

# LIVING NATURALLY

a community newsletter

FALL 2018





## LIVING NATURALLY FALL 2018

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Keep up to date with what's  
happening at the co-op  
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Sign up for our e-newsletter  
at our website,  
[valleynaturalfoods.com](http://valleynaturalfoods.com) to  
receive the latest deals and  
news from Valley  
Natural Foods.

# CO-OP HAPPENINGS

## SEPTEMBER COMMUNITY DINNER

Join us on Thursday, Sept. 13 for our second Community Dinner at the co-op! We will be serving a \$3 Polish sausage dinner, served with coleslaw and chips from 5–7 p.m. A vegan option also will be available.



## MINNESOTA ZOO™

## 2018 ANNUAL OWNER MEETING

The Annual Meeting will be held on Thursday, Oct. 25 from 6–8 p.m. at the Minnesota Zoo—Discovery Bay. Head to [www.valleynaturalfoods.com](http://www.valleynaturalfoods.com) for more details and to RSVP.

## MONARCH BUTTERFLIES!

Our staff created an amazing display of Wish Garden Herbs. Fresh-cut flowers surrounded the products and a live monarch was the star! Head to our Facebook page to see photos and video.



## VALLEY ON RENEWABLE ENERGY

VNF will begin participation in the Wellspring program on Sept 1. Currently 25% of energy from Dakota Electric is renewable. We will invest in ensuring the other 75% is renewable. This will bring in new renewable energy to Dakota and support their overall growth. VNF will be able to claim 100% renewable energy.

We will be closed on Thursday, Nov. 22, for Thanksgiving!

# Letter from the CEO Nick Seeberger



**W**elcome to the inaugural issue of Living Naturally, our quarterly publication to update Valley Natural Foods member-owners on what's happening at our community co-op. I'm Nick Seeberger, the CEO of Valley Natural Foods. As I near my one-year anniversary as CEO, I want to thank all who have introduced themselves or shared their thoughts on the co-op with me. I also want to invite all of you to join the board of directors and me at our annual owner meeting Thursday, Oct. 25, from 6–8 p.m. at the Minnesota Zoo. More information and registration can be found online at [www.valleynaturalfoods.com](http://www.valleynaturalfoods.com).

By now you have noticed that Valley Natural Foods is expanding. A huge thanks to our owners who invested in this project—it could not have happened without the \$250,000 in member-owner investments we received! Your board of directors declared a 4% dividend at the end of the fiscal year (June 30, 2018) on the Class C stock in which many of you invested. The dividend will be paid in early September. This is one way we honor the investment of our owners' capital in their co-op. Class C investment shares are \$100 a share and can be purchased at the Customer Service desk. Ask the Customer Service staff for more information if you are interested in purchasing Class C shares.

We are growing our footprint and freshening up our interior to better serve our customers. There will be more options for great local and organic food in every department. We are most excited by our expanded dining area and brand-new Susan McGaughey Education Room that will provide customers with a place to enjoy good food together or take a class with neighbors and friends. The project is on schedule to wrap up by the end of 2018.

On Sept. 13, we will host our second community dinner. At our first community dinner, held in June, nearly 400 people showed up to join us for a meal and meet and engage with other co-op customers. My favorite memory of the evening is of one particularly enthusiastic individual who spent the entire meal at one of the communal tables in the dining area, greeting all who joined the table and declaring that the co-op needs to do more similar events. I completely agree, and I look forward to another robust turnout for Polish sausage, coleslaw and chips for \$3 a plate on Thursday, Sept. 13, from 5–7 p.m.

Best wishes for a festive fall to all!

Nick Seeberger  
CEO, VNF



## ON THE COVER

Clockwise (from the top left): Exterior walls for the expansion are lowered into place; Our September community dinner will feature a smoked Polish sausage; VNF community members gather during our the first community dinner in June; Westview Elementary students learn about bugs in VNF's gardens during a field trip with Midwest Food Connection; VNF Meat & Seafood Manager Anthony Sonifer greets visitors at our first community dinner.

THE YEAR IN

# EXPANSION



Earlier this year, in late spring when the ground had finally thawed, we broke ground on our expanded store. The old car wash came down; new walls and a roof went up; and cranes, bull dozers and hard hats became regular fixtures around Valley Natural Foods.

Anyone who has shopped at the co-op in the months since then is aware of the considerable

changes going on both inside and outside the store. As a service to our shoppers, we made the decision to remain open throughout the duration of the remodel, and we realize that this has at times presented challenges, both for staff and for owners and customers. We recognize the hard work that has gone into the project so far, and we thank everyone for their patience and continued support of the co-op.



## NEW FEATURES

The expansion and full-store remodel ushers in a new chapter in Valley Natural Foods' 40-plus-year history. The expanded Valley Natural Foods will enable the co-op to provide an improved shopping experience, which will feature:

- An increased store footprint of nearly 8,600 square feet;
- Increased retail space of 3,400 square feet; Kitchen and production areas will increase by 3,600 square feet; Receiving, mechanical, and office space will increase by 1,600 feet;
- Wider shopping aisles;
- An additional 40 parking spaces, including six new spaces by the back entrance;
- New HVAC and refrigeration control systems to reduce environmental impact; and
- A wider variety of hot and ready-to-eat housemade meals.

We will also add retail shelf space in all departments. Fresh and prepared foods and wellness programs will see significant increases, including: increased production and retail capacity in



the Deli and kitchen, an expanded Produce department, larger service cases, an expanded selection in Meat & Seafood and additional shelving in Wellness.

The remodeled store will also feature a newly expanded seating area.

The classroom, which will be known as the Susan McGaughey Education Room, will be remodeled, as well, to give the space a more communal atmosphere.

**Pictured:** Since Valley Natural Foods' expansion began in May, we've seen a series of milestones. The old carwash behind the store was demolished, making way for the 8,600-square-foot expansion. The area west of the store was excavated, and while the new walls and roof went up, work was taking place simultaneously inside the store. VNF staff continued to serve customers as entire departments were moved around the store during the remodel.



We are working diligently to complete the entire project prior to the holidays, hopefully in November of this year. We are excited to see all our work come to fruition, and we hope you will enjoy shopping, dining and meeting your fellow co-op member-owners in the newly remodeled Valley Natural Foods.

For weekly updates on the expansion, visit [www.valleynaturalfoods.com](http://www.valleynaturalfoods.com) or subscribe to our e-newsletter at our website.



# 2018 BOARD ELECTIONS

As a member-owner in the co-op, you have the right to vote for the candidate you think is best suited to assist in our mission of creating a healthy community. With this in mind, the board recently updated Valley Natural Foods' Mission Statement to read:

Valley Natural Foods Co-op works in partnership with the South Metro community to support health and wellbeing through education

and expertise in local, sustainable food and wellness services.

There are four candidates and two open seats for the Valley Natural Foods Board of Directors. Ballots are available in-store at the Customer Service desk and voting kiosk. If you have any questions, contact [marcom@valleynaturalfoods.com](mailto:marcom@valleynaturalfoods.com).



## FROM THE BOARD

Greetings, Member-Owners!

As I write this letter, the walls for our store expansion are up, and I am having trouble finding where the bread is when I am in the store. Over the last year, we have had our share of excitement: from the hiring of our new CEO, Nick, to the planning and re-planning of our expansion project. I was not around the co-op the last time a project like this happened, so a lot of it is new to me.

I have enjoyed working with the staff and board as we discussed and made decisions for this project. The thing that is the most fun for me is bringing my daughters (ages 4 and 7)

into the store and talking with them about the changes they see. Market competition and the impact of added square footage on retail business is not too important to them. But they get excited when they hear about more seating in the eating area, more choices in the Deli area (to then take to the seating area), and they are reassured that there will still be apples to snack on when we do our shopping.

I have not told them about our annual meeting being held at the Minnesota Zoo again this year. I don't want to follow up that with the fact that we won't be able to see the tropical reef area or kangaroos. Hopefully, they can be satisfied with just looking at (not touching) the rays. That will work, right? Well, for those of you who are OK with these restrictions, we will have ample seating for all, information on the state of the co-op, connection to our local producer partners and, of course, prizes! We hope that you can join us Thursday, Oct. 25, from 6–8 p.m., and share with us your experiences at the co-op.

A handwritten signature in black ink that reads "Mike Jensen". The signature is fluid and cursive.

Mike Jensen  
Board President, VNF



# ANNUAL MEETING

Being a member-owner of a co-op includes several benefits, from exclusive owner specials to monthly discounts. Another benefit is the opportunity to attend the co-op's annual owner meeting and vote in the board of directors election. All member-owners are invited to Valley Natural Foods' annual meeting on Thursday, Oct. 25, from 6–8 p.m., at the Minnesota Zoo in their beautiful Discovery Bay area.

This marks the second consecutive year that the annual meeting is at the Minnesota Zoo, conveniently located just a few miles from VNF, just off McAndrews Road. We are excited to partner with an organization like the zoo. Like the co-op, the Minnesota Zoo is a strong community organization that has supported education and conservation for decades. The zoo offers several classes and programs for children and adults and is a leader in projects that address threats to endangered species. They are also invested in the restoration of local wildlife and green practices on the zoo site.

The meeting will be catered by Lancer Catering, which

will serve a selection of hors d'oeuvres and snacks made from locally sourced ingredients. During the meeting, owners will hear from the board and VNF's CEO, Nick Seeberger. There will also be updates on VNF's store expansion project and drawings for some great prizes. At the end of the meeting, we will announce the results of the board of directors election.

As member-owners in VNF, you help determine the direction the co-op will take going forward through your vote in the board of directors election. Co-ops are unique businesses, in that they are democratically controlled by their owners, and voting is one of the inherent benefits of co-op ownership.

In addition to the election, the annual meeting is a chance for owners to interact with one another, meet VNF staff, and talk to board members. A co-op is more than just a place to shop for groceries, it's also a community. Ideally, events like the annual meeting and our community dinners bring our cooperative community closer together.

We hope to see you at the meeting.

## OWNERS, RSVP FOR THE ANNUAL MEETING

Thursday, Oct. 25  
6–8 p.m.

The Annual Meeting will be held on Thursday, Oct. 25 from 6–8 p.m. at the Minnesota Zoo—Discovery Bay. The zoo closes to the public at 4 p.m., and there is no admittance prior to 6 p.m.

RSVP at  
[www.valleynaturalfoods.com/ownership/rsvp/](http://www.valleynaturalfoods.com/ownership/rsvp/)

Address:  
Minnesota Zoo  
13000 Zoo Blvd.  
Apple Valley, MN 55124

# MEET THE CANDIDATES

## Responsibilities of Directors

The Valley Natural Foods Board of Directors is responsible for setting long-range goals and future plans for the co-op, ensuring sound management of the co-op's resources, and acting as trustees on behalf of the member-owners.

## Candidates were asked these questions:

1. Why are you interested in serving on Valley Natural Foods' board?
2. What do you believe will be two of the most important issues facing Valley Natural Foods over the next five years?
3. Please summarize the skills and experience you bring, and the contributions you hope to make, as a Valley Natural Foods board member.



Member-Owner Since 2011  
Savage, Minn.  
International Freight Forwarder

1. I'm interested in serving on the Valley Natural Foods board because the cooperative provides me access to the food and wellness products I need to support my nutritional program, and I wish to offer my support and time. The community centric mission and support of local, small operation agriculture aligns with my values. I actively participate in all owner surveys as one method to support and guide the board, and I'm offering to contribute more.

2. The foremost issue facing Valley Natural Foods is to be certain our mission of supporting local agriculture, as well as the community, is seen as the key market differentiator from other stores offering organic products.

The second issue is how to best promote the new features of the store expansion to further express our

mission and values.

3. I worked for Procter & Gamble for two years on the local sales and merchandising team. This was specific to P&G soap products, working with the grocery managers to promote the store presence of the P&G product line. My academic coursework was also geared to consumer marketing practices. My hope is this background and any transferable skills in my current profession will help the cooperative remain financially sound and range its long-range goals.



Incumbent Board Director  
Member-Owner Since 2007  
Apple Valley, Minn.  
Director of Retail Industry Solutions  
for ESRI

1. My retail career started in my father's local business when I was 10. Since that time I've had the opportunity to work with small retailers all the way up to the largest retailer companies in the World. From this experience I strongly believe that locally owned and operated business are one of the foundations of healthy, sustainable communities. Valley Natural Foods represents the best of community-based business because the co-op ownership model enables members of the community to actively participate and engage in the direction and mission of the organization. This is what attracted me to becoming a member many years ago and it's why I continue to shop at Valley.

In May I was graciously asked by the board to fill in for a vacancy. In my short tenure I've come to appreciate the challenges faced by the organization as well as to better understand a bit how strong leadership has made this organization successful. The retail industry in a bit of a disruption. New competition and market pressures are changing the way customers interact with retailers. In my

professional role I have the opportunity to work with many retailers around the world to use tools and data to mitigate the impact of this disruption. I feel strongly that I have a great deal to offer from my own experience and I've enjoyed working with the board and wish to continue to do so.

2. The number one issue that I see for our co-op is to return the business to positive sales growth. Our market has changed and our sales have been impacted. New competitors have entered the market which has changed how our customers shop. We have also seen shifting demographics in Dakota county, this is something we need to understand and accommodate in our merchandising and marketing strategies. I strongly believe we are taking the right steps by expanding the building. This will give the co-op the opportunity to expand our best performing businesses and create a more compelling space for our customers. We have to continue to do more.

I love what Valley does in the community to support healthy lifestyles and provide products that help our owners and customers live their values. But to continue to do this we have to be successful and as a retailer, success is measured by growth. We've had some challenging years recently, I want see the co-op return to sustained growth.

The other issue that I think we need to focus on, and this goes hand in hand with the previous, is growing our customer base, both owner and non-owner customers. We have already implemented new engagement tactics; our community dinner and our farm tours for example.

We need to continue to do more to keep our current market share while attracting new families to Valley. This is exactly how we will defuse the impact of our competition in our market.

3. I have over 40 years of experience in the retail industry. From stocking my Dad's business when I was a kid, to developing and implementing merchandising strategies for Target to my current role helping retailers use geographic data to better understand their stores and their markets. I have a strong understanding of retail analysis, many of the challenges I've been exposed to in my short time on the board are exactly the sorts of issues I help my current clients with and are issues I worked on with Target.

Some of the areas of focus I have in my background are:

**Merchandising and assortment planning:** What are the right products for a store?

**Store Space Planning:** Working with store planograms (where to put specific products to maximize turnover and sales) and store category plans to optimize shopping experience and store operations.

**Market Analysis:** Leveraging tools to better understand the market we operate in—competitive analysis, customer analysis, marketing opportunities and market penetration.

In addition to these I've also spent many years in front line store operations, from staffing to stocking and have a good understanding of how a successful store operates.



**DEANNE  
SHEA**

Incumbent Board Director  
Member-Owner Since 2003  
Prior Lake, Minn.  
Volunteer and serve on several  
ministries and organizations with-  
in my church and community

1. As the end of my first term on the board approaches, I continue to be excited for the future of VNF. I'm grateful for the opportunity I've had to learn, serve and represent the member-owners, and I would like to continue to serve. I'm excited to see VNF through the current expansion project and continue to plan for the future. Ensuring the financial stability of VNF, while strategically planning for short- and long-term growth and investment strategies is a top priority. I believe in the cooperative model that VNF has been built on; where partnerships and relationships with farmers, shoppers and the community are honored and nurtured. VNF is a place where shoppers are welcomed and encouraged to gather, learn and grow. Shoppers have access to trusted local, organic and sustainable products and services. I want to ensure that VNF continues to operate on these cooperative values for many generations to come.

2. I believe that the two most important issues facing VNF over the next five years are competition and ensuring our commitment to our cooperative model and mission while educating our shoppers and telling

our story. Competition and changing shopping patterns are a reality that VNF and the board have been facing and strategically planning for and must continue to do so. With the influx of grocery stores in the South Metro area and broader Twin Cities, as well as the continuing surge of online shopping, VNF will have to continue to look for strategies to stay ahead of the competition and differentiate ourselves.

In my opinion, VNF's greatest strength is our cooperative model and our personal relationships with farmers, our community and our member-owners and shoppers. This is what differentiates us from the competition. VNF must stay aligned to its mission and cooperative values. We need to continue educating our shoppers and member-owners about our cooperative differences and strengths and continue sharing our story of what it means to be a cooperative. It is our strength as a member-owned cooperative and

staying true to our mission and values that will help us through the competition.

3. Having served one term on the board, I have gained the experience and understanding of how the board processes operate using the policy governance model. I have several years of management, purchasing, and contracts experience, as well as teaching experience. I have served in leadership roles on a variety of committees. I enjoy volunteering and giving back to the community. I consider myself to be dedicated, trust worthy, team oriented and engaged. I'm connected and involved within the community. As a 15-year member-owner of VNF, I'm committed to the success of VNF and support the mission and cooperative values of VNF. I believe in the importance of educating future generations. One of the contributions I hope to make is to seek more ways to engage the shoppers and member-owners.



Member-Owner Since 2013  
Apple Valley, Minn.  
Chief of Staff, Institute of Child Development,  
University of Minnesota

1. Joining Valley Natural Foods five years ago was a lifestyle game-changer. I switched to eating local and organic foods, participated in community-supported agriculture, attended food classes, and became conscientious about the local area in which I live. Serving on the board would allow me to show my appreciation for my healthier lifestyle and give back to the community. Secondly, I support the expansion efforts of Valley Natural Foods and want to contribute my time and skills to the success of the expansion.

2. The building expansion brings exciting opportunities for Valley Natural Foods and this large undertaking shows the co-op's commitment to serving the local community. The southern suburbs are rapidly expanding and Valley Natural needs to position itself to serve a larger number of people wanting local and organic food. With suburban growth comes competition. Valley Natural will need to make sure prices are in line with competitors and provide an experience for shoppers they cannot find elsewhere. Secondly, technology is rapidly changing retail. Valley Natural will need to decide how it will address changes in grocery experiences such as food delivery, rapid pick-up, and offering prepared meals. Clearly defining and following the mission (who are we and what do we do well?) needs to be a priority in order to keep members committed and attract new members to join a truly exceptional community and shopping experience.

3. Serving on the board will allow me to utilize the leadership skills I have gained from my experience overseeing the daily operations of a large department at the University of Minnesota. I am particularly skilled in budget oversight and cost reductions, resulting in yearly positive balances that make possible new programming and initiatives. Equally important, I am highly skilled in organizational development and successfully restructured the department's administrative function, which resulted in improved efficiencies and increased employee morale by addressing workload inequities. On a personal note, I am a very easygoing individual and enjoy meeting new people and finding the positive in everything I do.



IT'S YOUR CO-OP  
IT'S YOUR  VOTE  
BOARD OF DIRECTORS  
**ELECTION**

VOTE IN-STORE Sept. 4 thru Oct. 25, 2018

BOARD OF DIRECTORS  
ELECTION  
+  
ARTICLES & BYLAWS AND  
OVER-ISSUANCE VOTE

This year, in addition to the board of directors election, there are also several proposed amendments to the language in Valley Natural Foods' Articles & Bylaws and stock over-issuance on the ballot. These are the documents, agreed upon by member-owners that govern our cooperative. There will also be a vote on a compensation change for board members. The update is to ensure that board members are provided with fair compensation for their significant commitment of time and the responsibility of being stewards of our co-op. As a mem-

ber-owner in the co-op, you have the opportunity and the right to vote on these changes.

The Articles & Bylaws are available in their entirety in the store and online at [www.valleynaturalfoods.com](http://www.valleynaturalfoods.com). The ballot will contain the choices for board candidates, as well as the proposed changes to the articles & bylaws. Please visit the ballot boxes in the store, both at the Customer Service desk and vote kiosk, and cast your vote!

DO WE  
HAVE YOUR  
CURRENT  
EMAIL  
ADDRESS?

Valley Natural Foods will be sending out a member-owner survey via email in September.

We want to hear from you on how we're doing and what you'd like to see us improve. All participants will be entered into a drawing for one of three \$50 gift cards to VNF.

If you've changed your email address recently, you can stop by Customer Service or email [marcom@valleynaturalfoods.com](mailto:marcom@valleynaturalfoods.com) to update your contact information in our records.

# LOCAL HONEY



**M**innesota is absolutely spoiled with all of the amazing local honey producers in the area.

honey by stocking it on our shelves.

Valley Natural Foods is proud to support local

Let's take a look at three of these honey producers.



## Bare Honey

Bare Honey works to not only produce local and sustainable honey, but also to support other local beekeepers with the same vision. Every purchase of Bare Honey lets industrial agriculture know that we want our food products to be free from harmful treatments, chemicals and antibiotics.



## Ames Honey

Ames Farm is nationally recognized for producing single-source honey. Each jar of their honey has the location, hive number, and floral source printed on the label, making it unique and specific to a time and place in Minnesota.

## Bolton's Bees

Each honey from Bolton's Bees has a distinct flavor and a unique story. They pride themselves in having distinct, location-specific honey. Bolton's Bees honey shares local specialties, which come from all across Minnesota.





## Almond Coconut Bark

### Ingredients

1 cup almond butter  
1 cup coconut oil  
¾ cup carob powder  
1 Tbsp. honey  
1 tsp. vanilla extract

¾ cup raw almonds, chopped  
1 cup coconut flakes  
1 cup dried cherries

### Instructions

In a large pot, melt the almond butter and coconut oil over low heat, stirring frequently. Once melted, whisk in the carob powder and honey until well combined. Turn off the heat and stir in the vanilla, almonds, coconut flakes and dried cherries. Pour mixture into an 8x8-inch glass dish. Sprinkle with additional almonds, coconut flakes and dried cherries, if desired. Place in the freezer overnight. Once frozen, cut or break into pieces and serve.

## Honey Mustard-Glazed Carrots with Goat Cheese

### Ingredients

½ cup honey  
½ cup stone-ground mustard  
2 garlic cloves, minced  
2 Tbsp. apple cider vinegar  
1 lb. green-top carrots, cleaned & trimmed

2 Tbsp. olive oil  
Salt & pepper  
4 oz. honey goat cheese, crumbled  
½ cup walnuts, chopped

### Instructions

Preheat grill to 350 degrees. In a small bowl, whisk together honey, mustard, garlic and apple cider vinegar; set aside. Coat carrots with olive oil, sprinkle with salt and pepper. Place carrots on grill for 8–10 minutes on each side or until tender. Remove from grill and place on a serving dish. Drizzle with honey mustard mixture, and sprinkle with goat cheese and walnuts. Garnish with minced greens from carrot tops or fresh parsley.

## Sweet Potato and Kale Salad

### Ingredients

3 sweet potatoes, peeled & cubed  
2 shallots, halved  
½ cup balsamic vinegar  
2 Tbsp. honey  
1 Tbsp. stone ground mustard  
1 tsp. salt  
1 Tbsp. fresh thyme

¼ tsp. red pepper flakes  
½ cup olive oil  
8 bacon slices crumbled  
3 kale leaves, shredded  
1 ½ cup wheat berries, cooked  
½ cup red onion minced  
½ cup walnuts, chopped  
½ cup cranberries

### Instructions

Preheat oven to 400 degrees. In a large bowl, toss sweet potatoes, shallots and olive oil to coat. Place on baking sheet and season with salt and pepper. Roast for 30 minutes or until slightly browned. Place in large bowl and set aside. Add shallots, balsamic vinegar, honey, mustard, salt, fresh thyme and red pepper flakes in blender and puree for 1 minute. Stream olive oil into mixture to emulsify. Blend dressing ingredients for additional minute; set aside. Add remaining ingredients into bowl with potatoes. Pour dressing and toss. Refrigerate 30 minutes prior to serving.

## Honey Citrus Tea

### Ingredients

2 Tbsp. herbal orange spice tea  
6 cups orange juice  
1–2 cinnamon sticks  
½ lemon, sliced

1 Tbsp. honey  
1–2 cups hot water

### Instructions

Place the herbal orange spice tea in a cotton tea bag or teal ball infuser and seal shut. Add the tea bag, orange juice, cinnamon sticks, lemon slices and honey in a large pot and stir. Bring mixture to a boil over high heat for 2 minutes. Reduce heat and simmer 20–25 minutes. To adjust strength, add hot water until tea reaches desired taste. Remove tea bag before serving. Can be served warm or cold.

# 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.



### Eastview Community Foundation

Since 2000, the Eastview Community Foundation has been supporting academics, arts and athletics in the Eastview attendance area. Funds raised in September will be used to provide Random Acts of Kindness (e.g., new shoes, basic school supplies, winter clothing or meals for hungry kids) for kids in grades K–12 who are in critical financial need.

[evcf.org](http://evcf.org)

### Midwest Food Connection

Founded in 1993, Midwest Food Connection (MFC) is a nonprofit educational organization based in the Twin Cities. Funds raised at Valley Natural Foods during October will go directly toward funding MFC's educational programming at Valley's nine target schools: Greenleaf, Westview, Echo Park, Southview, Thomas Lake, Gideon Pond, Sky Oaks, Christina Huddleston and Orchard Lake.

[midwestfoodconnection.org](http://midwestfoodconnection.org)



### Land Stewardship Project

Land Stewardship Project (LSP) trains and supports many of the family farmers who sustainably grow the healthy food found at Valley Natural Foods. Contributions from the round-up program in November will help grow LSP's work with local farmers to build soil health, reduce water pollution, mitigate climate change and educate the next generation of farmers to farm sustainably.

[landstewardshipproject.org](http://landstewardshipproject.org)

Try local foods

Learn new recipes

# HOLIDAY PREVIEW

## Taste a Local Variety of Holiday Treats!

Join us for our annual Holiday Preview on Nov. 10 from 11 a.m.–2 p.m. It's one of our most-anticipated events of the year. Shoppers will enjoy tasting free samples of our best holiday fare (including gluten-free variations), and collect tasty holiday recipes, tips and ideas throughout the store.

Get unique ideas  
for the holidays

Connect with local  
producers

# VALLEY'S OWN BAKED GOODS



Perfect for a Gluten-Free Holiday!



In 2011 Valley Natural Foods started Valley's Own™ Bakehouse with the vision of providing gluten-free baked goods that everyone can enjoy. Since then, Valley's Own has produced a line of gluten-free products in which taste is just as important as safety. From sweet treats to everyday staples, each product is hand-crafted and packaged in a dedicated gluten-free facility, using locally and specially sourced ingredients to help ensure superior flavor and texture. Our products taste so good, you won't be able to tell they're gluten-free.

Because we understand the needs of the gluten-free consumer, we built our commercial kitchen in Burnsville, Minn., to exclusively produce gluten-free products. There is less chance of cross-contamination in a dedicated kitchen. We bake daily in small batches, producing every product by hand.

## Our holiday items include:

- Pumpkin, Pecan and Apple Pies (full size 9")
- Dinner Rolls
- Pumpkin Bread
- Pecan Tarts
- Croutons
- And more!



Pictured above: Valley's Own staff. The Bakehouse satisfies a growing need for gluten-free products produced in a safe facility with commitment to taste. In fact, the goal of the Bakehouse is to produce gluten-free baked goods that are so good everyone will want to eat them.

LOCAL FARM-RAISED TURKEYS FROM:

# FERNDALE MARKETS

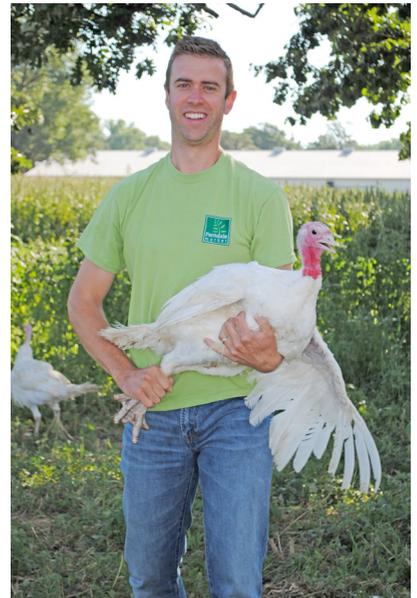
When Dale Peterson and his wife, Fern, first started raising turkeys on their Cannon Falls farm, they did it the only way they knew how—without shortcuts. Seventy-five years and three generations later, that philosophy hasn't changed.

At Ferndale, they take pride in raising free-range turkeys the way nature and the farmers' namesake intended: without the use of antibiotics or artificial growth promotants, rotating the birds

on acres of grassy pastures during the warmer months, and exceeding many organic turkey certifications. The turkeys are also processed naturally, without additives, using only clean ingredients.

No binders. No fillers. No saline solutions. We believe you'll taste the difference.

Thank you for choosing local and organic foods from family farms like Ferndale, and we look forward to seeing you at Ferndale Market!



John Peterson of Ferndale Market. Ferndale has been in operation in Cannon Falls, Minn., since 1939.

# What is a “deep chill” fresh turkey?

Ferndale Market offers two turkey options: frozen or fresh deep-chill.

Both come from autumn flocks, so you're assured of getting a turkey that hasn't been stored in a freezer for extended periods of time.

Turkeys are minimally processed and contain no added preservatives. Although a light ice crusting may occasionally form on the bagged turkey breast, Ferndale's fresh turkeys have never been in a frozen state, and they are ready to roast and enjoy.



## DON'T FORGET TO ORDER YOUR TURKEY!

We will be taking turkey orders from  
Nov. 1–14 in-store,  
online at  
[www.valleynaturalfoods.com/  
turkey-pre-orders](http://www.valleynaturalfoods.com/turkey-pre-orders) or over the  
phone at  
(952) 891-1212 ext. 227.

Fresh turkeys will be in-store for pick  
up starting Nov. 10.

\*subject to change, while supplies last



13750 Co. Rd. 11,  
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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