmental & Health Sciences to enhance the student population's learning about the environment, as well as to fund scholarships to provide opportunities they wouldn't normally have without the donations.

www.oakridgepto.org

OPENING CELEBRATION THURSDAY, JAN. 17

Join us for an Opening Celebration from 4–7 p.m. on Thursday, Jan. 17. We will be dedicating our newly remodeled education room to Susan McGaughey followed by a community dinner, details below.

4 P.M. CLASSROOM DEDICATION



Come celebrate with us as we commemorate Susan McGaughey's 37 years of service and leadership by naming the newly remodeled education room in her honor.

Susan McGaughey's drive to learn, teach and serve ignited decades of success. Always the teacher, she made a difference in the lives of those she served from her first \$5 contribution in 1977 to growing the

co-op to more than 12,000 member-owners and the store to 130 employees by 2017. In 2009, Valley Natural Foods received the highest of all its many honors under her guidance: the Howard K. Bowers Fund Cooperative Excellence Award.



5–7 P.M. COMMUNITY DINNER

Join us at the co-op for a \$3 bowl of chili with all the fixings and cornbread. There also will be vegan and gluten-free options available. Enter for a chance to win great prizes and connect with local vendors.



BOGO DEALS

THURSDAY, JAN. 17–SUNDAY, JAN. 20

ENJOY GREAT DEALS ON SELECT
ITEMS THROUGHOUT THE STORE
ALL WEEKEND LONG.

CHECK WWW.VALLEYNATURALFOODS.COM FOR
MORE INFORMATION.

MISTY FJORD SEAFOOD PRODUCERS

by Tom Vogel, Marketing Manager

photos by Jim Purdum



MISTY FJORD OWNER
FRAN KAUL KNOWS
THE IMPORTANCE OF
COOPERATIVES.

FAMILY-OWNED

When Fran Kaul returns to her native Minnesota from Alaska, where she captains her own fishing boat, she's still struck by how cold it gets here.

"It's Minnesota hearty," she laughs. "I'm reminded when I go back how extreme the Minnesota weather is. I'm always surprised at how many Alaskans live in Minnesota. I guess it's those adventurous spirits."

Kaul hails from the Twin Cities, where she grew up and attended college. Years before she graduated from Macalester College with a degree in anthropology, she had an inkling that she may want to do something else with her life. A visit to see her brother in Alaska when she was 14, during which she had the opportunity to go trolling on a friend's boat, put the love of fishing in her. Today, she is self-employed, captain of her own boat, and running her own direct-marketing business, Misty Fjord. Valley Natural Foods carries a line of products from Misty Fjord, including sockeye and lemon pepper, smoked, and maple-smoked salmon—all personally delivered to the store by Kaul.

Fishing has become a family business for Kaul. Just as she was drawn to the sea at a young age, so were her sons. She has two boys, both of whom are passionate fishermen.

"My oldest son started fishing when he was only 11. By the time he was



Misty Fjord



SEAFOOD PRODUCERS





19, he was running a boat,” Kaul says. “Now he catches way more fish than me,” she adds. Her younger son took up the business, as well, at age 14, eventually joining his brother’s boat a few years later.

Misty Fjord fish found their way into Valley Natural Foods almost by chance. A few years ago, Kaul was back in Minnesota on a sales trip when she stopped in at Valley Natural Foods to grab some lunch. “I looked around and thought ‘gosh, there’s no salmon here. This would be a good spot to sell our fish,’” she recalls.



Another thing that drew Kaul to Valley Natural Foods was the fact that it’s a cooperative. “I really like the co-op business model,” she says. “The co-ops I’m in are not about selling food at the cheapest price. They’re about supporting independent business owners and buying local. That philosophy works for us.”

Kaul says she also likes the people who shop at co-ops. “They’re the type of people who like to know where their food comes from,” she says. “They like to see the faces of the producers and they appreciate our story—the story behind the food.”



MISTY FJORD CREAMY SALMON SPREAD



MISTY FJORD SALMON WILD RICE SOUP



Misty Fjord Creamy Salmon Spread

Ingredients

8 oz. cooked wild-caught salmon
8 oz. cream cheese (softened)
¼ cup sour cream
3 Tbsp. minced onion
1 Tbsp. horseradish
1 Tbsp. lemon juice or zest
Dash of Worcestershire sauce
1 tsp. chopped tarragon

Instructions

Blend together all ingredients with a food processor or electric mixer. Spoon mixture into a bowl, cover and refrigerate. Bring to room temperature 30 minutes before serving with crackers or bread.

*Reprinted with permission from Misty Fjord Seafood Producers
www.mistyfjordseafood.com*

Misty Fjord Salmon Wild Rice Soup

Ingredients

3 slices bacon, cut into ½-inch pieces
1 medium onion, sliced
1 medium stalk celery, thinly sliced
4 oz. mushrooms, sliced
2 Tbsp. all-purpose flour
½ tsp. dry mustard
¼ Tbsp. dried rosemary leaves
1 cup half & half
1 cup cooked wild rice
10 ¾ oz. condensed chicken broth or fish stock
12 oz. wild-caught salmon, skinned and cubed

Instructions

Cook bacon in a 3-quart saucepan until crisp. Drain, reserving fat in saucepan. Cook and stir onion, celery and mushrooms in bacon fat until celery is tender. Stir in flour, mustard and rosemary. Cook over low heat, stirring constantly, until bubbly; remove from heat. Stir in wild rice and broth. Heat to boiling; reduce heat, cover and simmer 10 minutes. Stir in bacon, half & half and salmon. Heat, stirring occasionally until hot. Serves 6.

*Reprinted with permission from Misty Fjord Seafood Producers
www.mistyfjordseafood.com*

EXPANSION RECOGNITION

Thank You to the Following Who Made Our Expansion Possible:

Kraus-Anderson—General Contractor
Wilkus Architects—Architect
Westwood Professional Services—Civil Engineering Design
Emanuelson-Podas—MEP Engineering
45 North Group—Owner's Representative
National Co-op Grocers—Store Design
Old National Bank—Financing
Tarell Friedley—Legal
Gray, Plant and Mooty—Legal

Special Thanks to:

Mississippi Market
Eastside Co-op
Just Food Co-op
All our member-owner investors
Susan McGaughey
Ralph Hale
City of Burnsville

Bryan Root of Celadon
Daniel Moser of Corner Stone Copy
John Perrier of Perrier Wines and Liquors
James Plaza Owners Gilya and Lilya Alchits
Jill Gruba
Tamara Bauers

Thank You to Our Member-Owners and Customers:
For your continued patronage.

Thank You to Valley Natural Foods Staff:
For all your hard work during this time of organized chaos.

MEMBER-OWNER APPRECIATION MONTH



We are celebrating our member-owners during the month of February! Member-owners enjoy:

MEMBER-OWNER DRINK SPECIAL

Save 50% on a 16 oz. Dark Chocolate Mocha at our Coffee and Juice Bar.

THANKFUL THURSDAYS

Enjoy food sampling, recipes and more every Thursday in February.

WEEKLY DRAWINGS

Owners can enter for a chance to win a gift basket and other great items each week.

Sign up on our website to receive our Wednesday e-newsletter for updates on specials and events at www.valleynaturalfoods.com.

SUPERIOR FRESH

by Tom Vogel, Marketing Manager

In a field outside of Hixton, Wis., about a two-hour drive east of the Twin Cities, resides the largest aquaponics facility in the world. Superior Fresh, which supplies Valley Natural Foods with leafy greens grown in their six-acre glass greenhouse, operates with the idea of raising sustainable food in a way that is friendly to the environment.

Earlier this summer, Valley Natural Foods Produce Manager Lindsey Wolterstorff (below) visited Superior Fresh to observe their operations and learn a bit more about the process of aquaponics.



According to Superior Fresh, aquaponics is “the symbiotic relationship between fish, beneficial bacteria, and plants.” Water from an aquaculture system is fed to a hydroponic system where the byproducts are broken down by nitrifying bacteria into nitrates. Those nitrates, which are utilized by the plants as nutrients, and the water are then recirculated back to the aquaculture system with virtually no waste.

Aquaponics is actually a fairly old practice, dating as far back as 1,000 A.D. to the chinampas (canal systems) of Mexico and the integrated rice paddies in parts of Asia. In the United States, however, we are just now beginning to see the potential of aquaponics. Businesses like Superior Fresh are realizing the value of maximizing water-use efficiencies and producing very little waste.

In 2012, Superior Fresh decided to enter the aquaculture business, investing more than \$500,000 in researching walleye performance in land-based recirculating aquaculture systems. They broke ground on their current facility in 2015 and hired professionals from various backgrounds—from engineering to agriculture to marketing—to grow their business.



Currently, Superior Fresh raises Atlantic salmon and rainbow trout in their recirculating aquaculture facility, along with organic produce grown in their hydroponics glass greenhouse. The greenhouse design allows them to grow multiple varieties of leafy greens at one time—creating mixed salads, whole head lettuce and herbs. Some of the varieties include romaine, bibbs and butters, arugula, red leaf, spinach, green leaf, basil, parsley and cilantro. Their organic greens use no pesticides, GMOs or herbicides, and they require 20 times less water than conventional agriculture.



Superior Fresh’s ability to raise fresh food year-round efficiently and sustainably makes it an example for how food will be grown in the future. By creating optimum environments for these three living organisms—fish, beneficial bacteria and plants—Superior Fresh is creating an ecosystem from which we all benefit. More at www.superiorfresh.com.



VISIT OUR NEWLY REMODELED DELI

Our Deli features a full salad bar, a hot food bar with rotating daily options, a new taco bar, signature sandwiches and pizzas, and housemade soups and salads. We also have a new coffee, juice and smoothie bar—all available to order in-store or from our recently reopened drive-thru.

50% OFF
ONE HOUSE-MADE HOT SANDWICH



Coupon applies to sandwiches valued at \$8 or more. Offer applies before tax. Limit one discount per shopper. Not valid with any other offers or discounts. Must present this coupon to receive the offer. Good thru 2-28-19





13750 Co. Rd. 11,
Burnsville, MN 55337



Valley Natural Foods Co-op works in partnership with the South Metro community to support health and well-being through education and expertise in local, sustainable food and wellness services.

— Valley Natural Foods Mission Statement