

# GRAZZIE

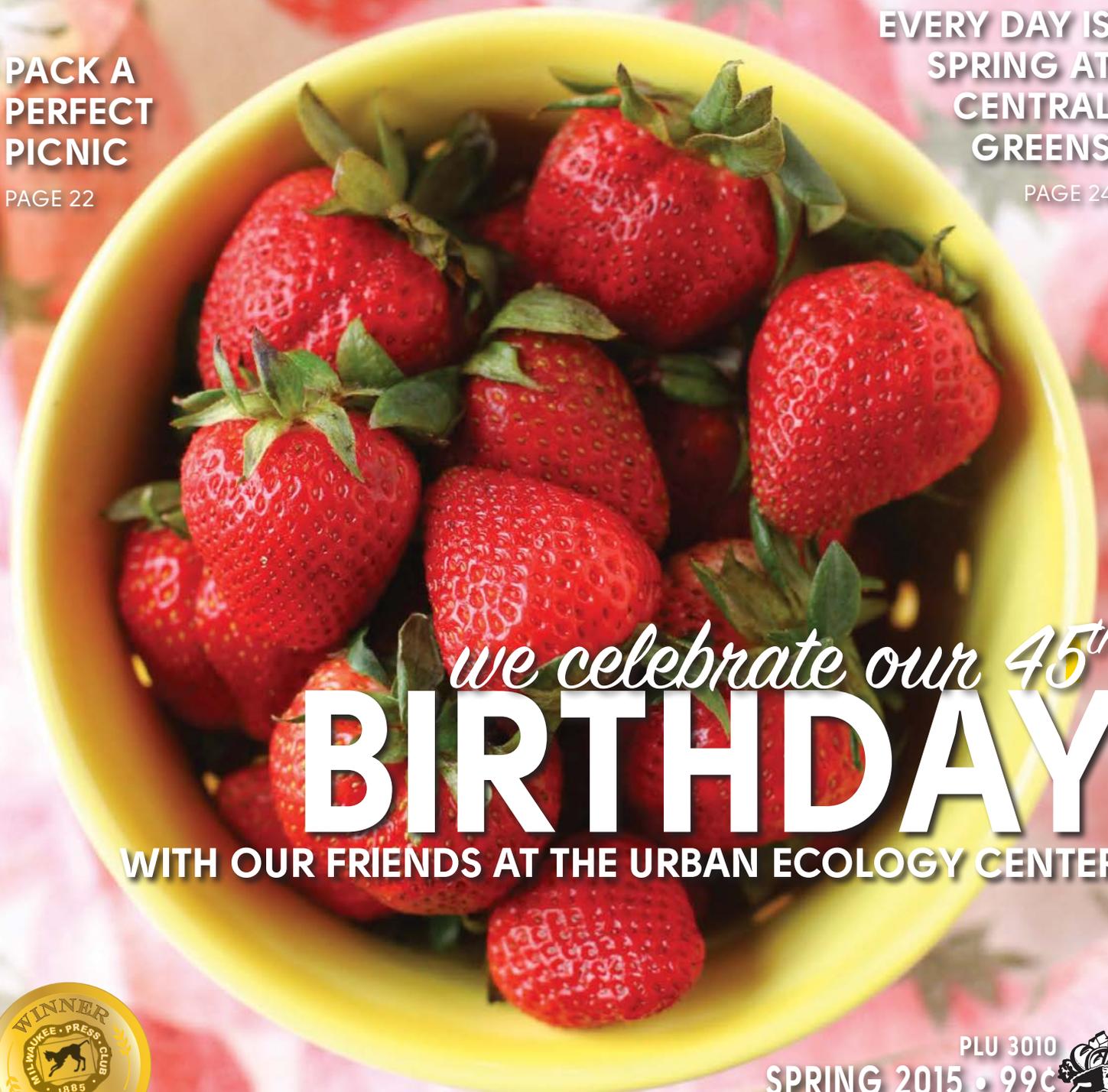
AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS

PACK A  
PERFECT  
PICNIC

PAGE 22

EVERY DAY IS  
SPRING AT  
CENTRAL  
GREENS

PAGE 24



*we celebrate our 45<sup>th</sup>*  
**BIRTHDAY**

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## FIRST WORD.



## WHAT IS GRAZE ?

### AUTHENTICALLY LOCAL

We're local and proud – happy to live in a city that values its unique identity. We'll celebrate the real flavors of our community and the surrounding area in every issue.

### FRESH

It's simple – we believe that the tastiest flavors are tied to what's in season. Natural and honest food is our favorite food.

### SMART

Sure we know our stuff, but we're right along side you on this food journey. We'll share what we know in a positive, expert way without a know-it-all attitude.

### FUN

Roll up your sleeves, put your elbows on the table and slop the sauce on the tablecloth. Good food is messy and best shared with laughter and good friends.

GRAZE IS PUBLISHED  
QUARTERLY, WITH NEW  
ISSUES EACH SEASON.

THERE'S SOMETHING ABOUT SPRING AND ITS PROMISE OF GREEN AND GROWING THINGS. IT'S SO HOPEFUL, SO YOUNG AND SO BRAVE. IT REMINDS ME OF A TIME WHEN I WAS YOUNGER, SOME WOULD SAY MUCH YOUNGER, AND THE BEGINNING OF MY CO-OP LIFE.

I'm thinking back to a day when I had lunch at the Fertile Earth restaurant with my best friend, my mom and her friend. This was the restaurant that Steve Pincus, one of Outpost's founders, started in 1971. Little did I realize back then that it would be a kind of beginning to my relationship with Outpost. A few months after it got rolling, the restaurant was passed along to Outpost to manage.

I'm also thinking back to the first time my dad came home from work, having stopped by the Outpost store on Locust Street to pick up some whole wheat flour and honey. My parents were early supporters, but I didn't realize I had any connection to Outpost before I began working here in 1980. Since then I've heard many stories from my parents, from the co-op's founders, and from countless shoppers and owners, about the place that Outpost occupies in their hearts and their lives.

The natural products industry has changed dramatically over the past 45 years, and while much has changed about Outpost, so many things remain the same. While we no longer have to put price stickers on all of our canned goods, or volunteer for a shift to help cover our costs, organic food was and remains the foundation of what we believe is best for the planet and for our own wellness.

We still put our bulk food in bags, and weigh them at the register. We cut larger blocks of cheese into smaller blocks, wrap and label them, just as we did in 1982. We still get produce and other goods from local farmers and vendors, just like in our early days.

As a cooperative, we still believe that our business model is superior to the publicly traded version of natural foods. It allows us to keep profits local by distributing patronage back to our investor/owners based on their level of patronage and support.

I think about how small, how young, how hopeful we were in 1970. It was our spring, our fertile earth. We believed we could change the world one homegrown carrot at a time.

You know what, I believe we still can. That's what keeps me tending our garden and nurturing the people and programs that make our cooperative grow, branch out and support the network of good things our community offers.

Happy spring!

PAM MEHNERT  
general manager

GRAZE@OUTPOST.COOP



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# WHO IS GRAZE ?



*i am* **CARA BERKEN.**

*I like making things better. It could be the arrangement of images and type, finding the perfect accent piece for a room, organizing my closet by season, color and sleeve length. My passions are laughing, traveling and sampling all of Milwaukee's newest restaurants.*

*i am* **LISA MALMAROWSKI.**

*Marketing isn't a dirty word. It's my megaphone to talk about things that really matter, like preserving local food security and the best way to roast a beet. I've made it my mission to turn natural food doubters into evangelists. When I'm not busy turning people on to turnips, you'll find me creating mixed-media art, shopping for shoes or traveling.*



*i am* **CRAIG MATTSON.**

*When I was really young I asked my dad where cereal came from. He could have said the store. Instead, he told me about the whole process of making cereal — from the farm to the box. Since then I've always enjoyed learning about where different foods come from, how they are made, and I remember to be mindful of all the people who make them.*

*i am* **MARGARET MITTELSTADT.**

*My childhood was filled with simple, honest meals, and it's with great humility that I approach cooking. Great Grandma's apron hangs in my kitchen like a sentry from the Old Country. Of course, like life, not everything I cook turns out as I expected, so I've learned to let go of outcomes and smile with the surprises.*



*i am* **CARRIE ROWE.**

*My Grandmother had a glorious garden. I'd spend hours eating sunshine-warm raspberries and often just sitting, listening to the buzz and hum of all the critters hard at work making all of this magic possible. To me food is magic. And sharing it with people who make me smile is about the nicest thing a girl could ask for.*

*i am* **DIANA SCHMIDT.**

*I'm a recovering food snob, eating anything from watercress to tater tot casserole. My love of tasty vittles started as a child in my parents' garden and remains steadfast with the help of food-loving friends and a bit of butter. Of all the food I love to make, nothing makes me happier than canning pickles and squirreling away jars of jam.*



*i am* **PAUL SLOTH.**

*I've been eating for decades. It's good to think about food, not only what we're eating, but about those who aren't eating. While some people today search the world over for the perfect truffle, others continue to go to bed hungry. That's crazy, but that's what's so awesome about food. It's a complex issue, one that is worth all the attention it gets.*

# - GRAZE.

A QUARTERLY PUBLICATION OF  
**OUTPOST NATURAL FOODS COOPERATIVE**

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**Outpost is a founding member of Local First Milwaukee, an alliance that advocates for locally owned, independent businesses.**



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SPRING 2015

*...features.*

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have more fun!

# CATERING from OUTPOST NATURAL FOODS

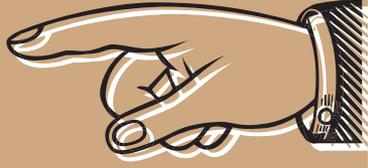
simple | casual | delicious

We concentrate on the **quality** of our ingredients

- organic, local, seasonal produce
- all-natural, organic meats
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And we never use artificial colors, flavorings or preservatives.

Pick up our **NEW** menu today!



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## ORGANIC PRAIRIE SUMMER SAUSAGE

PICK THIS PERFECT PICNIC PACK-ALONG

This is the summer sausage of your best childhood memories. The ones where you'd run inside after playing and grandma would have lunch waiting — soft bread topped with thick, hand-cut rounds of Old World summer sausage. Wait, this wasn't your childhood? That's okay. Organic Prairie can help you live the dream. This sausage is brimming with authentic flavor. It's slightly smoky, fresh and meaty with just the right tang. You can taste notes of celery and the texture is that perfect mix of soft yet firm. It gets better. This sausage is certified organic. We love the original flavor, but it also comes in garlic and even jalapeño, for those of you who are feeling adventurous.



## FENTIMAN'S ROSE LEMONADE

AN EMINENTLY QUAFFABLE ELIXIR FOR LADIES AND GENTLEMEN

After you've safely tethered the dirigible, pop open your parasol and saunter over to the icebox for this delicious refreshment. Perfectly pink from Bulgarian roses and temptingly tangy with fresh lemon, we love this grown up soda — its balanced flavor, its color, even the sturdy bottle. It pairs perfectly with delicate tea sandwiches and is beautifully beguiling at the ball game. Amazingly, the ever so heady floral notes are made more delightful because of the delicate carbonation. It begs to be mixed with a green iced tea or your favorite gin and is best, in our opinion, sipped on a shaded porch whilst admiring the spring blossoms.



## LIFE FACTORY STORAGE CONTAINERS

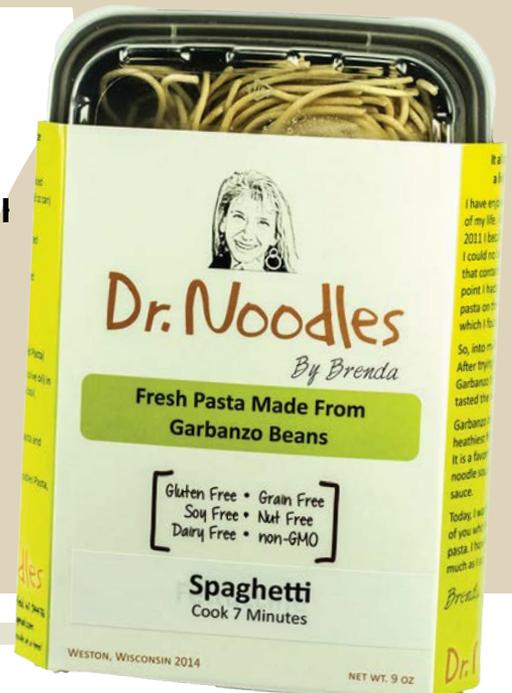
NOT YOUR MOMMA'S TUPPERWARE®

We know you know that lunches and leftovers are always just a bit sad stored in beat up plastic containers. They don't taste as good, microwaving isn't recommended, and you sure as heck can't heat them in the oven. That's why these storage containers are pretty much a modern miracle. They are oven, microwave, freezer and dishwasher safe. Let that sink in for a moment. They are made in the USA. They are vibrant, fun and, dare we say, a little spunky because of their brilliantly colored covers and wraps, which are made of medical grade silicone. Yes, the sleeves can go into the oven. They come in assorted sizes and stack neatly in your cupboard or fridge. And the best part ... you don't have to go to a house party to buy them. You can just pick them up on your next trip to the co-op!

## DR. NOODLES

THE ONLY PRESCRIPTION YOU'LL NEED FOR GREAT TASTING PASTA

Imagine if you will a world without grains. No grains, no pasta, right? Wrong. Welcome to the world of Dr. Noodles, maker of a 100% grain-free noodle. Even though these noodles are made with garbanzo flour, they don't taste of beans. Instead they offer up all the goodness of your favorite noodles that taste like, well, like pasta. Which is great, right? The texture is spot on, tender but firm and supple, and they stand up to your favorite sauces. Plus they are low in carbohydrates and high in protein. Oh, you didn't think they could get any better? Well, they're made right here in Mequon, Wis. Look for them in the frozen food section.



# YOUR PERSONAL COOKIE CHIEF.



by CRAIG MATTSON  
photos by PAUL SLOTH

SUSAN KNUTSON MAKES  
BAKING EASY.



**W**E COULD SMELL THE COOKIES BEFORE WE EVEN SET FOOT INSIDE SUSAN KNUTSON'S KITCHEN. WE WERE PAYING A VISIT TO HER KITCHEN IN BROOKFIELD AND SHE'D JUST FINISHED BAKING A BATCH OF COOKIES FOR US TO SAMPLE. THE SMELL ALONE WAS ENOUGH TO MAKE OUR MOUTHS WATER.

But the smell, as good as it was, didn't tell the whole story. These cookies were the real deal, moist, chewy, with loads of flavor. You'd think they were homemade and in a way they were.

That's the whole idea behind Susan's company, The Naked Baker.

But, this wasn't a normal day in Susan's kitchen and she's technically not a baker. She doesn't sell finished cookies. Susan built her business on a simple premise: some people want a cookie that tastes homemade, but they'd rather skip some of the steps.

"I had realized that so many people I knew didn't bake," Susan said.

Of course, Susan loves to bake. She always has. Early on, she'd even considered enrolling in culinary school, but studied accounting instead. But she never gave up her dream of baking for a living.





To scratch that itch, Susan baked for friends and family. She even got a reputation among her children’s classmates.

“The cookie lady,” they called her.

Well, the cookie lady turned cookie entrepreneur and The Naked Baker became Susan’s way of giving customers what they wanted: a quality, freshly baked cookie without the hassle.

It all starts with the ingredients. That’s always been important to Susan, especially when she’s making stuff for her own family.

Like a lot of busy parents, Susan wasn't above looking for convenience. She'd searched for quality cookie dough before and had tried many of the brands available in stores, but she wasn't impressed.

They had too many ingredients that she didn't want to eat or feed her kids. This gave her an idea.

Susan started making her own dough. She'd bake a few cookies at a time and save some of the dough for later.

“This way, we were able to bake fresh cookies at a moment’s notice with no mixing and mess, even when we were really short on time,” Susan said.

That’s when it dawned on her. Making ready-to-bake cookie dough sounded like a good business idea. So she set to work developing recipes with a focus on flavor and quality ingredients.

After many rounds of taste testing with neighbors, friends, and family, Susan thought she was ready.

“I wanted to create a product that consumers could trust and know that it is of the highest quality possible. I wanted it to be totally clean, no chemicals, additives or preservatives,” Susan said.

About the same time, a friend asked her if she wanted to share a commercial kitchen space. Susan jumped at the opportunity.

Susan’s been doing business as The Naked Baker since 2013 and she’s in charge of everything, from production and delivery to marketing and promotion. Susan has hired two assistants to help out with production.

The secret to Susan’s success: She makes the cookie dough just like she would at home, only a lot more of it — 170 pounds a day, two days a week. Susan’s attention to detail comes through when you taste her cookies.

And it’s that attention to detail and the taste of her cookies that has helped Susan launch a successful business that continues to grow.

“I thought it would be a great idea to create a product that would be easy to bake, with no mess, and not to mention delicious,” Susan said. “Everyone deserves a freshly baked cookie.”

**THE NAKED BAKER**  
 655 BROOKFIELD ROAD, BROOKFIELD  
 WWW.THENAKEDBAKERCOOKIES.COM



# VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE

Before we start looking at the wonderful variety of sweeteners available today, let's first remember that they come in two basic forms: granulated and liquid.

If you're looking for granulated, you'll find Sucanat, coconut palm sugar, and pure maple sugar, to name a few. As for liquid sweeteners, there's sorghum syrup, raw coconut nectar, brown rice syrup, and barley malt syrup, among others. Each one imparts its own unique and complex flavor and varying levels of sweetness to any recipe.

Most importantly, for health conscious bakers, many of these sweeteners have a lower glycemic index\* (GI) than plain white sugar and boast nutrients — and some might argue flavor — that have been stripped out of that now all-too-common sweetener.

Remember, these are still sweeteners and, like everything, should be enjoyed in moderation.

## *\*What is glycemic index (GI)?*

The glycemic index is a measure of how quickly food is digested and absorbed into your blood stream. All sugars are carbohydrates. Foods with a high GI, typically more processed foods — like white breads, cereals, crackers, desserts, cereal bars, fruit juice and the like — are digested very quickly. The less processed a carbohydrate, the more likely it is to have a low-GI score. Most vegetables and whole grains — such as rolled oats and quinoa — legumes, nuts, seeds, whole fruits, and high fiber foods, have a low GI.

If you're interested in learning more about glycemic index, please check online at: [s.coop/1w20a](http://s.coop/1w20a).

## (a) RECIPE.

*This cookie is the stuff of legend. The inventor, Ted Odell from Madison, WI, created these in the late 1960's. They quickly developed a cult following and Ted held the recipe very close, and never shared it. Madison's Mifflin Street Co-op sold them — they were perfect fuel for sit-ins, protests and the 'munchies' or so they say. Outpost also sold them to many hungry hippies over the years. Chances are also good that some of the ingredients that went into them are no longer available. These are infinitely customizable, so have fun making them your own.*

### **GUERRILLA COOKIES** MAKES 48 COOKIES

#### **Base ingredients**

- 3 cups regular rolled oats
- ¼ cup raw sunflower seeds
- ¼ cup raw walnuts
- ½ cup raisins

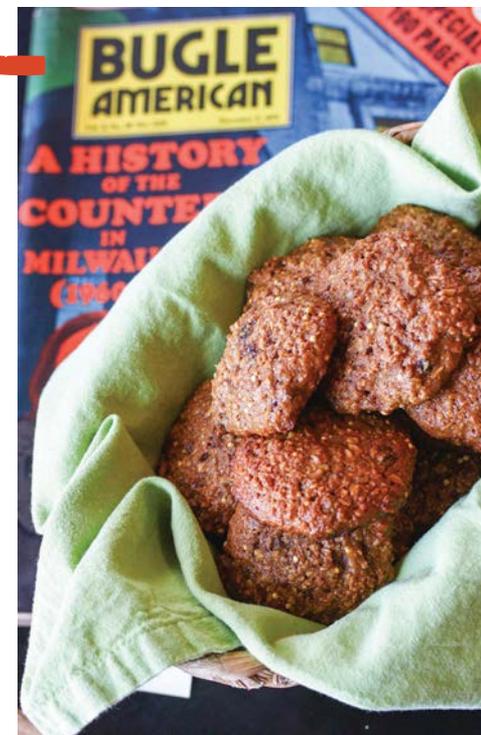
#### **Wet ingredients**

- 1 cup honey
- 3 tablespoons molasses or sorghum syrup
- ½ cup oil or melted butter
- 1 tablespoon vanilla
- 2 tablespoons nut butter (peanut, almond or your choice)
- 2 large eggs

#### **Finishing ingredients**

- ⅓ cup dry milk powder or whey powder
- ⅓ cup wheat germ
- 2 tablespoons millet seeds
- ½ teaspoon cinnamon
- ½ teaspoon salt
- ¼ teaspoon baking soda
- 1 teaspoon brewers yeast or 1½ teaspoons nutritional yeast
- ½ cup whole-wheat flour
- ½ cup carob or chocolate chips if desired
- ¼ cup white flour

1. Make the base — place oats, sunflower seeds, walnuts and raisins in food processor and pulse until well chopped.



2. Combine the wet ingredients — Using a large bowl, whisk until smooth.
3. Add the base to the wet ingredients and stir until well combined.
4. In a separate bowl, combine all the finishing ingredients with the exception of the white flour, then add to the base and wet ingredient mixture. At this point, add the white flour a little at a time until the dough is soft, but not as sticky — it should have some form but still be very moist. Fold in carob or chocolate chips if using. Then, chill the dough for an hour or more to make it easier to work with.
5. Preheat oven to 350°. Scoop out dough into mounds a little smaller than a golf ball onto a prepared cookie sheet, about 2 inches apart, then press down to give it a smooth, flat appearance on top. Bake about 15 minutes or until lightly browned with a thin, crispy, darker edge. Store in a covered container or stack into baggies to share with your friends.

# SPRING.

(two ways)

## STRAWBERRIES

**Y**OU'RE STARING AT A CONTAINER FULL OF PERFECTLY RIPE, RUBY RED STRAWBERRIES. YOU'D LIKE TO EAT THEM ALL, ONE BY ONE. IT SEEMS A SHAME TO DO ANYTHING ELSE WITH THESE TINY GEMS.

But that would make for a rather short and boring feature. So, we found two recipes that feature what is, without a doubt, one of our favorite fruits.

Strawberries are surprisingly versatile. You can roast them, bake with them, freeze and purée them, and they just keep on shining. Add to the list the fact that strawberries are an exceptional source of antioxidants, phytonutrients and vitamin C, and we'll gladly eat them, in any form, every chance we get.

### **CEDAR PLANK GRILLED SALMON** *with* **BALSAMIC ROASTED STRAWBERRIES**

#### **SERVES 2**

*Warning: the aroma of roasting strawberries may be too much to handle. Luckily, this dish requires you to step outside to grill your salmon, so you should be safe. The magically jammy-sweet balsamic roasted strawberries and smoky grilled salmon are a match made in heaven and the dish is a breeze to pull together when you'd rather be sitting on your lawn chair than stuck in the kitchen. Please be sure to soak your cedar plank for at least an hour before grilling to avoid setting your dinner on fire.*

#### **For Balsamic Honey Roasted Strawberries:**

- 1½ pounds (2 pints) strawberries, stems removed
- 2 tablespoons balsamic vinegar — we used Goda Strawberry Balsamic for extra strawberry goodness
- 2 tablespoons honey

#### **For Salmon:**

- One 1½ pound salmon filet, skin on
- Olive oil
- Salt and pepper
- Cedar grilling plank, soaked for an hour before grilling

1. Preheat oven to 375°. Cut smaller strawberries in half or larger strawberries into quarters and place in a glass baking dish.
2. Drizzle balsamic and honey over strawberries and stir around to get everything mixed.
3. Roast until the strawberries are softened and the juices are bubbling, stirring oc-

asionally, about 30 minutes. While the strawberries are roasting, grill your salmon.

4. Set your grill up for indirect grilling. Once the coals are hot, use a shovel to move half the coals to either side of the grill. The salmon will go in the center of the grill.
5. Place salmon, skin side down, on the cedar plank, drizzle with a little olive oil and sprinkle with salt and pepper.
6. Place salmon on grill, cover the grill and roast the fish until almost cooked through, about 15-20 minutes depending on the thickness of your filet. For the last 5 minutes of grilling, spoon some of the syrup from your roasted strawberries onto the fish and continue cooking until the internal temperature hits 135°.
7. Transfer the salmon to a serving platter and let cool slightly. Spoon more of the syrup on top and serve with roasted strawberries on the side.

**1<sup>ST</sup>**  
*way.*



# 2<sup>ND</sup> way.

recipes & photos by CARRIE ROWE



## DOUBLE STRAWBERRY LEMON BARS

MAKES 24 BARS

*We asked around and it turns out all of our moms had a go-to lemon bar recipe that we grew up loving — ranging from sweet, tart, fluffy or chewy — no sunny picnic was complete without them. This variation is a take on a refreshingly sweet-tart glass of strawberry lemonade, another warm weather staple we just can't live without. Top the bars with homemade strawberry preserves and you're pretty much required to bring them to every garden party you're invited to.*

### Crust

- ¼ cup sugar
- ½ cup butter, room temperature
- 1½ cups all purpose flour\*
- ¼ teaspoon salt

### Filling

- 1 cup fresh lemon juice (4-6 lemons)
- 1 tablespoon lemon zest
- ½ cup puréed strawberries (about ¾ cup berries)
- 1¼ cups sugar
- 4 large eggs
- ¼ cup all purpose flour\*
- ½ teaspoon baking powder
- ¼ teaspoon salt
- Homemade-style strawberry preserves

Make the crust:

1. Preheat oven to 350°. Lightly grease a 9×13-inch glass baking pan.
2. In a large bowl, cream together sugar and butter until smooth and fluffy. Working at a low speed, gradually beat in flour and salt until mixture is crumbly. Pour into prepared pan and press into an even layer. Bake for about 17 minutes, until edges are barely golden brown.

While the crust bakes, prepare the filling:

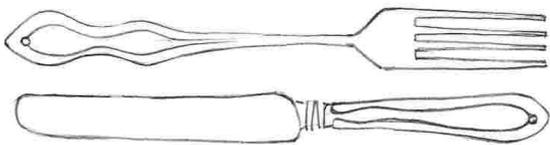
1. In a large mixing bowl, combine lemon juice, lemon zest, strawberry purée, sugar and eggs and process until smooth. Slowly add in flour, baking powder and salt, mix until smooth.
2. Gently pour the filling over the hot crust when it has finished baking. Return pan to oven and bake for 25-30 minutes, until the filling is set (a slight crust will form on top of the custard and the edges of the crust will be browned).
3. Cool completely and spoon on a thin layer of strawberry preserves just before serving. Slice into squares using a wet knife for clean slices.

*\*We made ours gluten free using the same amount of Bob's Red Mill Gluten Free 1-to-1 Baking Flour.*





KITCHEN MAGIC WITH  
OUR NEIGHBOR,  
BILL SHAW.



# HOME COOKING.

by DIANA SCHMIDT  
photos by PAUL SLOTH



**W**HEN BILL SHAW WHIPS UP A BIG ENOUGH BATCH OF ANYTHING, A TEXT GOES OUT TO NEIGHBORS, "IT'S TIME TO EAT." IT ISN'T LONG BEFORE THEY START SHOWING UP. GRABBING AN EXTRA BOWL FROM THE CUPBOARD, FOR ANOTHER HUNGRY NEIGHBOR, IS NOT UNUSUAL TO BILL.

Bill's motto: "There's always room for one more at the table." It's how he was raised.

As a young boy growing up in Milwaukee's Washington Heights neighborhood, Bill's family took in foster children, maintained an open door policy for the neighborhood, and shared plenty of meals at church.

These experiences helped to inform Bill's relationship with food and his identity in the kitchen. It also helped him develop his resourcefulness — an ability to make the most of whatever ingredients he has on hand.

Bill grew up in the kitchen. He donned an apron at an early age and started cooking with his mother, memorizing her best recipes.

When his Cuban foster brothers craved flavors from home, they taught young Bill how to make the classic Cuban beans and rice — frijoles negros — from ingredients they'd pick up at the corner grocery.

Bill's not sure whether he picked it up from his mother or his foster brothers, but in addition to learning recipes, he also developed the skills that would enable him to start experimenting daily in the kitchen.

Experimentation is what Bill's home cooking is all about. When his family — sons, Jj and Patrick, and wife Lynn — falls in love with a dish at a restaurant, Bill takes to his kitchen to recreate it. There was a time when Lynn would order shrimp gazpacho any time she saw it on a menu. Now, she'll only eat Bill's version. Obviously, it's become a source of pride for Bill.

"Everyone asks me when I'll make it next," Bill said. "It's a recipe we bring to every concert in the park or block party."

Cooking, and hanging out during food prep, are at the heart of the family meal in the Shaw household,

that's when the "family therapy and life lessons happen," Bill explained. He's even found, in 8-year-old Jj, a willing sous chef, who not only helps with the prep work, but dispenses wisdom as well.

"You should know how to taste, so you know how to cook," Jj said, during a recent visit with the Shaws as they prepared some of their favorite dishes.

"Everyone is a critic," Bill teased, "but sometimes their input is spot on."

The Shaw kitchen, at times, had the feel of an interactive cooking show. Lynn and Patrick, the oldest, sat perched nearby, as Bill shared spoons full of soup with Lynn to taste. Patrick insisted on mac 'n' cheese instead. Once the food was ready, everyone scattered. The camaraderie in the kitchen — of prepping and tasting — trumps the idyllic family table.

"We come together in the kitchen, that's where the magic happens," Bill says.

**WHY IS IT IMPORTANT TO COOK WITH KIDS?**

"At MacDowell Montessori, where I work, we get cooking knives in kids hands at age 4. Cooking teaches kids to be resourceful, how to take care of themselves. Some kids take to it, some don't, but at least they feel comfortable with the tools in their hands."

**WHAT'S YOUR MOST IMPRESSIVE OFF THE CUFF DINNER?**

"When Lynn was in grad school, I'd come over to cook her dinner. She'd say 'there's nothing to eat.' I'd pull whatever vegetables she had on hand, cook up some rice and fix her a rice casserole she could eat for a few days." It must have impressed her, she married him and he remains the cook in their relationship.

*(recipes following)*



## FRIJOLES NEGROS.

**SERVES ... THE NEIGHBORHOOD  
(OR CAN BE FROZEN)**

*This is the Cuban dish that Bill learned from his foster brothers. The recipe has never been written down, until now. He's made a few tweaks to the recipe, omitting the meat and adding wine. "The vegetables can change with the season and what's in your refrigerator. In the summer we add leftover corn from corn on the cob, summer squash, whatever!"*

- 1 shallot, minced
- ½ red onion, chopped
- 4 good sized carrots, cut into medallions
- 1 medium green pepper, chopped
- 1 medium red pepper, chopped
- 8 garlic cloves, minced (about 5 tablespoons)
- 1 cup white wine or stock
- 1 30 ounce can and 1 14.5 ounce can black beans, rinsed and drained (or 5½ cups cooked beans)
- 3 tomatoes, diced
- Salt and pepper to taste
- Sour cream
- Queso blanco, crumbled or mozzarella, shredded
- Hot sauce

1. Heat oil in a Dutch oven, add shallots, onions, peppers and carrots. Cook 2 to 3 minutes over medium-high heat, until onions start to become translucent. Add garlic and cook for 1 to 2 minutes more. Season with salt and pepper to taste.
2. Add black beans and wine (or stock), cook 5 minutes before adding diced tomatoes. Bring to a boil and simmer until the carrots are tender. You can simmer for up to an hour, the beans will start to create a thick sauce as they break down.
3. Serve over cooked rice, garnish with sour cream, cheese and hot sauce. Text the neighbors, "It's time to eat."



## SHRIMP GAZPACHO.

**SERVES 10-12**

*While in law school and grad school (Bill is now a special education teacher), Bill worked as a cook at Hector's, picking up tricks of the trade for cooking Mexican food. He can taste nearly any Mexican dish and replicate it at home. This one, his wife claims, is his best work, better than any version she's ever had. We agree. Ketchup adds a texture and sweetness that is subtle, and perhaps the secret ingredient to this delicious gazpacho. This batch size is normal for Bill, made to share.*

- |                                                   |                                               |
|---------------------------------------------------|-----------------------------------------------|
| Cheese cloth                                      | 2 cups ketchup                                |
| ¼ large onion, left in tact                       | 6 cups tomato juice or tomato vegetable juice |
| 2-3 cloves garlic, smashed                        | 4 cloves garlic, minced                       |
| 1 tablespoon black pepper-corns                   | 2 limes, juiced                               |
| 1 teaspoon kosher salt                            | 1 teaspoon garlic powder                      |
| 1 tablespoon mustard seeds                        | 7 plum tomatoes, diced                        |
| 1 tablespoon coriander seeds                      | 1 large shallot, minced                       |
| 1 tablespoon cumin seeds                          | ½ large red onion, finely diced               |
| 3 Bay leaves                                      | 2 jalapeños, with seeds, finely diced         |
| 3 mini sweet peppers, rough chopped               | 3 to 4 avocados, diced                        |
| 2 pounds shrimp, 16/30 count, deveined, shells on | 1 bunch of cilantro, chopped                  |
|                                                   | Salt and pepper to taste                      |

1. Assemble the first 9 ingredients (through sweet peppers) into a piece of cheese cloth, tie into a bundle and add to a small stock pot with 4 cups of water. Bring to a boil. Add shrimp and cook 4 minutes. Reserve shrimp stock for another use. Remove shrimp and let cool before removing shells and chopping into thirds. Set aside or chill, to add to gazpacho later.
2. In a large bowl or container, assemble the remaining ingredients, tasting for salt and pepper as it's stirred together to incorporate flavors. Add the shrimp.
3. Refrigerate overnight and check for seasoning, adding more salt and pepper if needed. Serve cold. A classic Shaw technique for serving, loaded into the cooler for music in the park, served out of pitchers into red Solo cups.

# OUTPOST'S

*(secret recipe)*

photos by CARA BERKEN .....

## SHEBA BARS

MAKES 40 BARS, VEGAN

**S**URE, YOU CAN JUST PICK UP ONE OF THESE TASTY TRIANGLES AT OUR BAKERY COUNTER IF YOU HAVE THE HANKERING FOR A CHOCOLATEY, PEANUT BUTTER RICE CRISPY TREAT. BUT IF YOU HAVE A WHOLE CREW OF MOUTHS TO FEED, THIS IS THE RECIPE WE USE. WE LOVE THEM TUCKED INTO PICNIC BASKETS (SEE PAGE 22) OR PASSED AROUND AT THE OFFICE POTLUCK.

- 1 cup Sucanat
- 2¾ cups brown rice syrup, divided
- ½ pound Earth Balance Buttery Sticks (2 sticks)
- 1¼ cups smooth peanut butter, divided
- 1 tablespoon egg replacer (or sub ½ cup applesauce)
- ⅜ cup water
- 1 cup quick rolled oats
- 1 teaspoon baking soda
- ½ teaspoon sea salt
- 11 ounce box brown rice crisp cereal
- 3⅓ cups semi-sweet vegan chocolate chips
- ⅜ cup canola oil

1. Preheat oven to 375°. Combine Sucanat, 2 cups brown rice syrup, buttery sticks and ¾ cup peanut butter in a microwave-safe bowl and melt. Stir until smooth.
2. In a large bowl, combine egg replacer and water and whisk to combine. Add oats, baking soda, salt, brown rice cereal. Pour in peanut butter mixture from step one, stirring carefully, in order not to crush the cereal.
3. Spread mixture into full sheet tray coated with cooking spray. Bake for 15 to 20 minutes. Bars puff up while cooking and may drip over tray, so watch carefully or place another sheet tray on the bottom rack to catch. Remove and allow bars to cool.
4. While bars are cooling, melt chocolate chips and oil in microwave, stir until smooth, then spread over cooled bars.
5. Melt remaining ½ cup peanut butter and ¾ cup brown rice syrup in microwave. Drizzle over cooled bars and with a paring knife, pull through the mixture to swirl. Cool in refrigerator until ready to serve.





by LISA MALMAROWSKI  
photos PAUL SLOTH

## *(our)* MENU

- EARTHY MUSHROOM & OLIVE TAPENADE
- ASPARAGUS & GRUYÈRE TART
- FARAWAY FOREST MEATBALLS WITH YOGURT SAUCE
- CRISPY HONEY-LIME WINGS
- SPRING VEGETABLE QUINOA
- WOODLAND BERRY SALAD WITH BASIL VINAIGRETTE
- OUTPOST'S CATERING TEMPEH WINGLETS \*
- OUTPOST'S BAKERY CUSTOM BIRTHDAY CAKES \*

# out of THE WOODS.

A SPRING BIRTHDAY CELEBRATION.

**I**NSPIRED BY NATURE, THIS PARTY CELEBRATES THE FRESHNESS OF SPRING WHILE STAYING EARTH-FRIENDLY. WE CHOSE LOCAL AND ORGANIC FOODS, USED REUSABLE OR COMPOSTABLE PARTY WARE AND DECORATIONS, AND CRAFTED FESTIVE HATS USING RECYCLED BOXES AND PAPERS. WE EVEN TOPPED OUR GORGEOUS, AND DELICIOUS, CUSTOM DECORATED CAKES WITH HANDCRAFTED, BIODEGRADABLE PENNANTS AND REUSABLE VINTAGE DECORATIONS FOR THE PERFECT, FESTIVE TOUCH. WHATEVER YOU'RE CELEBRATING, THESE SIMPLE, SPRING-INSPIRED RECIPES WILL USHER IN THE SEASON WITH LIGHT AND SAVORY FLAVORS SPICED WITH A GENEROUS SPRINKLING OF WHIMSY.



## EARTHY MUSHROOM & OLIVE TAPENADE

MAKES 2 CUPS

*The trick to crafting the perfect party menu is to make sure you have a few dishes sprinkled in that are easy to make ahead and deliver a powerful flavor punch. We love tapenade for this reason and the addition of earthy, dried porcini mushrooms makes it irresistible.*

- |                                                 |                                                      |
|-------------------------------------------------|------------------------------------------------------|
| 2 ounces dried porcini mushrooms, thinly sliced | 1 lemon, juiced                                      |
| Oil for sautéing                                | 1½ teaspoons sherry vinegar                          |
| ¼ cup olive oil                                 | 2 tablespoons chopped chives, plus extra for garnish |
| 5 garlic cloves, thinly sliced                  | 1½ teaspoon sea salt                                 |
| 1 pound button mushrooms, sliced                | ½ teaspoon freshly ground black pepper               |
| ½ cup pitted kalamata olives                    | Crostini, to serve                                   |
| 1 tablespoon capers, drained, finely chopped    |                                                      |

1. Place porcini mushrooms in a small bowl and cover with hot water. Set aside until softened, then drain, reserving the liquid
2. Heat about 2 tablespoons of oil in a medium sauté pan over medium heat. Add garlic and cook, stirring occasionally until light golden brown. Stir in drained porcini mushrooms and cook until tender. Transfer to a bowl and cool.
3. Using same pan, increase heat to medium-high, add ¼ cup olive oil and button mushrooms. Cook, stirring often until softened and liquid has been absorbed.
4. Place the porcini and button mushrooms, olives and capers into the bowl of a food processor. Pulse until finely chopped, but do not purée. Put olive mixture into a bowl and add lemon juice, vinegar, chives, salt and pepper and mix well. Thin with 1-2 tablespoons of the reserved porcini soaking liquid to desired consistency. Store in refrigerator. Bring to room temperature before serving. Garnish with more chopped chives and serve with crostini.

*\* When planning a big bash, we like to rely on a mix of homemade foods and foods that are made from scratch at Outpost. The Tempeh Buffalo Winglets are available from our catering department and our talented bakers are happy to create the custom cake of your dreams. Please see stores for details. (Note, cake toppers are not included with custom cakes.)*



## ASPARAGUS & GRUYÈRE TART

SERVES 10-12

*Deceptively simple to make, this tart is full of complex flavors. Something magical happens when asparagus meets a flavorful nutty cheese. It's a real showstopper on any buffet table. For easy serving, use a pizza cutter.*

- Flour, for work surface
- 1 sheet frozen puff pastry
- 5½ ounces (2 cups) Gruyère cheese, shredded (Emmentaler or Fontina work too)
- 1½ pounds medium or thick asparagus
- 1 tablespoon olive oil
- Salt and pepper
- Aluminum foil

1. Preheat oven to 400°.
2. On a floured surface, roll the puff pastry into a 16x10-inch rectangle. Trim uneven edges. Place pastry on a baking sheet. With a sharp knife, lightly score pastry dough 1 inch in from the edges to mark a rectangle. Using a fork, pierce dough inside the markings at ½-inch intervals. Bake until golden, about 8 minutes.
3. Remove pastry shell from oven and sprinkle with cheese. If needed, trim the bottoms of the asparagus spears to fit crosswise inside the tart shell then arrange in a single layer over cheese. Brush with oil, and season with salt and pepper. To prevent the edges from over browning, use a thin strip of aluminum foil to cover the edges of the tart before placing in oven. Bake for about 15 minutes until asparagus is tender. Serve warm or room temperature.

## **WOODLAND BERRY SALAD** *with* **BASIL VINAIGRETTE** MAKES 1½ CUPS VINAIGRETTE

*For this recipe, we're leaving the salad part up to you. Just use the freshest greens, sprouts, and berries of the season. The basil dressing pairs wonderfully with any berry, so you can't go wrong.*

- |                                    |                                  |
|------------------------------------|----------------------------------|
| ⅓ cup red wine vinegar             | 2 teaspoons Dijon mustard        |
| 2 shallots, chopped                | ¾ teaspoon freshly ground pepper |
| 3 tablespoons sugar                | ½ teaspoon salt                  |
| 3 tablespoons fresh basil, chopped | ¾ cup olive oil                  |
| 1 tablespoon fresh lemon juice     |                                  |

Process first 8 ingredients in a blender until smooth. With blender running, add olive oil in a slow, steady stream, processing until smooth.

## **CRISPY HONEY LIME WINGS** SERVES 6-8

*We didn't believe it until we tried it, but tossing wings in baking powder and par-baking them at a low temperature creates a crispy wing without the frying. Part of the trick is switching the height of the baking pan when you increase the temperature. You can toss the finished wings into any sauce you like, but we love the fresh lightness this Asian-inspired honey lime sauce provides.*

- 4 pounds chicken wings, halved at joints, wingtips discarded
- 2 tablespoons baking powder
- ¾ teaspoon salt

### **Honey Lime Sauce**

- ⅔ cup honey
- Juice of 2 limes (about 4 tablespoons)
- 2½ teaspoons apple cider vinegar
- ¾ teaspoon ground ginger
- 2 teaspoons hot pepper flakes
- 3 tablespoons soy sauce
- ¾ teaspoon sesame oil
- ½ teaspoon salt
- Chopped scallions or sesame seeds for garnish

1. Adjust oven racks to upper-middle and lower-middle positions and preheat oven to 250°. Set wire rack in aluminum foil-lined rimmed baking sheet and spray rack with non-stick spray.
2. Pat wings dry with paper towels and transfer to a large bowl. Combine baking powder and salt, add to wings, and toss to evenly coat.
3. Arrange wings, skin side up, in single layer on prepared wire rack. Bake wings on lower-middle oven rack for 30 minutes. Then move pan to upper-middle rack, increase temperature to 425°, and roast until wings are golden brown and crispy, 40-50 minutes longer, rotating sheet halfway through baking.
4. While wings are baking, combine sauce ingredients in bowl and whisk until smooth. Set aside.
5. Remove sheet from oven and let stand for 5 minutes. Transfer wings to bowl, add sauce (you may not need all of it), and toss to coat. Arrange on a serving platter and garnish with chopped scallions or sesame seeds.





## FARAWAY FOREST MEATBALLS

with **YOGURT SAUCE**

**MAKES 24**

The spice blend in these savory meatballs is just exotic enough to sparkle, but not so overdone to turn off picky eaters. You can make these ahead and refrigerate until you're ready to cook. And if you have a large crowd to feed, it's simple to double the recipe.

- 1 pound ground lamb or beef
- ¼ cup finely chopped scallions
- ½ teaspoon ground cinnamon
- 1 teaspoon ground cumin
- 1 teaspoon ground allspice
- 1 teaspoon salt
- 3 tablespoons panko breadcrumbs
- 1 egg, lightly beaten
- Vegetable oil, for frying

### Yogurt Sauce

- 1 cup plain whole milk yogurt
- ¼ cup chopped mint leaves
- 1 garlic clove, minced
- 1 tablespoon plus 1 teaspoon fresh lemon juice

1. Put ground meat into a bowl and add scallions, spices, salt, breadcrumbs and egg. Mix well. The easiest way to mix well is to use your hands. Cover and chill in refrigerator for at least 30 minutes, so it firms up. While mixture is chilling, combine the ingredients for the yogurt sauce in a bowl, mix well and chill until serving.
2. Line a sheet pan with parchment paper or plastic wrap. After mixture is chilled, using your hands, roll into 24 balls and line up on pan. If your hands get sticky, dampen your hands with a little water.
3. Heat about ½-inch of oil in a frying pan. Line another baking sheet with a kitchen towel or paper towels — this is your 'landing pad' for cooked meatballs. When the oil is hot, fry the meatballs in batches without overcrowding the pan. Cook for about a minute a side, or until golden brown all over. Drain on prepared pan. Serve warm with yogurt sauce on the side.



## SPRING VEGETABLE QUINOA

**SERVES 10**

This delicately flavored, light casserole is lovely for a family dinner or as part of a party buffet. Bonus, it's gluten free and easy to make completely vegetarian. You can prepare this a day ahead, cover and refrigerate. Just bring the dish to room temperature before baking.

- 2 cups uncooked quinoa
- 4 cups broth, vegetable or chicken
- 6–8 spears asparagus, cut into 1-inch pieces
- 2 tablespoons unsalted butter, plus more for the baking dish
- 1 small onion, chopped
- 6 ounces button or cremini mushrooms, sliced
- 2 cloves garlic, minced
- Splash of dry, white wine
- ½ teaspoon kosher salt
- ½ teaspoon red pepper flakes
- 1–2 cups packed, baby arugula leaves, chopped
- 1 pint grape tomatoes, halved lengthwise
- 3 ounces shredded Gouda
- 2 ounces freshly grated Parmesan, divided

1. Rinse quinoa in cold water. In a large, covered pan, heat broth until boiling. Add rinsed quinoa, cover and simmer for about 12 minutes or until liquid is absorbed. Take off heat and let sit, covered for 5 minutes. Then, fluff with a fork. Season with salt and freshly ground black pepper and set aside.
2. Add the asparagus to a small saucepan and cover with water. Bring to a boil and cook just until crisp-tender, 2–3 minutes. Drain well and set aside. Meanwhile, in a large skillet or sauté pan, melt the butter over medium-high heat. Add the onion to the pan and cook for about 2 minutes. Mix in the mushrooms and cook until most of the liquid has evaporated, about 5 minutes. Deglaze pan with a splash of white wine. Stir in garlic, salt, and red pepper flakes and sauté just until fragrant, about 30 seconds.
3. In a large bowl, combine the cooked quinoa, blanched asparagus, sautéed veggies, tomatoes, and arugula with the shredded Gouda and half of the Parmesan. Season with additional salt and pepper to taste. Transfer the mixture to a lightly buttered 9x13-inch baking dish and spread in an even layer. Sprinkle with the remaining Parmesan.
4. To bake, preheat oven to 400°. Bake for 15–20 minutes or until lightly browned on top. Serve warm.



Thanks to our models from **THE URBAN ECOLOGY CENTER** | .....

The Urban Ecology Center fosters ecological understanding as inspiration for change, neighborhood by neighborhood. The center's three Milwaukee branch locations connect youth and adults to urban nature right in the heart of the city. With summer camps and afterschool programs for kids, festivals and outings for families, and workshops and lectures for adults, everyone can learn about and enjoy the natural beauty of our city. Become a member to borrow canoes, kayaks, bikes, camping gear and more for free. Learn more at [urbanecologycenter.org](http://urbanecologycenter.org).



# IT'S PICNIC WEATHER!

by LISA MALMAROWSKI • photos by PAUL SLOTH

**T**HERE ARE SO MANY DELICIOUS PICNIC SPREADS THAT CAN BE TUCKED NEATLY INTO A BASKET; WE FOUND IT DIFFICULT TO NARROW DOWN OUR OPTIONS. WE FINALLY SETTLED ON A MEAL THAT COMBINES THE BEST OF HOMEMADE — A COUPLE OF RECIPES THAT ARE EASY TO MAKE AHEAD OF TIME — WITH CONVENIENCE, LIKE DESSERT BARS FROM THE BAKERY, A SLICING SAUSAGE AND FRESH FRUIT. NOW THAT WINTER IS FINALLY OVER, IT DOESN'T REALLY MATTER WHAT YOU PACK FOR YOUR PICNIC, YOU'LL PROBABLY BE HAPPY WITH ANYTHING AS LONG AS YOU'RE ENJOYING IT OUTSIDE. EITHER WAY, HERE ARE SOME TIPS TO HELP YOU GET STARTED WITH YOUR FIRST PICNIC OF THE SEASON.

## ROASTED VEGETABLE PICNIC SANDWICH

SERVES 6-8

*The irresistible and colorful sandwich is a bread loaf packed with layers of roasted vegetables and cheese, seasoned with oil, vinegar, and pesto and made to share. Breadcrumbs between each layer absorb the juices overnight, keeping your sandwich compact and ready to slice.*

- 2 red peppers, seeds removed, cut into quarters
- 2 yellow peppers, seeds removed, cut into quarters
- 2 small zucchini, sliced lengthways
- 5 tablespoons olive oil, divided
- 2 teaspoons sherry vinegar
- Salt and freshly ground black pepper
- 1 day-old crusty loaf of bread
- 1 garlic clove, minced
- 3 large Ovolini — larger fresh mozzarella balls — sliced and patted dry
- 1 package fresh basil leaves
- 4 tablespoons ready-made pesto
- 1 loaf of bread, unsliced

1. Preheat the oven to 375°. Scatter the peppers and zucchini in a single layer on a baking tray, drizzle with three tablespoons of olive oil, season with salt and pepper. Roast until the vegetables are softened, about 15 minutes. You may need to do this in two batches.
2. Cut the top off the loaf to create a lid. Hollow out the loaf by scooping out the soft bread, leaving an edge of around an inch on the top and bottom, so the top and bottom aren't too thin.
3. Place half of the removed inner bread into a food processor or blender and pulse to make breadcrumbs.
4. Mix the remaining oil with the sherry vinegar and garlic. Add any juices from the roasting tin to the mixture.
5. Take the hollowed out loaf and spread the pesto over the base. Begin layering the vegetables, drizzling with the oil and vinegar mixture. Add basil leaves and breadcrumbs between the layers, repeating until the loaf is full. Put the lid on, wrap tightly with foil or plastic wrap, place in the refrigerator overnight.
6. Pack a bread knife and cutting board and slice just before serving.



## Green Up Your Picnic

**CHOOSE TO REUSE:** A vintage tin or basket, a sturdy cotton tote, or even a laundry basket is perfect for carrying your meal. Include reusable containers, cloth napkins, reusable plates, flatware and cups, to make it even more sustainable.

**GO BIODEGRADABLE AND RECYCLABLE:** Sometimes it's just not practical to take only reusables, but you can keep it green by choosing napkins, plates and other gear that are biodegradable or recyclable.

**SPEAKING OF TRASH:** Pack out what you take in. We like to include a couple of biodegradable trash bags in our basket for food scraps, recyclables and trash, so we leave only footprints behind.

**DON'T FEED THE ANIMALS:** They sure are cute and many people before you may have 'trained' our wild friends to beg. Don't feed wild animals on purpose and don't feed them accidentally either. Take any leftovers with you.



### SALADE DE POMME DE TERRE VERTE SERVES 8

*Don't let the fancy name fool you, this French inspired mayo-free salad is simple to make and great for toting to picnics. The green color, verte, comes from herbs and parsley and its herbaceous flavor pairs well with everything from sandwiches to steaks. Because it's so simple, be sure to use the best quality ingredients you can find.*

2½ pounds fingerling or small new potatoes, halved or quartered if large — no need to peel

¼ cup olive oil

3 tablespoons Dijon mustard

3 tablespoons sherry, white balsamic, or champagne vinegar

Coarse salt and ground pepper

Small handful of fresh, flat leaf parsley

1 small shallot, minced (2 tablespoons)

2 tablespoons capers, drained

1 tablespoon chopped, fresh tarragon or other herb of your choice

1. Place potatoes in a large pot; cover with cold water by 1 inch and season generously with salt. Bring to a boil; reduce to a simmer and cook until potatoes are tender, about 15 minutes. Run under cold water to cool slightly, then drain. Put in a large bowl.
2. While potatoes are cooking, in another bowl, whisk together oil, mustard and vinegar; season with salt and pepper. Add parsley and use an immersion blender to blend. (Dressing recipe can also be prepared in a blender.) Add dressing, shallots, capers and fresh herbs to potato mixture toss to combine. Serve at room temperature. To store, refrigerate.



SEE PAGE 17 FOR OUR VEGAN SHEBA BAR SECRET RECIPE!

# MAKE IT STRONG, AND IT WILL GROW.

COMPANY FINDS SUCCESS  
GROWING PLANTS WITHOUT SOIL.

story by CRAIG MATTSON  
photos PAUL SLOTH



**T**HERE ARE 7,000 TILAPIA SWIMMING IN TANKS INSIDE THE BUILDING AT THE CORNER OF 51ST AND BLUEMOUND. THEY SPEND THEIR LIVES THERE IN TANKS CREATING THE NUTRIENTS THAT WILL FEED THE PLANTS GROWING IN THE ADJACENT GREENHOUSE.

The muggy room filled with fish is crucial to the success of Central Greens, Milwaukee's first certified organic aquaponic farm. The nutrient rich water from these oversized fish tanks courses through underground pipes to the greenhouse and its growing ponds — long reservoirs of water with square floats flowing across the top of them like an assembly line.

On these foam floats sits the real key to Central Greens' success, plants — basil, a variety of micro greens and wheatgrass.

From the very beginning, Bowen DornBrook set out to design the most efficient aquaponic system he could. Because of his background in biology and construction, Bowen built the system himself, with the help of some friends, on a one-acre lot.

"The whole system I designed is based on maximum efficiency, minimal energy input," Bowen said.

Growing plants with an aquaponic system isn't possible without the nutrients the fish provide.



“Aquaponics hinges on the nitrogen cycle. It really starts with water and ammonia,” Bowen said.

The millions of bacteria in the fish tank harness the ammonia and convert it into nitrate. It’s the primary nutrient used in aquaponics.

Efficiency, a key to any successful business, is also the key to growing plants sustainably and profitably. Water usage is something Bowen and his crew pays close attention to. They monitor water usage daily.

With water flowing through the system under such tight controls, less is used.

This is one of the main reasons why aquaponics is so efficient. Grown in soil, plants use only 20 to 25 percent of the water. The rest drains into the soil.

“With our system, the plant only absorbs and transpires as much as it needs to. With that we can really grow the same amount of plants using about one percent of the water,” Bowen said. Central Greens produces 10,000 plants a month and raises 7,000 pounds of fish continuously. Bowen uses about 80 pounds of feed per week.

Since December, Central Greens has been certified organic, making it one of about five certified organic aquaponic operations in the country.

Central Greens has grown so much in the last couple of years that they’ve been able to expand into Madison. To make sure their plants are handled well, they do all the deliveries themselves, even nearby deliveries. Because the plants aren’t sitting in a warehouse, waiting to be distributed, their shelf life is longer.

In order to prove that something is sustainable it has to flourish on its own, which drives Bowen and his business partner, Sheila Firari, to prove that growing plants sustainably is financially sustainable as well.

“Our goal was to become financially sustainable as a business, because then it will grow,” said Sheila, who handles sales and marketing for Central Greens. She and Bowen believe that their model of aquaponics needs to be able to thrive on its own merits to be considered a viable alternative to growing plants and vegetables.

“The business has to be sustainable, then it becomes real to the world,” Sheila said.

CENTRAL GREENS  
470 NORTH 51ST STREET  
414.302.9495

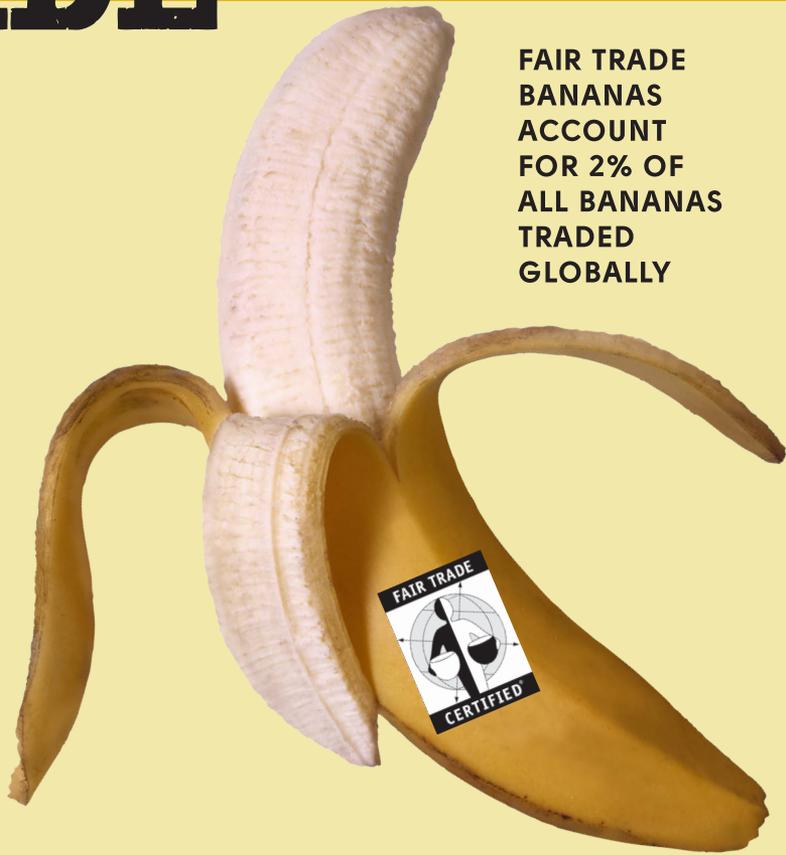
[WWW.CENTRALGREENSMKE.COM](http://WWW.CENTRALGREENSMKE.COM)

# Follow the FAIR TRADE TRAIL

**F**AIR TRADE, ORGANIZED UNDER FAIRTRADE LABELING ORGANIZATIONS INTERNATIONAL (FLO), IS AN INTERNATIONAL MOVEMENT THAT WORKS TO BRING THE BENEFITS OF INTERNATIONAL TRADE TO THE LEAST EMPOWERED PEOPLE IN THE WORLD WHO PRODUCE GOODS. IT DOES SO BY ORGANIZING THEM TO COMBINE THEIR EFFORTS AND TRADE DIRECTLY WITH WESTERN MARKETS.

Farmers who choose to work with fair trade certification have an overall higher household income; access to medicine and education; and training, to help them cope with crop diseases and fluctuations in climate. This is possible because farmers get better prices for their product and the fair trade premium. Fair trade growers also have access to better equipment and use fewer agricultural chemicals. As a result, they are able to pursue farming that is friendlier to the environment.

FAIR TRADE BANANAS ACCOUNT FOR 2% OF ALL BANANAS TRADED GLOBALLY



## WHERE IS YOUR MONEY GOING?



... | **COLOMBIAN BANANA FARMERS SAID THEIR AFFILIATION WITH FAIR TRADE INCREASED THEIR INCOME BY AN AVERAGE OF 34%**

**WHY PAY MORE FOR FAIR TRADE?**

For each 20-kilogram box of fair trade bananas imported, a one dollar fair trade premium is paid. This premium is reinvested into community development projects within the community where the bananas are grown. This money, on average, goes to:

- 35% IMPROVEMENT OF FARM PRODUCTIVITY**
- 15% FUNDING ADMINISTRATIVE COSTS**
- 12% AUDITS AND FAIR TRADE NORM MAINTENANCE**
- 10% SOCIAL WELFARE PROJECTS**
- 7% EMERGENCY FUNDS**
- 6% OFFICE BUILDING IMPROVEMENTS**
- 5% EDUCATION**
- 3% BANANA TRADE ASSOCIATION FEES**
- 7% OTHER**

**32¢**

TYPICAL COST OF A CONVENTIONAL BANANA

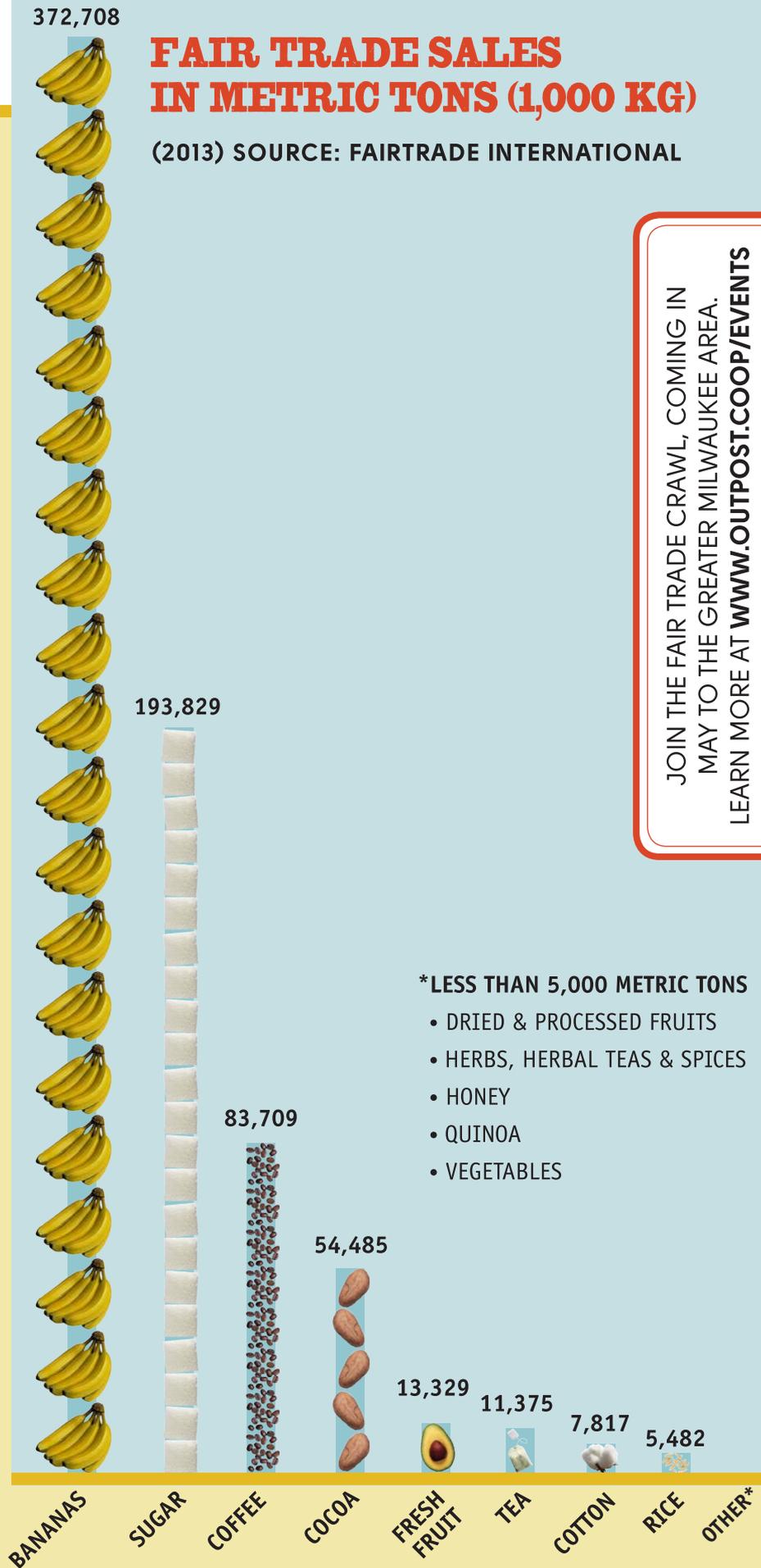
**49¢**

TYPICAL COST OF A FAIR TRADE BANANA

LEARN MORE ABOUT FAIR TRADE  
Fairtrade International  
[www.fairtrade.net](http://www.fairtrade.net)

**FAIR TRADE SALES IN METRIC TONS (1,000 KG)**

(2013) SOURCE: FAIRTRADE INTERNATIONAL



JOIN THE FAIR TRADE CRAWL, COMING IN MAY TO THE GREATER MILWAUKEE AREA. LEARN MORE AT [WWW.OUTPOST.COOP/EVENTS](http://WWW.OUTPOST.COOP/EVENTS)

- \*LESS THAN 5,000 METRIC TONS
- DRIED & PROCESSED FRUITS
  - HERBS, HERBAL TEAS & SPICES
  - HONEY
  - QUINOA
  - VEGETABLES

# IN AN IDEAL WORLD...



by MARGARET MITTELSTADT

... FOOD AND SUSTAINABILITY LIVE IN HARMONY.

Photos courtesy of Wellspring, Inc.



**A** LONGSIDE A TRANQUIL STRETCH OF THE MILWAUKEE RIVER, LOCATED BETWEEN NEWBURG AND WEST BEND, SITS A VERDANT 36-ACRE PARCEL OF LAND. THERE ARE ORGANIC GARDENS AND FARMLAND, SPRING-FED PONDS, PRAIRIE, MEADOWS, NATURE TRAILS, WOODS, AN OUTDOOR LABYRINTH, WILD CREATURES AND A HANDFUL OF BUILDINGS.

It is a peaceful oasis that lives up to its name, Wellspring. Wellspring, Inc. is a nonprofit education/retreat center and organic farm. Wander around and you quickly forget that Wellspring is located only 35 minutes from metro Milwaukee.

The concept of Wellspring came to life in 1982. Mary Ann Ihm, an educator, wanted to create a safe place for learning that blended holistic living and organic permaculture-based farming. The land now includes seven acres of land under organic cultivation (including contour farming), an apple orchard, herb gardens and perennial flowerbeds. A straw-bale greenhouse and hoop houses help extend the growing season.

Wellspring offers different points of entry. Patrons may subscribe to their organic CSA program. Weekly drop sites include two Outpost locations, Capitol Drive and Mequon. The farm truck also frequents area farmers markets.

Wellspring is committed to improving the health of school-aged children through farm-to-school programs. They are actively growing a vibrant regional food network, developing a virtual farm/food hub connecting farmers in our near north communities to their urban neighbors in the south. The farm offers a summer training program in organic permaculture. Interns from across the country and around the world come to the farm to live and learn. For those wishing for a shorter extended stay, Wellspring offers a bed and breakfast, retreat center and international hostel.

By definition, a wellspring is an original and bountiful source of something.

Goodness continually bubbles to the surface at Wellspring, Inc., as does Mary Ann Ihm's vision of food integrity, sovereignty and sustainability. It's a mission that fits perfectly with Outpost's.



**Wellspring**  
FOOD. EDUCATION. COMMUNITY.

WELLSPRING, INC.  
4382 HICKORY ROAD  
WEST BEND, WI  
262.675.6755



story and photos by CRAIG MATTSON |

from left: Claudia, Jessica and Matt

# OUTSTANDING SERVICE = BUSINESS AS USUAL.

**C**LAUDIA MORENO TRIES TO HELP OUT IN EVERY DEPARTMENT, WHENEVER SHE CAN. IT'S ONE OF THE REASONS SHE WAS NATURAL FIT FOR OUTPOST'S NEWLY CREATED CUSTOMER SERVICE AMBASSADOR POSITION.

One time Claudia, who was originally hired as a cashier at our Bay View store, helped a customer who was curious about kelp powder. She listened to his questions, did as much research as she could on the product, and shared what she learned with him.

Shoppers at Outpost have come to expect good customer service. They've also come to expect that they might need some extra assistance when it comes to finding out about some of the unique items that we stock in our stores, products you often won't find in other stores.

With this in mind, Outpost created the customer service ambassador position, which dedicates one staff member to train across departments, so they can help customers find exactly what they need.

Ambassadors train in every department, because they could be called to work anywhere in the store during a regular shift.

"In the end it's going to make the customer happy and they'll get what they want," Claudia said.

Matt Filipiak, the Capitol Drive ambassador, can jump in wherever he's needed, because he's learning to be an expert in every department.

In a single day Matt can work in the deli, in the personal wellness section, or help out in the produce department. This ex-

perience, gained by working in every department, is immensely helpful to customers who need assistance.

"If there's a lull at the front end, I make my rounds, smiling and saying hello, helping people find things, picking up any bits of trash, helping the shelves look awesome by constantly fronting and facing," Matt said.

Specialty products can be challenging to learn about and to find, but ambassadors are positioned to do the extra work needed to learn more about them.

Jessica Dykstra, our State Street ambassador, said she helps a lot of customers locate hard-to-find items.

"I have had many people tell me they were glad that I was there, or they would have given up looking for an item," Jessica said. "I have also had tons of people say that they don't need help, but when I turn around they say, 'Oh wait, do you have ...'"

Ultimately, customer service ambassadors do more than help customers find things. They are a gateway to customers having a great experience in the store.

That's why they go out of their way to do all of the extra training and all of the extra work, bringing all of their energy and enthusiasm to the job when they do it. Matt hopes to make customers' experiences at Outpost fun, in addition to helping them find what they need.

"Indirectly, I hope my positive attitude is helping, not only the customers I see, (but) everyone working and shopping have a more enjoyable and satisfying experience in the store," Matt said.

# peace, love and cooperation ...

# 45 YEARS OF OUTPOST



Kane Street Co-op



Outpost storefront — Holton Street

by MARGARET MITTELSTADT

**T**HIS APRIL, OUTPOST NATURAL FOODS CELEBRATES ITS 45TH ANNIVERSARY. CREATING A HEALTHY, DIVERSE AND SUSTAINABLE COMMUNITY HAS BEEN AND ALWAYS WILL BE THE DRIVING FORCE BEHIND WHAT MAKES OUR CO-OP TICK.

The groundswell of the 1960s — of national movements, revolutions and shakeups — helped define an urban culture here in our hometown that was hungry to sink its teeth into something meaningful.

The underlying desire for some folks here in Milwaukee was to live intentionally, nourish the body with wholesome food, and embrace the kaleidoscope of neighborhoods that colored our landscape. So what did they do? They started a natural foods co-op!

Something else happened within days of the doors opening to the first Outpost — April 22, 1970, was the very first Earth Day. Wisconsin Senator Gaylord Nelson wanted to mark a day during which we would all stop and reflect on the one place that we all call home. Earth Day would create for us an opportunity to take inventory of what we're doing to ensure that our planet is healthy, safe and vibrant for generations to come.

What started as a nationwide environmental teach-in, sprinkled with peaceful demonstrations of environmental reform, has emerged as the largest secular holiday in the world, celebrated by more than 1 billion people every year.

The same pioneering spirit of those early days still exists. We still want good food that is humanely raised; free of pesticides, herbicides, hormones, genetic engineering, coloring agents and harmful additives; food that is grown in rich, healthy soils that are brimming with life; supporting family farms and entrepreneurs for generations to come.

We still want to see our community offer a hand of good will towards all, so that those who come to live here can thrive and reach their full potential and be a witness, role model, and catalyst for the future.

And we still want to breathe clean air; drink pure water; walk in harmony with nature; preserve our natural heritage; and protect from harm that which is our one and only source of life, Mother Earth.





Produce department — Holton Street



Earth Day parade



City Hall, 1985



Locust Street sign



Art Blair, president of Outpost Natural Foods Cooperative, and Pam Mehnert, general manager, check green beans in the organic produce department of the consumer-owned cooperative's store at 3500 N. Holton St. Outpost plans to sell the building and move to a new, larger location this summer.



Personal & Wellness Care — Capitol Drive

### Natural foods store on way to being largest in Midwest



Opening day — Capitol Drive



Ribbon cutting — Capitol Drive



Produce department — Locust Street

**Party to celebrate co-op's new site**

**D**RESS UP as a tofu sandwich and dance to the cool tunes of Paul Cebar and the Milwaukeeans at a party at the site of the new Outpost Natural Foods Co-op, 100 E. Capitol Dr. It's from 5 to 9 p.m. on Sunday.

The party celebrating the new store will feature a costume contest with prizes for people who dress as their favorite Outpost product.

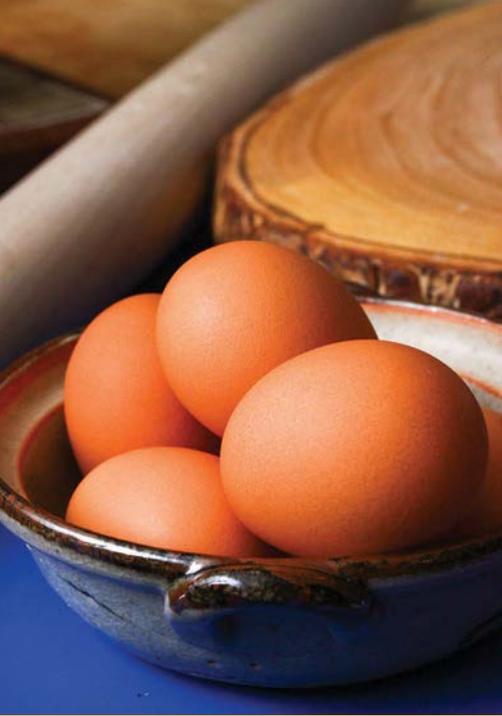
Free food and beverages will be served at the event, which is open to the public. Admission is \$1 a person, \$3 a family.

In August, Outpost plans to move its operations to the new store, which, it claims, will be the largest natural-food store in the Midwest.



Ribbon cutting — Bay View

**CELEBRATE OUR BIRTHDAY — JOIN US FOR OUR BIRTHDAY SAMPLER ON APRIL 18, 10:00 A.M.-2:00P.M. CAKE AT NOON!**



# OUTPOST — CO-OP

*Homemade Since 1970*



**OUTPOST**  
NATURAL FOODS

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7000 W. STATE STREET • WAUWATOSA

2826 S. KINNICKINNIC AVENUE • BAY VIEW

7590 W. MEQUON ROAD • MEQUON

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