

GRAZZIE

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS



OUR MOST
REQUESTED
RECIPE

PAGE 23

THE NEW CHEESE
ALTERNATIVES

PAGE 24

Winter
**FUN &
GAMES.**

PAGE 18



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WINTER 2017 • 99¢
FREE WITH ANY PURCHASE



FIRST WORD.



HELLO, 2017, NICE TO MEET YOU. WE COULDN'T WAIT FOR YOU TO GET HERE. YEAH, THAT LAST YEAR WAS A REAL DOOZY. BUT WE WON'T GET INTO IT. SUFFICE IT TO SAY WE'RE GOING TO RESOLVE, AS ALWAYS, TO DO BETTER THIS COMING YEAR. AT WHAT, YOU ASK? WE'RE NOT SURE YET.

Here at Outpost we have a platform. We're a cooperative, first and foremost. Coming in a close second is the fact that we sell food. But we like to think we do more than just sell food.

Food satisfies. Food nourishes. Food heals. Food can be a phenomenal storyteller. Meals shared with anyone—a long lost friend, a new acquaintance, or a complete stranger—can be a source of comfort.

As we enter our sixth year of creating this magazine *Graze*, we're reminded of all the wonderful people we've met and all the great food we've shared. How fortunate we are to be in an amazing city like Milwaukee with great people doing incredible work.

The list is too long, but we're pretty sure these people know who they are. Many of them have found their way into the pages of this magazine. They've opened our eyes, our minds, and our hearts. And for that, we shall always be grateful.

So, 2017, we're glad you made it. Now, we can't wait to see what you have in store for us.

PAUL SLOTH
editor



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.

GRAZE@OUTPOST.COOP

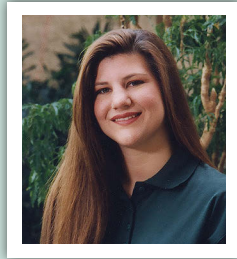


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WHO IS GRAZE ?

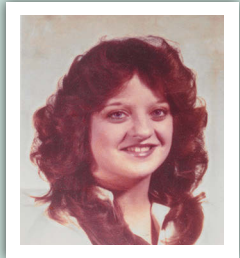
i am **CARA BERKEN.**

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 **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.



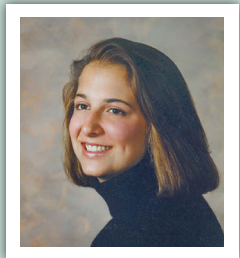
i am **MARGARET MITTELSTADT.**

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.



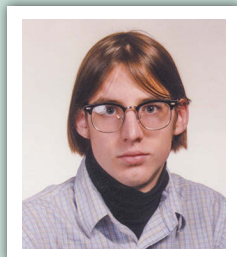
i am **DIANA SCHMIDT.**

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 **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.



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



- GRAZE.

A QUARTERLY PUBLICATION OF
OUTPOST NATURAL FOODS COOPERATIVE

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wisconsinfoodie

WINTER SMÖRGÅSBORD

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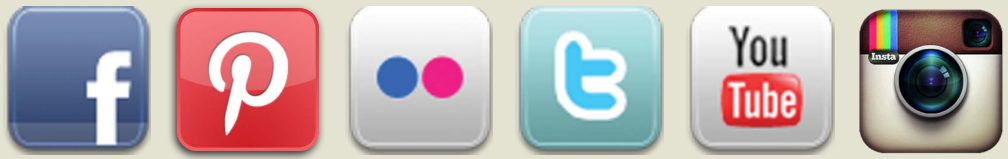
Experience the flavors from the program and connect with the stories you love. Meet artisans, chefs, and featured tastemakers from around the state of Wisconsin.

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HOTEL & CASINO EVENT CENTER

OUTPOST is a proud underwriter of Wisconsin Foodie.

Learn more at wisconsinfoodie.com

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(you'll)

SWOON!

THINGS WE LOVE.

FIELD DAY ORGANIC APRICOT FRUIT SPREAD.....

A JAR FILLED WITH SULTRY SUMMER-TIME GOODNESS



Here in our Midwestern latitude, to taste a perfectly ripe apricot, you'd have to travel to a sunnier clime and pick a velvet beauty fresh, and perfectly ripe, from a tree. You see, the truly best apricots don't ship well. Like a delicate flower, their tender skin and juicy, perfumed flesh cannot stand up to the rigors of travel. So, we settle for expensive jams, canned at peak ripeness. That's why we were astounded when we tried this "store brand" jam. It's bursting with a ripe apricot flavor that's both sweet and tangy, with a hint of floral and almond that only a quality jam can deliver. The best part, it's priced so everyone can afford this delicious luxury.

MOUNTAIN OCEAN SKIN TRIP COCONUT MOISTURIZER.....

KEEPING HIPPIES COMFORTABLE SINCE 1971

Few products have earned continual shelf space in our co-op since we were a tiny store in Riverwest. This is one of them. Here's why, it's like a vacation in a bottle. Pop open the top and you are instantly transported to a happy tropical island where the breeze is warm, the drinks come with umbrellas, and the air is filled with the sound of soft ukuleles. This is a true lotion, with a thin texture that makes it absorb fast, leaving your skin soft and scented like coconut. The main ingredients—coconut oil, aloe, and sunflower oil—ensure this long-lasting moisturizer will stand up to both the rigors of all day beach lounging or the fiercest Wisconsin winter. Seriously, dude, Skin Trip really is like the old song lyric, "take a trip and never leave the farm!"



OUTPOST'S OWN JUMBO ZUCCHINI CUPCAKE.....

BAKERY WIZARDRY FROM OUR STORE TO YOUR LIPS

In days of yore, searching for decent gluten-free bakery was pretty much pointless. Crackers were like cardboard and cakes were like sculpted sawdust with sugar. Good thing our talented bakers cracked the code and came up with some of the best gluten-free bakery in town. There are a number of goodies you can try, but we'd like to suggest that this humble, but jumbo, cupcake is the gateway to gluten-free nirvana. It's moist and fluffy, not dense and crumbly, just sweet enough to please, but not cloying. The addition of just the right amount of zucchini makes it feel somehow more wholesome. Then, we top it off with lush, dreamy, cream cheese frosting. So, say goodbye to sad, "prescription" food, because these cupcakes will fool even the most discerning wheat lover!



OUTPOST'S OWN COUSCOUS FETA FAVA BEAN SALAD.....

IT DON'T MEAN A THING IF IT AIN'T GOT THAT BEAN

Let's face it ... fava beans are the weirdos of the legume family. They're big and intimidating. They shout, "Hey, I'm a BEAN." There's no hiding them under a napkin. They demand your attention. Honestly, that's why we love them. Well, that and the fact that they manage to be both hearty and creamy at the same time. This heritage salad celebrates fava's unique flavor and texture by pairing them up with whole wheat couscous, red bell peppers, parsley, spinach, feta cheese, and lemon. The sunny Mediterranean flavors play merrily off the creamy texture of the beans like sunlight sparkles on the sea. Well, okay, that's a bit much. It's just a darn tasty salad that will kick you out of your pasta salad rut.



BEYOND MEAT BEASTLY SLIDERS

A KINDER WAY TO TAP INTO YOUR INNER ANIMAL

It's no exaggeration that after 47 years, we've tried hundreds of different "veggie" burgers. From grains to soy to rice to beans, many are indeed delicious renditions of their meatier counterparts, but most fall short when it comes to packing a protein punch, until now. Beyond Meat has managed to stuff 23 grams of protein into their wildly "meaty" burgers by cleverly blending pea protein with vegetable flavors and spices. If that wasn't enough, these tasty sliders are loaded with omega-3s, offer a decent dose of fiber, are cholesterol free, and low in carbs. If that doesn't start your inner cavewoman or caveman hollering, the smoky, meaty taste and texture will. We love the little sliders, but go ahead and try all the varieties. Bonus: they're soy, gluten, and GMO free.



ENDANGERED SPECIES ALMOND SPREAD WITH COCOA

WE'RE NOT LION WHEN WE SAY WE'RE NUTS ABOUT THIS SPREAD

Who are we kidding, we've yet to meet a cocoa spread we didn't like. Some are chock-full of hazelnuts, while others are heavy on the chocolate. Still others rely on a creamy texture to deliver the delicious. But this almond cocoa spread manages to nail all three perfectly. A rich chocolate flavor complements the sweet, nuttiness of almonds and never overwhelms. And the texture will make you purr. We love it simply spread on toast or waffles or tucked in between the layers of a cake. And unlike the other nut spreads out there, this one's dairy-free and features fair-trade cocoa.



TUCSON TAMALES COMPANY

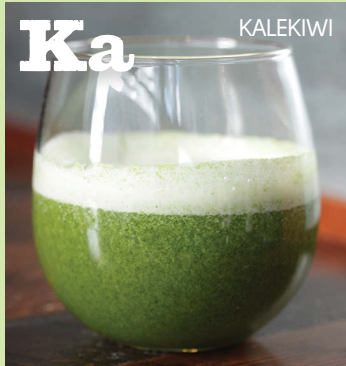
SOUTHWESTERN FLAVOR WITHOUT THE WRANGLING

Have you ever made tamales? Have you prepared the masa, simmered the filling, soaked the corn husks, tucked the filling carefully in each masa pocket, hand wrapped each tamale, then set them to steam until perfectly tender-moist and bursting with flavor and love? We have. Once. And they were oh so delicious. Imagine our unbridled delight when we found the Tucson Tamale Company! The masa is never over-worked and the premium fillings never overpower the delicate corn flavor of the tender-moist masa. We honestly love every handmade variety, but two of our favorites are the simple Green Chili & Cheese and the Blue Corn Veggie & Cheese. They have done the hard work so all you'll have to do is to quickly reheat and enjoy. Their tagline is "Unwrap Happiness," and they're not kidding!



(our) TABLE OF FRESH JUICES.

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



Ka KALEKIWI

INCLUDES . KALE, GRANNY SMITH APPLE, KIWI, LIME
BENEFITS . VITAMIN C, ANTI-INFLAMMATORY



Be BEETNIK

INCLUDES . CARROTS, BEETS, CELERY
BENEFITS . ANTI-INFLAMMATORY, CLEANSING

LIFT THOSE WINTER BLUES WITH A FRESHLY PRESSED JUICE! BRIMMING WITH VEGETABLES AND FRUITS, JUICES OFFER A SIMPLE AND TASTY WAY TO “EAT YOUR VEGGIES.” JUICES ARE LOADED WITH VITAMINS AND TRACE NUTRIENTS; AND MANY BELIEVE THEY OFFER HEALTH BENEFITS THAT RANGE FROM AIDING DIGESTION TO WEIGHT LOSS. THEY’RE ALSO PURPORTED TO HAVE ANTI-INFLAMMATORY AND CLEANSING PROPERTIES.

Here at Outpost we feature organic ingredients and press our juices fresh, to order. We also offer an array of “add-ins,” like supplements and extra vegetables, to customize any juice. So, here’s a hearty toast to a healthy and happy New Year!



Gw GINGER WABBIT

INCLUDES . CARROTS, APPLE, GINGER
BENEFITS . ANTIOXIDANTS, VITAMIN A, DIGESTIVE



Gd THE GREEN DREAM

INCLUDES . WHEATGRASS, LIME CUCUMBER, GRANNY SMITH APPLE
BENEFITS . COOLING, ALKALINE, BLOOD PURIFIER



Hp HOT OFF THE PRESS

INCLUDES . CARROTS, APPLE, BEETS, LEMON, GINGER
BENEFITS . LIVER HEALTH, WARMING, CLEANSING



Gs GINGER SHOT

SOURCE . FLOWERING PLANT RHIZOME
BENEFITS . DIGESTIVE, ANTI-INFLAMMATORY



Ec EMERGEN-C

SOURCE . VITAMIN POWDER
BENEFITS . HIGH VITAMIN C, ELECTROLYTES



Eh ECHINACEA

SOURCE . AMERICAN CONE FLOWER ROOT
BENEFITS . ANTI-BACTERIAL, IMMUNE BOOSTER



Sp SPIRULINA

SOURCE . FRESHWATER BLUE-GREEN ALGAE
BENEFITS . DETOXIFYING, BLOOD PURIFIER



Tu TURMERIC

SOURCE . RHIZOME, RELATED TO GINGER
BENEFITS . ANTI-INFLAMMATORY, PAIN RELIEF

This is just a partial list of all the fresh juices and add-ins that are available.

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

WHEATGRASS

101

(a) **RECIPE**

OUTPOST'S OWN ORGANIC VEGGIE MEDLEY JUICE

More than meets the eye

You'd be amazed at how many vegetables we can jam into a glass!
Juiced fresh to order with no fillers, flavorings, or water.



Each 16 oz. Veggie Medley includes:



Organic Wheatgrass – 1 oz. juice



Organic Parsley – about 1 cup



Organic Cucumber – 1 medium



Organic Carrot – 7 medium



Organic Spinach – about 2 cups

These measurements are approximations.

It's no secret that wheatgrass is an acquired taste. It tastes green, very green, and that flavor is in no small part because of the chlorophyll in each blade. In addition to being high in powerful nutrients like vitamin A, vitamin C, vitamin E, vitamin K and beta carotene, it's also rich in antioxidants and vital minerals—like magnesium, iron and potassium, calcium—enzymes and essential fatty acids.

Natural remedy texts suggest that wheatgrass is helpful for a variety of things ranging from healthy blood clotting and hormonal balance to pain relief and digestive health. The easiest and tastiest way is to try it blended into a juice, but you may prefer going "au naturel" and doing a straight shot of this green wonder. Some folks use it as a natural energy boost. Think of it as an alternative to that mid-afternoon cup of coffee!

The information presented here is provided for informational purposes only, it is not meant to substitute for medical advice or diagnosis provided by your physician or other medical professional.

WINTER.

(two ways)

COCOA

SLOW COOKER COCOA RUBBED PORK ROAST *with* GRAVY

SERVES 4-6

This pork rub is a kaleidoscope of flavors, made awesome with cocoa. Any type of pork roast will work. We used two smaller rib roasts for this recipe. If you have leftover rub, put in a sealed container and keep in the freezer for later use. Try it on baby back ribs!

| | |
|----------------------------------|---|
| ¼ cup unsweetened cocoa powder | 1 teaspoon ground cumin |
| ½ cup light brown sugar | 1 teaspoon allspice |
| 3 tablespoons chili powder | 1 3-pound boneless pork roast (we used 2 roasts at about 1.5 pounds each) |
| 2 tablespoons kosher salt | 1 medium yellow onion, peeled and sliced into rings |
| 2 tablespoons onion powder | 2 tablespoons all-purpose flour, for roux |
| 2 tablespoons oregano | |
| 3 teaspoons garlic powder | |
| 3 teaspoons dried ground mustard | |
| 2 teaspoons dried ginger | |
| 2 teaspoons dried cinnamon | |

1. Mix together cocoa powder, sugar, and spices together in a bowl. Rub pork roast generously with the mixture. Wrap roast in plastic wrap and refrigerate over night.
2. Place onions rings on bottom of slow cooker. Put roast on top of onions. Cook on low for 8 hours.
3. Remove roast from slow cooker to a platter and cover with aluminum foil. Let rest 10-15 minutes before slicing.
4. Meanwhile, make the gravy* from the drippings in the slow cooker.
5. Remove aluminum foil and slice. Drizzle with a little of the gravy.

*Gravy

1. Strain the leftover contents from the slow cooker through a sieve and into a bowl. Transfer cooking liquid to a liquid measuring cup and add enough water to make 1½ cups. Discard the onions.
2. Make a roux by combining 2 tablespoons of all-purpose flour and 2 tablespoons of the reserved liquid in a saucepan over medium heat, whisking constantly until the roux begins to look and smell a little toasty. It will be thick. Do not let it burn.
3. Deglaze the saucepan by adding the remaining reserved liquid in increments. Continue whisking, making sure to remove any lumps before adding more liquid. The roux will gradually combine with and thicken the rest of the liquid making the finished gravy. Season with a little salt and pepper, if desired.



1ST
way.

2ND way.

SALTED CHOCOLATE MELTAWAYS

SALTED CHOCOLATE MELTAWAYS

Magic happens when you combine melted chocolate and coconut oil. We made our meltaways with two different flavorings: mint and coffee. Go ahead and experiment with your own favorite extract flavorings. Meltaways will keep up to 2 weeks at cool room temperature or in the fridge, if they last that long!

12 ounces good quality dark (65 percent) chocolate, chopped or chips
½ teaspoon salt
½ cup coconut oil
½-1 teaspoon flavoring extract, or to taste
Sifted confectioner's (powdered) sugar or cocoa powder, for dredging (optional)

1. Cut a piece of waxed parchment paper to line the bottom of a 9 x 9-inch square baking pan. Extend the paper up two opposite sides (these will later assist when lifting the set chocolate out of the pan).
2. Melt chocolate, either in a bowl set over a pot of simmering water or in a microwave at 20-second intervals, stirring in between. When completely melted, add salt. Stir thoroughly.
3. Add coconut oil and stir until completely incorporated into the warm melted chocolate.
4. Add the flavoring extract and stir 1-2 minutes to combine. Test for desired taste.
5. Pour chocolate mixture into prepared pan. Tap the pan on the counter a couple of times to release any trapped air bubbles. Put the pan in the refrigerator and allow the chocolate to set, about 1-2 hours.
6. When ready, using the paper ends as handles, lift the set chocolate out of the pan and set on a cutting board. Let it come to room temperature before cutting, about 1 hour.
7. Using a sharp knife, cut 1-inch by ½-inch pieces, or whatever size you'd like. Dredge in confectioner's sugar or cocoa powder, if desired. Gently wipe off any excess powder. Arrange on decorative platter and serve or in candy box and give as a gift.

NOTE: When making your meltaways, try not to handle them too much, because the heat from your fingers can melt the chocolate.





THE POWER OF
A GOOD MEAL.

HOME COOK.

story & photos by PAUL SLOTH





DAVID LEE DIDN'T PLAN ON A LIFE IN FOOD. HE WANTED TO MAKE MOVIES AND DO THEATER. BUT RIGHT OUT OF COLLEGE HE NEEDED WORK AND FOUND A JOB WHERE HE LEAST EXPECTED: IN THE KITCHEN OF A BOSTON RESTAURANT. DAVID STARTED AT THE BOTTOM, BUT QUICKLY WORKED HIS WAY UP TO HEAD CHEF. TURNS OUT, HE TOOK TO COOKING PRETTY EASILY.



"The simplicity of it made a lot of sense to me as a young man ... 'Apply heat to food, remove when it's done,'" David said. "That was my first real job. I didn't know the rest of my career would be in food."

Little did he know, at the time, but that first experience in the kitchen set a course for David's life. It took a lot of crazy turns, from Boston to Los Angeles. Eventually, David found his way to Wisconsin.

In addition to serving as Outpost's current Board president, David is executive director of Feeding Wisconsin, a nonprofit agency that coordinates services for six different emergency food banks throughout the state.

Before working for Feeding Wisconsin, before even moving to the state, David was living in Los Angeles. He hadn't given up on his dream of film and theater. There he started working as a temp for the Jewish Federation. David found himself in the right place at the right time.

The organization was just beginning to focus on hunger in the city and hired David to work in their government relations department. Once again, it turns out he took to the work pretty easily.

"Suddenly, at that moment, it was like, 'Oh my god', it all came together," David said.

"That's how I became a hunger fighter. That's how I discovered my career."

While out in Los Angeles, David also met his future wife, Tammy. The couple decided to move back to Wisconsin, where Tammy was born and raised.

Back in Los Angeles, David and Tammy started a tradition, inviting friends over once a week for dinner. They're trying to keep the tradition going here in Wisconsin. David does most of the cooking. Friends are responsible for dessert (David doesn't bake).

"It was doing these meals with friends that I went from making these elaborate meals to making things that were a little more homey," David said.

Food has always been an important part of David's life. Born in Taiwan, he came to America with his parents when he just a year old. Ever since then, David's known the power of a good meal to tell stories and change lives.

Growing up in San Francisco, he spent a lot of time in Chinatown sharing memorable meals with his parents.

"They weren't elaborate meals, but they were always soulful," David said. "When I think about all the food I ate with my parents, not all of it was great, but we were together."

(recipes following)

MUSHROOM CROSTINI

SERVES 4-6

½ pound Sugar Bee Farm oyster mushrooms, sliced
½ pound crimini mushrooms, sliced
½ pound shiitake mushrooms, stemmed and sliced
4 garlic cloves, chopped, plus 1 garlic clove, sliced in half for bread
1 large shallot chopped
5 thyme sprigs, picked
¼ cup balsamic vinegar
3 tablespoons butter, plus more as needed
3 tablespoons olive oil, plus more as needed
Rind of one lemon
Parmigiano-Reggiano cheese
Troubadour Bakery ciabatta bread, sliced
Chopped flat leaf parsley

1. In a large sauté pan over medium high heat, melt butter in olive oil and sauté mushrooms, for about 10 minutes. Add chopped garlic, shallots, thyme, and season with salt and pepper. Toss and sauté for another 3-5 minutes. Add balsamic vinegar and allow the vinegar to reduce and absorb completely into the mushrooms.
2. While mushrooms are cooking, scrape garlic over ciabatta bread and brush with olive oil. Grill the bread over a hot grill or grill pan (alternatively, you can simply toast the bread in 350-degree oven). Place in bread bowl for service.
3. Once the mushrooms are done, transfer to a serving bowl. Using a microplane, zest the rind of one lemon over the mushrooms. Liberally grate the Parmigiano-Reggiano over the mushrooms. Sprinkle with parsley to garnish.

SAUTÉED BRUSSELS SPROUTS

SERVES 4-6

1½ to 2 pounds of Brussels sprouts
2 cloves of garlic, chopped
1 medium shallot, chopped
¼ cup Champagne vinegar
Salt and pepper
Lemon rind

1. Clean Brussels sprouts, trim ends and slice lengthwise.
2. In a large sauté pan, over high heat, add butter and canola oil. Add Brussels sprouts, sliced side down in pan and allow them to brown, about 5-8 minutes.
3. Once the Brussels sprouts have caramelized, add chopped garlic and shallots and toss in the pan to allow the other sides to cook. Add Champagne vinegar and sauté for another 5-8 minutes, or until done, tossing occasionally. Season with salt and pepper and garnish with shaved lemon rind.



MASHED ROOT VEGETABLES

SERVES 4-6

For the recipe, we used turnips, rutabagas, and celery. You can pick any root vegetables you like, including potatoes. You should aim for about 4 pounds total.

2 medium turnips
2 medium rutabagas
2 large celery roots
2 large garlic cloves
1 cup crème fraîche
2 tablespoons butter
1 bunch of chives, chopped
Salt and pepper to taste

1. Bring large pot of salted water to a boil. While water is coming to a boil, peel and chop root vegetables into uniform, medium-sized chunks.
2. Add chopped root vegetables and garlic to boiling water and boil until tender, about 15 minutes. Drain root vegetables and pass through a ricer into a bowl (or mash with a potato masher).
3. Melt butter with crème fraîche in a small saucepan. Combine with root vegetables and chives. Season with salt and pepper to taste.



SHORT RIBS BOURGUIGNON

SERVES 4 (WITH LEFTOVERS)

Most of this recipe can be made ahead. If desired, pre-make the recipe until the step to glaze the short ribs. Allow the sauce and short ribs to cool and refrigerate. When you are ready to serve, sear the short ribs on all sides over medium-high heat in a sauté pan with canola oil and butter for about 8 minutes. Add sauce to sauté pan. Bring to a simmer, and turn meat, glazing it, for another 8-10 minutes. Once heated through, serve.

5-6 pounds of bone in Wisconsin Meadows short ribs
1 bottle of a full bodied Bordeaux
1 onion
1 leek
2 carrots,
3 celery stalks
3 cloves of garlic
10 dried shiitake mushrooms, rehydrated
Chopped parsley
6 thyme sprigs
2 cups of beef stock
2 tablespoons tomato paste
Canola oil
High quality extra virgin olive oil
Hawaiian sea salt

Day 1:

1. Rough chop the onion, leek, carrots, and celery. Smash garlic. Rehydrate the mushrooms in warm water.
2. Liberally season short ribs with salt and pepper. Using canola oil and a large sauté pan, brown the short ribs on all sides over medium-high heat. Take your time doing this. Each side should look golden brown and crusty. It should take about 15-20 minutes. Remove short ribs from pan and set aside in a large, glass baking dish.
3. Pour off some of the fat from the pan, leaving just enough to fully coat the bottom of the pan. Sauté the chopped onions, carrots, celery, leeks, and garlic for about 10 minutes. Add rehydrated mushrooms and sauté for another 3-5 minutes. Make sure you scrape the bottom of the pan as you sauté to pick up the caramelized pieces from browning the short ribs.
4. Once the vegetables have softened, add 2 tablespoons tomato paste and thyme. Toss through vegetables to allow the paste to cook for 3-5 minutes. Season with salt and pepper. Add the entire bottle of red wine and bring to a boil.
5. Add one ½ cup of the water used to rehydrate the mushrooms. Allow to reduce by half.
5. Pour wine and vegetable mixture over short ribs. Let cool, cover, and place in the refrigerator to marinate overnight.

Day 2:

1. Turn short ribs over in the morning to allow the meat to marinate on the other side.
2. About 2 hours before serving, preheat oven to 350 degrees. Place short ribs and marinade in a Dutch oven or large, high-sided, ovenproof pan. Bring to a boil, cover and place in the oven.
3. Turn over the short ribs after 60 minutes, cover and return to oven.
4. After another 45 minutes, remove pan from oven and check for doneness. The short ribs should be very tender and yet still have enough body to slightly hold on to the bone. If not done, return to the pan and check again in 15 minutes.
5. Once done, remove short ribs from the pan and place on a baking dish. It's okay if the bones fall off.
6. Strain cooking liquid into a large saucepan. Skim off as much fat as possible and return to a medium heat to reduce by at least a quarter to a half. This will thicken the sauce. Taste the sauce and adjust seasoning with salt and pepper to taste.
7. Return short ribs to the saucepan, turning them to glaze the meat.
8. Serve over mashed root vegetables and Brussels sprouts. Generously sauce the short ribs on the plate. Drizzle with extra virgin olive oil, and sprinkle chopped parsley and sea salt over top to garnish.



QUALITY *over* QUANTITY.

..... | • | by PAUL SLOTH



BEHIND A SMALL, UNASSUMING STOREFRONT IN SOUTH MILWAUKEE, TIM SCHROETER'S BAKERY IS TURNING OUT DELICIOUS, GLUTEN-FREE BAKED GOODS. TURNS OUT CREATING GLUTEN-FREE RECIPES TAKES TIME IN ORDER TO GET THINGS JUST RIGHT AND SCHROETER'S GLUTEN FREE BAKEHOUSE IS ALL ABOUT GETTING IT RIGHT.

When they started their gluten-free bakery, Tim and Jill Schroeter made a vow; they'd only make things that were as good, or better than, their gluten counterparts. This can be challenging. It also explains, in part, why Schroeter's Gluten Free Bakeshop has a very small line of products. Tim and Jill don't want to make it if it doesn't taste great.

With a family history of Celiac disease and gluten intolerance, Jill and Tim have spent a long time making and mastering gluten-free dishes. Jill has been baking her entire life, Tim said. Growing up, she learned a lot about baking from her grandma and mother, who are master bakers, according to Tim.

"With our home being 100-percent gluten-free, she wanted to make sure that our kids could still enjoy the same 'goodies'

Gluten-Free Pizza



Gluten-Free Lemon Sugar Cookies



Gluten-Free, Dairy-Free Whoopie Pies

she enjoyed growing up, and quite frankly, there weren't many 'good' gluten-free options out there at the time," Tim said.

Tim and Jill, who both stepped away from their former careers, have devoted themselves to their business. They converted a former diner in South Milwaukee to their 100-percent gluten-free bakery, which opened in 2012.

The Schroeters started out with a lot of great gluten-free recipes, but they knew they had to pick the best of them, both in terms of taste, and which ones they could produce, package, and deliver in large batches. Jill, who has a sweet tooth, juggled what little free time she had—while raising a family—converting and mastering these recipes.

The bakery started with a few sweets, including Lemon Sugar Cookies and Whoopie Pies, which the Schroeters continue to sell. They currently produce their gluten-free products exclusively for Outpost.

Tim, who is more of a savory guy, spent his free time in the kitchen trying to master what he missed most with a gluten-free diet ... pizza and beer. He hasn't mastered the beer, but Tim did create a gluten-free pizza crust.

"After being in business for a year or two, my wife suggested bringing my pizza crust recipe into the business to grow our sales a little," Tim said. "What we didn't expect is that they would take off and become our best seller."

Initially, the bakery produced the crusts for a gluten-free pizza company in Wisconsin that sold to Outpost, but has since closed.

In time, Tim, who manages the kitchen operation, was able to start producing pizzas.

"While we just started doing frozen pizzas, they seem to be selling well — with some positive feedback — and we look forward to expanding our line," Tim said.

Tim said he is currently trying to get their kitchen's license changed to include meat products so they can also offer a gluten-free sausage and pepperoni pizza to their line of frozen pizzas.

1309 MILWAUKEE AVENUE
SOUTH MILWAUKEE, WI
414.301.4343

WWW.SCHROETERSGLUTENFREEBAKESHOP.COM



Winter **FUN & GAMES.**

WHEN LIFE GIVES YOU SNOW AND BLOWING WINDS, CUDDLE UP AND PLAN A COZY, GAME DAY GET-TOGETHER. WE'VE CREATED A SIMPLE, BUT HEARTY MENU OF COMFORT FOODS THAT'S EASY TO SERVE. ALL YOU NEED TO ADD ARE FAMILY, FRIENDS, AND YOUR FAVORITE GAMES!

by LISA MALMAROWSKI • photos PAUL SLOTH



CARAMELIZED ONION DIP

SERVES 8

Vegetarian • Gluten-free

This dip is so simple to make, you'll wonder why you ever bothered with packaged dip mixes before. The hardest thing about this recipe is not eating it all before your guests arrive.

- 2 tablespoons unsalted butter
- 2 medium onions, thinly sliced
- $\frac{3}{4}$ teaspoon kosher salt, divided
- $\frac{1}{2}$ cup (4 ounces) Neufchâtel cheese or low-fat cream cheese, at room temperature
- 1 container (16 ounce) light sour cream
- Freshly ground black pepper to taste
- 2 tablespoons chopped fresh chives
- Sturdy potato or vegetable chips, like kettle cooked chips, for serving

1. Melt the butter in a large skillet over medium-low heat. Add the onions and $\frac{1}{2}$ teaspoon salt and cook, stirring occasionally, until deep golden brown, 30 to 35 minutes. Remove from heat and let cool. You can speed up the process by popping the cooked onions in the freezer for 10 minutes.
2. In the bowl of a food processor add onions, cream cheese, sour cream, $\frac{1}{4}$ teaspoon salt, and freshly ground pepper to taste. Process until mostly smooth then stir in chopped chives. You can also chop the cooked onions and stir all ingredients together, but the dip will be chunkier.



KALE & RED CABBAGE SLAW

SERVES 8

Vegan • Gluten-free

This bright, fresh take on coleslaw is the perfect complement to a rich stew or chili. It's sweet yet tangy and the seeds and nuts add a nice crunch. You can prepare the dressing and salad and toss to combine just before serving. While it's crunchier when you first make it, we like it just as much after it's stored, dressed, in the fridge—the kale gets softer and the flavors combine perfectly. We like using lacinato (dinosaur) kale for its texture and color, but curly kale will work too.

- 2 tablespoons olive oil
- 2 tablespoon Dijon mustard
- 3 teaspoons apple cider vinegar
- 2 teaspoons maple syrup or apricot jam
- Coarse salt and pepper
- 6 cups mixed shredded or very finely sliced lacinato kale and red cabbage
- 2 carrots, peeled and grated
- $\frac{1}{3}$ cup fresh parsley leaves, chopped
- 4 tablespoons diced red onion
- 4 tablespoons sunflower seeds
- 4 tablespoons pumpkin seeds (pepitas)
- 4 tablespoons chopped raw walnuts
- 4 tablespoons dried fruit like chopped apricots, cranberries, or raisins

1. To make the dressing, in a small bowl, whisk olive oil, mustard, and apple cider vinegar and season with salt and freshly ground pepper to taste.
2. In a serving bowl, combine kale, cabbage, carrot, parsley, and red onion with sunflower, pumpkin, walnuts, and dried fruit.
3. Season with salt and pepper, drizzle with dressing, and toss to coat. Serve immediately or store, covered in refrigerator for up to 2 days.

(our) MENU

CARAMELIZED ONION DIP WITH KETTLE CHIPS

KALE & RED CABBAGE SLAW

VEGETARIAN IRISH STEW

OUTPOST CHORIZO CHILI

APRICOT GRANOLA SHORTBREAD CRUMBLES



OUTPOST CHORIZO CHILI

SERVES 8-10

Gluten-free with substitutions

For a number of years, Outpost has held an employee contest for the best chili recipe. The winning recipe is then served at WMSE's Rockabilly Chili Contest each spring. This recipe, by Summer Holsten—a repeat winner—features Outpost's Own made-from-scratch chorizo sausage and will be entered into this year's contest. Shhh ... don't tell. Don't let the peppers scare you away from this zesty chili. You can adjust the heat, by using less or more, but you really need the flavor each pepper provides. Use the liquid from the beans to add flavor and help thicken the chili.

2 pounds Outpost pork chorizo sausage, casings removed
2 tablespoons olive oil
1 medium red pepper, diced
1 medium yellow onion, diced
2 garlic cloves, minced
1 spicy pepper (or to taste) like serrano, jalapeño or Anaheim, finely diced
2 tablespoons (or to taste) canned chipotle peppers, diced
1 tablespoons chili powder
½ teaspoon (or to taste) cayenne pepper
2 teaspoons ground cumin
1 teaspoon salt
1 teaspoon freshly ground pepper
1 tablespoon tomato paste
1 bottle (12 ounce) of IPA style beer
1 container (32 ounce) chicken broth
3 cans (15 ounce) black beans with liquid
1 can (28 ounce) diced tomatoes
3 cans (15 ounce) tomato sauce
Grated cheese, sliced scallions, and sour cream for serving

1. Heat oil in a large pan or Dutch oven over medium heat. Add ground chorizo and sauté until it starts to brown then add onions and red pepper and sauté until vegetables soften, about 5 minutes. Then add garlic, hot peppers (serrano, Anaheim or jalapeño), chipotle pepper, all spices, and tomato paste. Sauté for 3 minutes.
2. Add beer, chicken stock, and beans (do not rinse beans) and mix well.
3. Add diced tomatoes with juice and tomato sauce. Simmer on low for 2 or more hours. Serve with grated cheese, sliced scallions, and sour cream.

VEGETARIAN IRISH STEW

SERVES 6

Vegan & gluten-free with substitutions

Want to fool the meat eater in your crowd? Then make this stew. The combination of dried and fresh mushrooms, dark beer, and soup base kick up the rich, "meaty" umami flavors to the next level. Serve with a rustic bread to sop up the rich, dark gravy!

1 tablespoon olive oil
3 celery stalks
3 small onions, divided
1 pound button mushrooms, cleaned and left whole
1 package (0.75 ounce) of dried crimini mushrooms
2½ pounds russet potatoes, peeled and chopped
1 large rutabaga, peeled and chopped
2 large carrots, peeled and chopped
1 large parsnip, peeled and chopped
1 tablespoon flour
1 bottle (12 ounce) of Irish style stout beer (or one large bottle)
1 teaspoon Dijon style mustard
1 tablespoon Better Than Bouillon vegetable soup base
2 tablespoons tomato paste
1 bay leaf
3-4 sprigs of fresh thyme
1 teaspoon black pepper
1 teaspoon paprika
3 cups water
2 teaspoons sugar
1 teaspoon salt

1. Place dried mushrooms in a heat safe bowl and add 1 cup of hot water to reconstitute. Set aside while prepping other ingredients and be sure to reserve the steeping liquid.
2. Finely chop celery and 2 of the onions. Heat olive oil in a large soup pot and add chopped vegetables. Cook until softened and beginning to brown, about 10 minutes.
3. Meanwhile, chop the remaining onion, potatoes, and carrots into large chunks. Slice any very large mushrooms in half, but leave the rest whole (they'll be your stand in for meat in this dish). Set aside.
4. Add flour to the softened mixture and stir to coat. Cook for 2 minutes. Pour in beer and deglaze pan, being sure to scrape up any browned bits. Add the remaining ingredients, including the dried mushrooms and their steeping liquid, and bring to a boil. Reduce heat and simmer, uncovered, until all vegetables are fork tender, about 45 minutes. Taste and adjust seasoning; there should be enough salt from the soup base, but you be the judge. Remove thyme sprigs and bay leaf before serving.

(continued)



APRICOT GRANOLA SHORTBREAD CRUMBLES

MAKES 9–12 BARS

Vegan & gluten-free with substitutions

Another simple recipe—gosh, we must love you—that can be made ahead of time and left out to nosh on throughout your games. You can use any smooth jam, but we love the floral tanginess of apricot best. These make for a great breakfast treat as well.

7 tablespoons butter or stick margarine, softened
 ¼ cup powdered sugar
 ¼ cup packed brown sugar
 ¼ teaspoon salt
 ⅛ teaspoon almond extract
 1¼ cups all-purpose flour
 1 cup apricot preserves
 ½ cup granola without raisins, crushed

Preheat oven to 350 degrees.

1. Beat butter at medium speed of a mixer until light and fluffy. Add sugars, salt, and extract, beating well. Lightly spoon flour into dry measuring cups, and level with a knife. Gradually add flour to butter mixture, beating until moist. Mixture will look a little like wet sand. Remove ⅓ cup flour mixture and set aside.
2. Press remaining flour mixture very firmly into bottom of an 8-inch square baking dish. Bake for 15 minutes, or until lightly golden. Gently spread preserves over warm shortbread.
3. Combine ⅓ cup flour mixture with granola; sprinkle over preserves.
4. Bake for an additional 20 minutes, or until golden brown. Cool before cutting. Store in airtight container, refrigerated for up to 3 days, if they last that long.

15th Annual WMSE ROCKABILLY CHILI FUNDRAISER

Sunday, March 5, 2017
 11 a.m. to 4 p.m.

- Chili Contest with more than 50 local chefs, restaurants, and cafés
- Chili Samples!
- Food Drive for Hunger Task Force of Greater Milwaukee

PLUS

- Rockin' Music
- Chili Pepper Races
- Children's Area

Milwaukee School of Engineering
 Kern Center
 \$12 advance
 \$14 at the door

For details visit
www.wmse.org/calendar



OUTPOST'S

(most requested recipe)

SLOW COOKER OATMEAL

SERVES 4, Vegan & gluten-free with substitutions

WE GET A HEALTHY AMOUNT OF REQUESTS FOR RECIPES, BUT SOME WE GET AGAIN AND AGAIN. THIS SIMPLE-TO-MAKE, HEARTY BREAKFAST IS ONE OF THEM. WE'VE TRIED A LOT OF SLOW COOKER OATMEAL, BUT THIS VERSION SEEMS TO STRIKE THE BALANCE BETWEEN RICH AND NUTTY, WITH A TEXTURE THAT IS SOMEHOW MORE LIKE BREAD PUDDING THAN PORRIDGE. POP THIS IN THE SLOW COOKER BEFORE YOU GO TO BED—IT ONLY TAKES A FEW MINUTES TO THROW TOGETHER—AND WAKE UP TO A WARM, HEARTY BREAKFAST.

- 1 cup milk of your choice
 - 1 cup light coconut milk, adds richness
 - 1/8-1/4 cup brown sugar, depends on how sweet you like it
 - 1/4 teaspoon salt
 - 1/2 teaspoon cinnamon
 - 1 cup organic regular rolled oats (thick rolled oats will also work, but gives a chewier texture. Steel cut, or quick oats won't work for this recipe).
 - 1 cup finely chopped apple, no need to peel
 - 1 cup dried cranberries or chopped dates (dates will make it sweeter)
 - 1/2 cup chopped walnuts or slivered almonds
1. Grease the inside walls of the slow cooker with butter or butter substitute. This will prevent sticking so don't skip this step.
 2. Toss all ingredients into slow cooker and mix well to combine.
 3. Cover and cook on low for 8-9 hours. It's important to use low heat.
 4. Go to bed. When you wake up, there will be oatmeal, the best oatmeal ever!

Join us in January for Wellness Weekends

We're kicking off the New Year with what we do best—offering deals and samples on wholesome foods and supplements to help you live your best life!

- January 4-10 – High Five For High Fiber
- January 11-17 – Eat Lean, Eat Green
- January 18-24 – Drink To Your Health
- January 25-31 – Pumped Up For Protein

See stores or visit www.outpost.coop for event details.



THE NEW CHEESE

alternatives

by DIANA SCHMIDT

photos PAUL SLOTH

IF THERE'S ONE THING WE LOVE IN WISCONSIN, IT'S CHEESE. OUR VEGAN PALS TELL US IT'S ONE OF THE THINGS THEY MISS MOST. BUT WITH THE GROWING NUMBER OF VEGANS OUT THERE, THE LIST OF CHEESE ALTERNATIVES GETS LONGER AND THE QUALITY KEEPS GETTING BETTER.

Nowadays, the options are so good, even our die-hard cheese fans find themselves surprised by how good vegan cheese alternatives taste. Whether you're whipping up a bowl of comforting mac and cheese, or putting together a fancy vegan cheese board, these cheese alternatives have come a long way. No, vegan cheese isn't just like the Wisconsin cheddar you're used to, but it's delicious in its own right and a welcome guest at any heart-healthy table.



VEGAN CLASSIC MAC & CHEESE

SERVES 4

*This recipe is as easy as any box mixture ... honest. Daiya and Follow Your Heart vegan cheeses are at the top of our list for this recipe because of their "meltability" (pretty sure that's a word), texture, and flavor. Other vegan cheeses required a roux to thicken the cheese sauce, which was way more work than we wanted to do for a quick bowl of comfort. While adding breadcrumbs is optional, we think it's pretty awesome to add a bit of crunch to this silky smooth mac and cheese.**

- 1 pound pasta (elbow or other short pasta)
- 2 tablespoons butter substitute (we like Earth Balance Buttery Sticks)
- 2 cloves garlic, minced
- 2 cups almond or soymilk
- 2 cups vegan cheese, shredded (like Daiya shredded cheddar)
- ¼ cup nutritional yeast
- ¼ teaspoon cayenne, optional
- ½ teaspoon smoked paprika, optional
- Salt and pepper to taste
- ¼ cup bread crumbs, optional

1. Cook pasta according to package instructions. Drain thoroughly when done.
2. Add margarine and garlic to a sauté pan over medium-high heat. Sauté for 30 seconds (do not brown the garlic).
3. Reduce heat to low, stir in milk and cheese. Whisk for 2-3 minutes until smooth. Add nutritional yeast, salt and pepper, cayenne, and smoked paprika. Serve.

** NOTE: If you choose to top with breadcrumbs, preheat oven to 350 degrees, transfer mac and cheese to an oven-safe casserole dish, sprinkle breadcrumbs over mac and cheese, and bake for 15-20 minutes, until breadcrumbs are toasted and lightly browned. To reheat, microwave works best.*



Photo courtesy of Charlie Tennessen

ANARCHY ACRES.

JUST SOUTH OF MILWAUKEE IN RACINE COUNTY, ONE FARMER GROWS AND PROCESSES HERITAGE WHEAT AS A WAY TO REESTABLISH A LINK TO THE STATE'S AGRICULTURAL PAST.

WHEN HE ISN'T WRITING SOFTWARE, CHARLIE TENNESSEN IS TINKERING WITH SOMETHING, USUALLY SOMETHING FROM THE PAST. HE FARMS HIS SMALL PLOT OF LAND IN MOUNT PLEASANT WITH TWO DONKEYS. HE BUILT A BRICK OVEN OUTSIDE FOR BAKING HIS OWN BREAD. HE ALSO GROWS, HARVESTS, AND MILLS HIS OWN WHEAT FLOUR.

It started with a hand grinder. Charlie just wanted to grind his own flour for baking. But that wasn't enough. Soon, he started growing his own wheat, which is no small feat. When he gets into something, Charlie gets in deep.

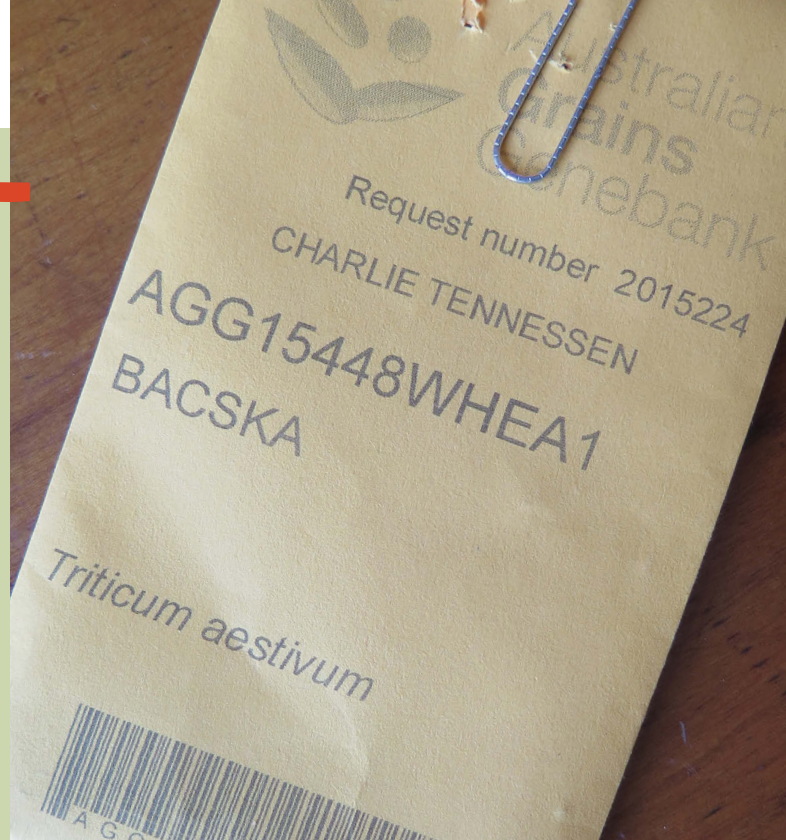
"Heritage grains, that's what got me into this, that's what interests me," Charlie said. "I'm interested in the healthy bread that nourished people 200 years ago."

Of course, like a lot of Outpost's smaller vendors, Charlie turned his hobby into a business. He started Anarchy Acres, a small-scale flour milling operation. From field to finished product, Charlie does it all. Outpost stocks Anarchy Acres wheat berries and milled 100-percent whole wheat flour in our bulk departments.

This isn't run-of-the-mill wheat. Charlie, who grew up on the North Side of Milwaukee, is trying to reintroduce some of the strains of wheat that once flourished around Wisconsin. While Wisconsin still produces a lot of wheat, it's nothing like the volume that used to ship out of Milwaukee's ports in the middle of the 19th century.

That's right, before Wisconsin became known as the "Dairy State," it was a leading grower and exporter of wheat. For pioneers, wheat was the most important crop grown. It fueled expansion, established economies, and fed the growing population.

(continued)



“We haven’t grown bread wheat in Wisconsin for about 100 years. We grow a lot of wheat in Wisconsin, but it is soft wheat,” Charlie said.

Soft spring wheat is the variety that gets turned into white, all-purpose flour. Charlie grows a few different varieties of hard red winter wheat, including Turkey Red, which is what he sells to Outpost. His research told him it was the best variety to grow in this area and Charlie believes Turkey Red is the tastiest wheat there is. Hard red winter wheat is planted in the fall and harvested the following summer.

Wheat like this hasn’t been a local product for a long time, Charlie said.

Like the rest of the country, at some point the market for denser wheat breads dried up and people started demanding softer, whiter bread, you know the kind we’re talking about.

But, as with a lot of other foods, the pendulum swung back the other way. Consumers started falling in love with whole wheat all over again. Fortunately, for folks like Charlie, that created opportunities.

Charlie knows that changing people’s palettes, and showing them how to work with a unique product, takes time. He’s always trying out new recipes—cookies, breads, and pizza—using his wheat flour.

“What I want is something from the past that is healthy, healthy for my business, healthy for my farm, and healthy for my customers,” Charlie said.

FIVE MAJOR CLASSES OF U.S. WHEAT

5

Each class has a somewhat different end use and production tends to be region specific.

- **HARD RED WINTER** — grown primarily in the Great Plains (Texas north through Montana); used to make bread flour.
- **HARD RED SPRING** — grown primarily in the Northern Plains (North Dakota, Montana, Minnesota, and South Dakota); valued for high protein levels, which make it suitable for specialty breads and blending with lower protein wheat.
- **SOFT RED WINTER** — grown primarily in states along the Mississippi River and in the Eastern U.S.; used for cakes, cookies, and crackers.
- **WHITE WHEAT** — grown in Washington, Oregon, Idaho, Michigan, and New York; used for noodle products, crackers, cereals, and white-crust breads.
- **DURUM WHEAT** — grown primarily in North Dakota and Montana and is used in the production of pasta.

Source: U.S. Department of Agriculture



CHARLIE'S NO KNEAD BREAD MAKES ONE 1½-POUND LOAF

I think of No Knead Bread as a type of large, fermented pancake. It's almost impossible to screw up this bread, and first timers will make a loaf with a chewy, open crumb that bakers of traditional breads can only attain after years of practice. Everyone should try this recipe once.

3 cups flour, any extraction, any variety
¼ teaspoon instant yeast
1¼ teaspoons salt
1¾ cups water

Special equipment: 4-8 quart covered Dutch oven or covered casserole dish

1. Combine the dry ingredients in a bowl and then mix in the water. You will have an ugly, stringy dough without much body. Just mix it up with a wooden spoon, scrape the sides down, and cover with plastic for 12-18 hours at room temperature.
2. Using a generous coating of flour, dump the mass onto a counter and fold a couple of times. Let rest for 10-30 minutes, then form into a ball and place into a bowl lined with cloth that has been covered in flour. Let rise for around 2 hours.
3. At least 30 minutes before the dough is done rising, preheat the oven to 450 degrees and put an empty Dutch oven or casserole dish, with cover, into the oven to heat up.
4. When the dough is ready, remove the pot from the oven, dump the dough in, and put the cover on. You may want to shake the pot once or twice to get the dough to spread out. Bake in the oven for 40 minutes. Cool bread on wire rack before slicing. Enjoy!

YOU MAKE THE DIFFERENCE

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

IN 1970, A LOT WAS HAPPENING IN OUR COUNTRY BESIDES HIPPIES, PEACE, LOVE, AND UNDERSTANDING. BIG BUSINESS WAS PUSHING OUT THE FAMILY FARMER. HARMFUL AGRICULTURAL CHEMICALS WERE DESTROYING THE RURAL LANDSCAPE AND POISONING WHAT WE ATE. MOM & POP CORNER GROCERY STORES WERE CLOSING TO BIG SUPERMARKET CHAINS. AND "ORGANIC" WAS JUST A TWINKLE IN OUR EYES.

Our co-op was born during these turbulent times. Funny thing is, no matter how much things change some things remain the same. We still live in turbulent times and we still believe that co-operation really does make the world a better place.

Here's the thing, Outpost is not owned by an out of town corporation ... it's owned by YOU! And together we share in the successes and challenges of owning a business. Every dollar you spend at your co-op directly impacts your community for the good.

YOU helped grow our local economy



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

YOU supported local farms



You bought TONS of local foods, literally. Through bakery and deli items alone—22,000 local eggs, 14 tons of local butter, 14 tons of local tofu, and more!

..... | THERE ARE NOW MORE THAN 21,000 OUTPOST OWNERS.
JOIN TODAY AND OWN A PIECE OF SOMETHING GREAT!

GO CO-OP!

**YOU gave back to
our community**



Hunger Task Force

**YOU helped preserve
the environment**



Mequon Solar Roof

YOU created jobs



Kalefest at Outpost

**In a single year your
co-op donated more than
\$200,000 to local charities
helping to feed the hungry,
shelter the homeless and
more. You changed some
lives for the better!**

**Your co-op was ranked as
one of the TOP 30 retail
users of green power in
the ENTIRE COUNTRY
by the Environmental
Protection Agency.**

**Your patronage helps to
employ nearly 500 employees,
offer opportunities for
advancement, ensure great
benefits, and build a fun,
supportive workplace.**

..... | *Together we can change the world*



CO-OP: A BUSINESS WITH PRINCIPLES

COOPERATION AMONG COOPERATIVES & DEMOCRATIC MEMBER CONTROL.

— by MARGARET MITTELSTADT

WHAT IF OUTPOST'S MOTTO WAS: COOPERATE AND NO ONE GETS HURT! SOUNDS LIKE A THREAT, RIGHT? BUT, WHAT IF, BY THE VERY NATURE OF WHO WE ARE AS A BUSINESS, WE WERE THREATENING ... TO BE A REALLY AWESOME BUSINESS?

You see if you dig a little further into that statement, what we're really talking about here is agreeing to a winning strategy. By its very definition, when we cooperate—work jointly toward the same end—we create success for all stakeholders. The same is true for Outpost. When we share and build upon our diversity, our voices, our wealth, our talent, our resources, our knowledge, our experiences, our higher interests, we all come out on top. This is how co-ops are organized; and adhering to these principles sets us apart from our competition.

Co-ops share common guiding principles, so it makes sense to want to promote the cooperative model and support similar

businesses in their quest for success. Outpost offers numerous products created by co-ops. In doing so, we act as a business conduit, providing market access while simultaneously promoting the tenets of cooperative trade, supporting family farmers and growers, and ultimately improving our food system for the better.

As Outpost owners, you vote with your dollars on the type of products you want. Your values reflect the types of businesses you are willing to support. Our shoppers are directly responsible for helping other co-ops, like Organic Valley, succeed. By doing so, you directly support sustainable agriculture, humane treatment of animals, a vibrant network of family farms, and the cooperative business structure.

Another practice of voting occurs at co-ops, and that is owners voting for their board of directors. As shoppers, you may have seen board of director election posters and wondered, "What's all the hubbub?" Here it is in a nutshell: co-ops are democratic organizations controlled by their members who

ORGANIC VALLEY FAMILY OF FARMS
(Coulee Region Organic Produce Pool)

Farmer owned since 1988

Headquarters: Viroqua, WI



Organic Valley provides a great example of how co-ops support other co-ops. Outpost has been selling Organic Valley products since the beginning, before they became the industry leader they are today. They are a household name across the country. But it wasn't always this way.

"Get big, or get out!" Back in the 1970s and 80s, that's what farmers heard throughout the country, including here in Wisconsin. Large-scale, chemical agriculture was the wave of the future and if you weren't on board you were going to be left behind. However, a handful of dairy farmers in southwest Wisconsin didn't share that feeling. They sought a different path, adopting the cooperative business model that allowed these farmers to follow their hearts. They chose to pursue a sustainable agriculture model, which allowed for compassionate care of their animals; created meaningful work; and provided a superior product at market prices that would reflect the quality and care that went into producing it.

Now Organic Valley is the largest farmer-owned organic cooperative in the United States and one of the largest organic consumer brands in the world. What started as a room of concerned farmers has grown to 1,800 family farms producing over 40 percent of the organic milk sold in the U.S.

Co-ops supporting co-ops gets the job done.

actively participate in setting policies and making decisions.

Every year, Outpost holds a democratically run election for their board of directors. If you are an owner, we hope you regularly participate by casting your vote. It's one of the most important functions of being an Outpost owner. It's one owner, one vote.

Our board is comprised of people who live and work right here in our own neighborhoods. Who better to reflect on the needs of the co-op than people who also understand the needs of the community? As directors, their role is to set policies and a vision for Outpost and require regular feedback on our progress. They are not involved in day-to-day operations, but they are accountable for the co-op's mission, vision, and values.

Through democratic member control, cooperatives are held accountable to the needs of many, not the desires of a few. Cooperate and we all succeed. Cooperate and we share our values. Cooperate and we build a brighter future together.

GUESS WHAT? SOME OF YOUR FAVORITE BRANDS ARE CO-OPS!

JUST COFFEE COOPERATIVE

Madison, WI (2006) organic, fair-trade coffee



FRONTIER CO-OP

North Liberty, IA (1976) organic, fair-trade spices, herbs, teas, and aromatherapy products



ONCE AGAIN NUT BUTTERS

Rochester, NY (1976) organic nut butters, nuts and honey



LA RIOJANA

LaRioja, Argentina – organic, fair-trade wines and olive oils



SLO FARMERS CO-OP

Seymour, WI (2013) sustainable, local and organically grown heritage pork and turkey



NATURE'S BAKERY COOPERATIVE

Madison, WI (1970) granola, pita bread, frozen calzones, frozen veggie burgers



WI GRASSFED BEEF COOPERATIVE

Elk Horn, WI (2008) 100% Wisconsin raised grassfed beef



EQUAL EXCHANGE

Boston, MA (1986) fair-trade coffee, teas, chocolate, cocoa



FLORIDA'S NATURAL

Lake Wales, FL (1933) 100% American made citrus juices



BLUE DIAMOND GROWERS

Sacramento, CA (1910) almond milk, nuts, crackers



IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

... EVERY FAMILY WOULD HAVE ACCESS TO DIGNIFIED WORK.



DON'T LOOK NOW BUT THERE'S A PHOENIX RISING ON MILWAUKEE'S NORTHWEST SIDE AND IT HAS BUSINESS LEADERS, CITY PLANNERS, AND COMMUNITY MEMBERS ENVISIONING A BRIGHTER FUTURE FOR A DIVERSE COMMUNITY IN THE HEART OF MILWAUKEE'S INDUSTRIAL HERITAGE.

Milwaukee's Northwest side was home to a number of large manufacturing companies that provided meaningful employment and robust neighborhoods to thousands of middle class, mostly African-American families. Unfortunately, the city has seen a 40-percent decline in manufacturing jobs since 1970.

Two companies alone—Tower Automotive and A.O. Smith—provided employment for 10,000 workers from the Northwest side. When those plants closed, a skilled workforce faced declining employment prospects and a shrinking number of places where they could apply their skills.

For 33 years, the Northwest Side Community Development Corporation has been busy laying the groundwork for sustainable economic development that organizers believe will lead to good paying skilled jobs and revitalize public spaces and neighborhoods.

“(Our) strategic activities coincide with Outpost’s mission for a healthy, diverse, and sustainable community. We recognize

Work at the Northwest Side Community Development Corporation centers around business lending, neighborhood strategic planning, and educating about/promoting green infrastructure, which is achieved in a couple of ways:

Program based

- Homebuyer workshops for prospective new owners, preparing them for credit issues, debt and budgeting, and successfully navigating mortgage eligibility
- Sustainability partnerships such as rain barrel and rain garden projects to help divert storm water runoff and curtail flooding issues during large rain events

Lending based

- The organization is a certified Community Development Financial Institution (CDFI), allowing them to provide a range of financial products and services in economically distressed markets, working with market niches that are underserved by traditional financial institutions

that residents need better access to economic opportunity, to safe neighborhoods, to environmental amenities, and resources for healthy living,” said Executive Director Howard Snyder.

The organization’s collaborative efforts, over the past 16 years, have led to new manufacturing, creating over 500 jobs that provide livable wages and new opportunities.

One recent project, Villard Square, is a mixed-use development that combines a Milwaukee Public Library with 47 units of mixed-income housing for “grand families,”—families where grandparents serve as the primary caregivers for their grandchildren. The project is the first of its kind in the city of Milwaukee

In an ideal world, every family would have access to dignified work with livable wages, healthy and safe communities, and a sustainable and enjoyable natural environment to provide for future needs. We think that’s a strategy everyone can bank on.

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

NORTHWEST SIDE COMMUNITY
DEVELOPMENT CORPORATION
4201 N. 27TH STREET
MILWAUKEE, WI 53216
WWW.NWSCDC.ORG



CHECKOUT



JoAnne Sabir, Outpost owner and owner of The Juice Kitchen

"Outpost has been a gift to our family. The food nurtures our souls. The relationships we have made through the co-op keep us connected to wellness practices that advance us. We believe in the importance of taking ownership of what you believe in! So, we became owners of Outpost. We believe in living in communities that have access to all those things that support our collective well-being. Outpost provides that access to my community. I am a proud owner!"

OUTPOST IS NOW SELLING SOME OF YOUR FAVORITE SALADS, SANDWICHES, AND SNACKS AT THE JUICE KITCHEN, 1617 W. NORTH AVENUE.

MORE THAN JUST OUR PACKAGES ARE TRANSPARENT.



Our all-natural salads and side dishes are made-from-scratch using local or organic ingredients. There are no fillers, preservatives, artificial colors or artificial flavorings. We know because we made them, right here in Milwaukee.

Your locally owned co-op

it's clear, we're different.

OUTPOST
NATURAL FOODS

4 stores and a café in greater Milwaukee to serve you.
Visit www.outpost.coop for locations and store hours.