

GRAZZIE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS

OODLES OF
ZOODLES
FROM OLDEN
ORGANICS

PAGE 26

DO THE
**HOKEY
POKE**

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THE GARDEN
GREEN
OUR FLORAL
SPRING PICNIC

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PLU 3010
SPRING 2018
FREE WITH ANY PURCHASE



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.

I tried, really I did. I tried to embrace winter. I hunkered down and read. I cuddled under the coziest quilts while I poured over cookbooks and internet sites searching for warming winter meals that I then cooked. Oh, how I cooked. But winter, why you gotta' be so mean with your long, cold nights and bitter winds? Spring is so much better!

Well, I've lived in Wisconsin long enough, my whole life actually, to know that while the notion of spring is all daffodils and birds singing, and the smell of dark soil awakening, the reality is more of a slap. It's a sunny morning that makes you wish you'd left your jacket at home followed by a bleak afternoon, filled with sleet and hail beating the tender buds back into the ground. Good thing that Wisconsin favors the strong and optimistic. When the calendar clicks to April, hardy 'Sconnies leave their wool coats behind, and the bravest start donning shorts, when the thermometer inches past 50 degrees.

And then suddenly there are spring vegetables. Tender asparagus, foraged fiddle-head ferns, fresh watercress and delicate ramps start making their way onto our plates. Our local chickens have access to tender shoots and bugs, and our dairy cows are eating fresh grass, which subtly changes the flavor of the eggs, cheese and milk in our stores.

Back in my kitchen I find myself turning to simpler recipes, the ones that feature those spring flavors much like the ones you'll find on the pages of this issue of Graze. From a picnic that was designed to work just as well indoors as out (because... spring), to dishes that feature bright herbal flavors, I hope you'll find something that inspires you to celebrate the season, even if the crocus is covered in snow.

LISA MALMAROWSKI
Director of brand & store development

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, 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 **HANNAH EVANS.**

I've been making all things art since the day I picked up my first crayon. Growing up in a log cabin home that my parents built inspired me to communicate visually using different mediums like wood, textiles and nature. While I spend most of my time designing on the computer, I also live for inhaling chai tea lattes, watching Gilmore Girls on repeat and tackling as many DIY projects a weekend can hold.



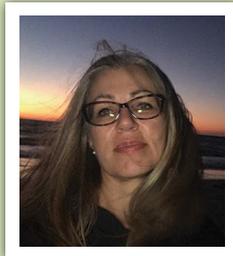
i am **LISA MALMAROWSKI.**

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.



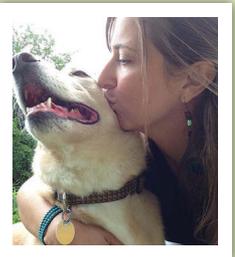
i am **MARGARET MITTELSTADT.**

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 **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 **MICHAEL SORENSEN.**

Born and raised Milwaukeean with two decades of Brooklynian (fuggedaboutit) thrown in for kicks. I love our city by the lake and it's called a "bubbler". When I'm not cooking I love to travel and eat what the locals eat and drink what the locals drink. I'll try any food once, as long as the person offering this mystery food up takes a bite with me, so let's do this together.



i am **MARI WOOD.**

Our community is filled with millions of stories. I love to hear the tales that intertwine and connect our gloriously messy and unpredictable lives. If I can capture a little of what makes us laugh, cry, love and hate in my writing, then I'd say I've done my job.



- GRAZE.

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have more fun!

CATERING from OUTPOST NATURAL FOODS

simple | casual | delicious

We offer a

delicious

selection for special diets

vegetarian • vegan • gluten-free

We concentrate
on the

quality

of our
ingredients

• organic, local,
seasonal produce

• all-natural,
organic meats

• local eggs & dairy

In fact,
we make our menu items

from scratch

using fresh, all-natural &
wholesome ingredients



Contact 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?

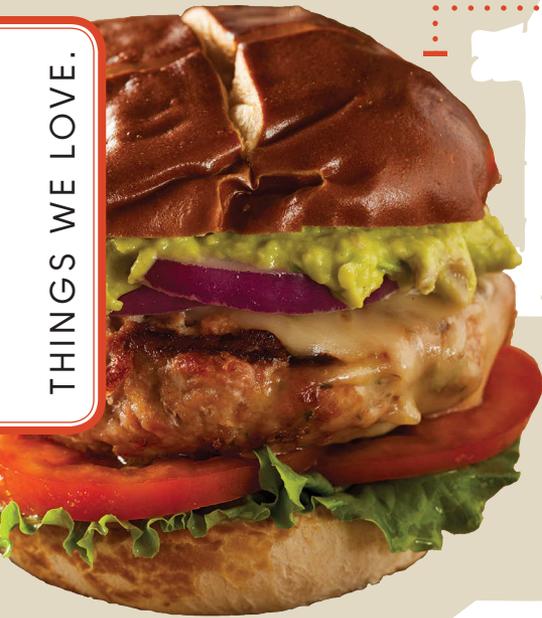
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(you'll)

SWOON!

THINGS WE LOVE.



1. OUTPOST'S FRESH GROUND-IN-HOUSE TURKEY: MOVE OVER BEEF, THIS IS OUR NEW GO-TO GRILLER

We've all seen the conventional turkey in the "other" stores – kind of pink and sort of unnaturally "wavy" looking as it lies in its vacuum-packed, Styrofoam container that was ground when and where? What if we told you there's a better choice? Outpost's turkey is ground fresh, in-house, every day. You can taste the difference because we use only all-natural antibiotic-free Mid-western turkey. We like to add our turkey to chili, as a substitute for ground beef, for making homemade sausage patties or for the pièce de résistance: a beautifully healthy turkey burger. Just a few simple spices, a hot grill and your favorite toppings are all you need to make a turkey burger that could put any beef burgers to shame.



2. OATLY OAT MILK: THE PERFECT NOT MILK FOR ALL YOUR MILKY NEEDS

We had so many requests for Oatly we thought we were going to have to charter a barge and sail to Sweden to get it. Thankfully, Oatly swam ashore, as they say, and in mere days it became the "it" item on our shelves. But does it live up to the hype? Oh yes, yes it does. With a creamy, smooth texture, and a neutral taste Oatly is perfect for cereal, baking, and a true delight in coffee and tea. Unlike most other milk alternatives, Oatly froths up in coffee drinks making it a darling of baristas across the globe. And somehow, the fact that oatmilk is so much more environmentally friendly than its nutty counterparts, makes it taste even better. But wait, there's more! Not only is it delicious, Oatly is chock full of beta-glucans which offers up an oat-load of soluble fiber.



3. GEORGIO'S ORIGINALS HUMMUS: DEFINITIVE DIP DELIVERS DRAMATIC DELICIOUSNESS

We know, hummus is well, hummus. Sure it's tasty and soulful but it doesn't surprise us much anymore. But like any humble food made with care, top notch ingredients and mad skills, it becomes elevated... special... and dare we say fantastic?! Georgio's from Milton, Wisconsin does just that with this beloved spread. Fresh garlic flavors abound and are perfectly balanced with creamy, nutty tahini all wrapped up in a texture that's smooth and dreamy. We love it with the usual suspects, from fresh toasted pita points to juicy cucumbers, but recently have discovered the joys of hummus "pizza." Slather a whole pita or naan bread with a luxurious schmear of Georgio's Hummus, top with pine nuts, sliced black olives and sundried tomatoes, and finish with your favorite cheese. Pop it in a hot oven until the cheese melts and enjoy!



OUTPOST'S BAKEHOUSE CARROT CAKE

VEGETABLES FOR DESSERT – YES, PLEASE!

Here at the ole co-op we think a cake should be simple, stick close to the tried and true, be made from scratch with care, and make you long for simpler times. Our Bakehouse Carrot Cake does just that. We start with moist layers of perfectly spiced cake studded with organic walnuts, organic raisins and grated organic carrot held together with a creamy cream cheese frosting with just the right amount of tang. Seems simple, right? Well, for us it is. We haven't "improved" this recipe since we started making it decades ago. It's no humble brag when we say this carrot cake is the best in the city. We know because others have told us so and will drive across town just for a slice. Try it and see!

AMAZING GRASS EFFERVESCENT GREENS

BETTER GET READY 'CAUSE HERE COMES THE FIZZ

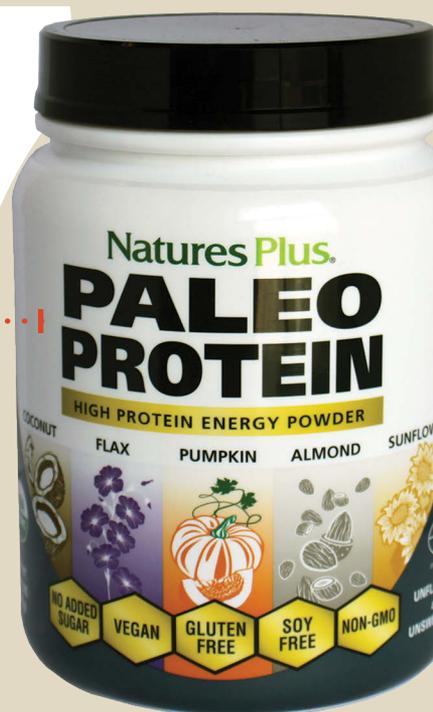
Is wheatgrass leaving you cold? Have you grown weary of picking kale out of your teeth? Or maybe you just realized that the LaCroix you've been drinking really isn't delivering any Vitamin C despite its fruity taste? What if we told you there's a simple way to up your greens and enjoy a sparkling drink full of vitamins, and it's amazing! These tasty wafers deliver greens on the go – just drop a tab in water, let it fizz and dissolve, and enjoy. Each effervescent tab is chock full of an organic blend of alkalizing greens including wheat grass, barley grass, and alfalfa plus a potent blend of over 30 antioxidant-rich superfoods that include 100% of the daily recommended Vitamin C and E, all delivered in a delish, bubbly drink.



NATURE'S PLUS PALEO PROTEIN POWDER

THIS POWDER IS HERE TO PUMP YOU UP!

Can we tell you about how this tastes before we get to the meat of the story? (Spoiler alert – there is no meat, this powder is vegan.) Through some nutty wizardry, this powder tastes like a peanut butter smoothie but there ain't no peanuts, folks. Instead, it's contains a cornucopia of powerful proteins and fibers from pumpkin, almond, sunflower, flax, and coconut. It's one of the best tasting powders we've ever tried. In fact it's downright fantastic blended with a frozen banana and oat milk. Besides tasting great, one serving of Natures Plus Organic Paleo Protein delivers 20 grams of vegan protein blend along with 4 grams of healthful fatty acids and 5 grams of fiber, while serving up an impressive 500 mg of heart-healthy electrolyte Potassium. We can (almost) guarantee this powder will make you the arm wrestling champ at the next family picnic!



SWEET EARTH FARMSTAND BREAKFAST SANDWICHES

JIMMY DEAN'S FANCY DELICIOUS COUSIN

The perfect morning starts out well planned with plenty of time to work out, make a lunch, and sit down to a relaxing breakfast. But we all know the road – the one paved with good intentions. Before you know it, you're rushing around with mismatched shoes, looking for your car keys, and realizing breakfast will be a brown banana and leftover Halloween candy. But wait, you remember that you DID plan ahead and tucked a box or two of Sweet Earth's sammies in the deep freeze. After a quick whirl in the microwave, you're delivered a piping hot breakfast full of whole grain goodness wrapped around perfectly cooked eggs. These are no fast food knock offs either – they are full of gourmet spice and high quality ingredients which is why we always have a box or two on hand.

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

Tu

TURMERIC



ORIGIN . INDIA & SOUTHEAST ASIA
BENEFITS . ANTI-INFLAMMATORY, ANTI-AGING, HEART HEALTH, BOOSTS MOOD

Sa

SALMON



ORIGIN . OCEANS WORLD WIDE
BENEFITS . OMEGA-3 FATTY ACIDS, SELENIUM & B VITAMINS PROMOTES HEART HEALTH

Ma

MACA POWDER



ORIGIN . GROWN IN THE ANDES
BENEFITS . BOOSTS ENERGY, HELPS WITH REGENERATION & REPAIR

Se

SEAWEED



ORIGIN . OCEANS WORLD WIDE
BENEFITS . BOOSTS IMMUNITY, PROMOTES HEART HEALTH, ANTI-AGING

Mo

MORINGA POWDER



ORIGIN . AFRICA & ASIA
BENEFITS . ANTIOXIDANTS, PROTEIN, FIBER, IRON, VITAMINS A, E, & K

Gt

GREEN TEA



ORIGIN . CHINA
BENEFITS . PREVENTS CELL DAMAGE, IMPROVES BRAIN FUNCTION & METABOLISM

(a) recipe



ROASTED BEET & CHEVRE GRILLED CHEESE

MAKES 2 SANDWICHES

Beets add a powerhouse punch of immune-boosting vitamins and minerals to this classic grilled cheese sandwich. In a hurry? No problem. Pickled beets or beet salad from our deli both will work beautifully.

4 slices of bread
 Butter or olive oil
 1 medium beet
 4 ounces chevre
 1/2 cup mixed greens or arugula
 1 tablespoon olive oil
 1 teaspoon balsamic vinegar
 Salt and pepper

1. Wash the beet and wrap it tightly in foil. Roast for 45 minutes at 400 degrees. (Tip: Roast several beets at a time and save for adding to salads or sandwiches throughout the week.) Let cool slightly and then peel off the skins ("wiping" the skins off with a paper towel is a trick we've learned). Trim ends and slice approximately 1/4-inch thick.
2. Toss sliced beets with olive oil, balsamic, salt and pepper to coat. Set aside.
3. While a skillet warms over medium heat, butter (or oil) one side of each slice of bread. On the unbuttered side, spread chevre on each slice.
4. Top chevre with greens and beets, and drizzle with the vinaigrette left in the bowl.
5. Close each sandwich and brown in the skillet, flipping after the first side is golden brown. Once both sides are crisp and golden, remove from pan and slice to serve.

fresh mint

(two ways)

If you think mint is just for toothpaste and to banish bad breath, you're in for a real treat. Mint's cooling effects may be "carmative" – meaning helpful for digestion – but it's fresh tingly taste adds a lovely burst of spring to many dishes. Try chopped, fresh mint (usually spearmint by the way) added to Greek yogurt and berries, sprinkled atop salads that feature soft cheese and berries or added to the water in ice cube trays and frozen so you can pop a few of these minty cubes into your next lemonade.

SWEET PEA & MINT CANAPÉS

MAKES ABOUT 36

Vegan • Gluten-free with substitutions

"It tastes like spring." This versatile spread can be used as a condiment for sandwiches, added to warm pasta and tossed with Parmesan cheese for a light dinner, or mixed with sour cream and served as a colorful veggie dip. It can be kept refrigerated for up to a week.

- | | |
|---------------------------------------|--|
| 1 baguette, sliced into ½-inch rounds | 1 cup Brazil nuts (roasted and unsalted cashews, walnuts or almonds will work too) |
| ¼ cup extra virgin olive oil | 2¾ cups frozen baby peas, plus ¼ cup frozen peas for garnish |
| 2 scallions, roughly chopped | Salt and pepper to taste |
| 1 tablespoon fresh grated ginger | Cherry tomatoes |
| 1 jalapeño, seeded and minced | Micro greens |
| 2 cloves garlic | |
| 2 tablespoons yellow miso | |
| ½ cup fresh mint, packed | |
| 1 lemon, zested and juiced | |
| ¼ cup canola oil | |

1. Preheat oven to 350 degrees. Brush both sides of each baguette slice with olive oil and arrange on a baking sheet. Bake for 15 minutes. Remove from oven and set aside to cool.
2. Into a food processor add scallions, ginger, jalapeño, garlic, miso, mint, lemon zest and juice and canola oil. Pulse until blended.
3. Add half of the peas and pulse until chunky. Pulse in the remaining peas to desired texture. Season with salt and pepper to taste. (Reserve some for garnish.)
4. Spread a dollop onto each baguette slice and top with micro greens, a sliced cherry tomato and a few peas. Serve cold.





SPICY TOFU & CAULIFLOWER COUSCOUS with MINT & CHERRIES

SERVES 4

Vegan • Gluten-free with substitutions

This light and springy meal will have you tiptoeing through the tulips. If you're in a pinch for time or find yourself without a food processor, try using riced cauliflower, available fresh in the produce department, or frozen.

2 pounds firm tofu
¼ cup rice vinegar
¼ cup freshly squeezed orange juice
2 tablespoons Sriracha sauce
2 cloves garlic, minced
2 tablespoons tamari
2 tablespoons honey
1 teaspoon crushed red pepper flakes
7 tablespoons extra-virgin olive oil, divided
1 large head cauliflower, cut into florets

Salt
Freshly ground black pepper
⅓ cup dried cherries, or 25 pitted fresh cherries, chopped
¼ cup freshly chopped mint, plus extra leaves for garnish
⅓ cup shelled pistachios, toasted and chopped
Zest of 1 lemon

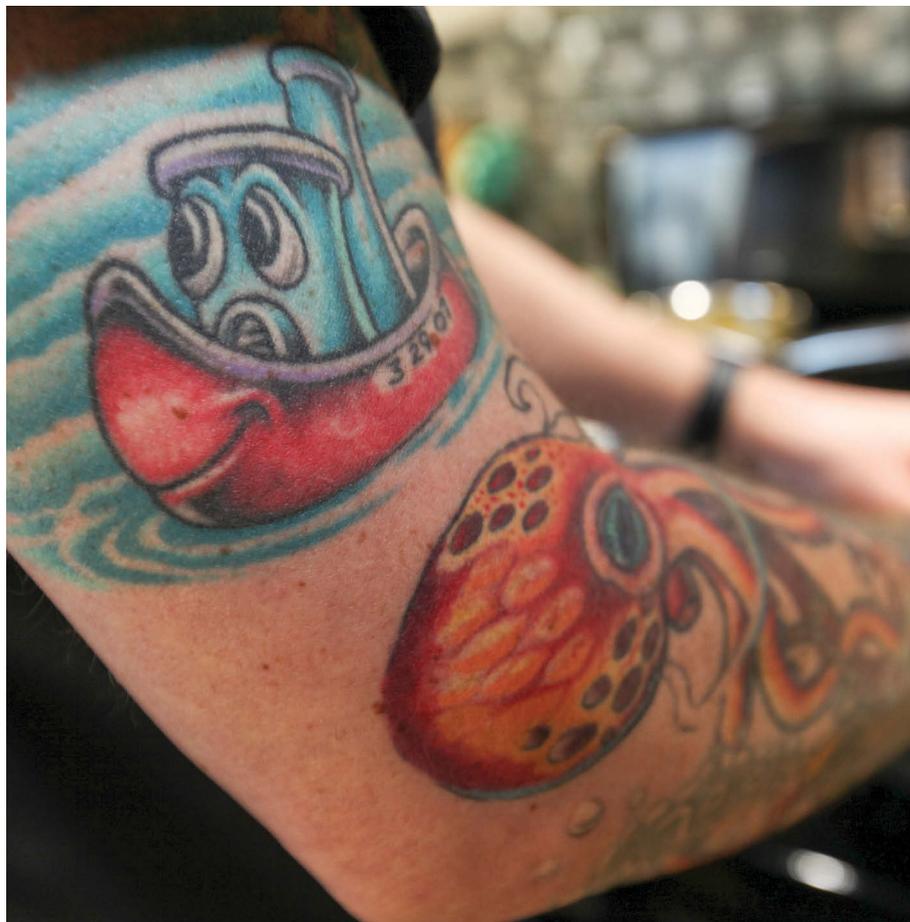
1. Drain tofu by folding paper towels or a dishcloth together to form several thicknesses and place on countertop. Set on top 1 brick of tofu. Cover tofu with additional toweling. Place a bowl or small cutting board on top and add weight, such as a large can of baked beans or tomatoes. The weight should not be too heavy or it will crumble the block. Let sit 30 minutes. You may need to replace the toweling if it becomes too wet.
2. In a large bowl, whisk together rice vinegar, orange juice, Sriracha, garlic, tamari, honey, crushed red pepper, and 2 tablespoons olive oil until combined.
3. Slice pressed tofu into ½-inch thick slices and layer them on the bottom of a glass baking dish. Pour the marinade over the tofu and let marinate at least 15 minutes.
4. Add cauliflower florets to a food processor and pulse until they reach the consistency of couscous. You may need to process in batches.
5. Heat 2 tablespoons of olive oil in a large skillet on medium heat and add the cauliflower couscous. Cook until softened, about 3-4 minutes, stirring often. Season with salt and pepper. Transfer to a paper towel-lined plate and set aside.
6. In a large bowl, combine cherries, mint, pistachios, lemon zest and 1 tablespoon olive oil. Add the cauliflower couscous and toss until all ingredients are combined. Set aside.
7. Heat a non-stick skillet over medium heat and add 2 tablespoons olive oil. Remove tofu steaks from the marinade, reserving the marinade. Pan fry the tofu about 3-4 minutes on each side until golden brown. Transfer to a serving plate. Drizzle with additional marinade, if desired. Serve with cauliflower couscous garnished with mint leaves.

2nd
(way)



COOKING FOR THE PUNK ROCK BRADY BUNCH

story and photos by MICHAEL SORENSEN





S EVEN YEARS AGO MARI NIESCIOR AND CHRISTIAN WOOD DECIDED TO ROLL THE DICE AND TRY ONLINE DATING. “THE FREE ONE BECAUSE WE’RE BOTH CHEAP,” CHRISTIAN PLAYFULLY INTERJECTS OVER A SIMMERING POT OF CHEESY GRITS. THANKS TO THEIR FEARLESSNESS, COUPLED WITH MODERN TECHNOLOGY, TWO YEARS LATER THEY WERE ENGAGED AND COMBINING THEIR FAMILIES INTO ONE BIG SPRAWLING HOUSEHOLD. “WE WROTE OUR OWN VOWS AND ONE OF THE VOWS HE SAID TO ME WAS THAT HE PROMISED TO COOK ANYTHING I EVER WANTED.”

Mari brought her son, Holden and daughter, Andersen while Christian added his three sons; Charlie, Joe and Eddie to the mix. “We were both ‘dinner at home’ families. We think it’s important to be all together for dinner, especially with teenagers. It’s a value that we connected on,” Mari adds. They’ve figured out how to make it work and fresh, healthy food plays a big role in their success. It doesn’t hurt that Christian is a former cook who’s held about every job there is in the restaurant biz.

“I started cooking at home. Just like I’m the first person home from work now, I was the first person home from school as a kid while both my parents worked, so I learned how to cook basic casseroles and stuff at home. It was an easy job to get at fifteen, when you live out in the country, to work at Pizza Hut so I started cooking pizzas and once I learned how to do that I thought, ‘let’s move on to the next step.’”

Throughout his cooking career Christian worked at classic Wisconsin restaurants like The Chancery, Smith Brothers and Café Benelux picking up skills along the way with a personal highlight working at an Irish pub on the Northside. “My claim to fame is three-stars in the Journal-Sentinel in 2006. It was a ‘from-scratch’ menu. I remodeled the kitchen there. I did the whole menu. Dennis Getto was the guy who gave me the review. It wasn’t anything fancy. I have never been a fancy cook. It was very home-style, very rustic.”

Those rustic skills serve his family well in his role as the chef de cuisine in his West Allis home’s kitchen. “We plan the whole week out on Saturdays. We’ve got a chalkboard of the week’s meals and a shopping list. I always make two dinners on Mondays. I make a dinner we’re going to eat that night and then I make crockpot for Tuesdays. Something like a soup. We do pulled pork in there once in a while, but Monday nights I always cook two meals. Tuesdays get crazy with guitar lessons and people coming and going.”

For Mari’s kids it’s a welcome change of pace from her single mom days when she tells me she “cooked the same five dishes” every week. Oldest son Holden expanded his palate, “Before I met Christian I would never have thought about eating Sriracha but now I put it on my pizza, turkey burgers, you name it.”

And once the stove is off and the burners are cooling down it’s time to eat...as a family, something not too common nowadays according to Charlie, “One of my teachers recently asked how many of us students eat together as a family and I was like, ‘five nights a week’ and everyone else was like, “How?’”

“We even hold hands and say ‘hippy grace’ before we eat,” Mari tells me. “It’s a great way to ‘check-in’ with everyone.” Christian adds, “Sometimes we have really engaging conversations from time to time that extends dinner-time to an hour where we really get into some subject and just talk to each other.”

(recipes following)



SHRIMP & CHEESY GRITS

SERVES 6

The trick to this tasty Southern staple is using only the best of ingredients. A high quality cheese, Gulf shrimp, salty bacon and true stone-ground grits will elevate this dish and really make all of the flavors sing in harmony. Some diced scallions on top add a little brightness and welcome snap.

Salt and pepper

- 4 cups of chicken stock
- 1 cup stone-ground grits
- 3 tablespoons butter
- 2 cups shredded sharp cheddar cheese
- 1 pound shrimp, peeled and deveined
- 6 slices bacon, chopped
- lemon juice to taste
- 1 large clove garlic, minced
- Bunch of diced scallions, green parts only

1. Bring chicken stock to a boil. Add salt and pepper. Add grits and cook until stock is absorbed and grits are creamy, about 20-25 minutes. Remove from heat and stir in butter and cheese.
2. While grits are cooking add the chopped bacon to a large skillet and cook until nice and crisp; remove with a slotted spoon and place on paper towels to soak up the grease. Save about a tablespoon of grease in the pan.
3. Add patted-dry shrimp to the bacon fat and sauté until the shrimp turn pink. Add lemon juice, chopped bacon, and garlic to the shrimp and saute for an additional 3 minutes stirring frequently.
4. Place about a cup of cooked grits on a plate and top with a generous portion of the shrimp and bacon mixture. Sprinkle with some diced scallions and serve.



WHITE BEAN KALE & CHICKEN SOUP

SERVES 7-8

This soup is a real crowd-pleaser and perfect for a quick and easy dinner. It can be whipped up in a matter of minutes before heading off to work or, even better, can be prepped the night before and just cooked long and low in the slow cooker during the day to be ready for dinner at night. Feel free to make it your own by using whatever veggies you have on hand (spinach, collard greens, parsnips, rutabagas...the possibilities are endless).

- 1 pound of skinless, boneless chicken thighs
- 2 cans of great northern beans, drained
- 3 carrots, diced
- 3 ribs celery, diced
- 1 onion, diced
- 1 tablespoon minced garlic
- 1 bunch kale, chiffonade
- 1-2 tablespoons dried oregano
- 48 ounces chicken stock
- Olive oil for cooking

1. In a large Dutch oven saute the chicken thighs in olive oil over medium heat until no longer pink. Remove and roughly dice. Place chicken in slow cooker.
2. Add more oil to Dutch oven and saute the carrots, celery, onion and garlic over medium-high heat for about 7 minutes, or until vegetables begin to soften. Stirring occasionally.
3. Add the chicken broth, beans, oregano and kale to the pot and stir to combine.
4. Transfer vegetable and stock mixture to the slow cooker with the chicken and cook on low for 8 hours or 4 hours on high. Taste soup and add salt and pepper to taste. Serve.





SHIRRED EGGS

SERVES 2

Serve this at breakfast, lunch or dinner and people will think "Oh, you fancy!" The salty ham with the creamy custard and crunchy spinach elevates this deceptively classy dish into something heavenly. You could even add a slice of stale bread to the bottom of the bowl to soak up all of the yolky goodness and add a chewy texture to the mix.

- 1 cup diced or finely sliced ham
- 1 teaspoon minced garlic
- Butter for greasing a 4-inch baking dish
- 4 eggs
- 1 cup heavy cream
- 2 cups packed spinach leaves
- Salt and pepper to taste
- 2 tablespoons shredded Parmesan

1. Preheat oven to 325 degrees.
2. Grease two baking dishes well with butter. You could use a French Onion soup crock or something else that is oven safe and similar in size.
3. Add ½ teaspoon garlic to each dish.
4. Add sliced ham to the bottom of each dish.
5. Add spinach on top of the ham and make a little "nest." Add ½ cup of cream to each bowl being sure to tuck in any spinach leaves poking out from the cream.
6. Carefully crack two eggs towards the center of the bowl leaving the yolks intact. Season with salt and pepper.
7. Bake on middle shelf of oven for 15-20 minutes.
8. Cook until the whites of the eggs are almost set (they will turn from clear to white and will be just a little "jiggly." There will be residual heat to cook through after the dish is out). Remove the dishes and top with Parmesan. Allow to cool for a minute or two and enjoy.





A LINK *to the* PAST

story and photos by MICHAEL SORENSEN



IT'S ABOUT AN HOUR'S DRIVE FROM MILWAUKEE TO MAGGIE QUEISSER'S FARM LOCATED JUST OUTSIDE OF ELKHORN, WISCONSIN BUT IN THAT SHORT TRAVEL TIME YOU CAN GET A STRIKING LOOK AT THE BADGER STATE'S VERSION OF SPRING. THE SKY CHANGES FROM A VIBRANT BLUE DOTTED WITH BLINDING WHITE PUFFY CLOUDS, TO OMINOUS SMUDGES ON THE HORIZON, TO THE FIRST DROPS OF RAIN, ENDING IN A BATTLESHIP-GREY SKY WHIPPING WITH SNOW FLURRIES. THE GREEN BUDS ON THE TREES NEVER KNEW WHAT HIT THEM.



This tumultuous April weather is why people like Maggie and her green thumb are essential for us weekend gardeners. "A week ago it was in the seventies and I was worried about my plants wilting. Today it's a blustery forty degrees." Maggie tells me this as she delicately and fluidly prunes her tomato plants inside her humid greenhouse. "It's good to take these lower leaves off. It makes them look nice and people can see the tags of what kind of plants they're buying. One of my favorites is this Black Plum. It's great in sauces and perfect for canning."



Maggie's path to horticulture was a winding one, but the turning point happened just before the end of the world, during the disaster that never was, known as Y2K. "I was in I.T. and thought this would be a good time to get out." Ever since she was a teenager growing up in Appleton with her chef father, Maggie had been interested in growing food and gardening. But now, out of a job, and sitting in a laundromat watching the spin cycle, she reached for a magazine that put an idea in her head. "It was a copy of *Martha Stewart Living* of all things," she confesses. "At the time Martha made it cool to be domestic. I was raised by a pretty feminist mother and here was this woman putting a different spin on being in the kitchen and cooking. She made it look cool." The article that really grabbed her was about the relatively new fascination behind growing heirloom varietals. "There's a history with them. A connection to the past. That is so much a part of what I do. The importance of biodiversity. If just a few more folks choose to grow these varieties, and even save and pass along the seeds, I feel like I have done something."

Maggie started by growing her own plants from seeds she got from one of the first heirloom seed exchanges that existed at

the time. But there were setbacks. "I started growing seeds in my basement but that didn't work out so well, so we built our first greenhouse from a kit. The first real wind storm tore a hole in it almost immediately." Eventually Maggie and her husband, Jim, put their heads, hearts, and finances together to build their new, sturdier greenhouse where she can control her seedlings environments to her exacting specifications. "I'm always trying new potting soils but they all have to be made of OMRI (Organic Materials Review Institute) listed ingredients." There are no pesticides or fungicides in Maggie's plants. Fish emulsions and kelp are her fertilizers. Her philosophy is that a healthy plant can survive most insect and disease problems, so she focuses on healthy plants grown in healthy, organic soils.

After months of nurturing, sweating and possibly a little cursing, the plants are ready for market. Maggie delivers them all herself to each Outpost store and a few small farmers' markets near where she lives. And when it's all done and the plants are in new homes? "I sleep for about a month," she tells me.

MAGGIE'S HERBS & HEIRLOOMS
WWW.MAGGIESHERBSANDHEIRLOOMS.COM





OVEN FRIED PICNIC CHICKEN

SERVES 4-6 *Gluten-free with substitutions*

Fried chicken is classic picnic fare. This version omits the mess of frying, keeps the chicken moist by marinating it in buttermilk, and lightens it all up by rolling skinless chicken in a nostalgically flavored crunchy breading.

8-10 chicken drumsticks,
skinned
1 large garlic clove, minced
finely
½ teaspoon kosher salt
½ teaspoon sweet paprika
1 teaspoon poultry seasoning
¼ teaspoon freshly ground black
pepper
1 cup buttermilk
Juice of ½ lemon
Cooking spray

Coating mix

⅔ cup panko bread crumbs
½ cup well-crushed unsweet-
ened cornflake cereal crumbs
2 tablespoons grated Parmesan
cheese
1 teaspoon kosher salt
1 teaspoon dried parsley flakes
1½ teaspoons sweet paprika
½ teaspoon onion powder
½ teaspoon garlic powder
¼ teaspoon chili powder

Special equipment

Baking sheet fitted with baking
rack

1. In a small bowl mix together garlic, salt, paprika, poultry seasoning and black pepper.
2. In a medium bowl, season the chicken with spice mixture then pour the buttermilk and lemon juice over the chicken. Marinate in refrigerator for 6-8 hours, or even overnight.
2. Preheat oven to 400 degrees. Cover baking sheet with aluminum foil (for easy clean-up), place rack on baking sheet and lightly coat with oil.
3. In a shallow bowl, combine the panko, cornflake crumbs, Parmesan, salt, parsley, paprika, onion powder, garlic powder, and chili powder.
4. Remove the chicken from the buttermilk mixture, carefully coat each piece with coating mixture, and put the pieces onto the prepared rack and baking sheet. Spray the tops of the chicken with oil. Discard any left-over breading and buttermilk.
5. Bake until golden brown about 45 minutes or so, until internal temperature reaches 165 degrees.



CURRIED CHICKPEA SALAD SAMMIES

SERVES 4

Vegan • Gluten-free with substitutions

This wrap sandwich delighted both vegetarians and meat-eaters alike. It's satisfying and filling, crunchy and creamy and the savory blend of curry with cumin and other spices is tasty without being overpowering. Like most salads, it tastes even better the next day after the flavors have melded.

- | | |
|---|----------------------------------|
| 1, 15-ounce can chickpeas, drained and rinsed | ¼ teaspoon pepper |
| ¾ cup vegan mayonnaise (we like Veganaise) | Pinch of smoked paprika |
| 1 tablespoon lemon juice | ¼ cup white onions, finely diced |
| 1 teaspoon curry | ¼ cup celery, diced |
| 1 teaspoon coriander | ½ cup almonds, chopped |
| ½ teaspoon cumin | ¼ cup raisins |
| ½ teaspoon turmeric | 4 tortillas or wraps |
| ½ teaspoon salt | 2 carrots, grated |
| | 4 lettuce leaves |

1. To mash chickpeas, place drained and rinsed beans into a bowl and use a fork to mash until about half are completely mashed. Leave the other half un-mashed or lightly mashed for more texture.
2. In a medium bowl, whisk together mayonnaise, lemon juice, curry powder, coriander, cumin, turmeric, salt, pepper and smoked paprika until mixed well. Fold in chickpeas and remaining ingredients.
3. Top tortillas or wraps with a lettuce leaf and then a layer of salad, sprinkle evenly with grated carrots and tightly roll up.
4. Cover and store in refrigerator. Slice in half before serving.



CHEERY CHERRY ICED TEA

SERVES 6-8

Sure, you can make regular iced tea, but why not kick it up with tangy, floral flavors and the sweetness of cherry. You can use most any tea, but we like those that feature flowers, hibiscus and/or rosehips.

- | | |
|---|--|
| 8 herbal tea bags – we like Four Elements Love, Joy & Passion or Tazo Passion | Honey to taste |
| 8 cups boiling water | Ice, lemon slices, and natural maraschino cherries for garnish |
| 1 cup cherry juice (not concentrate) | 1 large jar or pitcher |

1. Place tea bags in large, heat safe bowl or pan and pour boiling water over tea. Steep for at least 10 minutes. Remove bags and let tea cool.
2. Pour tea into serving jar or pitcher and add cherry juice and honey to taste. Refrigerate.
3. Serve over ice and garnish with lemon slices and cherries.



MINI CHEEZCAKES IN JARS

Vegan • Gluten-free • Raw

When is a cheesecake not a cheesecake? When it's made with cashew "cheez". These no-bake cakes are creamy and not overly sweet. Soaking raw cashews in water, then whirring them up in a blender makes the creamy "cheese" base for these adorable little dessert jars. While you could make the crust by chopping ingredients very, very finely, a good blender is necessary for the cashew cream.

Base

½ cup raw almonds
 ⅓ cup dates
 1 teaspoon maple syrup

Topping

2 cups of frozen blueberries
 1 tablespoon fresh lemon juice
 2 tablespoons brown sugar
 1 teaspoon cornstarch or arrowroot dissolved in
 ¼ cup hot water

Cashew cream

1½ cups raw cashews
 ¾ cup water
 1 tablespoon coconut oil
 1 tablespoon coconut cream
 3 tablespoons maple syrup
 1 teaspoon vanilla extract
 1 tablespoon lemon juice

Special Equipment

Six, 4-ounce canning jars with lids, high speed blender, food processor



SERVES 6

1. Place cashews in a medium bowl and cover with ¾ cup water. Set aside at room temperature for at least an hour.
2. Meanwhile, add blueberries and brown sugar to a small saucepan. Heat over medium heat until sugar melts, stirring occasionally, then add cornstarch mixture a little at a time until berries start to thicken. You may not use all of it. (Note - It will thicken more as it cools) Set aside to cool completely.
3. Make the crust by adding raw almonds and dates to a food processor and pulsing, as they start to chop, add 1 teaspoon maple syrup. This will had a little sweetness and help bind the crust. Remove "dough" from processor and divide into 6 sections. Press one section into the bottom of each jar to form a crust.
4. Drain cashews and reserve liquid. This works best if you save liquid in a glass measuring cup.
5. Add drained cashews, coconut oil, coconut cream, 3 tablespoons maple syrup, vanilla extract and 1 tablespoon lemon juice to blender and start blending on low speed. Slowly add water to loosen up the mixture. Keep adding water until the mixture resembles silky peanut butter. You may not need all of the reserved water. Keep blending until very smooth.
5. To finish assembling, add a layer of cashew cheese to each jar, then a layer of blueberries. Seal and refrigerate. They can also be frozen, just thaw before serving.



WOOD VIOLET FLORAL DESIGN

A very special "thank you" goes out to Emily Watson from Wood Violet Floral Design in Wauwatosa for letting us use her fantastically fragrant flower studio for our spring photo shoot. While most florists source about 80% of their flowers from South America, Emily gets her flowers from around the U.S. (with just a sprinkling from Canada) during Wisconsin's winter months.

But come early April, Emily is out planting her own flowers at her half-acre farm in East Troy, and she'll keep planting until the end of July. "Initially my focus was just to grow flowers. I know we can grow a lot of great flowers here in Wisconsin and I really love the seasonality. I like all of the different things you can get. It really has dictated the look of my floral designs."

Each time you pick up one of Wood Violet's exquisite bouquets you can be assured the flowers come from North American growers and are arranged by hand right here in Wisconsin. Pick one up today for your someone special.

OUTPOST'S

(secret recipe)

OUTPOST'S BAKEHOUSE GLUTEN-FREE POUNDCAKE

MAKES 1 LOAF

Nothing says spring like a nice, bouncy, buttery pound cake. Our super delicious, gluten-free pound cake is a customer favorite and can even fool the wheat eaters with its springy texture and toasty crust. This cake is perfect for soaking up spring's berries and it tastes amazing with a little chocolate syrup or a spoonful of Amarena Fabbri wild cherries in syrup.

- 1 stick of unsalted butter
- 4 ounces Neufchatel cream cheese
- 1 cup granulated sugar
- 3 extra-large eggs
- ¼ teaspoon salt
- 1½ cups Arrowhead Mills brown rice flour
- 1 teaspoon powdered sugar

1. Preheat oven to 325 degrees. Using butter, grease a standard 4½ x 8½-inch loaf pan.
2. Cream together butter and cream cheese until thoroughly combined. Add the sugar and beat until the mixture is light and fluffy.
3. Add the eggs one at a time, mixing well after each addition.
4. Add salt. Gradually add the flour until just combined.
5. Pour batter into the loaf pan. Tap the pan on the countertop to release any trapped bubbles and to level the contents.
6. Bake for 1 hour and 15 minutes, until lightly browned on top and an inserted knife comes clean. Remove from the oven and let cool completely in the pan.
7. Run a knife along the inside to loosen the sides of the cake from the pan. Gently roll out the cake onto a cutting board.
8. Add powdered sugar to a fine mesh strainer. Sprinkle the sugar evenly over the top by holding the strainer over the cake and gently tapping the sides with a spoon to release a light dusting of the sugar. Slice and serve.
9. For a little extra decadence, add fruit and drizzle with chocolate. We used Amarena Fabbri wild cherries in syrup and Ah!Laska organic chocolate syrup.



DO THE HOKEY POKE!

POKE-INSPIRED BOWLS

recipes and photos by
DIANA SCHMIDT

A dish as bright and sparkling as Hawaii, poke (POH-kay) is a century-old tradition that translates to “cut crosswise into pieces.” Traditionally you would find beautiful raw tuna or salmon dressed in soy sauce or ponzu and sesame oil. The beautiful fish would be served atop warm rice or cold noodles, accompanied by seaweed, crunchy vegetables, avocado, and scallions – vibrant flavors and textures all in one.

To islanders, poke is as common as sausage is to Milwaukee and is thought of as a comfort food and an “Aloha” to share with friends. To celebrate poke finding its way to the other 49 states, we’ve put a Milwaukee spin on these colorful bowls. Local sprouts, local zucchini noodles and Milwaukee-made tofu nestle together to pay homage to the textures and flavors that have kept poke a Hawaiian staple.

Put your own signature on these recipes with wasabi or hot sauce, swap in roasted Chiogga beets (the stripy white and pink ones that look like candy canes inside) to mimic the look and texture of raw tuna; brighten your rice with rice wine vinegar or serve atop good old Midwestern arugula. Aloha, Milwaukee!



How to do the Hokey Poke:

1. Choose a base:

Warm rice, cold soba noodles, greens, or veggie noodles

2. Choose a protein:

The highest quality raw fish, tofu, cooked shrimp, crispy chicken, or roasted beets

3. Choose a dressing:

Delicate marinades, fresh ginger and soy sauce, ponzu, and toasted sesame oil

4. Choose the fun stuff:

Crunchy vegetables like carrots, cucumbers, radishes, and red onion, thinly sliced scallions, shiitake mushrooms, mango, or pineapple, pickled vegetables or kimchi – your imagination is your guide to achieve texture and balance of flavors

GOLDEN BEET POKE WITH BEAUTY HEART RADISH

SERVES 2

Vegan • Gluten-free with substitutions

Roasted and marinated beets do a fine job of mimicking the texture of raw fish. While the ingredients of this poke bowl are modest, the flavors and textures come together beautifully for one satisfyingly delicious poke. With a quick visit to our favorite Hawaiian market on North Avenue, Ono Kine Grindz, you can deepen the flavor of the marinade with a teaspoon of Spicy Chili Crisp.

1 cup short grain brown rice
1½ cups water
Pinch of sea salt
1 medium golden beet (red or Chiogga beets are great too)
¼ cup ponzu (or tamari plus a squeeze of lime)
1 tablespoon toasted sesame oil
1 tablespoon of grated ginger
1 teaspoon chili oil or Spicy Chili Crisp (optional)
Pinch of chili flakes (optional)
1 scallion, green parts only, thinly sliced
4 slices of beauty heart radish, cut into matchsticks
½ cucumber, cut into matchsticks
¼ cup tamari almonds, chopped
2 pieces of Tamari GimMe Seaweed

1. Bring rice, water and salt to a boil, cover and simmer over low for 40 minutes until water is absorbed.
2. Preheat oven to 400 degrees. Wash beet and wrap in aluminum foil, roast for 35-40 minutes until beet is just tender. Skin will easily peel off (here’s a trick: use a paper towel to peel the skin off easier). Chop into cubes and place in a small mixing bowl.
3. To the beets, add ponzu, ginger, chili oil (if using), and chili flakes (if using). Toss lightly to coat, add scallions.
4. Divide rice between two bowls. Top each with marinated beets, cucumbers, beauty heart radishes, almonds and seaweed to serve.



SHRIMP & MANGO POKE BOWL

SERVES 2

Gluten-free with substitutions

Typically poke is served as cold fish on hot rice; this version turns things upside down. Chilled, marinated zucchini noodles are the base for freshly cooked shrimp. When purple daikon isn't available, red radishes or white daikon are perfect substitutes. The sweet surprise of mango makes this poke pretty special.

- 2 cups zucchini noodles (other veggie noodles, cold soba or hot rice may be substituted)
- ¼ cup ponzu (or tamari plus a squeeze of lime)
- 1 tablespoon toasted sesame oil
- 1 tablespoon of grated ginger
- ½ pound shrimp
- 1 tablespoon grated ginger
- 1 garlic clove, smashed
- Oil to coat pan
- 4 slices of purple daikon, cut into half moons
- ½ avocado, thinly sliced
- 2 sheets of tamari or Wasabi GimMe Seaweed
- ½ mango, thinly sliced
- 1 tablespoon gomasio

1. Gently toss zucchini noodles with ponzu mixture and split between two bowls.
2. In a large skillet over medium-high heat, add enough oil (we used grapeseed) to just coat the bottom of the skillet lightly. Add shrimp and cook until just beginning to turn pink. Add garlic and ginger, toss to coat shrimp. Cook only a couple minutes more until totally opaque. Total cooking time should only be about 5 minutes.
3. Split shrimp between two bowls. Arrange radish, mango, seaweed, and avocado on top of zucchini noodles. Sprinkle with gomasio to serve.



JADE GREEN POKE BOWL with TOFU

SERVES 2

Vegan • Gluten-free with substitutions

This veg-forward bowl features Milwaukee-grown greens and Milwaukee-made tofu atop Jade green rice. With a pop of edamame and a sprinkle of gomasio (Japanese sesame salt), the textures in this bowl are as stunning as the flavors.

- 1 cup jade rice
- 1½ cups water
- Pinch of sea salt
- 6 ounces Firm tofu, cut into cubes
- ¼ cup ponzu (or tamari plus a squeeze of lime)
- 1 tablespoon toasted sesame oil
- 1 tablespoon of grated ginger
- 1 tablespoon gomasio or toasted sesame seeds
- ¼ cup purple cabbage, finely shredded
- ½ cup edamame
- 1 scallion, green parts only, cut into thin strips
- 1 red pepper or chili pepper, thinly sliced

- ¼ cup micro greens
 - Gomasio or toasted sesame seeds
1. In a small saucepan, bring rice, water, and sea salt to a boil. Cover and simmer for 20 minutes on low until water is absorbed.
 2. Meanwhile, cube tofu and toss with ponzu, toasted sesame oil, ginger, and gomasio. Set aside.
 3. Split rice into two bowls. Top each with marinated tofu, cabbage, edamame, scallions, peppers, greens and top with a few shakes of gomasio to serve.





an **INSPIRALIZING** *farm*

story and photos by MICHAEL SORENSEN

TEN YEARS AGO IF YOU'D HEARD THE WORD "SPIRALIZER" YOU'D HAVE THOUGHT IT WAS A DIZZYING NEW ROLLER-COASTER AT SIX FLAGS. TODAY, YOU KNOW IT AS THAT KITCHEN CONTRAPTION THAT TURNS YOUR ZUCCHINI INTO "ZOODLES" AND YOUR SQUASHES INTO, WELL, NOODLES (ONLY ZUCCHINI GETS THE COOL NAME I GUESS). BASICALLY IT TURNS JUST ABOUT ANY VEGETABLE INTO A RAW, SUPER HEALTHY, DELICIOUS VEGGIE "NOODLE" IF YOU'VE GOT THE TIME, PATIENCE AND INCLINATION. IF YOU DON'T HAVE THESE THINGS—OLDEN ORGANICS IN RIPON HAS YOU COVERED.

Husband and wife team, Richard and Tracy Vinz, have been in the farming business for about fifteen years, working the farm that's been in Richard's family for more than a century. Until this year they lived the traditional farmer's routine: Up at dawn, work year round, and try to keep everything running while making sure the bills are paid on time. This year, Tracy tells me, they added more things to their "to-do" list. "About five years ago I saw a hand spiralizer and saw it turn some vegetables into noodles and thought, 'well that's pretty cool.' Ever since we started the farm our vision was to have a working kitchen on the farm and it finally came to fruition last year when we built this new facility and started playing around with the spiralizing idea and realized we can do this."

(continued)





The Linz's new facility has everything a modern-day spiraler and farmer could want: A vast cold-storage area, smooth cement floors, good heating (a must-have for Wisconsin winters) and a large, open space to create their new line of veggie noodles. "We're not doing anything in the winter anyway so this works out great for us," Tracy adds. In fact, it's working out so great that Olden Organics is quickly going through all of the produce they've harvested on their own farm and the cold storage area that once had produce stacked to the ceiling now only contains a few sparse pallets.

"We had no idea how this was going to go. I'm trying to scare up all of the rest of the butternut squash in the state. I put a message out on our facebook page to any organic

farmers growing butternut squash – I'll take them. I called Josh [Engel] at Driftless Organics and said do you have any oversized beets? They can have damage. I don't care what they look like. They can be uglies. Everything you're not selling I know you're just putting it somewhere. Where is it? I'll take it all. It's killing me to buy produce. It's just stupid. I can grow this."

An industrial spiraler has taken some of the elbow grease out of the operation but not too much. The smaller sized zucchinis still have to be done by hand and everything still has to be peeled and prepped for the "machine" so it's still a busy operation which is good not just for us, the consumers, but for the people working on the farm.



“It is a lot of work but you look at the people I have in there now. Joey is a full-time employee. This will be his third year with us. Lori, who’s packaging the noodles, owns and operates Redmond’s Apple Basket Orchard in Ripon and is one of my very, very dear friends and Danielle, who is doing the zucchini by hand today, owns and operates Boerson Farm in Princeton so we just all kind of just pull together...farmers help farmers.”

OLDEN ORGANICS
WWW.OLDENORGANICS.COM

(a) recipe



BUTTERNUT SQUASH CHICKEN ALFREDO

SERVES 2-4

Not sure what to do with your veggie noodles? Try one of Tracy’s favorite recipes. With a jarred alfredo sauce (like Di Salvo’s) it’s a super easy and delicious dinner.

- 2 containers of Olden Butternut Squash Noodles
- 1 pound of cooked boneless skinless chicken breasts or thighs, chopped or sliced
- 1 jar of pre-made alfredo sauce (or make your own)
- ¼ pound of crimini mushrooms
- ½ yellow onion, chopped
- 2 garlic cloves, minced
- Parmesan cheese and parsley (optional)

1. Sauté the onions, garlic and mushrooms until slightly browned and the mushrooms release their water.
2. Meanwhile, place the butternut squash noodles in a microwave safe container and spritz with a little water. Cover with paper towel and microwave for 5 minutes to lightly steam noodles.
3. Add the cooked chicken to the onions and mushroom mixture. Stir in the alfredo sauce.
4. Add the noodles to the pan and sauté for 3-4 minutes. Plate noodles and sprinkle with Parmesan cheese and parsley if desired. Serve immediately.

SUSTAINABILITY

2017 SUSTAINABILITY REPORT HIGHLIGHTS!

by MARGARET MITTELSTADT
graphics HANNAH EVANS

AS THE MARKET PLACE BECOMES INCREASINGLY CROWDED AND MORE NATURAL AND ORGANIC FOOD OPTIONS ARE AVAILABLE TO OUR OWNERS AND SHOPPERS FROM MULTIPLE OUTLETS, OUTPOST DOUBLES DOWN ON ITS CORE VALUES AND VISION OF WHAT WE WANT A HEALTHY, SUSTAINABLE, AND DIVERSE COMMUNITY TO LOOK AND FEEL LIKE.

From our solar panel system at our Mequon store to our full circle composting program, from our consumer education and signature give back programs, to only offering recyclable or compostable packaging options for the foods we make and sell, we work daily to help you, our shoppers, make informed and conscious choices.

Here at Outpost, we consistently make decisions that align with what our owners and shoppers expect and value. Our goal? To provide our customers with the best possible value we can, be the best stewards we can for our planet, and be a profitable business that provides a positive return for all stakeholders in Outpost!

For more information on Outpost's sustainability initiatives visit:
www.outpost.coop

MEQUON SOLAR PANELS ARE ENOUGH TO POWER 6 WISCONSIN HOMES A YEAR



ON THE EPA GREEN POWER PARTNERSHIP TOP 30 RETAIL LIST 5 YEARS RUNNING



89% OF PRODUCE IS ORGANIC

22% OF BAKERY INGREDIENTS ARE LOCAL

70% OF OUR CHEESE COMES FROM LOCAL & REGIONAL PRODUCERS



45% TOTAL SALES CERTIFIED ORGANIC

80% OF OUR LOCAL & REGIONAL VENDORS ARE WITHIN 100 MILES



74% OF PRODUCE GROWERS ARE LOCAL & REGIONAL



IN THE LAST 5 YEARS \$104 MILLION WENT BACK TO OUR LOCAL & REGIONAL ECONOMIES

32% OF 2017 SALES WENT TO LOCAL VENDORS

33% PEAK SEASONAL ITEMS ARE FROM LOCAL FARMERS & PRODUCERS



225 ORGANIC

co+op basics

ITEMS AVAILABLE AT AN EVERYDAY LOW PRICE

REPORT

MEQUON STORE LEED CERTIFIED SILVER BY USGBC



OUTPOST IS RECOGNIZED FOR GREEN MASTER STATUS IN THE WISCONSIN SUSTAINABLE BUSINESS COUNCIL GM PROGRAM



OVER \$1 MILLION DOLLARS OF NATURAL & ORGANIC FOOD DONATED TO HUNGER TASK FORCE



52% OF TOTAL WORKFORCE IS FULL TIME WITH BENEFITS

400 PEOPLE EMPLOYED BY THE CO-OP

75% OF HEALTHCARE PREMIUMS ARE PAID BY OUTPOST



78% OF OUR WASTE IS DIVERTED FROM THE LANDFILL (INDUSTRY AVERAGE IS 45-50%)

HEALTHCARE AVAILABLE FOR BOTH FULL-TIME & PART-TIME STAFF



COMMUNITY PARTNERS PROGRAM TWENTY OVER \$67 MILLION IN DONATIONS IN 5 YEARS

752 TONS OF FOOD WASTE COMPOSTED SINCE WE BEGAN OUR PROGRAM IN 2014 WHICH IS EQUIVALENT TO ABOUT



4.2 MILLION POUNDS OF MATERIAL RECYCLED IN THE LAST 6 YEARS

ZERO RAINWATER RUNOFF AT MEQUON (ALL WATER MANAGED ONSITE)



MEQUON'S REVERSE OSMOSIS WASTE WATER FLUSHES THE PUBLIC TOILETS SAVING 15,000 GALLONS OF WATER EACH YEAR THAT'S ENOUGH TO FILL A SWIMMING POOL



THE MILWAUKEE FARMERS UNION: BUILDING A COOPERATIVE LOCAL FOOD SYSTEM

There's something pretty special growing in Milwaukee this spring.

by MARI WOOD

AS THE DAYS SLOWLY BECOME WARMER AND LONGER, THOUGHTS OF DIGGING IN THE DIRT AND FRESH VEGETABLES BEGIN TO FLOAT THROUGH MANY MILWAUKEEANS' MINDS. HOWEVER, THERE'S A LOCAL UNION OF FARMERS THAT HAVE BEEN THINKING ABOUT THIS PLANTING SEASON ALL WINTER LONG. ON A COLD AND SNOWY FEBRUARY AFTERNOON, WE SAT DOWN TO TALK WITH GROUNDWORK MILWAUKEE AND OUTPOST NATURAL FOODS TO DISCUSS THE INTRICATE WEB OF COLLABORATION BETWEEN GROUNDWORK'S MILWAUKEE FARMERS UNION, GREEN VETERANS, AND OTHER PARTNERS THAT ARE HELPING URBAN AGRICULTURE GROW IN MILWAUKEE.

"In 2014 we came together as a group of local people concerned about the barriers to urban agriculture in our city," says Nick DeMarsh, Food Systems Director at Groundwork Milwaukee and co-founder of the Milwaukee Farmers Union. "We met around many dinner tables at community-organized potlucks and talked about what we could do to create both a social and mentoring network that could benefit new and experienced local urban farmers alike."

Meanwhile, following the announcement of the Bloomberg Philanthropies' Mayor Challenge in 2013, Outpost's board and management were having discussions of their own. As part of the co-op's 2022 Vision Statement, they had identified that it was essential for Outpost to help nurture and grow local dynamic food systems in the Milwaukee area. "At first we called them 'Grow-Ops'," says Outpost's Director of Community Relations, Margaret Mittelstadt. "We wanted to ensure a local supply of produce for our co-op's owners and shoppers, but more importantly, Outpost envisioned a sustainable food system in Milwaukee that effectively served our area growers."

As fate would have it, the two organizations combined efforts along with other urban agriculture groups and initiatives from around the city including Growing Power and Groundwork Milwaukee's Milwaukee Grows (formerly Milwaukee Urban Gardens), Young Farmers and Green Vets programs.

"We currently have a total of twelve farms participating in the Milwaukee Farmers Union, with a core membership of six farmers. One of the goals of the Milwaukee Farmers Union is to be a resource for younger people new to urban farming. We want to prepare them with realistic expectations...to show them that they're not just farming, but they're also running a business," says Matt Rudman, Associate Director at Groundwork Milwaukee and a member farmer.

Currently, the Farmers Union is organized under the auspices of a Groundwork Milwaukee program. Executive Director of Groundwork Milwaukee, Deneine Powell, says that membership of the Farmers Union is organized as a collective, but the program may someday branch off into a farmer-owned cooperative. "It only makes sense that Groundwork Milwaukee is involved in helping the Milwaukee Farmers Union get started. We need to change the models that exist in order for urban agriculture to work in our city. We can't be an island in this effort."

Jessy Servi Ortiz, Sustainability Manager at Outpost, agrees. "Our mission is to have a sustainable, diverse and healthy community for our owners. When the Farmers Union succeeds, our co-op and our community succeeds; everyone benefits."

The future of the Milwaukee Farmers Union is as bright as a sunny spring day. The member farmers envision themselves as being the go-to organization in Milwaukee for new farmers and apprentices to help them take their first steps in urban agriculture. "My personal hope and goal for the Milwaukee Farmers Union is to have a storefront to provide our farmers with what they need to farm in urban and peri-urban envi-



ronments,” says co-founder and farmer, Jan Christensen. “More importantly though, in a world where our food security is threatened by climate change, we can no longer rely on other regions of our country to provide food for us. We need to change our relationship with how we grow food in our community and the Milwaukee Farmers Union is addressing that need for local farmers.”

Like the complex synergy of soil, water and air that helps a fresh seedling grow, the Milwaukee Farmers Union has been formed by the cooperative efforts of many individuals. This spring Milwaukee is one step closer to achieving a sustainable food system in our city that supports and benefits the growers, processors, buyers and eaters of our local bounty.



Photo by Nichole Crust

Members of the Milwaukee Farmers Union gathered at Lynden Sculpture Gardens in the fall of 2017. First row, l. to r., Matt Rudman, People Power Produce/ Groundwork MKE; David Johnson, Cream City Farms; Angela Morange, That Salsa Lady; Janice Christensen, Community Garden School – Riverwest. Second row, l. to r., Nick DeMarsh, Farm a Sea of Green/ Groundwork MKE; Claire Hitchcock Tilton, the group’s host at Lynden Sculpture Garden; Francis Graf, People Power Produce.

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CELEBRATING THE OUTDOORS THROUGH COOPERATIVE VALUES



by MARI WOOD photos MICHAEL SORENSEN



STEWARDSHIP, stü-ərd-ship (noun)

The responsibility of overseeing and protecting something considered worth caring for and preserving

SINCE 1976, REI CO-OP HAS SHARED MORE THAN 77 MILLION DOLLARS WITH NON-PROFIT PARTNERS WHOSE EFFORTS ALIGN WITH THEIRS TO ENCOURAGE PEOPLE TO GET OUTSIDE AND ENJOY THE OUTDOORS. REI MAKES NO BONES ABOUT IT THAT BEING STEWARDS OF THE OUTDOORS LAYS AT THE CORE OF WHO THEY ARE AS A CONSUMER-OWNED COOPERATIVE. ACCORDING TO JERRY STRITZKE, REI PRESIDENT AND CEO, "STEWARDSHIP IS A CHOICE AND A MINDSET. IT MEANS THAT WE LOOK AT OUR BUSINESS DIFFERENTLY, AND WE TAKE INDIVIDUAL RESPONSIBILITY FOR MAKING A POSITIVE, LASTING IMPACT."

This positive impact can be felt on a local level through the community support given by the REI in Brookfield, Wisconsin. "REI's store location in Brookfield alone has granted over \$28,000 to local recreation trails in 2017," says Tina Pickruhn, Outdoor Programs & Outreach Market Coordinator at the Brookfield REI. The trails that have benefitted from these grants are the Oak Leaf Trail, the Route of the Badger and the Ice Age National Scenic Trail.

But REI Brookfield's stewardship goes beyond financial grants. They also offer their members, non-member shoppers, employees and employees' families and friends the opportunity to volunteer in local stewardship projects that engage their community with the outdoors. From spring river clean-ups to building boardwalks for local nature trails, their dedication to hands-on stewardship is apparent.

However, nature trails are useless if people aren't using them. So in 2015, in a bold business move, REI decided to close their doors on Black Friday, one of the busiest retail shopping days of the year, and gave their employees a paid day off to enjoy the outdoors...And millions of their shoppers and members joined in. The #OptOutside movement has quadrupled since its beginning and the public can still share their #OptOutside moments by using the hashtag on social media.

Part of being good stewards of the outdoors (and a Cooperative Principle!) is that everyone feels welcome to participate. In 2017, REI recognized that the outdoor recreation industry doesn't accurately portray women in the outdoors and in response, created their Force of Nature initiative. In an effort to close the gender gap, REI offers classes, events, retreats and women's gear for women of all ages, races, sizes and gender expressions.

"We did a takeover of all REI's marketing, advertising and social media for the rest of 2017, putting women first in all of the images and stories," Tina says. Surely this is a sign that women are paying attention and responding to the co-op's efforts to level the playing field in the outdoor recreation world.

As a cooperative business, REI continues to lead with their values and be the good stewards of the outdoors that they are. By not only protecting the natural environment, but also making it a fun and inviting place to be, more and more people are choosing to #OptOutside.

CHECKOUT



Fresh produce, purchased with Outpost's Buy a Bag funds, surrounds Annual Meeting attendees.

WHEN . **FEBRUARY 18, 2018**

WHAT . **OUTPOST'S ANNUAL MEETING OF OWNERS**

WHERE . **HUNGER TASK FORCE • 201 SOUTH HAWLEY COURT**

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ORGANIC INGREDIENTS

