

LIVING NATURALLY

a community newsletter

SPRING 2019





LIVING NATURALLY SPRING 2019

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happening at the co-op
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at our website,
valleynaturalfoods.com to
receive the latest deals and
news from Valley
Natural Foods.

CO-OP HAPPENINGS

BITE OF BURNSVILLE

Valley Natural Foods will be participating in the Bite of Burnsville at the Ames Center on Thursday, March 7 from 5:30–9 p.m. Visit www.ames-center.com/bite-of-burnsville.html for more information.



APRIL COMMUNITY DINNER

Join us on Thursday, April 11 for our fourth Community Dinner at the co-op! We will be serving a \$3 pasta dinner from 5–7 p.m. Gluten-free and vegan options will also be available.

GOODBYE TO PLASTIC BAGS ON EARTH DAY

This year marks the 49th anniversary of Earth Day. Valley Natural Foods believes that our practices have an impact, too. That's why starting on Earth Day this year—Monday, April 22—we will no longer offer plastic bags at the registers. More info on page 7.



CLASSES ARE BACK

The newly remodeled Susan McGaughy Education Room is ready for classes to begin in March. You can view the class schedule here: www.valleynaturalfoods.com/events-classes/.

HOLIDAY HOURS

Easter: 8 a.m.–2 p.m.
Memorial Day: 8 a.m.–9 p.m.



Letter from the CEO

Nick Seeberger

Thank you to everyone who came to our Grand Opening celebration and third Community Dinner on Jan. 17 in our recently expanded and renovated store! At the event, we dedicated the new Susan McGaughey Education Room in honor of our previous general manager. After the dedication, more than 600 people showed up for the chili dinner with fixings, giving our new space a huge dose of energy.

Now that the hard work of the expansion is behind us, we are looking to the future and trying to figure out what comes next for the co-op. One area of focus in the coming year is evaluating our practices to find ways in which we can reduce our co-op's environmental impact. As a grocer, we use a lot of energy to keep products fresh, and we try to offset the impact of that energy usage in the ways we can. There is a lot we do that we can be proud of, such as sourcing products from farmers and producers who use practices that mitigate their respective environmental impacts. However, we know we can still do better.

On April 22, Earth Day, the co-op will stop offering plastic bags at the registers. We estimate that this single act will remove 114,000 bags from area streets, rivers and the waste stream. At the same time, we are launching a reusable Valley Natural Foods canvas bag for sale at a discounted price. We want to be a sustainable business that is intentional in our support for the environment. We will continue to offer plastic bags for wrapping individual products in the Produce, Bulk and Meat & Seafood departments.



This year, Valley Natural Foods will recognize International Women's Day on Friday, March 8. As a business whose shoppers and staff are overwhelmingly female, we want to celebrate all that has been accomplished to empower women and drive greater gender equality. At Valley Natural Foods, we have a number of product lines from women-owned businesses. One of my favorite foods at the co-op is St. Paul Bagelry bagels, from owners Dodie Green and Peggy Teed, toasted and spread with cream cheese. Join us on March 8 to learn more about, and support, women-owned businesses at Valley Natural Foods.

Finally, in this issue you will find information pertaining to classes and events offered in our new Susan McGaughey Education Room. I hope you will be able to join others from the community and take a class. We are also pleased to share that we are making both the Susan McGaughey Education room and the adjacent conference room available to the community to reserve and use for private meetings and gatherings. For more information on reserving a space or to explore our class offerings, visit us at: www.valleynaturalfoods.com.

Sincerely,

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

Nick Seeberger
CEO, VNF

COMMUNITY DINNER SCHEDULE

JOIN US AT THE CO-OP

APRIL

Thursday, April 11 we will be serving a \$3 pasta dinner from 5–7 p.m. Gluten-free and vegan options will also be available.

JUNE

Thursday, June 13 we will be serving a \$3 sausage dinner from 5–7 p.m. Gluten-free and vegan options will also be available.

SEPTEMBER

Thursday, Sept. 12 we will be serving a \$3 burrito bowl dinner from 5–7 p.m. Gluten-free and vegan options will also be available.

JANUARY

Thursday, Jan. 16 we will be serving a \$3 chili dinner from 5–7 p.m. Gluten-free and vegan options will also be available.

FROM THE BOARD

KATE WARD, BOARD MEMBER



“V-A-L-L-E-Y. THAT SPELLS OUR CO-OP!”

This is what my 3-year-old loudly proclaimed at the January Community Dinner, beaming with pride. I, too, beamed with pride—for so many reasons.

I’m proud of our legacy and growth. Having entered the co-op over the past several months and observed the weekly progress of the expansion, I was overwhelmed by seeing the vision and hard work come to fruition. To then see that space filled with member-owners, members of

the community, and community partners—all to celebrate our co-op and its legacy (and to indulge in a delicious chili dinner)—I couldn’t help but feel proud.

I’m proud of our partnerships. The co-op makes it possible for us to think globally and act locally on a regular basis. You make a difference when you buy local products like Bootlegger Kombucha, Vika’s Essentials, Kadejan chicken, or Hibo hot sauce, or when you round up your purchase at the register or donate the refund from using your reusable bags to our community charities. I’m proud of these small things because even a small pebble makes a radiating ripple in water.

I’m proud of what’s to come. I always get excited about the opening of our Community Gardens in the spring, and I take pride in how hundreds of kids get to experience the Teaching Gardens every summer. Beyond that, the board of directors is thinking forward by dedicating time and thought toward revising our Ends statements. These policies will help direct growth strategies we can all be proud of for years to come.

I hope you all feel proud, too. Whether you are a member-owner, community member or community partner, it is our co-op.

A handwritten signature in cursive that reads "Kate Ward".

Kate Ward
Board Member, VNF



Looking back at our OPENING CELEBRATION



Our third \$3 Community Dinner took place on Thursday, Jan. 17, as part of our Opening Celebration. VNF staff served a chili-and-cornbread dinner with fixings. Several local vendors were on hand sampling their product as owners and customers toured the remodeled store. More than 600 chili meals were sold at the event, making it our best attended Community Dinner to date.



Prior to the Community Dinner, we held the dedication of the Susan McGaughey Education Room, named in honor of Valley Natural Foods' former general manager of 37 years. Dozens of visitors were on hand, including representatives from the Burnsville Chamber of Commerce, Wilkus Architects, contractor Kraus-Anderson, and Old National Bank, as well as project investors and staff from other metro-area co-ops.



Following a welcome from Burnsville Mayor Elizabeth Kautz, VNF CEO Nick Seeberger and Board President Mike Jensen gave remarks, after which Susan and the mayor cut the ribbon in front of the new Education Room. Refreshments were then served in the co-op's newly expanded seating area and attendees were able to tour the new Education Room.



More pictures available at: www.valleynaturalfoods.com/opening-celebration-and-community-dinner/.



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. One hundred percent of 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.



MARCH

ANGEL FOUNDATION

Twin Cities-based Angel Foundation provides emergency financial assistance, education and emotional support to adults with cancer and their families. Focusing on alleviating stress and improving quality of life, this program covers non-medical basic needs such as groceries, utilities, housing payments and fuel costs. The money raised from the round-up will support Angel Foundation’s programs as well as financial assistance to local families facing cancer. www.mnangel.org.



APRIL

SUSTAINABLE FARMING ASSOCIATION

The Sustainable Farming Association (SFA) of Minnesota supports the development and enhancement of sustainable farming systems through farmer-to-farmer networking, innovation, demonstration and education. SFA is an inclusive farmer networking organization that works for anyone seeking innovative methods to protect Minnesota’s food-producing resources. From urban farmers to rural grain producers, SFA promotes soil health and sustainable techniques. Round-up funds will support building healthy soils, sustainable techniques that boost farmer profitability, and local food availability in Minnesota. www.sfa-mn.org.



MAY

PARTNERSHIP GARDEN

Members of Partnership Garden learn about sustainable, organic gardening in partnership with students and staff at the School of Environmental Studies (SES). During the school year, Partnership Garden offers volunteer opportunities to high school seniors who are attempting to complete a Senior Environmental Project and offers opportunities to the staff and students of the SES AVID Program (which works with students who are capable of completing a college preparatory path, but who have never before felt challenged or supported in this path). Round-up funds will help support a community garden that offers a partnership between a group of volunteers who garden and offer educational opportunities on sustainable organic gardening. www.partnershipgarden.org.



CELEBRATE EARTH DAY

Monday, April 22 is the 49th anniversary of Earth Day. The first Earth Day in 1970 inspired millions of Americans to become more aware of the environment and the impacts their daily lives had on it. Today, more than 1 billion people participate in Earth Day activities, making it the largest civic observance in the world.

Valley Natural Foods believes that our practices have an impact, too. That's why starting on Earth Day this year—Monday, April 22—we will no longer offer plastic bags at the registers. This single action is significant. Currently, Valley Natural Foods uses nearly 114,000 plastic bags a year. That goes into the 100 billion plastic bags used annually in the United States (and the 12 million barrels of oil it takes to produce them).

We feel this is a necessary change for the co-op. However, we are also aware of the potential reuses plastic bags have. Single-use plastic bags will still be available in Produce and the Bulk departments, and we offer several alternatives to plastic bags. We will be introducing a special Valley Natural Foods branded canvas bag, available in Wellness, at the Customer Service desk and around the store. These durable, reusable canvas totes are 100% hemp and will be available

on Earth Day. Additionally, we also sell Co+op Stronger Together reusable bags at the checkout lanes.



Look for our new branded reusable totes available for Earth Day.

This is also an opportunity for us to draw attention to our “Green Stamp Program.” Through this program, shoppers receive a 5-cent rebate for every reusable bag they use. This rebate can either be redeemed at the time of purchase or donated to our monthly Register Round-Up recipient—a food shelf or local nonprofit organization.

We feel the decision to eliminate plastic bags at the registers is in alignment with our commitment to be a sustainable business. We hope this one small change will have a positive impact.

HOW YOU CAN MAKE A DIFFERENCE STARTING AT THE CO-OP

The lesson from Earth Day is simple, yet profound: When we come together, the impact can be monumental. Small changes can make a big difference. Some ideas of small things you can do on a daily basis that make a big difference include:

COMMIT TO EARTH-FRIENDLY ACTS

Such as bringing reusable bags with you when shopping.

MAKE MORE SUSTAINABLE CHOICES

Like shopping in bulk to avoid excess packaging and bringing your own container.

CONSERVE RESOURCES

Our Deli coffee cups and lids, soup and hotbar containers and plastic silverware are compostable.

Recycle our plastic juice cups and to-go containers, as well as our bakery bags.

GET INVOLVED

Look for environmental projects you can get involved with in our community. The city of Burnsville has many volunteer opportunities that can be found here: www.burnsville.org/1411/Community-Volunteering.

RECYCLE YOUR PLASTIC BAGS

Did you know you can recycle your plastic bags at Valley Natural Foods? We have a dedicated receptacle by the exit doors. All the plastic we collect is taken by our distributor UNFI back to manufacturers for use in packaging.





GARDEN CENTER 2019

Every spring, we acknowledge the arrival of warmer temperatures and renewal of life with the opening of our Garden Center. This year, we will open the Garden Center, located in our parking lot, on Thursday, May 9.

Once again, Rush Creek Growers (Spring Valley, Wis.), Green Earth Growers (Prior Lake, Minn.) and Glacial Ridge Growers (Glenwood, Minn.) are providing us with a wide selection of locally grown, robust garden plants. Since the center is open right before Mother's Day, consider a hanging basket for Mom. We'll have single floral species, mixed herbs, succulents and sun/shade mixes.

Shelves will be filled with cool- and warm-season vegetable crops, several varieties of tomato plants (from

heirlooms to cherry to slicers) and dozens of pepper plants, from the mild to very hot, like the ghost and Fatalii peppers. Interesting varieties of herbs, berries, melons, native perennials, pollinator plants and much more will be in stock soon. This year, we are also emphasizing pollinator-friendly flowers and vegetables, as well as herbs that can be grown in small spaces. Rush Creek offers a great selection of such plants.

New plant varieties and replenishment shipments will continue to arrive throughout the month of May. Plan to visit several times to see what's new on our Garden Center shelves.

Fill Your Own Bucket

Just outside the Garden Center is a mound of Harvest Moon Blend from Shakopee Mdewakanton



Sioux Community Organics Recycling. The blend has a composition of 20% peat, 40% black soil and 40% yard-waste compost. You can bring and fill your own five-gallon bucket for only \$1.99. This garden blend can be directly planted in as-is or can be used to add volume to your gardens and raised beds. We recommend using a fertilizer to complete its nutritional profile.

In addition to the Harvest Moon Blend, a selection of natural soil amendments, fertilizers, potting mixes and other garden supplies, are available for purchase. Ask about the popular Korean hand tool (EZ-digger), which is very popular with our gardening customers.

Passionate, informed staff will be on hand to help you decide what plants are right for your garden. Garden Center hours are daily, 8 a.m.–6 p.m. It will be in operation through Sunday, June 2.

About Our Local Growers

Though not certified-organic growers, Rush Creek, Green Earth and Glacial Ridge Growers employ organic growing practices. They adhere to greenhouse production techniques that allow them to operate without insecticides, herbicides or neonicotinoids. Visit each grower's website for more information.

\$5 OFF

**YOUR GARDEN CENTER
PURCHASE OF \$50 OR MORE***

*Valid only with coupon at the Garden Center. Offer applies before tax. Cannot be used to purchase gift cards, classes or owner shares. Offer good thru 6-2-19.

Sustainably grown vegetables and herbs, flowers, native perennials, pollinator plants, hanging baskets, and more!

VALLEY NATURAL FOODS CELEBRATES

WOMEN-OWNED BUSINESSES

International Women’s Day is Friday, March 8. In honor of this day, Valley Natural Foods recognizes several of the inspiring women business owners and producers we work with every day.



SALAD GIRL ORGANIC DRESSINGS

Willernie, Minn.

The Salad Girl Organic Dressing Company is committed to bringing healthy, safe and tasty organic products to the table. Owner and founder Pam Powell, along with her husband and son, began bottling their uncooked, fresh, organic dressings in 2007. Originally selling at farmers markets, they soon expanded their operation to begin distributing to Twin Cities-area grocery stores. Pam gained her inspiration for making her salad dressings while working as a dishwasher during the summers at a resort in Northern Minnesota. When she wasn’t washing dishes, she assisted the “Salad Girl” preparing produce and creating her original salad dressings. Pam eventually became the “Salad Girl” herself, a name that she would one day give to her company. Salad Girl is now available all over the Midwest and across the country. Their dressings are preservative, gluten, soy, cane sugar and corn syrup free, as well as certified kosher and organic.



MISTY FJORD SEAFOOD PRODUCERS

Winthrop, Wash.

Misty Fjord owner Fran Kaul hails from the Twin Cities. Years before she graduated from Macalester College, 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. Fishing has become a family business for Fran. She has two sons, both of whom are passionate fishermen. 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 Fran.



ANGELICA'S GARDEN

Elmwood, Wis.

Angelica Hollstadt, founder of Angelica's Garden, got the idea for making kimchi, sauerkraut and other raw fermented foods while interning on a farm in Lake Elmo, Minn. Soon, she was making pickles and relishes on a couple of acres of rented farmland outside of Stillwater, Minn. In 2003, Angelica and her husband, Mike, began selling their fermented products at the St. Paul Farmers Market, and things took off from there. Angelica is a champion of the benefits of fermented foods, which can help lower cholesterol, aid digestion and boost immunity. Her products contain only fresh, organic ingredients and can be found in food co-ops around the Twin Cities and the Upper Midwest.



MARIEKE GOUDA

Thorp, Wis.

Marieke Gouda crafts farmstead, artisan, raw-milk, authentic Dutch Gouda cheese from their own herd of rGBH-free Holstein cows. Owner Marieke Penterman and her husband, Rolf, come from a background in small-scale dairy farming in the Netherlands. In 2002, the couple moved to central Wisconsin to start their own dairy farm and cheesemaking operation. In 2004, while earning her Wisconsin cheesemaker's license, Marieke returned to the Netherlands to learn the process of making "boerenkaas," the authentic farmstead Dutch Gouda cheese. Today, Marieke Gouda is a nationally and internationally recognized cheesemaker.



PUNK RAWK LABS

Minneapolis

Punk Rawk Labs is a Minnesota-based company owned and operated by three women: a scientist turned raw chef, a record store owner, and a nutritionist. Punk Rawk Labs handcrafts artisanal nutmilk cheese in small batches. The company originated in 2010 when Alissa Barthel, a microbiologist and raw foods chef, met record store owner and fellow vegan-cooking enthusiast Julie Wellman. A few years later, Heidi Oschsner, a registered dietitian from the Seattle area, joined the team. Following a successful Kickstarter campaign, the business quickly grew, with orders coming in from all over the country.



VIKA'S ESSENTIALS ORGANIC SKINCARE

Burnsville, Minn.

Vika's Essentials Organic Skincare—located right here in Burnsville—was born from a passion for essential oils, nature and a healthy lifestyle. Owner and founder Viktoria Hopperstad began Vika's Essentials in 2008, after years of suffering from sensitive skin issues like acne and eczema rashes. When expensive, high-end products failed to provide any relief, Viktoria looked in an alternative direction to pure essential oils, natural butters and oils. All Vika's Essentials products are handmade in small batches and "celebrate the heritage of natural medicine from cultures of the world."

PRODUCER PROFILE: CV SCIENCES' CBD PRODUCTS



Since 2012, CV Sciences, Inc. has been paving the way for the hemp-derived CBD (cannabidiol) industry. As one of the first and leading hemp CBD companies, their mission to improve wellbeing underscores their values, operations and products. CV Sciences' flagship brand, PlusCBD Oil, is the best-selling hemp supplement brand in the natural products industry.

PlusCBD Oil offers a wide range of products, allowing each user to have a personal experience. With three different formulas provided in a variety of delivery systems from topicals to sprays to softgels to gummies, customers can find their own path to balance. For the CBD novice, there are PlusCBD Oil balms to use topically, or PlusCBD oil sprays and drops with lower concentrations. PlusCBD oil capsules and softgels provide the experienced user with a way to optimize their wellness routine more precisely. Finally, for the CBD purist, PlusCBD oil applicators provide quality full-spectrum hemp extracts, with no added ingredients.



CV Sciences provides quality hemp CBD products, carefully following the process from Seed to Shelf. Each product is tested multiple times throughout the manufacturing process in a state-of-the-art in-house laboratory and via a third-party lab for full transparency, ensuring that all quality standards are met—from the moment hemp seeds are placed in the ground to laboratory testing for safety to putting the product on the store shelf.

To demonstrate safety and efficacy, CV Sciences invests in human clinical case studies and have the first and only hemp extract with self-affirmed Generally Recognized as Safe (GRAS) status. Their dedication to science and research seeks to further solidify the place of hemp CBD supplements in the marketplace.



As pioneers of the hemp CBD industry, with expertise and history in the natural products channel, CV Sciences sets industry standard for companies promoting the manufacture, sale, and distribution of hemp products. In addition to being founding members of the U.S. Hemp Roundtable, CV Sciences has aligned with essential trade organizations, such as Hemp Industries Association and the American Herbal Products Association, to establish a position as advocates for hemp and natural products.

CV Sciences CBD Products are available in the Wellness department at Valley Natural Foods.

CHICKEN PESTO WRAPS



SPRINGTIME SALAD



CHICKEN PESTO WRAPS

Ingredients

4 tsp. basil pesto (or to taste)
2 avocados
4 10-inch whole wheat tortillas
1 lb. deli roast chicken lunch meat
1 cup shredded carrots
½ cup cherry tomatoes, quartered
1-2 cup romaine lettuce hearts, chopped

Instructions

In a small bowl, mash the basil pesto and avocados together. Spread the mixture evenly over the top of the tortilla shells. Add a layer of sliced chicken breast and then sprinkle with carrots, tomatoes and lettuce. Carefully roll up the tortilla and insert a toothpick to hold the wrap in place. Serve immediately or place in the refrigerator for 30 minutes to help the wrap stay together.

Oven roast your own chicken: Preheat oven to 350 degrees. Place 1½ pounds of boneless, skinless chicken breasts in an oven-safe dish. Add 2 cups of chicken broth and one bay leaf to the dish. Bake for 45 minutes - 1 hour until a safe internal temperature of 165 degrees is reached. Shred chicken and use in wraps or sandwiches for the week.

SPRINGTIME SALAD

Ingredients

1 cup plain Greek yogurt (for dairy-free use plain coconut milk yogurt)
¼ cup apple cider vinegar
¼ cup sugar (can be substituted with 2 Tbsp. coconut palm sugar)
4 green onions, thinly sliced
1 Tbsp. poppy seeds
½ lb. broccoli florets, diced
2 cups shredded kale
3 cups shredded cabbage
1 cup shredded carrots
½-¾ cup pepitas
½-¾ cup dried cranberries
½-¾ cup chopped walnuts

Instructions

In a small bowl, mix together the Greek yogurt, apple cider vinegar, sugar, green onions and poppy seeds; set aside. In a large bowl, mix together the broccoli, kale, cabbage, carrots, pepitas, dried cranberries and walnuts. Drizzle vegetables with the Greek yogurt dressing and toss to coat. Serve immediately, or chill in the refrigerator for 30 minutes, if desired.

NEW AT THE CO-OP



CO-OP KIDS FRESH FRUIT PROGRAM

Kids 12 and under can receive one free piece of fruit on their visit to the co-op. Children can choose from the tiered baskets located in Produce. They can also pick up a sticker (pictured above) with their fresh fruit.

COMING SOON: COMMUNITY SPACE RENTALS AVAILABLE

We will soon have two community spaces available for rental: our Education Room and a small conference room for business meetings, book clubs etc. For more details, visit: www.valleynaturalfoods.com/community-space-rentals/.

CLASSES RETURN



The newly remodeled Education Room is ready to host classes starting in mid-March. Class offerings range from cooking demonstrations, hands-on make-and-take to kids' cooking and wellness classes.

Our educational initiatives focus on topics to get you moving toward a healthy new you. Become part of this movement and be healthy with us!

Visit www.valleynaturalfoods.com/events-classes/ for a calendar of class offerings. Registration for classes can be completed online or at Customer Service.



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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