

GRAZE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS

A SUPERNATURAL
DAIRY

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A TALE OF
TWO OILS

PAGE 24

a May Day
BRUNCH

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FIRST WORD.



OH, SPRING!

There is so much to celebrate about you, I mean this is Wisconsin and regardless of how nasty the winter might have been, we're always happy when you show up. Seriously, the first sunny day the thermometer cracks like 40 degrees around here and you'll lose count of the folks in shorts and flip-flops. That's how much people love you here in Wisconsin.

Yes, there's seemingly no end to the list of things we love about spring.

It's the time of year when, for all intents and purposes, our local food season starts to gather steam. Sure, if we're lucky, some ambitious farmer has been harvesting winter spinach for several weeks already. But before long, they'll have their first cuttings of asparagus. They'll be harvesting radishes and spring onions. In time, they'll have much of their spring planting complete. For us, maybe we'll be off harvesting ramps or morels.

And each year, as we lumber out of our deep winter sleep, we are greeted with the pleasant reminder that we are another year older. This year, Outpost turns 46. With each passing year, we get a little sentimental, a little wistful. We're reminded of our younger days. This annual reflection provides us the opportunity to consider what we've accomplished and what we have left yet to do.

This issue, like every spring issue, is an effort to capture the flavors of the season. That's why we threw you a May Day party. You'll also get a chance to learn about two of the farms we work with: one, an organic dairy in Iowa and the other, an organic vegetable farm in Sun Prairie. We love to celebrate and honor the wonderful people who grow and produce our food. For this issue, we sat down for breakfast with "Wisconsin Foodie" creator Arthur Ircink. And, more importantly, we're excited to finally tell you a little bit about Pam Mehnert, who is celebrating 36 years with Outpost, 30 of those as general manager.

We're closing in on half a century in the natural foods business and the competition in the grocery market has never been fiercer. So, we redouble our efforts, not only to provide customers with amazing food, but also to live up to our cooperative principles. Now that you're done reading, go outside! Spring doesn't last THAT long.

The signature of Paul Sloth, which is a cursive, handwritten style.

PAUL SLOTH
multimedia manager

GRAZE@OUTPOST.COOP



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.

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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, or 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
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OUR PUBLISHING STAFF.

DIRECTOR . LISA MALMAROWSKI

ASSISTANT EDITOR . PHOTOGRAPHY . PAUL SLOTH

EDITING . DESIGN . PHOTOGRAPHY . CARA BERKEN

WRITER . PHOTOGRAPHY . CARRIE ROWE

WRITER . PHOTOGRAPHY . CRAIG MATTSON

WRITER . MARGARET MITTELSTADT

WRITER . DIANA SCHMIDT

OUR STORES.

100 EAST CAPITOL DRIVE

MILWAUKEE, WISCONSIN 53212

PHONE . 414 961 2597

7000 WEST STATE STREET

WAUWATOSA, WISCONSIN 53213

PHONE . 414 778 2012

2826 SOUTH KINNICKINNICK AVENUE

MILWAUKEE, WISCONSIN 53207

PHONE . 414 755 3202

7590 WEST MEQUON ROAD

MEQUON, WISCONSIN 53092

PHONE . 262 242 0426

OUTPOST MARKET CAFÉ

AURORA SINAI MEDICAL CENTER

945 NORTH 12TH STREET

MILWAUKEE, WISCONSIN 53233

PHONE . 414 220 9166

THE MARKET AT WELLNESS COMMONS

1617 W. NORTH AVENUE

MILWAUKEE, WISCONSIN 53205

PHONE . 414 210 4577

WE'D LOVE TO HEAR FROM YOU!

SEND YOUR LETTERS TO –

GRAZE@OUTPOST.COOP

OUTPOST NATURAL FOODS/GRAZE

205 WEST HIGHLAND AVENUE, SUITE 501

MILWAUKEE, WISCONSIN 53203

OUTPOST
NATURAL FOODS

WWW.OUTPOST.COOP



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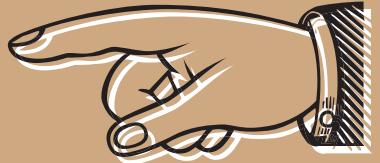


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have more fun!



CATERING from OUTPOST NATURAL FOODS

simple | casual | delicious

We concentrate
on the
quality
of our
ingredients

- organic, local, seasonal produce
- all-natural, organic meats
- local eggs & dairy

And we never use
artificial colors,
flavorings or
preservatives.

In fact,
we make our menu items
from scratch

using fresh, all-natural &
wholesome ingredients



We offer a
delicious
selection for special diets
vegetarian • vegan • gluten-free |

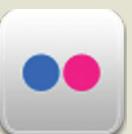
Contact catering at 414.755.3202 ext.452 or email a.spangler@outpost.coop

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



WANT MORE OUTPOST?

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(you'll) SWOON.



ORGANIC KALEKIWI APPLE JUICE

SPRINGTIME SUPERCHARGED—
FRESHLY-PRESSED AND
READY TO ROCK

We still love kale, even though some folks feel like it's the aging rock star of the produce line up. But any rocker worth their classic Fender knows, in order to kick up a dusty career you need to pair up with some bright new talent. Our Kalekiwi Apple Juice does just that. We start with the mellow, familiar notes of classic kale and add some bright, sparkly tropical kiwi beats. Then we bring it home with the smooth melody of sweet tart green apples. We freshly press it all and serve it up in all its gorgeous green glory for a sweet, tart, bright, and healthy drink. Unlike other juice bars popping up around town, like so many dandelions, our juice is 100-percent organic. Taste the difference!

GARDEIN GOLDEN FISHLESS FILETS

FABULOUS FAUX FISH FOOLS FISH FRY FANATICS

It's Friday in Wisconsin and you're ready to dig into a tradition at the local tavern ... da fish fry. But wait, that fish runs afoul of your favored foods? You won't feel left out when you try Gardein's Golden Fishless Filets! Let's face it the best part of a fish fry is the breading. These tasty golden triangles are covered with a delectable, light, and crispy breading that would delight any Englishman worth his malt vinegar. Then there's the filet, a "fish" so authentic that a magician must have conjured up this tasty vegetable-based protein with its mild meaty flavor and moist texture. They're even "fork flake-able." Catch them in the frozen food section.



THE ARSONIST CHARDONNAY

THIS SNEAKY CHARD WILL SET FIRE TO YOUR TASTE BUDS

You don't like Chardonnay, you say? Maybe you think it's too oaky, or too sweet, or just too big, or too much. Maybe you've been trading down and buying a "three buck" varietal that overpromises on flavor, but then disappoints in the glass with watered-down flabbiness. The Arsonist Chardonnay will change all that. This is a big chard with tons of butterscotch depth, but it's never cloying. It's balanced with the bright flavors of pineapple and papaya and light vanilla; wait is that light peach you taste? Yes, that ripe, clean note IS peach, with a dash of honey citrus for good measure. It's time you enjoyed a really great wine that yes, will cost you a little more than three times that "three buck" stuff you've been settling for. We think you're worth it.





OLLI SALUMERIA SALAME

THIS BEATS SLICED BREAD ANY DAY OF THE WEEK

If you are a fan of top quality charcuterie, but lack the time, skill, or utensils to slice it oh so paper thin, never fear, Olli Salumeria is here. Antipasti you say? Just pop open a package, add wine, cheese, and fruit or olives, and voila an instant party! But none of this would matter if this were mere average salami. Olli starts with pasture-raised pork, that has never been administered antibiotics; then they dry cure their unique sausages using an heirloom recipe perfected generations ago in Italy by the Colmignoli family. Spicy Calabrese, Applewood-smoked Napoli, Toscano with Fennel Pollen, or mild flavored Genoa, there is a flavor for every occasion and taste. And the best part, they're super affordable so you can try them all!

OUTPOST'S OWN TWICE BAKED POTATO

A SUPPER CLUB
CLASSIC
SERVED DAILY

Way back in the 1800s, folks had to make their own fun. Some enterprising homemaker came up with the idea to bake a potato, empty the "jacket," mash the potato with cheese, milk, and spices, fill the potato back up and bake it again. Before the Internet, this is how people had fun, folks. Lucky for us, this recipe was pure delicious genius and became a classic over the years. But, oh Dolly Madison, it's a time consuming one, often saved for special occasions. Thankfully, our talented chefs whip up these classic spuds daily. Other "twice bakes" are often just greasy jackets loaded with cheese-glorified potato skins really. But we make ours the traditional way. We start with fresh organic potatoes, bake them, and then whip up a creamy, lightly cheesy, delicately spiced filling that creates the best potato dish you've ever tried. Look for them in the ready-to-serve cases in our cafés.



LANDMARK CREAMERY PIPIT SHEEP MILK CHEESE

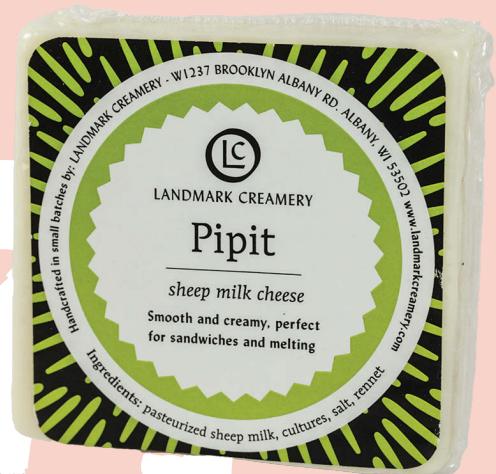
WILLIE WONKA CALLED; HE
WANTS HIS CHEESE BACK

Wisconsin is awash in delicious, award-winning cheeses; so much so that you can hardly swing and Alpenhorn without smacking up against something divine, unique, and delicious. We thought we'd tried (and enjoyed) them all, until we met Pipit. Pipit's unassuming ivory countenance belies the layers of flavor each creamy morsel holds. The first thing you taste is nuttiness; then the sweet/savory flavor unfolds and tastes fresh, even a little grassy. Then the funk sets in—the good kind that speaks of mossy forests and shaded glens—and shows you the sheep-milk roots of this complex cheese. We'd compare this to white Cheddar, but that seems too pedestrian for this chameleon. It's delicious on its own, but melts beautifully and holds up to strong flavors while managing to never over assert itself, like a bossy blue might do.

AL WADI ROSE WATER

THIS ROSE KNOWS
HOW TO IMPRESS

Since ancient times, roses have been revered not just for their beauty, but also for their culinary and medicinal uses. Their petals have been used to flavor foods and elixirs; and the intoxicating scent is considered an aphrodisiac. Mostly, we just love this rose water for its flavor and scent and find ourselves looking for novel ways to use it. We love kicking up our whipped cream by adding a teaspoon of rose water. Lemonade becomes glam when you add a dash to the glass (vodka not required). We love it added to the batter for shortbreads or pound cake. Heck we even stir a bit into our plain or vanilla yogurt for an exotic breakfast treat. The beauty of this rose water even extends to personal care; just add to a spray bottle and you have an instant, soothing facial spritz.



A LINE IN THE SAND.



by CRAIG MATTSON

IT'S SPRING IN WISCONSIN. IF THERE'S ONE THING WE KNOW ABOUT SPRING HERE IT'S THAT IT CAN BE CAPRICIOUS. SURE, THE TEMPERATURES ARE HEADING UPWARD AND THE SUN GRACES US WITH ITS PRESENCE FOR MORE THAN A FEW MEASLY HOURS. BUT THAT CAN CHANGE IN AN INSTANT, WITH LITTLE WARNING. IF YOU'VE EVER FOUND YOURSELF COMPLAINING ABOUT SPRING'S OCCASIONALLY FICKLE NATURE, PAUSE FOR A MOMENT AND THINK ABOUT FARMERS LIKE KAY JENSEN AND PAUL EHRHARDT.

Like all farmers, Kay and Paul, owners of JenEhr Family Farm in Sun Prairie, confront the yearly challenges of planting and harvesting crops in the Midwest. But those challenges are compounded by the fact that Kay and Paul farm organically. They've been farming since 1997.

Kay and Paul believe in organic farming, melding their beliefs with a desire to be profitable. Like other organic farmers, they follow the rules for organic farms set by the U.S. Department of Agriculture's National Organic Program: they farm without using pesticides or chemical fertilizers; they rotate their crops to maintain soil fertility; and they're responsible for following other produce handling rules, among other things. Despite the extra work, Kay and Paul believe in the positive impact organic agriculture has on society.

"Successful organic farmers don't do it for the rules, but because it's good for the plants, the land, and communities," Kay said.

The National Organic Program began in 1990. Its purpose was to bring a set of standards, and in turn regulations, to the growing organic agriculture movement, a movement that has grown steadily into a nearly \$39 billion a year industry. JenEhr is one of nearly 50 certified organic crop farms in the state of Wisconsin, according to USDA records.

While it's true that organic farmers charge a little more for their produce, there is a host of reasons why. Farming itself is difficult; farming organically is even more so. One of the biggest challenges, until only recently, has been the difficulty organic farmers had finding and getting crop insurance. The system for insuring agricultural crops unfairly favors commodities like corn and soybeans.

Until recently, crop insurance for organic farmers was too costly, said Harriet Behar, senior organic specialist at Midwest Organic and Sustainable Education Service (MOSES), a non-profit organization that promotes organic and sustainable agriculture. It didn't support farms with a diverse crop selection, like many of the smaller organic farms in Wisconsin, similar to JenEhr. Besides the cost, the documentation was so complicated it was too difficult for most farmers to keep track of, Behar said. This meant that if bad weather damaged a crop, or when market prices changed dramatically, farmers who didn't have coverage lost money.



Kay said she and Paul have not been able to get crop insurance. For reasons like this, they had to figure out how to make their farm profitable, if they wanted it to be a successful business.

"I drew a line in the sand and said we're not making any money. I want to make money, real money ... not messing with the numbers," Kay said.

To that end, Kay and Paul started using hoop houses early on. Similar to greenhouses, hoop houses—Quonset-like structures covered with layers of smooth, opaque plastic—are a less expensive way to extend the growing season. Using them at JenEhr took some of the uncertainty out of farming because, Kay said, they allowed them to control the growing environment, among other things.

The hoop houses allow them to grow tomatoes, one of their specialties, both early season and late season varieties. In between, they grow a variety of other vegetables, including cucumbers. They also use them to over-winter spinach. In fact, Kay and Paul use their hoop houses almost year-round.

Despite the benefits of these farming practices, there are other challenges to running an organic farm, like price competition. Some growers will undercut prices in order to sell their produce, Kay said. Maybe they're not farming in a way that's financially sustainable, she added. But, when growers sell below the going rate, people like Kay and Paul suffer the consequences, because they have to compete against unreasonably



low prices. And there are produce buyers who will take full advantage of this, Kay said.

"They are buying a box of peppers for less than the farmer paid for the box," Kay said.

Outpost has been working with JenEhr for more than a decade. The relationship with JenEhr, as well as other farms, is about more than growing produce, said William Quinn, Outpost's produce buyer. The relationship revolves around good communication.

"The produce managers and I, along with Kay and Paul, have also invested a lot of time in figuring out ways to make the relationship work really well," William said.

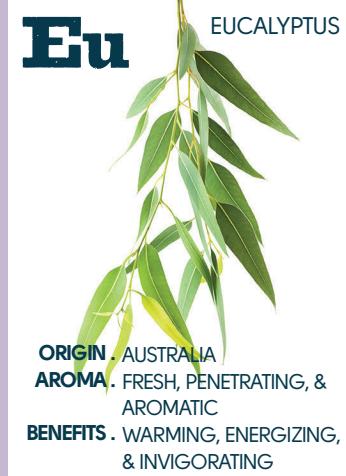
A few years into their farming venture, Kay and Paul put up a third hoop house on their farm with the help of a loan from Outpost. The co-op had been purchasing produce from JenEhr for a few years before loaning them the money, William said.

The relationship with Kay and Paul was meant to be long term; Outpost has worked at it year after year. It's the right way to develop relationships with growers, William said.

"They've invested a lot of time, a lot of money, and a lot of expertise in perfecting tomatoes with the hoop houses, and they've really gotten their field crops like broccoli down," William said. "We find out what they're good at and build on it. That's certainly what we've done over the years with JenEhr."

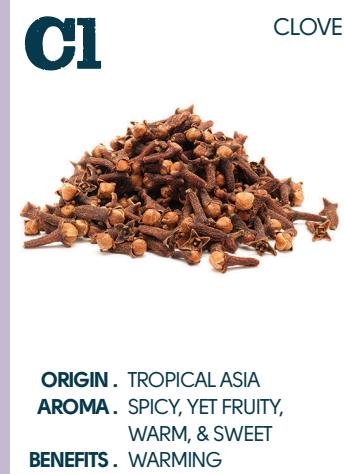
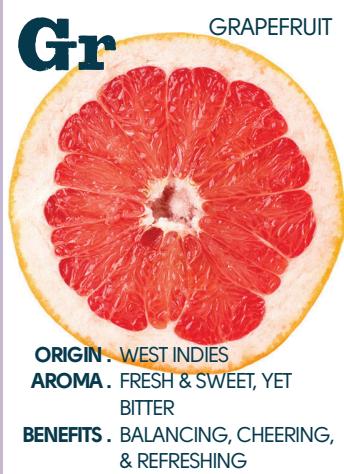
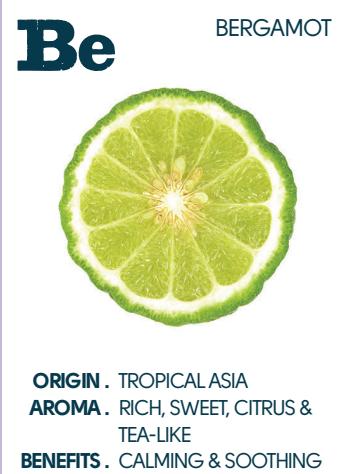
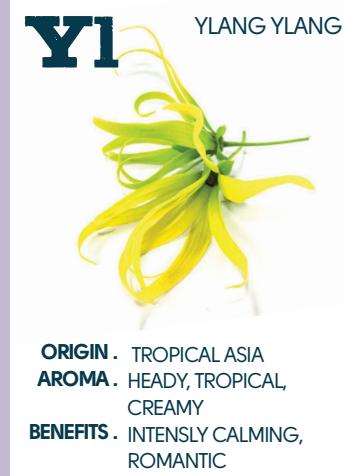
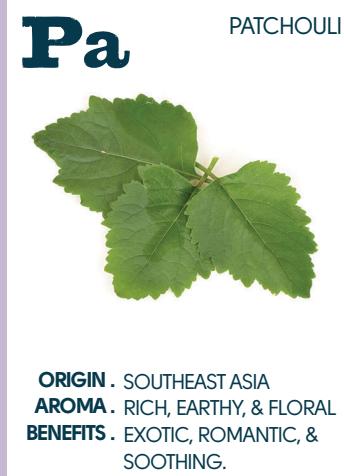
(four) TABLE OF ESSENTIAL OILS.

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



DO YOU REMEMBER THE FIRST TIME YOU SMELLED A DELICATE ROSE, WARM FROM THE SUN OR THE SHARP, EXOTIC FRAGRANCE OF CLOVE IN A FRESHLY BAKED PIE?

Fragrance is a powerful thing. It has the ability to bring distant memories rushing back with a single sniff because our olfactory sense is so closely tied with our emotions. It's no surprise that essential oils, the elemental oils of plants, have played a major role in both perfumery and traditional healing throughout the ages.



This is just a partial list of all the essential oils that are available.

RECIPE (1)

NATURAL DEODORANT

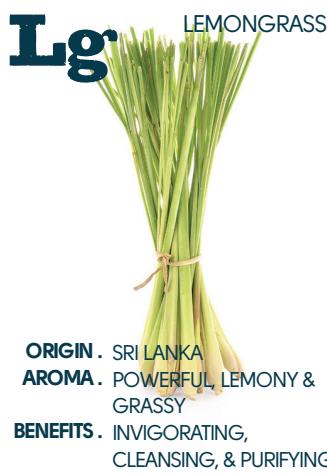
Many oils are antibacterial, which helps to kill the bacteria that cause odor. Tea tree is one of the best. We like it paired with lavender or chamomile oils to create a distinctive blend. Use an old deodorant container to hold the freshly made deodorant or look for new containers online.

1 cup coconut oil (or use $\frac{1}{2}$ coconut oil and $\frac{1}{2}$ shea butter)
 $\frac{1}{2}$ cup beeswax
 $\frac{1}{2}$ arrowroot powder
15 drops tea tree essential oil
15 drops lavender essential oil
15 drops chamomile essential oil

1. Create a double boiler on the stove with a pot with boiling water and an empty Mason jar without the lid.
2. Keep the water boiling, and put coconut oil (and shea butter if used) and beeswax into the Mason jar. Stir occasionally until the oil and beeswax have melted.
3. Remove the Mason jar from heat.
4. Stir in arrowroot and essential oils until incorporated.
5. Pour mixture into a clean deodorant container.

Even today, essential oils are still prized for their therapeutic attributes; you'll find them in everything from candles and lotions to cleaning products and cleansers.

We'd like to encourage you to take a moment to stop and smell the roses, the cedarwood, the lemon, and discover what these nurturing scents may unlock, or unblock, within you.



RECIPE (2)

SPARKLY SPRINGTIME PERFUME

Essential oils are fun to blend together to create a signature scent. This simple recipe calms the headiness of ylang ylang with the woodsy notes of cedarwood and bright astringency of grapefruit. You can add drops of essential oil to a small bottle of purified water for a light room or body spray, or create a perfume like this.

1 small, tightly covered bottle or jar
1 teaspoon carrier oil like jojoba or almond oil
3 drops ylang ylang essential oil
3 drops grapefruit essential oil
2 drops cedarwood essential oil

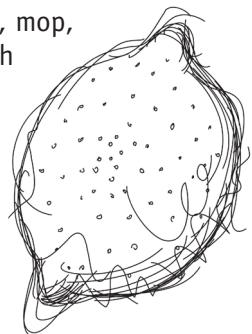
Put carrier oil in the bottle or jar and add the essential oils. Cover tightly and shake gently to combine. When using essentials oils on the skin, like any fragrance, it's a good idea to use them diluted in a carrier oil and test a small bit on your skin first to make sure it doesn't irritate your skin.

RECIPE (3)

TEA TREE & LEMON FLOOR AND SURFACE CLEANER

The easiest way to avoid harsh chemical fragrances is by making natural cleaners using essential oils at home. We like to mix them with Dr. Bronner's Pure-Castile Liquid Soap.

- 2 tablespoons unscented liquid soap
8 drops lemon essential oil
4 drops tea tree essential oil
1. Mix essential oils and liquid soap.
 2. Pour essential oils/liquid soap mixture into a 1-gallon bucket of warm water. Stir until well combined.
 3. Dampen a sponge, mop, or wash cloth with mixture and wipe grime from floors and hard surfaces.



SPRING. *(two ways)*

RHUBARB

SPRING SALAD with PORK TENDERLOIN and RHUBARB SAUCE

SERVES 2

This lovely salad is definitely a meal on its own. The rhubarb cherry sauce cooks down to a lush, syrupy texture and really makes the salad pop. If you're not in the mood to grill, you can cook the pork tenderloin on the stovetop in a large cast iron pan; it really is a wonderful cut of meat that is easy to cook and always comes out moist and tender.

Salad:

4 handfuls of spring salad mix
2 avocados, thinly sliced, divided
into four portions
1 cup shelled edamame
1 bunch of asparagus
Olive oil
Salt and pepper
4 poached eggs
Lemon wedges and zest for garnish

Rhubarb:

1 pound rhubarb (about 5 or 6
stalks)
3/4 cup maple syrup
3/4 cup cherries, frozen or fresh

Pork tenderloin:

2 (1 pound) pork tenderloins
2 tablespoons olive oil
Salt and pepper to taste

Preheat grill. You'll need it set up for both direct (over the coals) and indirect (away from the coals) cooking.

1. Chop the cherries in half and rhubarb into one-inch pieces. Place them in a small pan with the maple syrup. Bring to a boil, reduce heat to low and simmer, stirring occasionally and breaking fruit up with a wooden spoon.
2. Season tenderloin with olive oil, salt and pepper and cook using the 7-6-5 method: First over direct heat: 7 minutes on the first side and 6 minutes on the second side. Then over indirect heat: about 5 minutes with the lid closed, until internal temperature reaches 145 degrees. Allow pork to rest for at least 10 minutes while you assemble the salad.
3. Over medium-high heat, sauté asparagus with a drizzle of olive oil and salt and pepper to taste. Cook until crisp tender, remove from heat and set aside.
4. Prepare four salads by arranging spring greens, topped with avocado slices, asparagus, and edamame on a plate. Slice pork tenderloin into 1/4-inch thick rounds, placing slices on top of greens. Put a poached egg on top of everything. Spoon rhubarb sauce around edge and drizzle over poached egg and tenderloin slices. Garnish with lemon wedges, lemon zest, and a few edible flowers.



1ST
way.



2nd way.

MINI RHUBARB GOAT CHEESE BUNDT CAKES

MAKES 6 MINI CAKES

These cakes are rich, dense, and cute as can be. The goat cheese adds a sweet, tangy, earthy element to the dessert and the cakes take on a darling pastel pink color, perfect for spring picnics, Sunday brunch, or baby showers. You can make the rhubarb sauce in a much larger batch and preserve it; in fact it's a mini version of our all-time favorite rhubarb preserve recipe.

Rhubarb sauce:

1 cup chopped rhubarb
½ cup sugar
½ cup brewed Earl Grey tea
2 tablespoons lemon juice
½ vanilla bean, split and scraped

Cake:

1½ cups all-purpose flour
1 teaspoon baking powder
½ teaspoon salt
8 ounces fresh chèvre, room temperature
8 ounces milk
4 large eggs
⅔ cup sugar
¼ cup lemon juice
1 tablespoon lemon zest
½ cup rhubarb sauce

Icing:

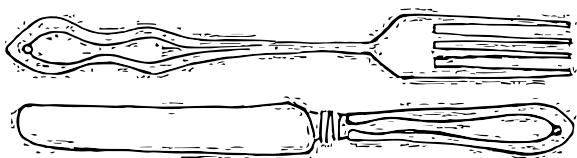
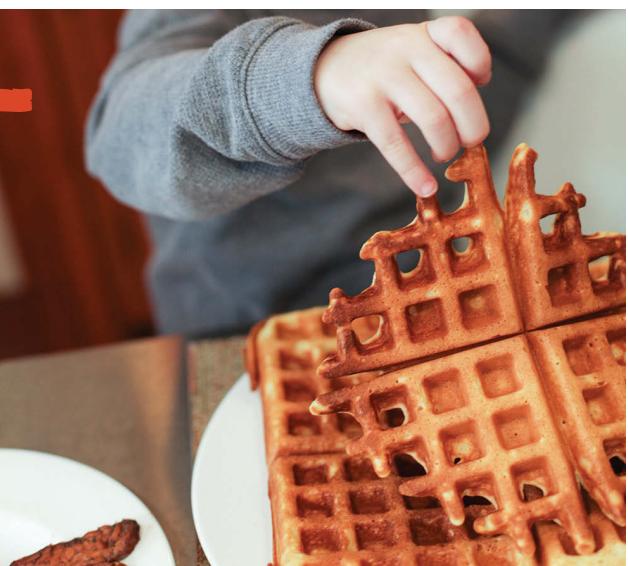
1¾ cups powdered sugar
¼ cup rhubarb sauce
1 tablespoon lemon zest
Milk, if necessary, to thin icing

Mini Bundt pans (ours were 4.3 inches in diameter)

Preheat oven to 350 degrees. If using nonstick Bundt pans, there is no need to grease. If not, grease insides of pans.

1. In a small saucepan, bring the rhubarb, sugar, and tea to a boil. Add the vanilla bean and lemon juice to the pot and let simmer gently for about 10 minutes.
2. Remove from heat and set aside. Add more lemon juice to taste, if desired. Remove vanilla bean at the very end.
3. Combine flour, baking powder, and salt in a small bowl. In a larger mixing bowl with an electric beater, combine chèvre, milk, and eggs. Add in sugar and beat to combine. Add lemon juice and lemon zest. Slowly add dry ingredients to wet ingredients, beating until smooth.
4. Add rhubarb to cake batter in small amounts until you reach the consistency of a smooth pancake batter. Set remaining rhubarb aside for the glaze.
5. Pour batter into Bundt pans, place on a cookie sheet and bake for 30-35 minutes or until browned around the edges and a toothpick inserted into the center comes clean. Tip cakes from pans and cool on cooling rack.
6. To make icing, combine all ingredients in a mixing bowl. Add milk, a teaspoon at a time, if necessary, to thin icing. Spoon over Bundt cakes.





SUNDAY BREAKFAST WITH
WISCONSIN FOODIE,
ARTHUR IRCINK.

HOME COOK.

*by DIANA SCHMIDT
photos by PAUL SLOTH*



WE GO BACK A LONG WAY WITH ARTHUR IR-CINK. YOU MIGHT KNOW ARTHUR FROM SUCH PUBLIC TELEVISION SHOWS AS "WISCONSIN FOODIE." THEN AGAIN, EVEN THOUGH HE'S THE FOUNDER AND EXECUTIVE PRODUCER, HE'S THE GUY BEHIND THE CAMERA, SO YOU'D BE FORGIVEN FOR NOT NOTICING HIM SHOPPING AT OUR CAPITOL DRIVE STORE.



Our friendship with Arthur started over a decade ago, when he worked for the co-op, stocking shelves in our aisles. Back then, he was a passionate food activist; if there was a rally, he was at it, if there was a petition, his name was on it. He felt at home at the co-op, sparking friendships with staff and shoppers alike. One friendship so dear, it resulted in the marriage between Arthur and Dana.



When we asked Arthur what his specialty was, he didn't hesitate. "Eggs and waffles; I make them every Sunday. Ilija is my egg cracker." Ilija, Arthur's 4-year-old son, is indeed an expert egg cracker. Arthur laughs, "When Ilija first started cooking with me, if there was egg shell in the bowl, I'd tease him that he was fired until he cracked eggs perfectly."

We spent a sunny morning with Arthur and his family while they took their time with these two recipes. Slowing down with them resulted in a meal of some of the most delicious scrambled eggs and waffles we've ever had.

Recipes that pay homage to "local homies," as Arthur affectionately refers to local food superstars, are pretty important to him. Over coffee at his kitchen table, he shares some of his favorite food tales. As he does so, our hearts melt. The admiration and love that Arthur puts into "Wisconsin Foodie" is evident in each episode. Each show cements his affection for Wisconsin and deepens friendships.

"It's all in the technique," Arthur instructs us, as he slowly stirs the Yuppie Hill eggs over a low flame, "low and slow." Dana insists that her weekday version is quicker and tasty enough. But these are worth waiting for. "Arthur's eggs are lush, dense and almost custard-like with a velvety mouth feel," she said.

Thirty minutes pass until we can confirm that these are indeed worth the wait, complete with all the adjectives Dana promised. The waffle recipe comes to their kitchen by way of Aretha Frankensteins, a restaurant in Chattanooga, Tenn. Arthur tried dozens of recipes until he stumbled upon this gem.

"The cornstarch gives the crust a crisp texture, but a silky center," he said, pausing to find the right description, "insane greatness." Watching Ilija take a bite of the finished product confirms that statement; his head and eyes roll back in approval before planting maple syrup kisses on his mom's and dad's cheeks.

Arthur tells us that when he worked at Outpost, he learned to get off his soapbox about food choices. "I spent a lot of time eating alone. No one wanted to eat with a preachy vegetarian," he jokes. He found that by telling the stories about food, there was room for more people at the table.

Fast forward to "Wisconsin Foodie," Arthur's Emmy-nominated program. There's nothing political or preachy in the lens Arthur looks through. He approaches each episode with an eagerness to tell Wisconsin's unique food stories, honoring the hard work of our farmers, restaurateurs, and artisans. Each episode brings everyone to the table to share Wisconsin food stories.

Just like all of us at Outpost, Arthur loved local before it was cool. He fell in love with the people, their stories and, as he put it, how "simple ingredients, made simply, yield the best results." Eggs and waffles, made with local ingredients, cooked slowly and punctuated with laughter, are a tribute to the great work Arthur brings us each week on "Wisconsin Foodie."

(recipes following)



ARETHA FRANKENSTEINS WAFFLES

SERVES 4

Ilijia and Arthur work together measuring out the ingredients for the batch of waffles. While Ilijia would like to crack all 12 eggs into the bowl, they managed to save some for the scrambled eggs. Cooking with Ilijia is dear to Arthur. While they discuss whether bacon or tempeh bacon would better accompany waffles, they recount "Wisconsin Foodie" episodes where Ilijia tagged along. "I didn't bring him along because I thought it would be adorable, it's a lot of work to produce a show while parenting a toddler." Turns out, it was pretty adorable, as you can catch a glimpse of Ilijia toddling between trees during one of our favorite episodes, "Weston's Antique Apple Orchards."

$\frac{3}{4}$ cup all-purpose flour
 $\frac{1}{4}$ cup cornstarch
 $\frac{1}{2}$ teaspoon baking powder
 $\frac{1}{4}$ teaspoon baking soda
 $\frac{1}{2}$ teaspoon salt
1 cup whole milk (Sassy Cow)
 $\frac{1}{3}$ cup butter, melted (Organic Valley)
1 local egg
 $1\frac{1}{2}$ teaspoons sugar
 $\frac{3}{4}$ teaspoon vanilla extract
Butter and pure maple syrup (Drewry Farms), for serving

1. In a medium bowl, combine the flour, cornstarch, baking powder, baking soda, and salt; mix well.
2. To the dry mixture, add the milk, melted butter, egg, sugar, and vanilla and mix well. Let the batter sit for 30 minutes. Heat a waffle iron.
3. Follow the directions on your waffle iron to cook the waffles. Serve immediately with butter and pure maple syrup.



LOW & SLOW SCRAMBLED EGGS

SERVES 3-4

We asked Ilijia how he liked to eat his dad's scrambled eggs. He grinned, "In a burrito with cheese." Dana and Arthur laughed and encouraged us to ask him which cheese was his favorite. "American. Wanna try it?" Ilijia nods, encouraging us to take him up on his generous offer. He rifles through the cheese drawer, stocked with beautiful Wisconsin cheeses, to pull out a square of organic American cheese. He breaks it apart, to split between us, and watches in anticipation for our approval. Nodding and smiling, he asks what we think. "Amazing, Ilijia. It's delicious," we reply. Affirmed, he goes back to his Legos to wait for breakfast. Arthur and Dana may not be raising Wisconsin's next cheese monger, but Ilijia excitedly carries their torch for sharing good food.

4-5 local eggs
2 tablespoons cream or whole milk (Sassy Cow)
2 tablespoons butter (Organic Valley)
Salt and freshly ground pepper to taste

1. Crack the eggs into a bowl and beat them just until the yolks and whites are combined. Season and beat in the cream.
2. Put a medium skillet, preferably nonstick, over medium heat for 1 minute. Add the butter and swirl to coat the pan. After the butter is melted, turn the heat to low.
3. Add the eggs to the skillet and cook over low heat, stirring occasionally with a wooden spoon or spatula. Nothing will happen for what seems an eternity, but have patience. After 10 minutes or so, the eggs will begin to form small curds. Stick with the curds, stirring and stirring to break them up. The mixture will begin to look like bright yellow cottage cheese. Continue stirring for about 30 minutes. Serve immediately.

I OUTPOST'S *(secret recipe)*

photos and recipe adapted

by CARA BERKEN

SPINACH PHYLLO TRIANGLES

MAKES 16 TRIANGLES, VEGETARIAN

THESE CRISPY, MELT-IN-YOUR-MOUTH POCKETS ARE A HIT WITH OUR SHOPPERS AND WILL MAKE THE PERFECT APPETIZER FOR YOUR NEXT SPRING GATHERING. WHEN BAKED, THE FRAGILE, TISSUE-PAPER-THIN PHYLLO DOUGH CREATES DISTINCTIVE FLAKY LAYERS. IT'S KNOWN TO DRY OUT VERY QUICKLY, SO IT'S IMPORTANT TO THAW THE DOUGH PROPERLY, KEEP IT COVERED WITH A DAMP TOWEL WHEN NOT BEING USED, AND WORK QUICKLY, YET GENTLY, WITH EACH SHEET TO AVOID TEARING. PATIENCE IS YOUR FRIEND HERE!

20 ounces frozen spinach
1 cup yellow onion, minced
4 ounces white mushrooms, minced
 $\frac{1}{2}$ tablespoon extra-virgin olive oil
1 clove garlic, minced
 $\frac{1}{3}$ teaspoon dried basil
 $\frac{1}{4}$ teaspoon dried thyme

Pinch ground rosemary
Juice of a small lemon
8 ounces feta, crumbled
16 sheets phyllo dough
 $1\frac{1}{2}$ sticks of butter, melted

1. Defrost phyllo dough in the refrigerator, 2-3 hours.
2. Thaw spinach. Either microwave for 1-2 minutes or place in fine mesh strainer and run under cold water. Press or squeeze as much water from the thawed spinach as possible. Pat dry with several layers of paper towel. Use hands to crumble packed spinach into smaller pieces.
3. Heat olive oil in sauté pan over medium heat. Add minced onions, mushrooms, and garlic, sautéing until liquid is cooked off.
4. Remove from heat and add spices, lemon juice, feta, and spinach. Mix until well combined.
5. Preheat oven to 350 degrees. Remove phyllo dough from packaging. Place dough on a damp kitchen towel and cover with another damp towel. The towels should be just wet enough to give the phyllo dough some moisture. Work with one sheet at a time and re-cover the remaining phyllo with the damp towel to retain moisture.
6. Using a knife or pizza cutter, cut each sheet into 4 pieces lengthwise. Layer pieces on top of each other, brushing the top of each sheet with melted butter.
7. Place about 2 tablespoons of spinach mixture on one end of the layered phyllo strips and fold to create the triangle shape (see photo). Brush top of triangle with more melted butter.
8. Bake at 350 degrees for 20-25 minutes, or until the triangles are golden brown in color. Serve warm.





(our) MENU

- SPRING ASPARAGUS & GREEN PEA SOUP
- BITTER GREENS SALAD WITH BACON & EGGS
- SALMON WITH GREEN SAUCE WITH STEAMED NEW POTATOES & CARROTS
- MUSHROOM & GOAT CHEESE FRITTATA CUPS
- STRAWBERRY CRUMBLE BARS
- MAIWEIN COCKTAIL

a May Day **BRUNCH.**

AS THE DAYS GROW LONGER AND THE TREES START SWELLING WITH BUDS, HUMANS LONG TO CELEBRATE THE EARTH'S CYCLE OF BIRTH AND RENEWAL. THIS PULL IS KEENLY FELT IN PLACES LIKE OURS THAT HAVE BEEN DARK AND ICY FOR SO MANY MONTHS. BUT WE'RE NOT ALONE. FOR CENTURIES, PEOPLE AROUND THE WORLD HAVE CELEBRATED THE HOLIDAY KNOWN AS MAY DAY. FESTIVALS ABOUND, COMPLETE WITH DANCING, SINGING, AND TABLES LADEN WITH FOODS CELEBRATING SPRING.

by LISA MALMAROWSKI
photos PAUL SLOTH



BITTER GREENS SALAD with BACON & EGGS

SERVES 6

Don't let the bitter description scare you away from this tasty, tangy, and yes, sweet take on a chopped salad or simple coleslaw. You'll also love the eggs. Technically called mollet, this "hard boiled" egg will feature yolks that remain soft, but whites that are cooked through. This is best served freshly dressed, so plan on assembling and dressing the salad just before serving so it doesn't get soggy.

1 small head radicchio, sliced into thin strips
1 small head Napa cabbage, sliced into thin strips
2 large handfuls of baby arugula, chopped into strips (or to taste)
1 bunch parsley, coarsely chopped
5 ounces sliced bacon—pork, turkey or veggie-style, browned and chopped
6 large eggs
4 teaspoons Dijon mustard
2 tablespoon red wine vinegar
 $\frac{1}{2}$ cup good quality olive oil
Salt and freshly ground black pepper to taste

1. Brown bacon until crisp. Drain, and coarsely chop. Set aside.
2. Bring medium saucepan of water to a boil. Add eggs, return water to a boil, and cook 6 minutes more.
3. Rinse eggs under cold water until easy to handle. Carefully peel eggs. If you crack the eggs all over as they cool, they will be easier to peel.
4. In small jar with a tightly fitted lid like a canning jar add mustard, vinegar, and oils. Seal and shake well to combine. Taste and add salt and pepper as needed.
5. To serve, put chopped vegetables into a large bowl and toss with about two-thirds of the dressing until coated. You may have more dressing depending on the volume of vegetables. Top with chopped bacon, then carefully cut eggs with a sharp knife and arrange on top.



SPRING ASPARAGUS & GREEN PEA SOUP

SERVES 4-6

This simple soup is not only tasty, but is the prettiest spring green you ever did see. It's a quick cooking soup that's best served fresh to preserve the bright color. We've made it vegan by using almond milk and vegetable broth and love the addition of nutritional yeast; it gives it a cheesy, dairy-free flavor boost. If you don't have vegan ingredients on hand, it would be equally tasty using milk and chicken broth instead.

Olive oil
1 large bunch of asparagus, trimmed
1 package (10-ounce) frozen peas
4 cloves garlic, minced
1 shallot, thinly sliced
Salt and freshly ground black pepper
 $1\frac{1}{2}$ cups unsweetened plain almond milk
 $1\frac{1}{2}$ cups vegetable broth
1 tablespoon nutritional yeast
 $\frac{1}{2}$ lemon, juiced
Fresh herbs and vegan sour cream for garnish

Preheat oven to 400 degrees.

1. Spread asparagus in a single layer on a baking sheet. Drizzle with olive oil and salt and pepper to taste. Toss to coat. Roast for 15 minutes, set aside to cool a bit, then chop into 1-inch pieces.
2. Heat a large saucepan on medium heat and add 2 tablespoons oil, shallot, and garlic. Sauté for 2-3 minutes or until fragrant and translucent. Reduce heat if garlic begins browning. Add salt and pepper to taste. Next, add peas, vegetable broth, and almond milk, and season with salt and pepper to taste.
3. Transfer soup to blender along with chopped asparagus or add asparagus to pan and blend using an immersion blender. Blend soup until creamy and smooth. Transfer back to pot and bring to medium heat. Add nutritional yeast and whisk. Continue cooking until warmed through and simmering, then reduce heat to low. Add lemon juice just before serving. Garnish with fresh herbs and a dollop of vegan sour cream.





GREAT GREEN SAUCE

SERVES 6

This green sauce is ridiculously good. The simple ingredients meld together into something way greater than the sum of its parts; it's tangy, rich, a little salty, and herbaceous. It's excellent on fish, vegetables, and even grilled meats or tofu. Even if you don't like anchovies, be sure to use them. They add a depth of flavor that is irresistible. If you want to make this as a vegetarian/vegan sauce, try adding a few tablespoons of white miso paste instead. We'd love to take the credit for inventing this sauce but it's from a restaurant in England called Leon – Naturally Fast Food.

A large handful of fresh mint	4 anchovy filets
A large handful of flat-leaf parsley	1 cup extra virgin olive oil
A large handful of cilantro	Juice of $\frac{1}{2}$ a lemon
1 tablespoon capers	Sea salt and freshly ground
2 teaspoons Dijon mustard	black pepper

Put all the ingredients in a blender and process until smooth. It should be runny but substantial. Transfer to a sealable jar and refrigerate until you need it.

BAKED SALMON with GREEN SAUCE

SERVES 4

If you fear cooking fish, you can relax, it's very easy when you keep it simple. All it takes is a few minutes in the oven, a little careful watching, and you're done!

4 filets wild-caught salmon
Vegetable oil
Salt and freshly ground pepper

Preheat oven to 425 degrees.

1. Line baking pan with foil. Place salmon skin down in pan and pat dry. Oil filets and season with salt and pepper.
2. Bake for 4–6 minutes and check to see if salmon flakes easily. Most fillets will take between 6 and 9 minutes. They will continue to cook slightly after you take them out of the oven.
3. Top with Great Green Sauce and serve with lemon slices and steamed vegetables.

Great Green Sauce (above)
Steamed potatoes, carrots or vegetables of your choice



MUSHROOM & GOAT CHEESE FRITTATA CUPS

SERVES 6

Sure you could make a frittata in the customary pan or baking dish, but these are cute, and they bake up faster. They're perfect for a brunch buffet because they're easy to serve and are equally tasty warm or at room temperature.

2 teaspoons olive oil
$\frac{1}{2}$ small yellow onion, thinly sliced
2 cups crimini mushrooms, thinly sliced
1 cup baby spinach leaves
6 large eggs
$\frac{1}{3}$ cup chèvre goat cheese, crumbled
$\frac{1}{3}$ cup Parmesan cheese, grated
$\frac{1}{2}$ teaspoon sea salt
$\frac{1}{4}$ teaspoon ground black pepper
2 scallion stalks, green parts only, thinly sliced

Preheat oven to 350 degrees.

1. In a large skillet, heat olive oil. Add sliced onions and sauté until fragrant, a few minutes; then add sliced mushrooms and sauté until cooked through, about 10 minutes. Remove from heat and add baby spinach leaves to the hot skillet. Mix well. Allow mixture to cool down.
2. In a bowl, whisk eggs, crumbled goat cheese, grated Parmesan, and salt and pepper together.
3. Lightly grease a 6-cup muffin tin. Using a spoon, divide mushroom-spinach mixture evenly between cups. Then pour egg and cheese mixture over the mushrooms. Sprinkle tops with sliced scallions; bake for 25 minutes, or until tops are golden brown.
4. To serve, carefully run a knife around the edge of each cup and jiggle the frittatas from pan.



STRAWBERRY CRUMBLE BARS

SERVES 9

If you're looking for an easy, fast, guaranteed-to-impress dessert, then this is your bar. The simple, shortbread-like crust is a snap to make and the whole recipe comes together in record time; dare we say faster than a box mix? You don't have to use parchment paper, but we like how nicely the bars slice when you can lift the whole batch from the pan, we're fussy like that. Just be sure to grease the pan well if you skip the paper! If you want to really dress these bars up, add a scoop of ice cream and a drizzle of chocolate sauce.

1½ cups flour
¾ cup sugar, divided
½ teaspoon baking powder
¼ teaspoon salt
1 large egg
½ cup cold butter, cubed
1 pound fresh strawberries, diced
2 tablespoons cornstarch

Preheat oven to 350 degrees.

1. In a food processor, combine flour, ½ cup sugar, baking powder and salt. Add butter and egg and pulse until fine crumbs form. You can also do this by hand with a fork or pastry cutter in a large bowl.
2. In another bowl, combine strawberries, remaining ¼ cup sugar, and cornstarch until berries are coated evenly.
3. Line an 8x8 baking pan with parchment paper so it comes up over all sides. Put about two-thirds of the crumb mixture into the pan and press firmly into the bottom. Pour strawberry mixture over top, smooth, and then top with remaining crumbs. If you want larger crumbles, take some of the crumb mixture and press tightly in hands to create a dough and dot the top with small pieces.
4. Bake in preheated oven for 40-45 minutes, until lightly browned. Cool completely. Then, lift bars carefully from pan by using the parchment paper. Cut into 9 squares.



MAIWEIN COCKTAIL

For centuries, Europeans, particularly Germans, have celebrated May with an herb-infused wine called Maiwein. Traditionally it's made by steeping fresh, sweet woodruff in wine and adding fresh berries. We've adapted the recipe to skip this hard to find herb. If you want to try the traditional method, you'll have to have to either grow the herb yourself or find it wild. Sweet woodruff has an herbaceous, floral flavor with notes of honey and vanilla. This herb, while tasty, can have side effects if used in excess, so be sure to read up on it before you use it. Our version omits the herb, but you'll never miss it!

1 bag (10-ounce) frozen organic strawberries, thawed
1 cup light honey
8–10 fresh basil leaves, torn
2 teaspoons vanilla extract
1 fresh lemon, juiced and zested
1 bottle dry white wine
1 bottle sparkling Prosecco wine
Fresh strawberries and fresh lemon slices to garnish

1. In a bowl or large jar add thawed strawberries, honey, basil, vanilla, and juice and zest from one lemon; mash or macerate mixture well—you can use a muddler, vegetable masher, or the handle of a wooden spoon, just really mash it up. Cover mixture and refrigerate for 24–48 hours to allow flavors to meld. When mixture is ready, strain using a mesh strainer, making sure to stir mixture to ensure all the syrup drains out. Put in a sealed container and refrigerate. Syrup should keep for up to 2 weeks in fridge.
2. Pour about 2 tablespoons of syrup into a fancy glass. Top with an inch or two of dry wine and stir well. Top with sparkling wine and garnish with strawberry or thin lemon slice. This syrup also works great mixed with sparkling water for a natural twist on soda.



A TALE OF TWO OILS.

Coconut Oil

Touted for its healing properties and versatility, it seems this semi-solid oil is everywhere and in everything these days. It's rich in saturated fat, making it a great choice for high-heat cooking and even frying; it's a stable oil that can withstand high heat. Its mild flavor lends a soft, nutty quality to baked goods. Look for virgin, unrefined coconut oil. Even though it's stable, it's best to store it in the fridge to avoid rancidity. Also, try it in smoothies or in stir-fries. You can even use coconut oil as moisturizer for your skin or hair!



CHOCOLATE TART with SALTED OAT CRUST

SERVES 8-16

Coconut oil lends a lush, decadent twist to this very rich and very chocolaty vegan dessert.

For Crust:

1¼ cups old-fashioned oats
¾ cup whole wheat flour
½ cup virgin coconut oil, melted, slightly cooled
¼ cup light agave nectar
2 tablespoons unsweetened cocoa powder
¾ teaspoon kosher salt
½ teaspoon ground cinnamon

For Tart:

¾ cup of hot strong, brewed coffee
1 cup unsweetened cocoa powder
7 ounces vegan dark chocolate, melted, slightly cooled
⅔ cup light agave nectar
2 teaspoons vanilla extract
⅔ cup plus 1 teaspoon virgin coconut oil, melted, slightly cooled
¼ teaspoon kosher salt, plus more for topping

For Topping:

2 tablespoons old-fashioned oats
2 tablespoons Demerara sugar
Flaky sea salt

Preheat oven to 350 degrees.

1. Make the crust: Pulse oats, whole wheat flour, coconut oil, agave, cocoa, salt, and cinnamon in a food processor until oats are coarsely ground and mixture looks like wet sand. Firmly press into bottom and up the sides of 9-inch tart pan with a removable bottom. Bake until crust is golden brown and smells toasty, 20–25 minutes. Transfer to a wire rack; let cool.
2. Make the tart: Put hot coffee into food processor. Add cocoa and let sit 5 minutes. Add melted chocolate, agave syrup, vanilla, ⅔ cup coconut oil, and ¼ teaspoon kosher salt and process until mixture is very smooth and thick, about 30 seconds.



3. Scrape filling into cooled tart shell and smooth top. Tap tart lightly against counter to pop any air bubbles in filling.
4. Cook oats and remaining 1 teaspoon coconut oil in a small skillet over low heat, stirring constantly, until oats are toasted, about 3 minutes. Gradually add half of Demerara sugar, stirring constantly, until sugar is melted; remove from heat and stir in remaining Demerara sugar just to coat. Season with kosher salt; let oat mixture cool slightly.
5. Scatter oat mixture over tart, sprinkle with sea salt, and chill until filling is set, at least 1 hour. When ready to serve, allow chilled tart to sit at room temperature for 15–20 minutes, then slice carefully with a warm, dry knife. Tart can be made 2 days ahead. Once filling is set, cover and keep chilled.

by LISA MALMAROWSKI
photos PAUL SLOTH



Walnut Oil

Walnuts are known as "brain food." They're loaded with Omega-3 fatty acids, which are a vital component of the outer membrane of brain cells and are purported to help with memory, thinking, and learning. Walnut oil is a monounsaturated fat—like the oil from avocados and olives—and can be used in much the same way; with an important exception, it's best to use this as a "finishing" oil. The higher heat used when cooking can add a bitter taste to its delicate, sweet, nutty taste. Drizzle over cooked vegetables or use in place of olive oil in your favorite salad dressing recipe. It's important to keep this oil refrigerated as it can go rancid quickly after opening.

WALNUT PESTO

MAKES 1 CUP

This pesto forgoes the usual pine nuts and replaces most of the olive oil with walnut oil. It's great as a pasta topping, but we also love it as a sandwich spread, served as dip with veggies, or along side cheese and crackers. This freezes well too.

2 cloves garlic, roughly chopped
2 cups solidly packed fresh basil
 $\frac{1}{2}$ teaspoon salt
Freshly ground black pepper
 $\frac{1}{2}$ cup lightly toasted walnuts
6 tablespoons walnut oil
2 tablespoons extra-virgin olive oil
 $\frac{1}{2}$ cup freshly grated Parmigiano Reggiano or Romano pecorino cheese

Combine garlic, basil, salt and pepper, and walnuts in a food processor and pulse to combine, stopping machine once or twice to scrape sides with a spatula. Gradually add walnut oil and olive oil, pulsing to combine. Add grated cheese and process briefly so pesto retains texture; don't over process. Taste and adjust seasoning.



SUPERNATURAL.

KALONA, IOWA IS KNOWN AS THE QUILT CAPITOL OF IOWA. IT'S ALSO HOME TO KALONA ORGANICS, A SMALL DAIRY COMPANY THAT IS PRODUCING SOME OF THE FINEST ORGANIC DAIRY PRODUCTS ON THE MARKET TODAY. HERE'S HOW A SMALL GROUP OF AMISH FARMERS HELPED SPAWN A BIG ORGANIC BOOM IN THIS TINY LITTLE TOWN.



story & photos by PAUL SLOTH



Phil Forbes



Photo courtesy of Kalona



IT ALL STARTED AT ELDON MILLER'S PLACE. HALF A DOZEN AMISH FARMERS GATHERED IN HIS HOUSE IN RURAL KALONA, IOWA TO DISCUSS THE IDEA OF STARTING AN ORGANIC GROWERS GROUP. IT WAS 1995. ONLY FIVE YEARS EARLIER, THE FEDERAL GOVERNMENT HAD PASSED THE LAW ESTABLISHING A NATIONAL ORGANIC STANDARD AND THE ORGANIC CERTIFICATION THAT MANY CONSUMERS ARE NOW FAMILIAR WITH.

To Eldon, and his fellow Amish farmers, it made sense to pursue this newly created organic certification. Many of Eldon's neighbors had never done conventional chemical farming. It also made sense economically, since organic products commanded a higher price.

"It was a natural fit for us to do organic farming," Eldon said. "The organic market is more labor intensive, so we could make a living off of a small family farm."

Kalona, Iowa is small, speck-on-the-map, blink-and-you'll-miss-it small. Despite its size, there's something special happening here. The town, about 20 miles south of Iowa City, has the state's largest concentration of Amish farmers. Many of them farm organically. There is also a sizable Mennonite community here and many of them also farm.

In the world of organic dairy, Kalona Organics is on the small side. The company's been growing ever since Eldon and that small group of Amish farmers got together and it continues to grow every year.

There are now an estimated 36 certified organic dairy farms within an 8-mile radius of Kalona; 35 of those farms supply

milk to the creamery that makes Kalona products, with farms averaging between 80 and 220 acres each. It is an impressive concentration of certified organic farms in such a small area.

At a point when they felt ready, Eldon and some of these farmers put up the money to build Farmers Creamery.

That's where Bill Evans comes in. Bill's a good Iowa kid, but he didn't have a lick of farming experience. He did, however, study business at the University of Northern Iowa. In 2002, Bill started out doing some consulting work for the farmers. A few years later, he took over the business operations.

In addition to managing the business side of things and helping the farmers get their creamery built, Bill was instrumental in rebranding the company, focusing not only on its relationship to the community, but also its commitment to organics.

"We're different. We're built on relationships. Pulling all the relationships together, that's my gift," Bill said. "It's like a quilt. There are all these pieces that come together to make something beautiful."

(continued)



(continued from page 27)

Farmers Creamery now processes 22,500 gallons of Grade A milk daily. Kalona Organics markets and sells the milk, and other dairy products, under the Kalona SuperNatural brand name. Unlike traditional, conventional dairies, the milk that comes into Farmers Creamery is minimally processed (low-heat pasteurized and non-homogenized) which results in a sweeter, creamier final product. In addition to milk, Farmers Creamery produces butter, cottage cheese, and one of the most amazing eggnogs you are likely to find.

"We have to produce the product in a way that makes the consumer feel good about it," Eldon said. "The consumer is the engine that drives the train. If they don't buy the product, there's no sense in making it."

Like other aspects of the organic industry, as consumer demand for organic dairy products increases, companies like Kalona Organics look for ways to meet that demand. During a visit to Kalona last fall, we learned about one of the creative ways Kalona Organics is trying to increase the organic milk supply locally. Phil Forbes is Kalona's supply chain director. In addition to operating his own farm, Phil works to get more farmers to contract with Kalona to supply milk.

In case you're not familiar with the life cycle of dairy cows, they don't start producing milk until their third year. You'll find three different types of female cows on a typical dairy farm: 1-year-old yearlings; 2-year-old spring heifers that give birth to a calf; and 3-year-olds that start producing milk. According to organic standards, all three are required to have access to the same amount of grazing land.

By increasing available grazing land, the farmers Phil works with can move non-milking heifers off their farms and increase the size of their milking herds.

We toured Phil's farm in September, where he discussed the successful Kickstarter Campaign Kalona launched in 2015 to raise money to fence off 800 acres of organic grazing land.

"When consumers change their diets, one of the first things they change is milk, so we're seeing a big increase in demand," Phil said. "We are looking for ways to convert conventional farms to organic. The first thing we have to do is change the mindset."



Photo courtesy of Kalona



Bill Evans



Photo courtesy of Kalona

DO CO-OPS MATTER?

IN THIS YEAR'S ANNUAL REPORT, PUBLISHED IN MARCH, 2016, WE POSED A TOUGH QUESTION: WITH THE EVER INCREASING OPTIONS IN OUR COMMUNITY FOR PURCHASING ORGANIC FOODS, DO CO-OPS EVEN MATTER ANYMORE? WHY SPEND YOUR DOLLAR HERE, WHEN SEEMINGLY LOCAL AND ORGANIC PRODUCE, ANTIBIOTIC-FREE PROTEINS, AND GLUTEN-FREE PANTRY STAPLES ARE NOW AVAILABLE AT 3 OUT OF 4 GROCERY STORES?

While we are proud to be a leader in starting the organic movement in Milwaukee, we hope that you value some of the other initiatives that we laid out in our mission statement back in 1970. We absolutely believe that co-ops matter. Here are just a few reasons we think you should to "Go Co-op!"

By choosing to support our cooperative, your dollar does much more than you think.

We helped grow our local economy



We supported local farms



We gave back to our community



For every dollar you spend here, 58¢ stays in our community, versus only 33¢ when you choose a national chain.

Throughout the year we use TONS of local ingredients in our bakery and deli items, LITERALLY—22,000 local eggs, 14 tons of local butter, 14 tons of local tofu, and more!

In a single year our co-op donates more than \$200,000 to local charities helping to feed the hungry, shelter the homeless, and more. It takes a village, right?

GO CO-OP!

We helped preserve
the environment



We created jobs



Outpost was ranked
as one of the TOP 30
retail users of green power
by the Environmental
Protection Agency in the
ENTIRE country.

We employ nearly
500 employees, offer
opportunities for
advancement, great
benefits and a fun,
supportive workplace.

8 more reasons!

1. We put people first, not profits
2. We source great-tasting food from small local suppliers
3. We offer the highest quality fresh foods
4. The food we make tastes like homemade because we make everything from scratch
5. When we say "it's organic" we mean it's certified—from the farm to our shelves
6. We're community-owned by folks just like you
7. Our compact stores ensure fast and convenient shopping
8. We're friendly & fun!

..... | *Thank you for your support!*



Then



Now



Pam (circled), 1986

Pam at the starting line of our Ride 45 Anniversary Tour de Outpost



THE GOLD STANDARD

by PAUL SLOTH

IF THERE WERE A MOUNT RUSHMORE FOR CO-OPS, PAM MEHNERT WOULD BE ON IT. THOSE AREN'T OUR WORDS. CREDIT GOES TO JEANIE WELLS, ONE OF OUR MANY FRIENDS IN THE CO-OP WORLD. JEANIE WORKS AS A CONSULTANT FOR COOPERATIVE DEVELOPMENT SERVICES, A NATIONAL ORGANIZATION THAT HELPS CO-OPS DO ... WELL, CO-OP THINGS.

As 2016 rolls on, Pam is celebrating her 36th year with Outpost and we figured what better time to tell you a little bit about the person who has been at the helm of this ship for three decades. That's why we singled out Jeanie. Sure, one could hardly call her impartial, she's just one of the many fans and friends Pam has in the cooperative world.

But Jeanie's expertise as a consultant covers much of what Pam has overseen here at Outpost, mainly, helping steer the cooperative through the triumphs and challenges that come with growing.



At Holton St. store circa 1982



Under Pam's leadership, Outpost has grown from a single store on the north side of Milwaukee to four stores, and two smaller markets, throughout the city and into neighboring communities. That's part of what makes her a fixture in the co-op world.

"There's almost too much to say about Pam. Perhaps people in the Milwaukee area have some sense of the treasure they have in this amazing general manager," Jeanie said. "But what may be less known to her local community is how much she has also given to the whole co-op sector. Pam is the gold standard of what it is to be a general manager."

It's not like Pam set out to become the gold standard of cooperative general managers.

Pam was hired as a part-time customer service clerk in 1980. She called the general manager at home and insisted she was the right person for the job. Not only could she do what was required, but she could also draw, which meant she could make posters and signs for the store while she staffed the service desk (that's how we did things at the co-op back in the day). That also made the job a lot more interesting, Pam said.

In 1986, the co-op board was looking for a new general manager and a consulting firm they'd hired to help with the process recommended Pam. She wasn't even thinking about the job.

"Trust me, it took a lot of arm twisting. I was happy, at that point, as grocery manager doing the marketing for the co-op," Pam said. "The board agreed to let me keep the marketing part if I would at least try the general manager role. I guess the rest is history."

Pam figured that what the co-op really needed at the time was leadership. She'd gained some experience in leading people during her last two years in college that, she guesses, likely showed through in the work she was doing at the time.

Managing a co-op presents its own unique challenges. Co-ops are complex organizations because they are all independent, democratically owned businesses. The role of any co-op is to serve the needs of its owners, the needs being products and services versus a return on owner investment. Outpost investors invest because they want to patronize our business, Pam said. Wall Street companies invest for the return to the shareholders. There's a big difference.

As Jeanie describes it: a general manager must ensure operational excellence in all locations; manage and nourish relationships with the staff and managers, the elected board of directors, thousands of members; and, be an eloquent ambassador to the entire community.

Pam has a reputation throughout the co-op world for accomplishing all of these things, which is why she often travels around the country sharing what she has learned along the way. She lives out the cooperative principle: Cooperation among cooperatives.

"New and veteran general managers, across the country, are awed by her wisdom and inspired by her approach to leadership," Jeanie said. "Every general manager wants to 'grow up to be like Pam.'"

At the time she was hired as general manager, Pam understood the potential there was to make the co-op a household name; so, she made that her goal. While she's not sure that's the case yet, the co-op has come a long way. But Pam is reluctant to take much credit for what Outpost has become, which is a truly cooperative thing to do.

"Seriously, when you think of the Outpost we have today, I didn't do any of this, well not alone," Pam said. "I believe I made some really great hiring decisions and together, as a team, along with the strong board leadership we've had, we dreamed this Outpost into reality."

IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

... WE ENVISION A HEALTHY URBAN ENVIRONMENT.

GROUNDWORK MILWAUKEE, OUR SPRING COMMUNITY PARTNER, IS IN THE BUSINESS OF TRANSFORMING URBAN COMMUNITIES INTO VIBRANT LIVING SPACES, ONE CITY LOT AT A TIME! THIS UNIQUE MILWAUKEE-BASED NONPROFIT ORGANIZATION IS DEDICATED TO BUILDING MEANINGFUL, LASTING PARTNERSHIPS, WITH THE GOAL OF BUILDING A HEALTHY URBAN ENVIRONMENT.

Historically, Groundwork programs were started by the National Park Service, based on a model developed in the United Kingdom to transform abandoned industrial sites in northern England. In 2003, the city of Milwaukee received the Groundwork USA Pilot Community designation, a status that allowed the organization to receive funds and technical assistance from the NPS and the Environmental Protection Agency and to begin developing a strategic plan. In 2007, Groundwork Milwaukee received its nonprofit, 501(c)(3) status.

Today, Groundwork is busy planting the seeds of environmental, economic, and social well-being through its relationships with organizations, businesses, and community residents. Its varied programs support grassroots initiatives aimed at improving distressed urban properties like brownfields and industrialized corridors and turning them into usable community green spaces, urban farms, and natural areas. By working collaboratively with neighborhood residents and community groups, the organization's efforts to educate and empower all stakeholders lay the groundwork for thriving, sustainable communities.

Here are some examples of the work Groundwork Milwaukee is doing in the community:

Milwaukee Urban Gardens Program The MUG program provides land access to urban gardeners by negotiating lease agreements with the City of Milwaukee or land trusting community gardens. Groundwork also supports community collaboration by clustering nearby gardens. Through garden clusters Groundwork supports community based, food system planning. During the annual MUG Strong Roots Awards, held every December, Groundwork celebrates the success of MUG gardens.

Young Farmers Education Program The Young Farmers Program is growing the urban farmer of tomorrow! As Young Farmers, young people, ages 8 to 14, learn skills in entrepreneurial urban farming, organic agriculture, and business management. These experiences provide the gateway for further employment with Groundwork. Young Farmers are equipped to become a part of Groundwork's Green Team through field trips to state parks and through broader environmental stewardship education.

Green Team Program The Green Team provides valuable job readiness for high school age youth. Green Team members learn about community based food systems while assisting in MUG gardens. They also construct, install, and maintain numerous green infrastructure projects. The program culminates with a summer service trip to Yellowstone National Park. Over the course of the program, the participants' breadth of experience helps them identify a chosen career path and develop skills needed to excel in their chosen field.

Partnerships with other community stakeholders make up the balance of much of the work happening at Groundwork. Partnership projects include:

- Community garden programs
- Hoop house installation
- Brownfield remediation
- Storm water management
- Rain garden management
- Neighborhood and community based planning

Groundwork Milwaukee envisions an ideal world that is vibrant with urban gardens, clean waterways, and native plant life that attracts birds and pollinators. Abundant gardens provide food access and cultivate community while empowering youth to help lead the revitalization of urban areas into natural corridors and offer life-giving sanctuary for all urban residents young and old.

As our Community Partner, they will receive a \$3,000 donation, opportunities for fundraising, and a portion of the earned interest from our Co-op Community Fund!



CHECKOUT



WHEN . SATURDAY, JANUARY 16, 2016
WHAT . SECOND ANNUAL KALE FEST SAMPLER DAY
WHERE . IN THE AISLES OF THE CO-OP

OUTPOST
NATURAL FOODS



**WELL
BALANCED.**

100 EAST CAPITOL DRIVE
7000 WEST STATE STREET



2826 SOUTH KINNICKINNICK AVENUE
7590 WEST MEQUON ROAD

Sandwiches made fresh daily!