

LIVING NATURALLY

a community newsletter

FALL 2019



Valley NATURAL FOODS™



LIVING NATURALLY FALL 2019

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Keep up to date with what's
happening at the co-op
[@valleynaturalfoods](https://www.valleynaturalfoods.com)



Sign up for our e-newsletter
at our website,
[valleynaturalfoods.com](https://www.valleynaturalfoods.com)
to receive the latest deals and
news from Valley Natural Foods.

Store Hours
8 a.m.–9 p.m. Daily
Drive-Thru Hours
6 a.m.–8 p.m. Daily

CO-OP HAPPENINGS

P.4 LETTER FROM THE BOARD

From our Board of Director's Treasurer, Sara Johansson—read about her thoughts on sustainability and hyper-localization within the co-op.

P.5 COMMUNITY OUTREACH

Learn which organizations will be benefiting from the Register Round-Up and Green Stamp Program during the months of September, October, and November.



P.6 CELEBRATE LOCAL ANNUAL MEETING AND FESTIVAL

Join us Friday, September 20 for a Garden Patio Social and then on Saturday, September 21 for our member-owner Annual Meeting and Celebrate Local Festival. Enjoy samples from local vendors, music, family activities and more! Details on page 6.

P.10 B.O.D. ELECTION

It's your co-op; It's your vote! Read the candidate bios for this year's board of director's election.

P.15 UPCOMING CLASSES & EVENTS

See what classes and events are coming up at the co-op! For a complete list of events and class descriptions visit: [valleynaturalfoods.com](https://www.valleynaturalfoods.com)



HOLIDAY HOURS

LABOR DAY
September 2
8 a.m.–9 p.m.

THANKSGIVING
November 28
CLOSED

Letter from the CEO

Nick Seeberger

One of the many pleasures of my role at the co-op is welcoming new staff on their first day of work. When I meet a new hire, one of the questions I like to ask is, “Why did you choose to work at the co-op?” Two recent new hires, a cashier and a deli counter employee, both shared that they wanted to work here because they had grown up shopping at the co-op with their families and eating high-quality local and organic foods. Their reason is not unique, I hear it consistently from new hires. To me, this cycle of growing up with the co-op and then working for it represents the power and attraction of a community-owned business committed to doing good in our local area.

These are cooperators for life—people who have a passion for the best products, a focus on community-owned businesses, going beyond the main-stream store’s idea of local by making a concerted effort to support our neighbors.

We continue celebrating local in this issue of *Living Naturally*. You will find profiles of Hibo Hot Sauce and Bare Honey, a couple of our favorite vendors. You will also find a recipe for Spicy Sweet Potato Salad with Apple and Avocado, using delicious late-summer and early-fall Minnesota crops and products from the vendors we

profile. I savor these stories and delicious food with the knowledge that winter will come and, with its arrival, we will have to say goodbye to much of the bounty of what was harvested during the growing season.

To honor the season and the harvest, we will be hosting our Annual Meeting and Celebrate Local Festival on September 20–21 at Valley Natural Foods. Events on Friday will run from 5 to 7 p.m. with a Garden Patio Social, and on Saturday from 11 a.m. to 3 p.m. in the parking lot behind our store. Saturday’s events will include our Annual Meeting, followed by a \$3 community meal, music, games and local vendor fair. At the Annual Meeting we will update you on what’s happened at your co-op, where we are headed and announce our newly elected board of director members. In this issue you will find the biographies on each of the candidates running for our two open seats. Voting runs up until the start of the Annual Meeting; cast your vote today!

On the topic of elections, the Co-op President, Mike Jensen, is stepping down from the board this year after five years of dedicated service. In the last year and a half, Mike put in a lot of time and effort to see that our expansion was a success,



from making calls and tabling for our capital campaign to reviewing constantly changing plans to signing all the project-related legal documents. During all of this, Mike has ensured that the direction of the co-op is one that benefits our owners and community. If you see Mike or his family at the co-op or in the community, please join me in thanking him for his service.

As the first leaves begin to fall, the holidays will be here before you know it. We are excited to be your destination grocer for this festive season. We have an expanded selection of high-quality organic and local products that nourish your family and friends and will help you create lasting holiday memories. Join us for our Holiday Preview on November 9 to sample products, reserve a turkey for Thanksgiving and be inspired as you plan out your holiday meals.

Sincerely,


Nick Seeberger
CEO, VNF



LETTER FROM THE BOARD

SARA JOHANNSON, BOARD TREASURER

It's already August in 2019 and to be honest with you, I don't know where the year went. We are indeed blessed in the Twin Cities with the largest number of co-ops and an abundance of local farmers who put in the hard work against all odds.

I recently visited northern Europe with my family. The relationship between people and the food is quite unique. The culture, festivals and rhythm of life is tied uniquely to what the land produces, and one can't help but get caught up in the infectious joy the locals find in it.

Sustainability may be a new concept to us, but that's how they have always lived. There is such pride in the land and the food it produces. They simultaneously adopt the new methods for efficiency but ensure that they keep the long-term wellbeing of the land in mind. They understand the clear connection between the land, the food and themselves. They are thankful for what they receive, no matter if that is a little or a lot. They understand the seasons and the need for the land to "rest" to be productive.

Hyper-localization is a way of cooking that is abundant in this part of Europe. The chefs only use what is in season and available in their immediate local area—from plants to meat, seafood to spices. The locals support the economy and farmers by making those food choices.

When I think about all the things Valley Natural Foods and other Twin Cities Coops do to tie us to the land and farmers in MN, I breathe a sigh of relief. All of the continued efforts are so critically important: featured produce, local meat and cheeses, the The Co-op Local Farm Tour, and the new methods of local farmers. We are reconnecting ourselves and the future generations to the land in MN in a meaningful way.

The power of the co-op, resulting from all of us member-owners collectively making a conscious choice to support our local farmers, ensures a financial continuum that makes sustainability possible. In a land that desperately needs to heal from mass production and mass farming, we are slowly but surely creating a movement that echoes of what I felt in Europe.

We now get a chance to honor our farmers, our entrepreneurs, our producers who do all the hard work because it's the right thing to do. We get a chance to know them, their land—"our" land—and what it takes to "heal" the land after decades of neglect. We get a chance to understand why the local cheese tastes different this year and why the strawberries are ripening too fast and must be made into jam the first week of this month.

And to think this all was not possible just five to ten years ago. Thank you to each one of you for all that you do to support our local stewards of sustainability!

UPCOMING BOARD MEETINGS

Monday, October 28, 5–7:30 p.m.
Monday, November 25, 5–7:30 p.m.

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.



SEPTEMBER

ECHO PARK ELEMENTARY SCHOOL

Echo Park Elementary School of Leadership, Engineering & Technology's mission is to empower and equip every student to wonder, explore, create, and lead. Funds will be used to provide transportation to rich learning experiences for students outside of school, such as field trips for outdoor learning studying habitats, engineering and leadership. Funds will also be used to purchase supplies for field experiences.

www.district196.org/EP



OCTOBER

EASTVIEW COMMUNITY FOUNDATION

Since 2000, the Eastview Community Foundation has been supporting academics, arts and athletics in the Eastview attendance area. Funds raised 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.

www.evcf.org



NOVEMBER

THE OPEN DOOR

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 one million pounds of food annually, 70% of which is fresh and/or perishable. Clients can access healthy food choices through a fixed-site food pantry in Eagan, multiple Mobile Pantry sites, the Mobile Lunchbox, and the Garden to Table program.

www.theopendoorpantry.org



FRIDAY, SEPTEMBER 20

GARDEN PATIO SOCIAL | 5-7 p.m.

Join us Friday night on our newly renovated Garden Patio for complimentary refreshments, live music and raffle prizes.



SATURDAY, SEPTEMBER 21

MEMBER-OWNER ANNUAL MEETING | 11-11:30 a.m.

Being a member-owner of a co-op includes several benefits, including the opportunity to attend the co-op's Annual Meeting and vote in the board of directors election. All member-owners are invited to Valley Natural Foods' annual meeting on Saturday, Sept. 21, from 11-11:30 a.m., in the parking lot on the west side of the store.

Member-owner's can RSVP for the Annual Meeting online at valleynaturalfoods.com/events/2019-annual-meeting-rsvp/ or at Customer Service.

ANNUAL MEETING AGENDA

- Hear from VNF's Board of Directors and CEO
- Presentation from guest speaker Senior Sustainability Specialist, Erin Hertog, from the Minnesota Chamber of Commerce Waste Wise Division
- Results of the board of directors election

In addition to the election, the Annual Meeting is a chance for member-owners to interact with one another, meet VNF staff and talk to board members.

SATURDAY, SEPTEMBER 21

CELEBRATE LOCAL FESTIVAL | 11:30a.m.-3 p.m.

Following the meeting there will be a local festival and \$3 Community Meal, which will include polish sausage, coleslaw and chips. Vegan and gluten-free options will be available. Enjoy family activities, live music, free samples and raffle prizes.



CELEBRATING OUR LOCAL PRODUCERS

Following the member-owner Annual Meeting, we will be celebrating our local producers and community partners. Read about some of our participating vendors and then connect with them at the Festival and try their amazing products.



BARE HONEY

Dustin and Grace discovered each other in 2004. Growing up on farms, their love for food and the outdoors led them to some of the most well-known kitchens and bakeries in the world before starting Bare Honey. Dustin is the head beekeeper and chef, while Grace is the pastry and marketing master. Their local Minnesota honey comes in a variety of flavors and they hope to use their honey as a platform to raise awareness and funds for the growing needs of pollinator bees. With varieties like Hot & Spicy, Vanilla Bean, Lavender Blossom and Raw Wildflower, it is hard not to discover a honey to love! Try one of their honeys in our featured recipe below.

SPICY SWEET POTATO SALAD WITH APPLE AND AVOCADO





HIBO HOT SAUCE

Hibo Hot Sauce is locally produced by Hibo and Hussein in Savage, Minnesota.

They started selling their hot sauces at the St. Paul Farmers Market where one of our staff members first discovered them. We carry their mild and hot sauce varieties that have complex and bright flavor profiles.

BABA'S FOOD COMPANY

Baba's hummus was created in the kitchen of the Mediterranean Cruise Café nearly 40 years ago by Baba (meaning father) Jamal. Baba brought authentic flavors from his home in Jerusalem and now their family wants to share their hummus with the world. All of their products are vegan, gluten-free and contain no GMOs. Some of their flavors include Traditional, Roasted Red Pepper and Greek Olive Hummus.



ROCHDALE FARMS COOPERATIVE

Founded in 2009, Rochdale Farms Cooperative partners with Wisconsin, multigenerational, small-scale dairy farms to produce high-quality products exclusively for co-ops. We currently carry their hand-rolled butter and various artisan cheese varieties.

SPICY SWEET POTATO SALAD WITH APPLE AND AVOCADO

Ingredients

- 1 lb. purple or orange sweet potatoes, peeled and cut into 1/2-inch cubes
- 2 ears of corn, cut off the cob
- 1/4 cup unsalted, hulled pumpkin seeds or pepitas
- 1 medium red apple, diced
- 1/2 small onion, finely chopped
- 1/4 cup cilantro
- 2 limes, zested and juiced
- 1 Tbsp. Bare Honey's Hot & Spicy honey, divided
- 2 Tbsp. olive oil
- 1/2 avocado, diced

Instructions

Place sweet potatoes in a large sauté pan and add 1/4 cup water and cover. Bring to a boil and cook for 3 minutes. Remove cover, add corn and cook 1–2 minutes more, or until potatoes are tender and water evaporates. Add 1 1/2 tablespoons of honey and caramelize; set aside.

Toast pepitas for 3–4 minutes in a skillet over medium-high heat, or until seeds begin to pop. Transfer to a plate to cool. Combine the apples, onions, cilantro, lime juice and honey in a large bowl. Add the sweet potatoes, corn, olive oil and season with salt and pepper. Stir in avocado, toasted pepitas and top with lime zest right before serving.



BOOTLEGGER BREWING KOMBUCHA

Bootlegger Brewing Organic Kombucha is locally produced in Apple Valley, Minnesota. They're passionate about brewing organic kombucha made with simple ingredients that are locally sourced, like organic tea, evaporated cane juice and of course the mother SCOBY (symbiotic colony of bacteria and yeast). Their kombuchas are so easy to drink that one might say they're Minnesota Nice!



FREAK FLAG FOODS

Freak Flag Foods is locally produced in Minneapolis, Minnesota and their mission is to "create great organic food with less water and become the most sustainable brand in the world." For over 20 years, their founder, Fred Haberman, has been an agent for change in the good-food movement and is passionate about making the world more sustainable, delicious, and fun. Try their versatile sauces like the Super Kale Pesto in pasta, scrambled eggs or on fish, and their Smoky Red Mustard is the perfect companion for grilled meats, hot dogs, french fries and even bloody Marys! Let your freak flag fly!



VALLEY'S OWN™ BAKEHOUSE

In 2011, Valley Natural Foods started Valley's Own™ Bakehouse, a gluten-free bakery founded on the belief that everyone should be able to enjoy great-tasting baked goods. 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 flavor and texture.



SUNLEAF NATURALS

SunLeaf Natural's mission is "pure and simple: to create healthful bath, body, and home products that perform well, smell amazing, and allow real plant power to shine through!" All of their products are handcrafted in Waconia, Minnesota with pure plant ingredients that are safe for our waters and bees. They even donate 5% of their profits to protecting fresh water resources, as well as 5% of their profits to protecting our pollinator bees. Their founder, Teresa Andrys, creates all of their products with botanicals, essential oils, green chemistry and her years of experience as a formulator.



IT'S YOUR CO-OP IT'S YOUR VOTE

As member-owners of Valley Natural Foods, 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 member-owners, and voting is one of the inherent benefits of co-op ownership.

A direct voting link will be sent to member-owners with updated email addresses. Voting ballots will also be available in-store September 1–21, 2019.



ERIKA CASHIN

Member-Owner Since 2018

Apple Valley, Minn.

*Human Resources Leader for Comcast
NBC Universal*

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

After having served for 22 years in the US Air Force, I have recently transitioned to a private sector role. At the same time, I am seeking opportunities to become more connected to my local community. We have shopped at Valley Natural Foods for a few

years and have recently become formal members. We really enjoy shopping at the co-op as a family. I also see how other families love the co-op and the entire shopping experience. I see this is a perfect way to create stronger connections in my community, while also using my skills to help improve processes and programs in a community organization.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

From my own personal experience, I would imagine one of the issues facing the co-op is competition. With the ease in ordering just about any product via Amazon, or larger quantities via Costco, some shoppers might overlook the benefits of shopping at the local co-op. Over the next 5 years, I believe this challenge would only grow more difficult, requiring innovative ways to attract and retain customers.

Deciding on the appropriate innovation and managing that change would likely be an issue over the next 5 years. Between the recent renovation and changing diet trends, keeping an organization of this size on the same vector is necessary, but possibly difficult.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

As a senior military officer, I have extensive leadership experience as well as process improvement and program management skills that transfer well to other organizations. I have experience being effective in many levels of an organization, from the strategic level at Headquarters U.S. Air Force, to leading a small team to provide exceptional customer service. I would like to bring some of these skills to enhance the co-op any way I can.



DELPHANIE DANIELS

*Member-Owner Since 2014
Burnsville, Minn.*

*Marketing Manager: Project &
Account Management for Best Buy
Corporate*

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

I am interested in serving on

Valley Natural Foods' board because: 1) I'd like to help bring awareness and increase membership to the growing diverse population surrounding Valley Natural Foods; 2) I am committed to consuming foods that are locally grown/raised and healthy for the body; 3) I'd like to bring a fresh and diverse perspective to the board.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

Two things that I would love to see being addressed at Valley Natural Foods: 1) Make the community more inclusive to People of Color (POC) and all age groups, and; 2) Make headway in allowing customers/members

to order groceries electronically (online). As a GenXer/Millennial, convenience plays an integral role in the shopper experience.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

I've worked in retail over a decade in both marketing and project management roles. These skill sets are transferable in this space as they relate to the customer cycle: the intention to shop to pre-and-post purchase, as well as how to remain marketable to various audience segments. I'd like to leverage my skill sets as a board member in this way; while ensuring Valley Natural Foods remains a customer and employee focused business.



JESSICA JIMOH

*Member-Owner Since 2017
Burnsville, Minn.*

*Marketing Director for Rainbow
Tree Company*

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

I am passionate about integrated nutrition and holistic approaches to healing the entire person whenever possible. Through my own wellness journey, I have found that my health and nutrition needs have shifted

drastically over time. Like most of us, I grew up grocery shopping at big box retailers and did not know any different. As my health needs changed over the past five years, I found that those same big box retailers I knew so well were not supporting my changing health needs and, more importantly, my personal life values. It was then that I started looking for a small, local, grocery store that would support my health needs and a place that I felt ethically sound buying products from. That is when I found Valley Natural Foods, and I have never looked back. What I love most about Valley Natural Foods is the community within the co-op, the endless options for all dietary needs, the support of the local farmers, and the integrated approach to health and wellness the co-op provides. It would be a great honor to serve on the board and give back to the community that has added so much to my life in so many ways.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

The Burnsville social economics are ever changing, and at a quick pace. I see that there could potentially be issues with the co-op's ability to support the needs of all the citizens within the local community and in growing the customer base within both the members and non-members. I also see an issue with the increase of healthy and organic options within large retail stores, at a lower cost, increasing competition in the marketplace for Valley Natural. In addition to the increase of healthy options at the large retail stores, there is also the convenience of online ordering and rapid pick up. These could be barriers to growing the member and non-member customer mix.

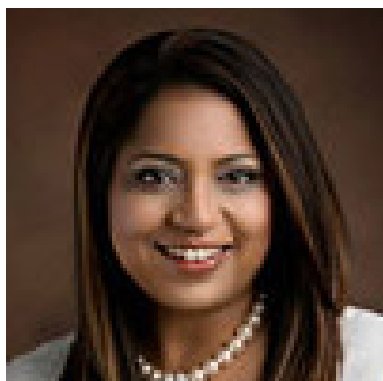
SUMMARIZE YOUR SKILLS, EXPERIENCE AND

CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

I am naturally a curious person and strongly value continued learning and personal growth. Through my life experiences, I have grown my communication skills through my ongoing collaboration with teams and individual market groups. I have 18 years of marketing and operations experience with companies ranging in revenue from \$40 million to a billion-dollar brand, driving success through

leading business objectives to achieve consecutive sales growth. My experience is with both mid-size entrepreneurial companies and large franchise organizations. My strengths lie in the ability to create success through developing strong relationships, influencing change and creating strategic outcomes that support future visions. No matter what professional experience I have, it means nothing without my core values of which honest, authentic communication is at the top.

I believe that we have the ability to create our future and are able live into that created future not by sticking to perfect plans and actions, but through the strength of our communities and honoring both our success and failures. I hope to contribute to the Valley Natural Foods board by not only leveraging my professional business and marketing experience, but to also contribute through collaboration, influence, and authentic communication.



SARAH JOHANNSON

Member-Owner Since 2012

Prior Lake, Minn.

Executive Vice President, New Markets and Innovation

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

I hold dear the famous Hippocrates' adage—"Let your food be thy medicine." A firm believer of the authentic organic food movement the way only a co-op can do, I have served on Valley Co-op's board of directors and treasurer for six years. I believe in the power of co-op and the central role local food can play in our economy, to our coming generations and our community. I am excited about the new frontiers for our

co-op while keeping a firm eye on competition in our market. I insist with a passion on spreading our co-op's F.R.E.S.H. values in our local community, supporting our local farmers and preserving the environment for future generations through sustainable practices

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

I clearly see the headwinds of the dynamic market in our local area as our main issue. With competition coming in fast and furious, I believe that now more than ever our co-op needs to emphasize on what makes us special—our F.R.E.S.H. values, our carefully chosen products and our uncompromising customer service. Growth, in meaningful and fiscally responsible ways, is critical to our success. Member engagement, education and retention is equally important to keep our co-op relevant for our community.

Technology and keeping the co-op values relevant to the coming generation is our second

important issue. With online retailers like Amazon changing the grocery game rapidly with technology, we need to ensure we are standing firm on our foundation of co-op values and supporting local businesses.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

I have been honored to serve as a board director and treasurer for six years for Valley Natural Foods. My 20 years of experience in making growth seeking businesses succeed via organic or acquired growth in Healthcare, Financial, Manufacturing and Airline industries are directly relevant to the current needs and business risks of the co-op. I have led strategically, built successful products and managed P&Ls in highly competitive and new markets. My broad business experience in many industries coupled with my acute understanding of business risks and financials positions me well to serve Valley Natural Foods.



GENE JOHNSON

Member-Owner Since 1999
Apple Valley, Minn.
Clinical Psychologist

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

I am very interested in being considered as a candidate for the Valley Natural Foods' Board of Directors. My wife and I live in Apple Valley, and we have been members of Valley Natural Foods for about 20 years. I served as a volunteer board member on

the Industrial Relations Center Alumni Association at the University of Minnesota. I enjoyed this experience and found it to be very rewarding. Since retiring, I have been looking for another opportunity to make a positive impact and give back to the community. I believe that I have the background that would make a real difference in helping Valley Natural Foods plan its future.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

First, I feel that it is important to continue growing the business of the co-op for the future while at the same time giving back to and supporting the community we live in. A current example is through Register Round-Up. The funds collected help those in need in local organizations and will continue to grow the business. Second, with so many

threats to our environment, I feel that it is critical to purchase and provide customers with high-quality, natural, and sustainable food choices now and in the future.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

I have many years of business experience in a variety of industries and the mental health field. My strengths include long-range planning, general management, effective communication skills, the ability to build relationships and trust, and forward looking in order to plan for the future. If selected as a board member, I would hope to make a positive difference on the daily lives of those in the community.



SHIRLEY SCHWANZ

Member-Owner Since 2019
Eagan, Minn.

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

With my interest in organic foods and being gluten-free, I

feel that I would be able to give some ideas to possibly help Valley Natural Foods. I noticed when I was in the store that Valley Natural Foods had a lot of Josie's lettuce and spinach. I have purchased Josie's Organic Spinach before and ended up throwing between 1/3 to 1/2 of the package away because it was not good. The package had a lot of young yellowing leaves which could mean that it had a nutrient deficiency. I personally would not mind paying more for my spinach and be able to use all of it. Unfortunately, I am not always able to purchase Earthbound Spinach. With the dangerous chemicals sprayed on foods, I think that more and more people are heading toward purchasing

natural foods.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

I believe that one important issue is to be able to continue to get organic foods and still keep the prices affordable.

I also believe that another important issue is to know the product you are selling. An example is Josie's Spinach as I discussed above. It is important to know the quality of the foods that you sell.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU

HOPE TO MAKE AS A BOARD MEMBER.

Since I do a lot of cooking, I feel that I would be able to use a lot of your products and see the quality of your organic products. I like

the way you changed the store in recent years. It is more open and inviting. With my experience in raising a family and cooking on a budget for a family, I think that my skills would definitely help to

keep Valley Natural Foods a very popular place to purchase foods, both organic and natural.



JESSICA SETTERGREN

Member-Owner Since 2015
Burnsville, Minn.

IT Business Analysis Specialist, AVP, for
Guy Carpenter & Company, LLC

WHY ARE YOU INTERESTED IN SERVING ON THE BOARD?

My term as a commissioner for the city of Burnsville ended because we (the commission) determined the Ames Center no longer needs a separate oversight group, so I have capacity in my schedule. Community participation is important to me. Since I'm a member and I align with the overall mission of healthy food supporting community, I have vested interest in VNF doing well. I hope my business and communication background is helpful in the co-op's success.

WHAT ARE TWO OF THE MOST IMPORTANT ISSUES FACING VALLEY NATURAL FOODS OVER THE NEXT FIVE YEARS?

I think grocery curbside pickup and delivery is a huge factor both now and in the next five

years. Between Fresh Thyme offering Instacart and Amazon delivering for Whole Foods, the big competitors to natural foods/locally sourced are gaining against VNF's sales. If VNF decides not to go the delivery route, something else needs to draw both membership and customers. The second issue I can see is the more discerning customer view of wellness and whole-foods as a potential scam. There are so many supplements/probiotics/wellness offerings out there now, and the prevalence of websites like Goop and others which clearly push expensive garbage as "wellness," I think keeping on top of the wellness wave in a positive, healthy way will be vital. VNF has an opportunity to really expand on education and offering quality products that have been vetted to keep the community healthier and smart about what they're using in their day to day lives.

SUMMARIZE YOUR SKILLS, EXPERIENCE AND CONTRIBUTIONS YOU HOPE TO MAKE AS A BOARD MEMBER.

Honestly, I have no experience in grocery, farmers markets, or wellness businesses other than as a consumer. What I offer is an analysis background that can be applied to finances and to messaging, and a decent set of communication skills, both written and verbal. Maybe the most important thing I can offer is enthusiasm and genuine interest in keeping VNF successful and stable for the community.

SAVE THE DATE HOLIDAY PREVIEW



**SATURDAY,
NOVEMBER 9
11 A.M.–2 P.M.**

Join us for our annual Holiday Preview event. Shoppers will enjoy free samples, holiday recipes, connecting with local producers and more!

We will also be taking pre-orders for turkeys and holiday menu items.



CLASSES AND EVENTS

KIDS' CLASSES

\$3 Member-Owner | \$5 Non-Member-Owner

ADULT CLASSES

\$5 Member-Owner | \$7 Non-Member-Owner

SEPTEMBER

PLANT-BASED STOVETOP MEALS

Thursday, September 5 | 6–8 p.m.
Instructor: AmyLeo Barankovich

SIMPLE STEPS TO BE HEALTHY AT WORK & OFFICE CHAIR YOGA

Tuesday, September 10 | 6:30–7:30 p.m.
Instructor: Lori Kearney

3-INGREDIENT PALEO

Wednesday, September 18 | 6–7 p.m.
Instructor: Jackie Mart



ANNUAL MEETING AND CELEBRATE LOCAL FESTIVAL

Saturday, September 20–21
See page six for full details.

ADULT/KIDS' CLASS: FOOD IS FUEL

Wednesday, September 25 | 6–8 p.m.
Instructor: Jackie Mart
Space is limited to 6 adult/kid teams.

OCTOBER

HERBAL SALVES & OIL INFUSIONS

Tuesday, October 1 | 6:30–8 p.m.
Instructor: Anna Wiens

CULTIVATING RESILIENCE IN A FAST-PACED, HIGH STRESS WORLD

Monday, October 7 | 6:30–7:30 p.m.
Instructor: Lori Kearney

MINDFUL PLANT-BASED MEALS

Tuesday, October 8 | 6–8 p.m.
Instructor: Robin Asbell

FALL'S FAVORITE FLAVORS

Thursday, October 10 | 6–8 p.m.
Instructor: Loris Sofia Gregory

FESTIVE HOLIDAY APPETIZERS

Thursday, October 17 | 6–8 p.m.
Instructor: AmyLeo Barankovich

KIDS' CLASS: SPOOKY SNACKS

Wednesday, October 23 | 6–7 p.m.
Instructor: Jackie Mart
Space is limited to 6 attendees.

5-INGREDIENT RECIPES FALL EDITION

Wednesday, October 30 | 6–7 p.m.
Instructor: Jackie Mart

NOVEMBER

CLEAN EATING FOR LIFE

Wednesday, November 6 | 6–7 p.m.
Instructor: Jackie Mart

VEGAN HOLIDAY PARTY PLEASERS

Thursday, November 7 | 6–8 p.m.
Instructor: AmyLeo Barankovich

HOLIDAY PREVIEW

Saturday, November 9 | 11 a.m.–2 p.m.

HOLIDAY APPETIZERS & SNACKS

Wednesday, November 13 | 6–8 p.m.
Instructor: Loris Sofia Gregory

HERBS FOR THE NERVOUS SYSTEM

Thursday, November 14 | 6:30–8 p.m.
Instructor: Anna Wiens

HEALTHY MOCKTAILS

Monday, November 18 | 6:30–7:30 p.m.
Instructor: Lori Kearney

UNDERSTANDING INFLAMMATION

Wednesday, November 20 | 6:30–8 p.m.
Instructor: Eileen Johnson, RN

KIDS' CLASS: I AM THANKFUL

Tuesday, November 26 | 6–7:30 p.m.
Instructor: Jackie Mart
Space is limited to 6 attendees.

Registration and full class descriptions can be found online at www.valleynaturalfoods.com/events-classes/. Space is limited to 15 attendees unless otherwise stated. Class registrations are refundable up to 48 hours prior to the event. If for some reason Valley Natural Foods cancels the class before the start date, attendees will be issued a full refund. If inclement weather arises, the class may be rescheduled for a different date.



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