

# GRAZZIE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS

SPICE UP  
YOUR  
SUMMER

PAGE 10

## A WORLD CUP INSPIRED PICNIC *in the park*

**FONDY FARM:**  
KEEPING FARMERS  
ON THE LAND

PAGE 24



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A WORD FROM  
THE EDITOR.



DEAR READERS,

WE ALWAYS TALK ABOUT THE EXCITEMENT OF NEW BEGINNINGS IN SPRING, BUT THE REAL BOUNTY HAPPENS IN SUMMER. SUMMER IS WHEN THE CHICKENS COME HOME TO ROOST AND WHEN THOSE VERDANT YOUNG SEEDLINGS OF SPRING THAT WE MARVELED AT BEAR FRUIT. BERRIES, GREENS, VEGGIES – THEY ARE GIFTS FROM THE EARTH AND WONDERFUL, MIRACULOUS SURPRISES ALL.

At Outpost, our bounty has grown by one store, and by the time this issue of GRAZE is out, the newest Outpost Natural Foods store, on the corner of Mequon and Wauwatosa roads in Mequon, will have been open for a month and a half. By July, the new store and staff ought to have begun settling into a rhythm.

At Outpost, there is a daily rhythm: first the early commuters, ducking in for a coffee or juice for the road and perhaps something for lunch; then the parents, fresh from dropping kids at school and looking for dinner ideas and perhaps joining friends for a cup of tea in the café; followed by the lunch crowd and then the afternoon commuters, picking up a rotisserie chicken or some other quick and healthy dinner ideas from the grab and go cases; and so on.

Of course, we follow longer rhythms at a natural foods cooperative – the beat of the earth itself, the pace of the seasons. And summer means a steady stream of deliveries from local farmers, their foods still warm from the sun and filling shelves and crates in the produce department.

Writing this in April, it's impossible to predict what the summer will bring. The frost line was deep this winter and a cool spring slowed access to farm fields. There is still time for frost or snow to damage buds, or for heavy rains in May to leave farmers idle. Our shoppers are learning that trying to forge a stronger local food network means running the risk that favorite locally grown foods may be late or entirely unavailable. And we're all learning more of the incredible uncertainty small farmers face each year.

But when the food comes, when our shelves overflow with the very freshest tastes of summer, we're so grateful they challenge those odds. Thank you, family farmers.

PS – I wrote my first editor's note at Outpost 20 years ago, for the Exchange magazine. This is my last. By the time this is in the stores, I will have begun a new job, at Carroll University in Waukesha. I leave profoundly changed by the experience of working for two decades at such an incredible organization – this cooperative of passionate, talented and delightful co-workers – and by having such a platform over these past 20 years to speak directly to you. I'm grateful for all of you and for the compliments, suggestions, critiques and insights you have shared with me all these years. Sláinte!

MALCOLM MCDOWELL WOODS  
editor

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

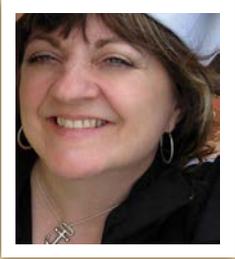
Sure we know our stuff, but we're right along side you on this food journey. We'll share what we know in a positive, expert way without a know-it-all attitude.

### 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.

GRAZE WILL BE  
PUBLISHED QUARTERLY,  
WITH NEW ISSUES  
EACH SEASON.

# WHO IS GRAZE ?

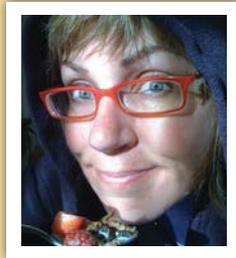


*i am* **LISA MALMAROWSKI.**

*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* **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.*



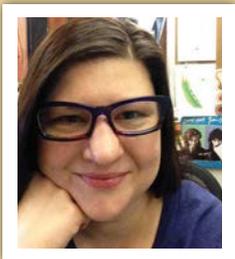
*i am* **CARRIE ROWE.**

*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* **CARA BERKEN.**

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



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



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# - GRAZE.

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

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# THINK OUTSIDE..... THE LUNCHBOX

ALL DONATIONS  
GO DIRECTLY TO



HUNGER TASK FORCE

*(Outpost's annual summer food drive for kids)*

10

..... | **it's easy!**

- Tell your cashier how much you'd like to add to your grocery total today.  
—or—
- Donate a non-perishable food item. Food barrels are located near the exit doors.



It's summer...  
Many children in our community go hungry, but you can help!



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## *(more)* ONLINE

**VIDEOS FROM  
OUR PHOTO  
SHOOTS!**



**RECIPES & MORE!**

ADDITIONAL CONTENT AVAILABLE  
ONLINE WHEN YOU SEE THESE ICONS  
[WWW.OUTPOST.COOP/GRAZE](http://WWW.OUTPOST.COOP/GRAZE)

**WANT MORE OUTPOST?**

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## What is Local & Regional?



Local = Wisconsin

Regional = Minnesota, Iowa, Michigan, Illinois, Indiana

Look for these signs in every department!



**OUTPOST**  
NATURAL FOODS

(you'll)

# SWOON!

THINGS WE LOVE.



## JOSHUA TREE SUN STICKS

SOAK UP THE SUN WHILE BANNING THE BURN

There's nothing worse than having an opportunity to get outside in the summer sun only to realize you are sans sunscreen. That's why we've stocked up on these handy sunscreen sticks. They never leak and provide an instant dry-touch application of effective, broad-spectrum, water-resistant sunscreen in a snap. They're easy to tuck in a pocket or purse and even come in a variety of SPFs, up to 50, so even the palest among us remain safe in the sun.

## KALLAS HONEY MUSTARD

DISCOVER WHAT THE BUZZ IS ABOUT

For years, you've been smearing your grilled dogs with yellow mustard. It's habit, we know. Or, maybe you don't like the over-the-top spice of classic brown mustard? Fear not, mustard mavens, we have just the mustard for you! Kallas has managed to meld the snappy spice of a brown mustard with the floral sweetness of local Wisconsin honey into a mustard that transcends other mustards. This perfect sandwich slather is equally at home on a juicy burger or as a dipping sauce for pretzels. Or do what we do – whip up a batch of honey mustard dressing for a salad.



## CALIFORNIA OLIVE RANCH CERTIFIED EXTRA VIRGIN OLIVE OIL

CALIFORNIA SUNSHINE CAPTURED IN A BOTTLE

We know, there is a dizzying array of olive oils, so let's keep it simple: pick this one. First off, it's domestic, as close to local olive oil that we'll get here in Wisconsin. Next, it's super fresh. Each drop of oil is cold-pressed within hours of picking. And it's tasty! The Everyday Oil has a floral aroma and smooth flavor with hints of green apple. It's perfect for everything from sautéing to salad dressing. Fun fact – the green bottle helps keep the delicate oil fresh and each label sports a harvest date.

## EARTH BALANCE COCONUT PEANUT BUTTER

IF YOU'RE CUCKOO FOR COCONUT WE HAVE JUST THE SPREAD FOR YOU

Remember when it was the all the rage to mix chocolate with peanut butter? Well, that is so 15 minutes ago. Now, all the cool kids are enjoying their peanut butter with coconut. Yeah, you heard us! There's just something so luscious and extra nutty about this mash up. Not only is it totally totes on toast, it makes for a magical smoothie and is even extra tasty stirred into a stir-fry. Bonus – it's non-GMO, gluten-free, vegan and free of trans fat.



## OUTPOST'S OWN GARDEN VEGGIE DIP

WHAT MOTHER NATURE BRINGS TO A POTLUCK

Who really wants to cook all summer long?

Even a BBQ master has to take a break from the embers. That's the time to turn to simpler fare – like sandwiches and fresh veggies. And that's when we turn to our favorite Garden Veggie Dip. The name says it all – fresh vegetables are packed inside this creamy cream cheese based dip (What? Carrots!). It's far more versatile than just for dipping crudité. We love it as a sandwich topping, a cracker dipper and even, when we are forced to turn the stove on, melted in an omelet.



## SNYDER'S OF HANOVER GLUTEN-FREE HOT BUFFALO WING PRETZEL STICKS

REQUIRED EATING FOR EVERY ROAD TRIP

You've packed up the bags, tied the kayak to the roof and grandma's waiting in the car, but did you remember the snacks? Relax, Snyder's has your back with these gluten-free pretzel sticks. We love all the flavors but keep returning to the hot buffalo wing. It's tangy and sweet with just the right amount of heat and salt. The best part, believe it or not, is the texture – super crisp and better than any wheat-y counterpart. Now all you need are some celery sticks to round out your driveway dining!



## OUTPOST'S OWN CHICKEN BRATS

YOU BETCHA' WE MAKE 'EM BETTER

We've said it before and we'll say it again, our bratwurst is the bestwurst and our chicken brats are no exception. We start with freshly ground chicken, then subtly spice it up with the perfect blend of garlic, pepper and mace – the delicate-tasting outer part of nutmeg. Then, each link is hand-tied and ready to grill. It's hard to describe the difference between a regular ol' supermarket sausage and one of these hand-crafted beauties, so you'll have to dare to compare. We recommend a beer, some kraut and good mustard (maybe some of that Kallas Honey Mustard?) to hone your decision-making capabilities.



# QUINCE & APPLE.

MADISON COUPLE FIND PERSEVERANCE PAYS OFF IN THE PRESERVES BUSINESS.



**I**story & photos by PAUL SLOTH



**T**HINGS ARE A LITTLE HECTIC THESE DAYS AROUND THE MADISON OFFICES OF QUINCE & APPLE. THERE ARE BOXES EVERYWHERE, ROLLS AND ROLLS OF LABELS SPILLING OVER COUNTERS, AND IN THE KITCHEN, THINGS ARE CRANKING. THERE'S A HUGE ORDER TO FILL. WELL, THERE'S ALWAYS AN ORDER TO FILL. BUT THE CREW IS WORKING ON A PARTICULARLY LARGE ORDER.

It won't be long before Clare and Matt Stoner Fehsenfeld hit the big time with their preserves and syrups. The products once only available in their home state of Wisconsin are going to be featured in Crate & Barrel's holiday catalog. That's right. Clare and Matt are going national. That's big news for a couple who used to run the show all by themselves in a rented kitchen.



Now, there's a dedicated crew helping them grow and flourish. They're still renting the kitchen space, but it's bigger. Even if it is starting to feel cramped. That's a good feeling for a young company. Call 'em growing pains.

The more small food producers you talk with, the more a theme starts to emerge. It's almost predictable. Not in a bad way. You could nearly create a blueprint for starting a business based on the examples set by people like Matt and Clare. There are definitely some key steps one takes along the path from idea to execution. If you're patient, like they were, you might find yourself quickly expanding beyond the boundaries you'd set for yourself early on. At the very least, you will have created something to be proud of, not only a great product, but also a successful small business.

## STEP ONE: PICK A PRODUCT

For Matt it was preserves. He'd made them since he was a kid. By the time he was an adult, had finished school, and was looking to start a business, he figured he'd return to that childhood pastime.

"We kicked around a lot of ideas before we really settled on preserves. I love making preserves. I've kind of always made preserves for myself," Matt said. "The house that we lived in when I was real young had a bunch of currant bushes in the backyard and so every year me and my mom would make currant jam. So I've always liked doing it."



QUINCE & APPLE  
WWW.QUINCEANDAPPLE.COM

After graduating college in Madison, Matt worked at the now defunct Mifflin Street Co-op, where he did a variety of things. The job helped foster his love of making and eating food.

It also gave him an opportunity to meet a lot of local farmers and helped him develop a love for local food. Eventually, it inspired him to enter culinary school, which led to jobs working in a few restaurants around Madison.

All the while, Matt and Clare knew they wanted to start a business together.

Matt was the idea man. The couple knew they wanted to do something with food. Originally, they thought they might open a restaurant.

"I'm glad we didn't end up in restaurants. I think for the right person it's a great fit. For us, this is a great fit. It fits our personality," Clare said.

## STEP TWO: YOU'VE PICKED A PRODUCT – NOW, MAKE A LOT OF IT, BUT KEEP YOUR DAY JOB

For a few years, Matt and Clare were working their day jobs and making preserves on the side. Clare worked as a music teacher. Matt worked as the kitchen manager and sales manager for Potter's Crackers, which is located in the same building in Madison where Quince & Apple is located.

Working at Potter's Crackers inspired Matt and Clare to want to start a wholesale food business. Matt was doing deliveries to stores around Madison and Milwaukee, like Outpost, and liked interacting with the owners and buyers and getting to know the market for artisan foods, Clare said.

When Matt came up with his business plan, he would show his products to these storeowners and buyers, getting feedback on flavors, pricing and packaging.

"We really had a lot of support when we got going," Clare said. "It kind of organically evolved."

Matt and Clare started small. Well, kind of. Matt did an initial Christmas promotion. He figured it would be fun to see how well they might do. The dozen or so jars he figured he'd make turned into 300 jars.

"We converted our apartment into a production facility," Matt said. "Clare helped out, thankfully."

## STEP THREE: QUIT YOUR DAY JOB AND DEVOTE YOURSELF TO THE BUSINESS

It's been five years since Matt and Clare started making small batches of preserves. They've gone from selling in two stores in Madison to a growing list of stores in Wisconsin and Chicago and, of course, the Crate & Barrel catalog. Quince & Apple has expanded its menu of savory preserves to include syrups. Matt and Clare eventually gave up juggling day jobs and running their business to devote themselves fully to Quince & Apple.

Perhaps it sounds easy, but the reality is a bit different. Just ask Clare.

"I guess when we started the business I was like, 'of course we'll be successful,' and then it's been harder than we thought to get where we are," she said.

According to Clare, it helps to have a healthy dose of naïveté when starting a business. Being sort of a blind believer were the words she used.

"If you go into your business really being realistic about how hard it's going to be, it would be hard to ever get started," Clare said.



## MIX IT UP!



### THE RHUBARB SPARKLER

1¼ ounce orange juice  
1 ounce Rhubarb Hops  
1 dash orange bitters  
3 ounce Prosecco

Combine juice, syrup and bitters in a champagne flute and fill with Prosecco. Garnish with an orange peel.



### GIN DAISY

2 ounce gin  
½ ounce lime juice  
½ ounce Tart Cherry Grenadine

Shake with ice and strain into a chilled glass. Top with sparkling water.



### CUCUMBER MOJITO

2 sprigs fresh mint  
2 lime wedges  
1 ounce Lime and Cucumber syrup  
2 ounce rum  
Club soda

Muddle mint and lime. Add syrup and fill glass with ice. Top with rum and club soda. Stir.



### THE CITRUS FIZZ

1 ounce Citrus syrup  
1 ounce vodka  
2 dashes orange bitters  
2 ounce club soda

Mix syrup, vodka and bitters in a glass with ice. Add club soda, stir and garnish with an orange peel.



If you're looking to change up your grilling routine this summer, try this traditional Ethiopian spice blend as a rub for chicken. If you're having your vegetarian friends over, this blend works well on tofu, too!

**BERBERE SPICE MIX**

- 3 tablespoons sweet paprika
- 1 tablespoon red pepper flakes, ground, plus more for extra spicity
- 2 teaspoons cumin seeds or powdered cumin
- 1 teaspoon coriander seed (or powder)
- 1 teaspoon cardamom powder or 1 teaspoon cardamom seeds (shell off)
- 1 teaspoon turmeric
- 1 teaspoon salt
- 1 teaspoon fenugreek seeds (or powder)
- 1 teaspoon black peppercorns or freshly ground peppercorn
- ½ teaspoon ground cloves
- ½ teaspoon allspice
- ½ teaspoon ground ginger
- ½ teaspoon cinnamon

If using whole seeds, lightly toast them on the stove top in a skillet for 2-3 minutes. Grind them using a coffee grinder\* or mortar and pestle. Remember to crush or grind the chili flakes.

\*Unless you're a real purest, we recommend using the powdered versions. If you really want to grind your own, some spices – like fenugreek and allspice – are a real pain if you're using a mortar and pestle. We ended up using our coffee grinder.



**CRISPY SKINNED BERBERE CHICKEN** *with*  
**ETHIOPIAN LENTILS**

**Ethiopian Spiced Lentils**

- 1 cup French green lentils
- 3 cup water
- 2 cups onions, diced
- 5 cloves garlic, minced
- 1 tablespoon fresh ginger, minced
- 1 cup carrot, diced
- 1 cup tomato, diced
- 2-3 tablespoons Berbere Spice Mix
- 1 teaspoon salt
- 2 tablespoons olive oil

1. In a medium heavy bottom pot, or dutch oven, sauté diced onion, carrots, garlic and ginger in 2 tablespoons olive oil, until tender, about 5-7 minutes.
2. Add 2-3 tablespoons Berbere Spice Mix and sauté 2-3 minutes.
3. Add 1 cup French green lentils, 1 cup diced tomatoes, 1 teaspoon salt and 3 cups water. Bring to a boil, cover, turn heat to low and let cook until al dente, about 30 minutes.

**Crispy Berbere Chicken Thighs**

- 6 chicken thighs (skin-on, bone-in)
- 2-3 tablespoons Berbere Spice Mix
- Olive oil
- Kosher salt

1. Pat dry chicken. Salt all sides of chicken. Generously rub each piece with Berbere Spice Mix.
2. Light a charcoal grill. When the coals are hot, move them to one side of the grill to create a high-heat zone. Oil the grate and place the chicken on it, skin side up, opposite the coals.
3. Cover and grill the chicken until browned and just cooked through (to an internal temperature of 165°), about 30 minutes.
4. Turn the thighs over and grill over high heat until the skin is crisp and lightly charred, about 2 minutes longer.
5. Let the thighs rest for 5 minutes, then serve with lemon wedges.

*Adapted from [www.feastingathome.com](http://www.feastingathome.com)*



# SUMMER.

*(two ways)*

## EVERYTHING'S PEACHY

"DO I DARE TO EAT A PEACH?" ASKED T.S. ELIOT, IN A POEM WHICH PONDERED THE JOYS OF A LIFE LIVED FULLY. WE SAY YES. THOUGH THE JUICE MAY DRIBBLE DOWN YOUR CHIN AND SOIL YOUR SHIRT, THE TASTE WILL BE WORTH IT. THAT PALE, SWEET, SLIGHTLY TANGY FLESH, YIELDING EASILY TO THE BITE, IS THE VERY ESSENCE OF SUNLIT SUMMER DAYS. PEACHES ARE STONE FRUIT, COUSINS TO THE ALMOND, FIRST CULTIVATED IN CHINA AGES AGO, BUT THAT DOESN'T MATTER TO YOU NOW. IT IS WARM. THE SKY IS FULL OF BIRD SONG. LEAVES IN THE TREES IN YOUR BACKYARD ARE SOFTLY SHUSHING ONE ANOTHER. GO ON. EAT THE PEACH.

### GRILLED PORK TENDERLOIN & PEACHES

#### SERVES 2

1 pork tenderloin	½ cup coconut nectar (honey or agave syrup also works)
Olive oil	¼ cup balsamic vinegar
1 teaspoon sea salt	¼ teaspoon dried sage
1 teaspoon pepper	⅛ teaspoon black pepper
3 peaches, halved and pitted	Pinch of salt
½ cup maple glazed pecans (from the bulk department), chopped	5 ounces baby arugula

1. Coat the tenderloin with olive oil and sprinkle with salt and pepper. Set aside at room temperature for 30 minutes.
2. In a small saucepan, heat the coconut nectar, balsamic vinegar, sage, black pepper and salt over low heat. Stir to combine and simmer, stirring occasionally, until the mixture is slightly thickened and syrupy, about 10 minutes. Remove from the heat and let the syrup cool a bit – it will continue to thicken as it cools.
3. Prepare your grill with high direct heat on one side and low heat on the other side. A tenderloin is thick on one end and thin on the other. You will want to cook the thinner end on the cooler side of the grill while the thicker end is on the hot part of the grill.
4. Brush a little olive oil on the cut sides of the peaches. Place the peaches on the grill, cut side down and grill until softened and grill marks appear, flipping to each cut side, about 4 to 5 minutes.
5. Grill tenderloin until a meat thermometer in the thickest part reads 140°, about 8 minutes per side. Remove and let rest.
6. Place arugula on a serving platter. Slice the rested tenderloin into ¼ inch thick slices. Arrange on top of arugula, place grilled peaches and pecans on top of tenderloin and drizzle balsamic syrup dressing on top of everything.

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





## PEACH & FRESH FIG PUDDING

SERVES 8-10

1½ cups all-purpose flour (we used gluten-free flour)  
1 teaspoon baking soda  
1 teaspoon baking powder  
1 teaspoon ground cinnamon  
½ teaspoon salt  
½ teaspoon freshly grated nutmeg  
½ teaspoon ground ginger  
3 to 5 peaches, peeled and coarsely chopped (about 1½ pounds)  
1 cup buttermilk  
½ cup butter, softened  
1¼ cups sugar  
3 large eggs  
10-15 small fresh figs, quartered  
2 to 3 ripe peaches, peeled and sliced (about 1 pound)  
Vanilla ice cream to serve

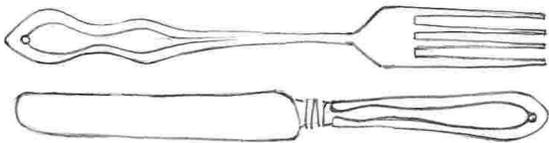
1. Preheat oven to 350°. Sift together first 7 ingredients; sift again.
2. Process chopped peaches in a food processor or blender until smooth. (Yield should be 2 cups purée.) Stir in buttermilk.
3. Beat butter and sugar at high speed with electric beaters or stand mixer until fluffy. Add eggs, one at a time, beating until blended after each addition. Add peach mixture and beat until well blended.
4. Layer sliced peaches and figs in a greased 13 x 9 inch pan.
5. Fold flour mixture into peach buttermilk mixture. Pour batter over sliced peaches and figs in pan and place pan in a large roasting pan; place in oven and add boiling water to roasting pan to a depth of one inch.
6. Bake for 50 to 60 minutes or until set in the center. Serve warm or cold with ice cream.

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



# EAT HERE!

THE HEART OF RIVERWEST  
BEATS IN CAFÉ CORAZÓN.



story and photos by PAUL SLOTH



**T**HE SECOND YOU STEP FOOT INSIDE CAFÉ CORAZÓN, YOU GET THE SENSE THAT IT'S BEEN THERE FOREVER. OF COURSE, NOT LITERALLY, BUT THE RESTAURANT HAS A WELL-WORN FEEL, NESTLED PERFECTLY IN RIVERWEST, BETWEEN NORTH BREMEN STREET AND THE BEER LINE BIKE PATH.

From the hum of the tiny kitchen, which is visible right up front next to the bar, to the walls covered with religious art and Day of the Dead tchotchkes, you'd never guess the restaurant has only been here going on five years. But it has been. That's it.

It's just the kind of atmosphere Wendy and George Mireles wanted to create when they opened the restaurant here in December 2009.

"We wanted that 'mom and pop' authenticity," Wendy said. "Our food is going to come from the heart for the heart."

If you need proof that Wendy and George wanted Corazón (which means 'heart' in Spanish) to start off on a heart-friendly note, look no further than the kitchen. There's no deep fryer. Never has been, from day one.

When the couple started thinking about what kind of restaurant they wanted to open, they didn't have to think too hard. "I said, 'a taqueria in Riverwest would be huge.' It ended up being a lot more than a taqueria," George said. "I just didn't want this place to be another bar in Riverwest."

George's Mexican heritage inspired the restaurant and continues to have a heavy influence on the menu to this day. Some of the dishes on the menu George grew up with. But there's also a lot of stuff he's made up along the way.

For years George worked at Beans & Barley, doing just about every job there. It's where he gained a lot of experience. He says he still gets advice from Beans co-owner Lynn Sbonik.

In addition to offering healthy fare, including a number of vegetarian and vegan dishes, Wendy and George

knew they also wanted to include as much local food as possible on the menu. Their guiding philosophy is "local, healthy and fresh."

The restaurant participates in the Braise RSA (restaurant supported agriculture) program, which helps restaurants source food from local farms and producers.

Wendy and George also purchase seasonal produce and beef from Wendy's family's farm, Richway Acres, in Waupun.

Produce like asparagus and rhubarb that they harvest themselves finds its way into dishes and cocktails. The restaurant has come a long way since the days when it was just Wendy and George. It was 10 barstools, six tables and the two of them juggling everything — cooking, bartending, serving. Now they employ 25 people, including chef and kitchen manager Leno Nava, who has been with them almost since the beginning.

It's not the only connection George has to the Riverwest neighborhood. It's where he grew up.

Wendy grew up on the family farm and went to school in Beloit. But after living and working for several years in California, the couple was ready to move back home. When it came time to start looking for a place back in Wisconsin, Wendy said the choice was clear.

"We're just really connected with Riverwest. We wouldn't do it anywhere else," Wendy said. Feels like they — and their restaurant — have been there forever.



CAFÉ CORAZÓN  
 3129 N. BREMEN ST.  
 414.810.3941  
 WWW.CORAZONMILWAUKEE.COM



## VEGAN TOFU RANCHEROS.

— **SERVES 4** from CHEF LENO NAVA,  
CAFÉ CORAZÓN

*Chef Leno Nava is no vegan, but he happily eats this. It's a dish he makes regularly at Café Corazón. It's the kind of recipe that Wendy and George Mireles have built their business around — traditional Mexican fare that is healthy and full of flavor. At the restaurant, the dish is traditionally served with black beans and rice. (Note: If you think you're getting their recipe for black beans, think again. It's top secret.)*

### Tofu mixture

- 1 tablespoon of olive oil
  - ½ red pepper, sliced
  - ½ green pepper, sliced
  - ¼ onion, sliced
  - 1 pound of tofu, cubed (at Café Corazón they use Simple Soyman's Herb Tofu)
1. Heat oil over medium high heat for 1 minute. Reduce heat to medium. Add peppers and onions and sauté 5-7 minutes.
  2. Add tofu and sauté for an additional 2-3 minutes to heat the tofu.

### Rancheros Sauce

- 2 tablespoons olive oil
  - ¼ onion, diced
  - 2 cloves garlic, minced
  - 1 jalapeño, diced
  - Cilantro to taste
  - Salt and pepper to taste
  - 1 large can of crushed tomato
1. Heat oil over medium high heat for 1 minute. Reduce heat to medium. Add everything but the tomatoes and sauté for 3-4 minutes.
  2. Add tomatoes and sauté for an additional minute or until sauce is warmed through.
  3. To serve, warm tortillas\* in a little olive oil in a pan and lay out flat, top with tofu mixture and smother with Rancheros Sauce. Serve with a side of rice and beans.

*\*Note: You can substitute flour tortillas for the corn tortillas. For vegans, be sure to check ingredients. Some tortillas are made using lard.*



# OUTPOST'S

photos by PAUL SLOTH ..... (secret recipe)

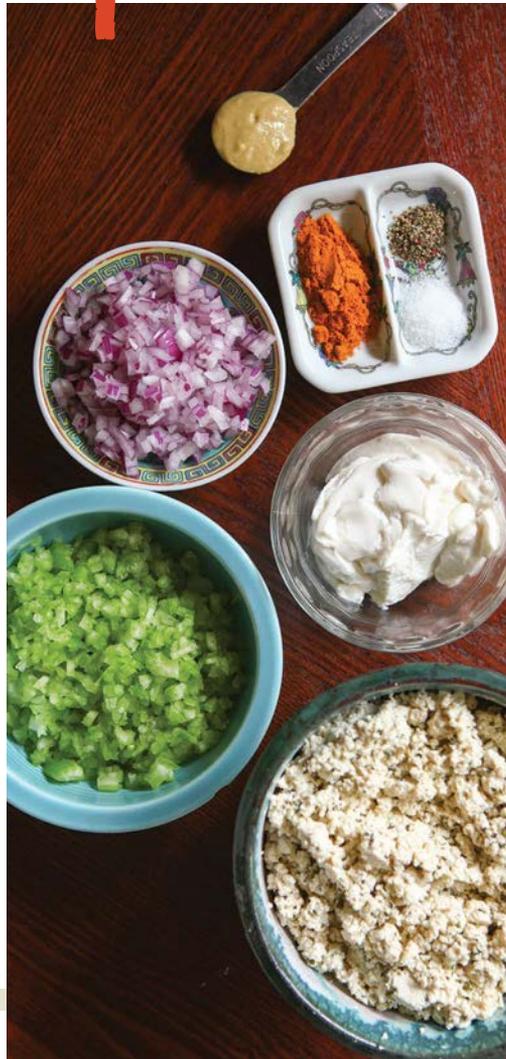
## EGGLESS EGG SALAD

MAKES 3½ CUPS

**S**OUNDS LIKE AN OXYMORON, WE KNOW ... BUT THIS VERSION IS MADE WITH TOFU AND CLOSELY RESEMBLES THE LOOK AND TASTE OF THE REAL THING. PLUS IT'S QUICK AND EASY TO MAKE AND IS MUCH LOWER IN FAT THAN REGULAR EGG SALAD. MAKE A SANDWICH USING YOUR FAVORITE BREAD — WE LIKE TRIBECA OVENS MULTIGRAIN BAGUETTE — AND TOP IT WITH LETTUCE OR SPROUTS FOR A HEALTHY LUNCH ON THE GO.

- 1 pound firm tofu
- ½ cup red onion, finely diced
- 2 stalks celery (about ½ – ¾ cup), finely diced
- ½ cup Noyonnaise or your favorite mayonnaise (*try our vegan mayo recipe on page 23*)
- 4 teaspoons Dijon mustard
- ½ teaspoon salt
- ¼ teaspoon black pepper
- 1¾ teaspoons turmeric

1. Crumble tofu into a bowl. Add onion and celery and mix thoroughly.
2. In a separate bowl, whisk together Noyonnaise, mustard, turmeric, salt and pepper. Add dressing to tofu and mix well to combine. Season with additional salt and pepper to taste.





by LISA MALMAROWSKI • photos by PAUL SLOTH

# a **PICNIC** *in the park*

**H**ERE IN THE UPPER MIDWEST, WE CHERISH EVERY SUNNY, WARM DAY THAT COMES OUR WAY. THAT'S WHY WE SEIZE THE MOMENT TO DINE ALFRESCO ANY CHANCE WE GET. THE WORLD CUP INSPIRED THIS SUMMER MENU WITH FLAVORS FROM AROUND THE WORLD, BUT IT'S STILL 100% AMERICAN IN ITS EXECUTION AS A SIMPLE, SWEET COOKOUT SHARED WITH GOOD FRIENDS. EVERY DISH CAN BE MADE AHEAD, SO ALL YOU HAVE TO DO IS PICK THE PERFECT PICNIC SPOT, SET UP YOUR GRILL AND RELAX.



## SWEET POTATO GUACAMOLE

SERVES 6-8

*This sweet and spicy dip is the perfect cookout take-along appetizer. If you like a milder version, cut down on the chipotle, but don't skip it. Its smoky flavor shines with the sweetness of the potato and creaminess of the avocado. Serve with your favorite tortilla chips and salsa verde.*

- 1 medium sweet potato
- ¼- ½ teaspoon ground chipotle chili pepper, to taste
- 2 tablespoons freshly squeezed lime juice
- 1 tablespoon salsa verde
- 1 ripe avocado, pitted and removed from skin
- ½ teaspoon salt
- Freshly ground pepper to taste
- Cilantro, chopped

1. Bake sweet potato at 350° for 45 minutes or until tender. Let cool slightly and peel.
2. Place baked sweet potato in a food processor or blender and add all ingredients except for cilantro. Pulse until well combined. Garnish with chopped cilantro.

## BRAZILIAN COLESLAW

SERVES 6-8

*This is a very simple slaw that partners well with the richer flavors of the potato salad and grilled meats. It's excellent atop BBQ meat sandwiches and even hot dogs.*

- ⅔ medium head of cabbage, sliced very thin
- 1 red bell pepper, seeded, sliced very thin, then diced
- 1 yellow bell pepper, seeded, sliced very thin, then diced
- ¼ sweet onion, such as Vidalia, minced
- 2 tablespoons fresh cilantro, minced

### Dressing

- 2 lemons, juiced
- 2-3 small cloves garlic, minced and mashed
- ½ cup olive oil
- 1 teaspoon sugar or to taste
- Salt and pepper to taste

1. Put all salad ingredients into a large bowl and toss gently.
2. In a small bowl, combine the lemon juice and garlic, season with salt and freshly ground black pepper.
3. Add olive oil in a thin stream, whisking until emulsified.
4. Dress salad just before packing up to go to the picnic. Toss to coat everything, taste and adjust seasoning as needed.



## CAIPIRINHA MOCKTAIL PUNCH

*A caipirinha (cai-pe-reen-ya), often called the national drink of Brazil, is a muddled lime cocktail made with the Brazilian liquor, caçaca. Distilled from sugar cane, caçaca is similar to rum but with a sharper taste.*

*This version is an alcohol-free punch that everyone can enjoy. Use the most flavorful ginger beer you can find – we like Reeds Spicy, and if you want to spike it with a little caçaca, who are we to judge?*

- 1 pint freshly squeezed orange juice
- 4 limes, juiced
- 2 lemon, juiced
- ¼ cup Quince & Apple Citrus Cocktail Syrup
- 2-3 12-ounce bottles spicy ginger beer
- Sparkling water
- Fresh mint leaves, crushed
- Citrus – oranges, lemons, limes, etc., sliced

1. In a jug or pitcher mix fruit juices and citrus syrup. Add sliced citrus, reserving some for garnish, and crushed mint. Mix well.
2. Top with ginger beer. If you prefer a less sweet version, substitute one bottle of ginger ale with sparkling water.
3. Serve over ice with a slice of citrus for garnish.

**our** MENU

SWEET POTATO GUACAMOLE WITH TORTILLA CHIPS

BRAZILIAN COLE SLAW

ARGENTINIAN POTATO SALAD

GRILLED WIENERS WITH CURRIED KETCHUP

SPANISH KABOBS

FRESH MELON

CHOCOLATE CRAZY CAKE

CAIPIRINHA MOCKTAIL PUNCH & BEER

## ARGENTINIAN POTATO SALAD

### *Ensalada Rusa*

SERVES 6-8

*We don't know exactly how authentic a potato salad is to Argentina, but we fell in love with idea of adding vegetables and olives to this classic summer side, then brightening it all up with fresh lemon juice. We used mixed, frozen vegetables to keep it convenient, but any lightly cooked vegetable – from carrots to green beans – would work just as well.*

- 4 large potatoes (about 2½ pounds) like Yukon Gold or red, peeled, boiled and cubed
- 3 hard boiled eggs, peeled and chopped
- 1 10-ounce bag frozen, mixed vegetables, lightly blanched in boiling water
- ¾ cup mayonnaise
- ½ teaspoon freshly ground black pepper
- 1 teaspoon ground mustard
- 2 tablespoons fresh lemon juice
- 1 teaspoon dried dill weed
- ⅓ cup minced pimiento-stuffed olives
- Salt and freshly ground black pepper to taste

1. Bring a large pot of lightly salted water to a boil. Cook peeled potatoes until tender, but still firm, about 15 minutes. Drain, cool and cube.
2. In a large mixing bowl combine chopped, hard boiled eggs and vegetables, add potatoes.
3. In a separate bowl, combine the mayonnaise, black pepper, ground mustard, lemon juice, dill weed and green olives. Mix well.
4. Pour dressing over potato mixture, season with salt and pepper, and mix. Cover and refrigerate for 1 hour, or overnight.

## SPANISH KABOBS

### *Pinchos Morunos*

SERVES 8

*This classic Spanish bar food makes for the perfect cookout grillable. The marinade has a lot of ingredients, but is a snap to make. Just toss it together a day early, then before your party, skewer up the meats and you're ready. Most any meat (even shrimp) will work, but we love pork or chicken thighs best.*

- 2 tablespoons onions, chopped
- 4 large garlic cloves, chopped
- 1 tablespoon smoked paprika
- ½ teaspoon hot paprika or ¼ teaspoon cayenne pepper
- ½ teaspoon coarse salt
- 1 teaspoon dried oregano
- 1 teaspoon black peppercorns
- 2 teaspoons dried thyme
- 1 teaspoon ground cumin
- ⅛ teaspoon ground cinnamon
- 2 tablespoons white wine vinegar
- 2 tablespoons dry white wine
- 3 tablespoons olive oil
- 1½ pounds pork shoulder or boneless, skinless chicken, cut into 1-inch cubes

1. Place all marinade ingredients into food processor and process to a paste.
  2. Place the meat in a bowl or large zip seal bag. Add marinade and mix well, making sure all cubes of meat are covered.
  3. Cover the bowl or zip up the bag and refrigerate the meat for at least 4 hours.
  4. Load cubed, marinated meat onto skewers and allow to come to room temperature. Brush kebabs with oil before grilling.
- Note: if using wooden skewers, soak skewers in water beforehand to ensure they won't char on the grill.*



## CRAZY CAKE

*Crazy good and crazy easy, this cake was popular during the Depression when key cake ingredients were rationed. Since it doesn't contain dairy or eggs, it's perfect for vegans or anyone looking to avoid dietary cholesterol.*

- 3 cups all-purpose flour
- 2 cups sugar
- 1 teaspoon salt
- 2 teaspoons baking soda
- ½ cup unsweetened cocoa powder
- ¾ cup vegetable oil
- 2 tablespoons distilled white vinegar
- 2 teaspoons vanilla extract
- 2 cups cold water

1. Sift flour, sugar, salt, baking soda, and cocoa together into a large bowl.
2. Make three wells. Pour oil into one well, vinegar into second, and vanilla into third well. Pour cold water over all, and stir well with fork.
3. Bake at 350° for 30 to 40 minutes, or until toothpick inserted comes out clean. Cool and dust with powdered sugar or frost with your favorite icing.

OUR THANKS TO Zack Hepner, *Outpost's* local forager, and his wife, Lindsay, for bringing their friends along to play picnic with us: Erin Koplitz, Steve Koplitz, Cindy Stegman-Koplitz, Patrick Mason, Stephanie Mason, James Hartmann, Emily Cook, Sam Metcalfe and Gertrude the dog.



WE'VE GOT EVEN MORE RECIPES FROM OUR WORLD CUP PICNIC AT [WWW.OUTPOST.COOP/GRAZE](http://WWW.OUTPOST.COOP/GRAZE)

- Dairy-Free, Vegan Frosting
- Curried Ketchup
- Perfect Hard Boiled Eggs
- And more!

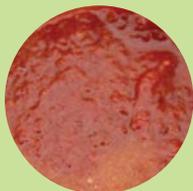


# CAN DO *condiments*

YOUR HOTDOG IS TRYING TO TELL YOU SOMETHING...

story & photos by CARRIE ROWE

**S**UMMER COOKOUTS AND PICNICS CRY OUT FOR CONDIMENTS – IN OUR OPINION, NO BRAT IS EVER REALLY READY FOR CONSUMPTION WITHOUT AN END-TO-END RIBBON OF KETCHUP AND A WAVE OF HOT MUSTARD. BUT MANY STORE-BOUGHT BRANDS PACK IN THE SUGARS, CORN SYRUPS AND UNPRONOUNCEABLE INGREDIENTS AND END UP TASTING PRETTY GENERIC. MAKING YOUR OWN CONDIMENTS IS EASIER THAN YOU MIGHT THINK AND YOU CAN TAILOR EACH TO YOUR OWN TASTES. GO AHEAD – GET A LITTLE SAUCY!



*Sweet & Tangy Barbeque Sauce*



*Apple Cider Dijon Mustard*



*Eggless (Vegan) Mayonnaise*



*Tomatillo Chipotle Ketchup*



## **SWEET & TANGY BARBEQUE SAUCE** MAKES ABOUT 6 CUPS

- 2 tablespoons olive oil
  - 2 teaspoons toasted sesame seed oil
  - 1 large yellow onion, chopped
  - 4-5 garlic cloves, minced
  - 1 6-ounce can tomato paste
  - 1 28.2-ounce can tomato purée
  - ½ cup apple cider vinegar
  - ¾ cup molasses
  - ½ cup brown sugar
  - 4 chipotles in adobo plus 2 tablespoons adobo sauce from the can
  - 4 tablespoons Braggs liquid aminos or low-sodium soy sauce
  - 2 tablespoons peanut butter
  - 1 tablespoon honey
  - ½ cup Worcestershire sauce
  - 3 to 4 dried New Mexico red chilies, stemmed and seeded (these are rather mild peppers)
  - 2 tablespoons ground cumin
  - 2 tablespoons adobo seasoning
  - 2 tablespoons black pepper
  - 1 tablespoon crushed red pepper flakes, optional
1. Add the oils, onions and garlic to a heavy-bottomed stockpot and sauté over medium low heat for 10-15 minutes, stirring frequently until onions are softened. Do not brown.
  2. While onions and garlic are sautéing, add the dried chilies to a small pot with enough water to cover. Bring to a simmer and cook until chilies are softened. Remove from water, allow to cool and coarsely chop.
  3. Add remaining ingredients, including chilies to the stockpot, bring to a gentle simmer and cook, uncovered, over low heat for 30 minutes.
  4. Remove from heat and let cool slightly before blending until smooth, using either a stick blender or a standard blender.

## EGGLESS (VEGAN) MAYONNAISE

MAKES ABOUT 2 CUPS

4 ounces soft silken tofu  
2 teaspoons fresh lemon juice  
2 teaspoons Dijon mustard  
1 teaspoon turmeric powder  
1 cup mild vegetable oil,  
sunflower or avocado  
work well  
Kosher salt

Combine tofu, lemon juice, mustard and turmeric in a blender or with a stick blender until smooth, about 30 seconds. While blending, slowly add in the oil – the slower the better – until emulsified and thickened. Add the salt and blend. Taste and adjust seasoning as needed. Store in a glass jar with tight fitting lid for about a week.



## APPLE CIDER DIJON MUSTARD

MAKES ABOUT 3 CUPS

$\frac{3}{4}$  cup hard apple cider\*  
 $\frac{1}{2}$  cup apple cider vinegar  
 $\frac{1}{4}$  cup brown mustard seeds  
 $\frac{1}{4}$  cup yellow mustard seeds  
 $\frac{1}{4}$  cup mustard powder  
 $\frac{1}{2}$  teaspoon sea salt  
1 tablespoon honey

*\*Note – hard ciders vary in sweetness so go with a cider that is lower in sugar. You can also substitute a non-alcoholic cider, but your mustard will be sweeter.*

1. Place the mustard seeds and powder in a medium glass or ceramic bowl along with the cider vinegar and hard cider. Set aside, covered (but not sealed airtight) for 24 hours.
2. Place the mixture in a food processor along with the salt and honey, and process for 1 to 2 minutes until the seeds are coarsely ground.
3. The mustard will be very pungent at first. Cover and refrigerate for a few days before using to let the flavors combine and mellow. Transfer the mustard to a small glass jar with a tight fitting lid, cover and refrigerate for up to three months.



## TOMATILLO CHIPOTLE KETCHUP

MAKES 3-4 CUPS

2 pounds tomatillos, chopped  
1 cup distilled white vinegar  
 $\frac{1}{2}$  cup minced onion  
 $\frac{1}{2}$  cup honey  
1 teaspoon ground cinnamon  
1 teaspoon salt  
4 chipotles in adobo plus all  
the adobo sauce you can  
get out of the can  
1 garlic clove, chopped

1. Add tomatillos and vinegar to a large sauce pan, place over medium-high heat and bring to a boil. Reduce the heat to medium-high and cook for 20 minutes, stirring often, until the tomatillos have broken down.
2. Remove the sauce pan from the heat; strain tomatillo mixture to remove any excess liquid – discard the liquid. Heat olive oil in the saucepan over medium heat and add strained tomatillos and all remaining ingredients. Sauté, stirring frequently until onions have softened.
3. Using either a stick blender or standard blender, purée until smooth. Taste and adjust seasoning, if necessary.
4. To store, pour ketchup into a glass jar with tight fitting lid, cool and refrigerate. Ketchup will keep for 3-4 weeks in the refrigerator.





Local • Regional  
Favorite



Port  
Washington,  
Wisconsin  
**33**  
Miles to Market

# FOND OF FARMERS.

PROJECT GIVES LOCAL FARMERS ACCESS TO LAND AND MARKETS.

..... | story & photos by PAUL SLOTH



**I** MET BRIGID MCGEEHAN LAST FALL, ON ONE OF THOSE GLORIOUS EARLY OCTOBER MORNINGS. THE SUN WAS OUT, BUT THE AIR WAS CRISP.

Brigid lives in Bay View, but I met her in the middle of a farm field in Port Washington, bundled up, notepad in hand. Brigid was counting leeks. The leeks, once Brigid harvested them, would end up in one of Outpost’s delicious dishes.

I was hoping to bump into Brigid or one of her fellow growers at the Fondy Farm Project while they were out working. Brigid is one of several growers who work the land at the project site, an 80-acre plot of land in Port Washington operated by Milwaukee’s Fondy Food Center.

The project was developed with growers like Brigid in mind. She grew up in Dublin, Ireland and has always gardened. With her kids grown, she decided it was time to see if she could make a go of growing commercially.

“It just seemed like a natural path to take,” said Brigid, who retired from Johnson Controls in 2010. “I felt, ‘If I don’t do it now, what will I do?’”

The idea for the farm came about when the folks who run the Fondy Food Center, which manages the Fondy Farmers Market on Fond du Lac Avenue, noticed they were losing growers. Land is getting harder to come by and the land that is often available is too costly for growers to afford, according to Steven Petro, the Fondy Farm manager.



The Fondy Farm Project was designed to help new and established growers find, and maintain access to, good tillable land in the Milwaukee area. In turn, the farmers could continue supplying produce to parts of the city, mainly the north side, where access to nutritious food is limited. Fondy opened the farm in 2011.

A few years back, Steven met with Leslie Peterson, Outpost's director of food services. She was interested in starting a relationship with Fondy Farm. Through the years, Outpost has worked with countless community partners, but in many ways this relationship with the Fondy Farm Project is different.

For a few years they discussed how the Fondy Farm could help Outpost and how Outpost could help Fondy farmers. A big part of being a small-scale grower is having a stable supply of income and the best way to do that is to not put all of your eggs in one basket, Steven said, which is why he'd been encouraging the growers to consider wholesaling their produce. They'd continue growing for farmers markets, but they'd also supply produce to wholesale clients like Outpost.

Outpost worked out a plan to purchase produce from the farm that would be used in Outpost's main kitchen. Outpost is the farm's first client. The central kitchen, located adjacent to Outpost's Bay View store, is responsible for making the packaged items sold at all of Outpost's stores, cafés and kiosks throughout the Milwaukee area.

"We are so pleased to be able to work with the Fondy Farm Project, not only because of their high quality produce that we will be able to use in our signature recipes, but also because

the project itself provides a solution to our overall local urban food needs," Leslie said.

Since our co-op began in 1970, it has worked to source as much locally produced food as possible to sell in its stores. In 2012, an estimated 32 percent of all Outpost sales went to local and regional growers and producers (that translates to about \$11.6 million directed to local and rural economies).

In 2013, 10 farmers worked the land at the Fondy Farm on plots that ranged in size from a quarter acre to eight acres. Many of the farmers are just starting out, while some have been farming for 15 to 20 years. Most of the farmers are Hmong-American.

"It's a really diverse group of folks who have a lot of different experiences to share and I think that's the one real asset we have here is that diversity," Steven said.

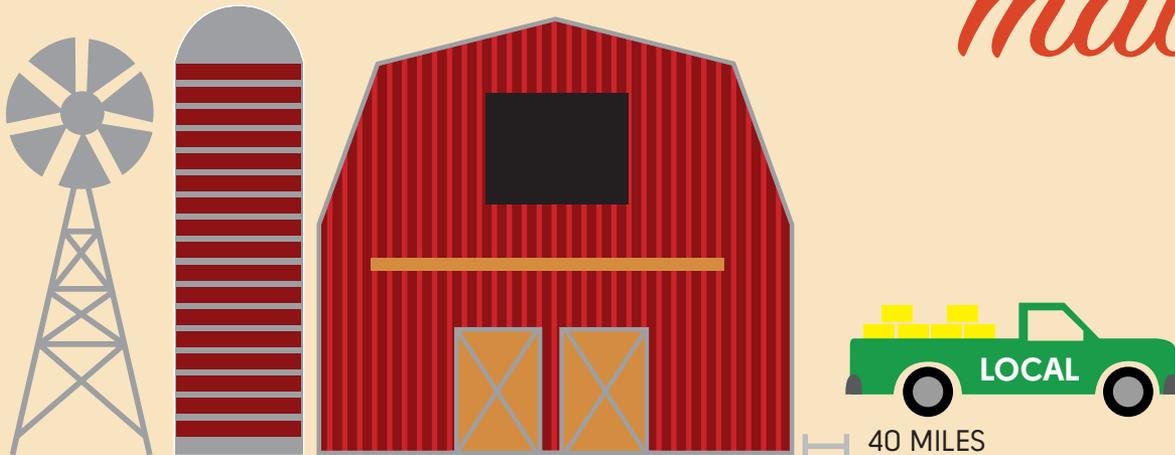
The Fondy Farm is structured like a cooperative. Fondy provided some of the larger infrastructure costs and equipment. The farmers lease the land from Fondy and share the equipment. The farmers meet and make decisions collaboratively.

"One really beneficial aspect of working with Outpost is that at the beginning of the season we can talk about different crops that our growers maybe want to produce for Outpost," Steven said. "They can plan for it at the beginning of the season and they know exactly where it's going to."

FONDY FARM PROJECT  
LEARN MORE AT  
[WWW.FONDYMARKET.ORG](http://WWW.FONDYMARKET.ORG)

# KEEPING IT LOCAL

*matters*



**I**N REAL ESTATE, THEY TALK OF THE THREE L'S — LOCATION, LOCATION, LOCATION. WELL, IN OUR BUSINESS, THE THREE L'S ARE JUST AS IMPORTANT — LOCAL, LOCAL, LOCAL. WHETHER YOU'RE SHOPPING AT OUTPOST, BANKING LOCALLY OR SUPPORTING A LOCAL NONPROFIT ORGANIZATION, KEEPING YOUR MONEY LOCAL PAYS HUGE DIVIDENDS. THAT'S WHY IT'S IMPORTANT TO SPREAD THE WORD — LOCAL REALLY DOES MATTER.

## 2. SMALLER FOOTPRINT

Fewer miles to market equals less fuel used by trucks. A 10% shift from importing produce to using local farms would save 310,000 gallons of fuel each year and would reduce CO<sub>2</sub> emissions by 7.3 million pounds.

## 1. STRONGER LOCAL ECONOMY

Buying local creates jobs. Outpost currently employs almost 500 people. Plus, local businesses are more likely to work with other local businesses!

**For every \$1 you spend at a locally owned business, more than 68 cents remains in Milwaukee, compared to the 43 cents that stays here from national chains.**

### MONEY RETURNED TO COMMUNITY



68¢ OF EVERY DOLLAR SPENT AT LOCAL BUSINESS

VS.

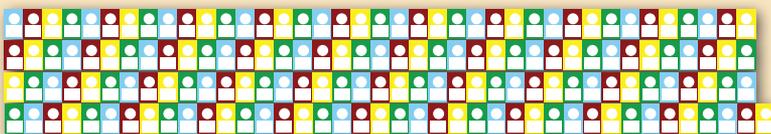


43¢ OF EVERY DOLLAR SPENT AT A NATIONAL CHAIN

### AVERAGE NUMBER OF LOCAL VENDORS



CONVENTIONAL GROCER — 65 VENDORS



COOPERATIVE GROCER — 157 VENDORS



OUTPOST — 250 VENDORS

by CARA BERKEN

### 3. BETTER FOOD

That's the best part, right? Produce purchased locally is often picked 24 hours before you buy it, allowing it to ripen naturally and retain more nutrients. Plus, it keeps longer and tastes better. Conventional produce is generally 10 days old and is picked early to allow for ripening during transportation.



1500 MILES



### 4. MORE CHARITABLE GIVING

Local businesses give five times more per dollar of revenue to groups in their communities. Outpost also returns unclaimed and donated patronage rebates to community groups that share our mission.

**LEARN MORE** – Attend the Eat Local Resource Fair, co-sponsored by Outpost at the Urban Ecology Center

## START BUYING LOCAL NOW!



- **Shop and eat at local businesses** – Look for the Local First Milwaukee sticker on the door. Local First is an association of more than 200 independent Milwaukee businesses that support each other and our local economy.
- **Look for local** – Outpost makes it easy by labeling local and regional products right on the shelf with our Local Regional Favorite tag. Outpost defines “local” as anything made in Wisconsin and “regional” as anything made in a state that borders Wisconsin. For select local brands, Outpost offers a 5% discount to owners to encourage the companies' success in our stores – look for the Get Local shelf signs.
- **Or you could** – Shop farmers markets, local gift fairs, join a CSA, and pass the word – local goods are unique, often handmade, and support people who live in our neighborhoods and counties.

**EAT**  
RESOURCE FAIR  
**LOCAL**  
AT THE  
URBAN ECOLOGY CENTER  
**SATURDAY,  
SEPT. 6, 2014  
11AM – 3PM**

# homegrown ENERGY ALTERNATIVES

by MARGARET MITTELSTADT



**O**UTPOST HAS GROWN DURING THE PAST SEVERAL YEARS, BUT THAT DOESN'T MEAN WE WANT OUR CARBON FOOTPRINT TO GET ANY BIGGER. THAT'S WHY WE SET A GOAL FOR OURSELVES: WE'RE TRYING TO REDUCE OUR CARBON FOOTPRINT BY 50 PERCENT, EVEN AS WE CONTINUE TO GROW.

Overall, investing in renewable energy development is part of a larger goal toward a sustainable future for Outpost — from reducing waste to adopting LEED standards for sustainable building, adding charging stations for electric cars, and adding “green teams” at each store location. We want to help lead our community into a more sustainable future. In fact, Sustainable Solutions is one of our High Five goals for 2022.

Outpost first dabbled with renewable energy back in 1999. Back then we were the first Wisconsin business to sign up for the Energy for Tomorrow program offered by WE Energies. Sure, it cost a little more on our monthly bills, but we knew that money was helping to develop renewable sources of energy like solar, wind and biomass.

Since then, we learned of a local nonprofit that helps develop renewable energy sources exclusively in Wisconsin. We like local and we like renewable energy, so it's a great fit. Viroqua-based REPower Now helps residential and business consumers invest in developing local sources of renewable energy by adding an extra charge to their monthly energy bill.

The money generated is available to small-scale Wisconsin-based renewable energy developers through a partnership with Ethos Renewable Power, to make renewable energy production and consumption accessible to everyone. Local renewable energy production adds up, and creates jobs, too!

Through our partnership with REpower Now, Outpost offsets 100 percent of our energy use by helping develop solar, wind and hydropower. Through the Midwest Renewable Energy Tracking System, Outpost can track information about the renewable energy producers supported by our energy use, including who they are, how much electricity they generate, the type, etc. The transparency deepens our understanding of electricity use and creates opportunities to develop relationships with our producers. This program has given us greater means to live our mission and values.

# REAPING THE FRUITS OF HIS LABOR.



## COMING SOON!

### POWER UP! YOUR CO-OP.

Outpost Natural Foods and REpower Now are partnering to keep your energy clean, local and independent. REpower Now is challenging owners to match Outpost's commitment to green power one-for-one. When owners sign up for, or switch to, green power through REpower Now, the collective impact wins free solar panels for the co-op!

Look for in-store displays and more information on our email blasts and together we can **POWER UP!** Outpost with renewable energy. Learn how you can switch to green power purchasing for your home.

[VISIT REPOWERNOW.ORG](http://VISIT REPOWERNOW.ORG)



photo by Paul Sloth

by MALCOLM MCDOWELL WOODS

**W**ILLIAM QUINN STARTED WORKING AT OUTPOST MORE THAN 30 YEARS AGO, COMING IN TO CLEAN THE STORE, THEN ON RIVERWEST'S HOLTON STREET, TWO NIGHTS A WEEK. ON SATURDAYS, HE WAS THE PRODUCE DEPARTMENT, FILLING IN SO THE DEPARTMENT MANAGER COULD TAKE A DAY OFF.

He must have liked the experience, as he stayed on to become the produce department manager himself, moving with Outpost, first to the store on Capitol Drive in 1990 and then to the State Street store when it opened 10 years later.

Three decades after those first Saturdays on Holton, he's still in produce, but William's new responsibilities have taken him off the retail floor.

As produce category manager, William now works from our administrative offices downtown, and behind the wheel of his car. "Most of my time is spent now with farmer and vendor relations," he said. Over the years as produce manager, William cultivated strong bonds with many of our state's organic farmers. Maintaining those connections, and nurturing a new generation of family farmers, is central to his new job.

"It's great now getting the opportunity to go and check out the farmers markets and visit with the farmers themselves."

Now that he's the gatekeeper for all things produce at Outpost's four stores, William finds he's a popular man. "There are more growers coming to us all the time – the Midwest is one of the hotbeds nationally of family farming." With the new farmers, William finds he is passing on some of the knowledge he has gained in more than three decades in the business. "I'm careful and cautious in who we work with, it's got to be sustainable. If it's not profitable for all involved, it's not going to last."

And, after 30 years on the job, William has a pretty good idea of what is going to last.

# IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

... OUR WATERSHEDS RUN CLEAN AND FREE.



**T**AKE ME TO THE RIVER. WATER INSPIRES US. WE UNIVERSALLY CONGREGATE ALONG RIVERBANKS AND LAKESHORES, INSTINCTIVELY DRAWN TO THE WATERY BOUNDARIES FOR THE FRESH WATER THAT WE NEED IN ORDER TO SURVIVE. OUR WANDERING ATTENTION IS AT ONCE HELD AND TRANSFIXED BY ITS TRANSLUCENT SURFACE AND GLITTERING REFLECTIONS.

Native American tribes settled here centuries ago, at the place the Potawatomi called Manwaking – “gathering place by the water.” Now, nearly 1.3 million people live and work in this small corner of southeastern Wisconsin. We coexist on a dense interwoven raft of rural and urban space where much of the natural waterways flow through on their way to Lake Michigan. Unlike those who were here first, we have abdicated much of our responsibility for watching out for our waterways to hardworking groups like Milwaukee Riverkeeper.

Milwaukee Riverkeeper is a local watchdog and advocacy organization whose focus rests solely on the Milwaukee River Basin. They are on the daily lookout to protect and preserve the precious river ecology that weaves quietly and intimately through our homeland. The scope of their work includes regularly testing water quality, monitoring basin ecology and the impact of development, and taking action if necessary in order to ensure that there is a healthy, intact watershed in place now and for generations to come.

The small staff covers a lot of territory. The Milwaukee River Basin is nearly 900 square miles of land that stretches up, down and across the counties adjacent to Milwaukee, including Ozaukee, Waukesha, Washington, Sheboygan, Fond du Lac and Dodge. The lifeblood of the basin flows through three main rivers and their corresponding watersheds: Milwaukee, Menomonee and Kinnickinnic. Flowing downstream through this land are 500 miles of tertiary streams and rivers, 400+ miles of intermittent creeks, 57 named lakes, the Lake Michigan shoreline – and abundant wetlands.

Lake Michigan refuses no river. There is constant pressure on the lake from many nonpoint sources upstream; where you can't quite place your finger on any one major culprit. Agriculture. Lawn chemicals. Factory effluent. Storm drains. Leaky sanitary sewers. This miasma of inputs threatens the very lifeblood of the basin. If we're not vigilant, wild ecosystems will die off. The National Heritage Inventory has documented 16 endangered, 26 threatened and 65 special-concern plant and animal species and 30 rare aquatic and terrestrial communities within our great basin.

Fortunately, we still have the opportunity to park ourselves next to a clear river or stream. There is much to drink in. Take time to thank the hardworking people of Milwaukee Riverkeeper for keeping a sharp eye on behalf of all who call our rivers home. In an ideal world, our watersheds run clean and free because of folks like them.

Photos courtesy of Milwaukee Riverkeeper



MILWAUKEE RIVERKEEPER  
WWW.MKERIVERKEEPER.ORG

*Volunteers are welcome to help with everything from office work to assisting with water quality monitoring.*

## CHECKOUT



*photo by Paul Sloth*

## RIBBON CUTTING

ON MAY 12, 2014 AT 11:00 A.M., OUTPOST EMPLOYEES, OWNERS AND BOARD MEMBERS GATHERED TO OPEN THE DOORS OF OUR NEW MEQUON STORE, OUR GREENEST STORE YET!

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