



**STEVENS POINT AREA CO-OP**  
633 Second Street  
Stevens Point, WI 54481

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**WHAT'S HAPPENING AT THE CO-OP**

**Communications Management Circle**  
After we defined our scope and tackled management circle applications, the Communications Circle has been working on specific goals for social media, advertising, and the newsletter. These goals include more consistent and informative social media posts, targeted advertising, and more newsletter issues (with more informative content!). Looking forward, we will be revising our mission statement, better defining Co-op outreach, and continuing to work on marketing, member engagement, and internal/external communication processes.

**Numbers Management Circle**  
Numbers has begun compiling a budget for 2017, with a focus on involving more staff and Board in the process, to create greater financial literacy across the Co-op. Educating more staff on how each department functions financially, as well as giving each circle a budget and the tools to make decisions more quickly based on financials, will go a long way toward improving the Co-op's financial health, and overall wellbeing.

**Physical Management Circle**  
We are continuing to search for a contract maintenance person and we would really love to find a member who happens to be a contractor. We were able to fix the area behind the Co-op that was a tripping hazard, and we plan to give a facelift to the foyer's flooring very soon, with some repair and maintenance to the under-flooring as well. We are researching our options for upgrading our various business systems. We are zeroing in on our best option for our bike rack. Lots more info is available: please join us on the third Monday of the month at 5:15, at the Co-op.

**We the People Management Circle**  
Our goal is to have a set of revised policies made and brought to the Board by the beginning of 2017. Deciding to break into manageable "bubbles" is giving us a chance to look at structure, wages and benefits, and staff evaluation with more focus. We have successfully hired new employees who are helping with storefront duties, and some additional behind-the-scenes work that come along with sharing the responsibilities. I am so proud of the work we have done as a group; progress may feel slow sometimes, but I know in the next update there will be even more positive news to share.

**Beautiful Foods Management Circle** *for more information, see page 3*  
At our first meeting, we spent time talking about our scope and personal goals. We plan to break into groups to do more detail-oriented projects. Those groups include: a food additive investigation team, new product replacement team, certifier detectives, and more! This is an exciting project that will need a lot of help and ideas to be successful. Contact Melissa Haack at melissah@spacoop.com if you'd like to participate.

- Cate S., Jessica L., Melissa R., Kami A., Melissa H.

**UPCOMING EVENTS**

- January 1 :: closed for New Year's Day
- January 2 :: closed until 2 p.m.  
*For year-end inventory*
- January 24 :: Board Meeting, 5:15  
*All members welcome!*

**BOARD OF DIRECTORS**

- Oren Jakobson - Chair
- Elizabeth Schrader - Vice Chair
- Layne Cozzolino - Secretary
- Katja Marquart - Treasurer
- Bill Duessing
- Patti Orthwein
- Thurl Gollmer
- Ish Odogba

**NEWSLETTER TEAM**

- Editor: Cate Spaulding
- Design: Katie Boeckman
- Printing: Dolce Imaging
- Ads: Cate Spaulding
- Contributors: Kami Albright-Loomis, Layne Cozzolino, Melissa Haack, Jessica Lawson, Anna Lutz, Anne Morgan, Melissa Rice, Sara Pionkowski, Keely Sejbl, Cate Spaulding, Kassie Springhoff, Brittany Waite, Pearl Wienandt

**CONTACT US**  
715-341-1555  
info@spacoop.com  
www.spacoop.com



**HOURS**  
Monday-Friday 9 - 8  
Saturday-Sunday 10 - 5



**IN THIS ISSUE**

- NEWS** new faces :: membership applications :: beautiful foods :: special order discounts
- COMMUNITY** what is a co-op?
- GOODNESS** body care awards :: lowering the price of produce
- COOKS** elderberry syrup :: chocolate hummus :: winter market

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## THE CO-OP SAYS HELLO AND GOODBYE

Hey there! My name is Kassie and I'm your newest Co-op team member.

I am a recent graduate from UWSP, where I majored in psychology. Eventually I plan to use my degree to conduct research in environmental psychology so I can figure out how to convince people into acting more environmentally responsible. This is why I think working for the Co-op will be a great fit for me and I am excited to learn as much as I can about sustainable practices.

I spent my last semester of college abroad in Liverpool, England and caught the travel bug so I am always looking for more adventures. I also enjoy being outdoors and camping, canoeing, kayaking, or hiking, and probably various other activities that I have yet to discover. If I'm not outside or at my other job at Jung's, chances are you'll find me watching Netflix, listening to music, or playing with cats. I look forward to meeting you all!

-Kassie S.



Hello SPA Co-op members! My name is Anne Morgan. I recently graduated from UWSP with a degree in fine art with an emphasis in photography and a minor in art history.

I'm very grateful to be now working at the SPA Co-op after a summer abroad in Europe, which included an internship in Germany where I worked at a communal living resort and learned to use/make eco-friendly cleaning supplies. I'm also very interested in the farm-to-table concept. Having some experience working on organic farms, I am looking forward to working in-store with local produce/farmers.

My passions include traveling, photographing, biking, and hanging out with my two best friends, my cats (shoutout to Yo-landi and Ninja).

I'm excited to be a part of this new community!

-Anne M.

Hello Co-op members,

Miss Pearl here. Lots of big things happening in my non-work life, biggest of all being the announcement of a tiny little baby that's headed my way. As a result, I am leaving my Co-op family to grow my own in Madison. It's with a heavy heart I bid all of you adieu, but fear not: I'll always be a part of the Amherst/Point community, since it's where my roots grow.

- Pearl W.

*The Co-op is so very excited for Pearl, even as she leaves a big hole in our Co-op family. We will miss her, and we look forward to many visits from her in the future.*



## DAIRY + FREEZER: WHO'S WHO

Jess here again! Just a quick hello to let you all know that with Pearl's absence I have taken over the Dairy department. Please, feel free to stop and say hi if you see me stocking the Dairy department, let me know what things you're interested in seeing me bring in, and let me know what things you like that we already have! Cheers!

- Jess L.

Hello! For those who may not know, I'm Keely! I've been working at the Co-op since about March and in that time I've been given the opportunity to manage and buy chips. Recently I've now had the opportunity to take over the Freezer department. Pearl, our previous Dairy/Freezer Manager has returned to Madison for new exciting opportunities. Filling the shoes she left behind will be challenging indeed but I look forward to it! Any questions? Send me an email at keelys@spacoop.com. See you in the future!

-Keely S.

## CONTRACT HELP NEEDED

The Physical Circle is still searching for a contractor among our membership. If that's you and you'd be interested in helping us with routine maintenance, along with as-needed work in the areas of building repair, carpentry, and other projects contact Melissa Rice at melissar@spacoop.com.

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## REACHING OUT: WHAT IS A CO-OP?

Welcome to our new Co-op Outreach and Education column, *Reaching Out*. Anna is going to educate us all about co-operatives, our Co-op, membership, and more. Have a question or topic you'd love her to cover? Email her at [anna@spacoop.com](mailto:anna@spacoop.com).

Dear Friends, Folks, and Families,

Gather round and get ready! The Co-op is reenergizing its Statement of Purpose and reexamining and reevaluating its goals for the future. What does all this mean? It means we are looking more closely at the basic principles of a cooperative. It means we are restructuring the way we do things so that you, the member, can be more involved and better educated. It means that now is the time to ask questions, to get involved, and to become a part of this Co-operation! So, let's learn together the importance and meaning of a cooperative.

Cooperativity has been around since the very beginning. We see it even in nature between symbiotic organisms, but the idea of



cooperatives as a grocery provider began in the 1960s. In 1966, the International Cooperative Alliance created six guidelines that were meant to stand as the principles on which a co-op should operate. The principles are as follows:

**Voluntary and Open Membership** – This means that any person wishing to become a member of a co-op is free to do so regardless of his or her gender, social status, racial background, or religious views.

**Democratic Member Control** – This means that decisions are made by the members and

each member is entitled to vote.

**Member Economic Participation** – “Members contribute equitably to, and democratically control, the capital of the cooperative.” All the money that the co-op makes is controlled by the members and returned to them either in the form of money, or goods and services.

**THERE ARE MANY WAYS THAT YOU TOO CAN MAKE A DIFFERENCE AT THE CO-OP AND THUS, IN YOUR COMMUNITY. AS WE GO THROUGH THIS TIME OF REINVENTION, PLEASE JOIN US IN A BETTER UNDERSTANDING OF THESE IDEAS AND WAYS THAT WE CAN PUT THEM INTO PRACTICE.**

**Autonomy and Independence** – In this principle, we learn that co-ops are separate from other businesses and corporations, and are controlled by its members. This also means that each co-op is separate from the other. However as we will see, this does not mean they cannot work together.

**Education, Training, and Information** – This principle states that, “Co-operatives provide education and training for members so they can contribute effectively to the development of their cooperatives.” In other words, it is the duty of the Co-op to educate its members and inform everyone in the community about ways to improve themselves and their community.

**Cooperation Among Cooperatives** – This means that individual co-ops can work more effectively when they work together.

**Concern for the Community** – In this principle, a co-op shows concern not only for its members but also for the community through various ways of donating and giving back to the community it is a part of.

How does the SPA Co-op put these principles into practice? First of all, anyone who wishes to join the Co-op is free to do so. Second, the Co-op encourages all members to be actively involved by attending Board meetings, joining one of its circles, and voting for Board members. By staying informed, members are empowered to make and enact decisions. For example, the Co-op has also begun the process of auditing its food items and their ingredients; the Beautiful

Food Circle, comprised of staff, Board, and members, has taken on this task, and will in time share the information with the whole membership.

Through membership dues and grocery purchases, members directly contribute to the monetary well-being of the Co-op. In exchange, the Co-op offers a 15-percent

discount to all its members, frequent coupons, and recently, an additional 10-percent special order discount for members buying a case or more.

The SPA Co-op is an autonomous independent co-op, but this does not prevent it from cooperating with other co-ops and local businesses. The Co-op offers a 5-percent discount to visiting members of other co-ops and rents space to Earthcrust Bakery. When it comes to education, the Co-op turns to its friends over at Farmshed, as well as pointing customers to other local businesses who may be able to help.

As far as supporting the community, the Co-op continuously contributes to many local nonprofits through its 1% Fridays program, which donates one percent of Friday sales to a different nonprofit each month. Customers can donate the 5 cents they get from bringing in their own container to the program. Also the Co-op collects money, food, and presents to give to a family in need during the holidays. So when you shop at the Co-op, you can be assured that the money you give and spend goes right back into your community while at the same time providing you with quality, organic food and goods.

There are many ways that you too can make a difference at the Co-op and thus, in your community. As we go through this time of reinvention, please join us in a better understanding of these ideas and ways that we can put them into practice.

- Anna L.

## MANAGEMENT CIRCLES ARE NOW ACCEPTING APPLICATIONS!

By now, you've heard about our management circles in past issues of the newsletter, on our social media and website, through member mailings, and at the GMM and other Board meetings.

Now, we're currently accepting applications for members to join our management circles. If you're interested in making decisions that positively impact how our Co-op operates, developing processes that improve our Co-op community, and becoming an involved member in our organization, we want you! Circles include We the People, Numbers, Physical, Communications, and Beautiful Foods.

## SPECIAL ORDERING? TAKE 10% OFF THAT CASE

We are now offering a special case discount when special ordering products from the Co-op! Expect to see 10% savings on every product you order by the case, in addition to the 15% you're saving every day with your membership, for a total of 25% off your case. Because of our short supply of space, please continue to pick up any special orders as soon as you can; we really appreciate how speedily our members already do this.

This offer is only good for members, so tell any non-member friends about this new perk of joining our Co-op community!

- Jessica L.

## BEAUTIFUL FOODS, THEN AND NOW, AT THE CO-OP

When the Stevens Point Area Co-op began, our Statement of Purpose was written to state that we are organized in a cooperative manner “principally to promote within the community better nutrition and to engage in all activities pertinent to the acquisition, preparation, and knowledge of more wholesome diet and conducive to a more round lifestyle.” At the time, our products consisted mainly of fruits, vegetables, nuts, dairy products, grains, legumes, spices, and honey. Simplicity. Looking over old newsletters typed up using a typewriter and including hand-drawn pictures of vegetables wearing clothes, I came to realize that sometimes history repeats itself, and that is not always a bad thing.

In a newsletter from February 1978, a section reads “What is a Coop?????????” At a membership meeting, everyone was asked to write down what a co-op meant to them in their own words and some of those responses really rang true in regards to what we are getting back to. Here are few of the responses from 1978: “It's an opportunity to get healthy food, fairly!” :: “access to good food, camaraderie, simplicity, spirituality, health, joy,” :: “the coop is the only source

Members on the circles will receive an extra 5% discount and will fulfill a one-year term. Can't commit too much, but still want to be involved? All Co-op members are invited to circle meetings, and just like the Board meetings, members can also submit meeting agenda items.

Go to [www.spacoop.com/management-circles](http://www.spacoop.com/management-circles) to learn more or apply, or look in the foyer for applications, circle contacts, and meeting agendas!

- Cate S.



of un-adulterated food in Stevens Point.”

As we start a new year, we feel hopeful. The Co-op wants to provide for the community as we have in the past, but with more transparency, involvement, and attention to detail. As we make our way through this transition of structure, we now have the staff and resources that it takes to analyze our food more closely. Controversial ingredients in the past have slipped through the cracks, but will no longer! We began working on a food audit of the store. It took a while to work out the kinks, but we are in the process of compiling a database that has information on food additives, locality, packaging, certifiers, GMO ingredients, etc. for each product. We will use the data to have a better overall look at our storefront.

Concurrently, we are beginning to research every company, product, and ingredient to provide our patrons with exceptional food, household products, and non-conventional medicine that you can depend on. We hope to have all of the research done, compiled, and in a binder up front that you can reference if you want to know more about why we have decided to

take a product off the shelf, etc.

However, this takes time. A lot of time. We hope that you can spend some time sharing your knowledge with us, even if you are new to reading labels and understanding how corporations have infiltrated the ‘natural’ food system. Now is the time to start researching! Please consider joining our Beautiful Food Circle which had its very first meeting on December 8. Can't make a meeting? Ask for a copy of meeting minutes. Ask the facilitators, Britt and Melissa H., to share your opinion at the meeting. Share your ideas with us when you shop. Drop us a comment on Facebook. Send us an e-mail. We are here for you! If we can collaborate about high-quality, local, un-adulterated, humanely procured food and medicines we can start to break the cycle of being oblivious to corporate control of our food, our lives, and our health. With time and effort, we will bring the control back to our friends, neighbors, and local farmers; genuine people all trying to provide real, thoughtful products that we are proud to support.

- Melissa H. and Brittany W.

## ARBITRARY AWARDS FOR SERIOUSLY EXCELLENT PRODUCTS

With the end of the old year and the beginning of the new, we get to experience a whole lot of awards: the Grammy and Academy Awards, the Superbowl, the Nobel Peace Prize, making it through the previous year (happy New Year, everyone!). While some of these awards may seem more trivial, capricious, important, or monumental than others, they give us opportunity to look back, reflect, celebrate, and sometimes, wonder why.

Here in the Co-op's Wellness and Body Care department, we've had a few products stand out since our last issue, especially as we take stock of ingredients and sources, and so, without further ado, we'd like to roll out our spare red carpet, and present to you our Arbitrary Awards for Seriously Excellent Products.

### Best New Local Simple-Ingredient Brand: Cacklebee

Located in Waunakee, Wis., Cacklebee uses honey as its key ingredient in its lotions, shampoos, balms, and cremes--and nothing synthetic (including its fragrances!), low-quality, or unnecessary. The recipes rely on careful research, with an emphasis on customer satisfaction. Cacklebee's Dans Balm is recommended by the doctors of Madison Carbone Center Oncology for cancer-related skin concerns, and for one of their lotions, they partnered with New Glarus to create an almond, beer, and honey concoction that feels as good as it smells.

### Best Professional Compliment on a Product: Redmond Earthpaste

Toothpaste generally falls into two categories: ones filled with unnatural and questionable ingredients, and ones that are natural but don't necessarily give the same results. Earthpaste is neither of



these. Comprised of five natural ingredients including redmond clay, purified water, non-GMO-certified xylitol, Real Salt, and high-grade wild-crafted essential oils, Earthpaste is safe and effective. One of our staff, at a recent dentist trip was complimented on how clean her teeth are, and when she told them she was using Earthpaste, they said to continue using the product, since the usual build-up we all get was so much less.

### Best Winter Pick-Me-Up: Yakshi Naturals Essential Oil Roll-ons

Oh, it's January and the heart of winter is setting in. Perk yourself up with Yakshi essential oil roll-ons. Made in Twin Lakes, Wis., Yakshi is a majority woman-owned family business who pride themselves on their wonderful handmade, long-lasting, and unique scented oils. With scents like Indonesian Patchouli, Sandalwood, Whitestar Jasmine and the must-sniff-it Cleopatra's Secret, the cold-weather blues will be shooed away posthaste.

- Sara P. and Cate S.

## IN THE PRODUCE COOLER: LOTS OF LOCAL FOR LESS!

Have you taken a look at our produce cooler lately? If you haven't, I'm guessing it may be because often, the cost of those fruits and veggies can be just a bit high - which is why we're so very excited tell you that we've lowered our produce prices.

Because buying your produce from the Co-op directly supports local and/or small-scale farmers, fair trade and organic practices, and overall food sustainability in a way that grocery stores don't, we want to make sure more members and customers have financial access to them, especially our local fruits and veggies.

And on that note, we've welcomed two new local certified-organic farmers to our shelves: Stoney Acres Farm from Athens, and East Slope Farm from Manawa. We'll have carrots and beets from the lat-



garlic, Stoney Acres onions, and East Slope carrots, instead of California counterparts.

So be sure to keep an eye on the produce cooler as we continue to tweak our pricing, change up our signs to include member prices, and add more variety and local items to the shelves.

- Cate S.

ter, and a plethora of storage crops, including sweet potatoes, leeks, and onions from the former.

Thanks to all of our local farmers, more than half of our produce is now local, which is pretty darn exciting. This may fluctuate a bit as we shiver our way into deep winter, but we're very excited to have so many great local producers on our shelves even into the coldest months. I know I'm excited to be eating Whitefeather micro-greens, Blue Fortune

## CULL YOUR COLD, WIPE AWAY WINTER BLUES, + SHOP LOCAL

### ELDERBERRY SYRUP

adapted from [www.wellnessmama.com](http://www.wellnessmama.com)

Use our herb section to boost your immune this cold season; standard daily dose is 1/2-1 tsp for kids and 1/2-1 tbs for adults. If illness does strike, take every few hours until symptoms disappear.

### INGREDIENTS

2/3 C. dried elderberries (about 3 oz.) :: *find on our herb shelf!*  
3-1/2 C. of water  
2 tbs. fresh or dried ginger root  
1 tsp. cinnamon powder  
1/2 tsp. cloves or clove powder  
1 C. raw honey :: *find in our bulk section!*

### DIRECTIONS

1. Pour water into medium saucepan and add elderberries, ginger, cinnamon, and cloves (do not add the honey yet!).
2. Bring to a boil and then cover and reduce to a simmer for about 45 minutes to an hour until the liquid has reduced by almost half.
3. Remove from heat and let cool enough to be handled. Mash the berries carefully using a spoon or other flat utensil. Pour through a strainer into a glass jar or bowl.
4. Discard the elderberries and let the liquid cool to lukewarm. When it is no longer hot, add the honey and stir well.
5. When syrup is combined smoothly, pour the into a pint sized mason jar or other 16-ounce glass bottle. Store in the fridge.



## MISSING THE FARMER'S MARKET? TRY THE WINTER MARKET!

It can seem difficult to support local farms in the winter, but thankfully there's a new opportunity to do that this season! Farmshed and its Farmer Advisory Board worked together to organize a new Winter Farmers' Market at Redeemer Lutheran Church (located behind Fleet Farm).

The Winter Farmers' Market runs on Saturdays from 8 am to 12 pm, November 12 through March 25, with the exception of Christmas Eve and New Year's Eve.

It's a wonderful outlet for community-produced, homegrown items such as fruits, vegetables, meats, cheese, eggs, bakery products, cider, maple syrup, mushrooms, pickles, and other prepared and preserved food products. In addition to supporting local farms, you can also eat breakfast at the market. Chef C's Munchie Mobile serves hot dishes made from ingredients found at the market from 9 to 11:30 am.

### CHOCOLATE HUMMUS

via Cate S. and Rebecca S.

Need a healthy, light snack that brightens the winter months just a little? Here it is! Enjoy with pretzels, fruit, or toast.

### INGREDIENTS

1 15-oz. can of garbanzo beans  
3 tbs. cocoa powder  
1/4 tsp. vanilla extract  
Maple syrup to taste (usually about 1/4 C.)  
1-2 pinches sea salt (optional)  
1/4 C. water

### DIRECTIONS

1. Add all ingredients except water to a food processor.
2. Blend until smooth, adding water a little at a time until desired consistency is reached.



This season, Central Rivers Farmshed's Farmer Advisory Board is running the market but there are plans for it to form its own market association. "The winter market will be a significant asset to our local food community," said Tommy Enright of Black Rabbit Farm. "It will enable Stevens Point area residents to get directly-sourced farm products throughout the year and provide additional income for local farmers during the off season. We look forward to maintaining relationships with our customers on a year-round basis."

Special thanks to this year's sponsors, Community Foundation of Central Wisconsin, Wisconsin Farmers Union, and the Portage County Hunger and Poverty Prevention Partnership for help with funding to kick off the inaugural market season. More information about the market, including the list of vendors, is available online at [www.farmshed.org](http://www.farmshed.org).

- Layne C.