



REFRESH

Lakewinds Owner Newsletter
Holiday 2014-2015

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LETTER FROM THE GENERAL MANAGER: To Owners with Gratitude

Regular readers, friends and fellow owners know of my commitment to the co-op business model. At Lakewinds, we keep our profits - all of them - in the community. Collectively, we are long-term investors in the health of the communities we serve.

That commitment also extends to local and organic agriculture and our network of local and organic food producers. I sit on the boards of the Minnesota Institute for Sustainable Agriculture at the University of Minnesota, the state's Sustainable Farming Association, and the Organic Processing Institute. Lakewinds' involvement in these organizations is one way that we put our values into action.

In our stores and behind the scenes, our staff puts our values into action every day. It takes hard work to bring outstanding food to our owners and shoppers. The efforts of our employee-owners make our co-op community stronger in a very direct way.

In turn, you and all of our owners put effort into prioritizing the co-op as a place to shop. We know that our owners have many choices about where to spend their grocery dollars. We appreciate that you've chosen ownership

in Lakewinds and that you shop the co-op to support our vision and mission. I talk to fellow employees every day and I can tell you that all of us value the choices that you make.

There's a popular book on stress management published by the Mayo Clinic. The first tenet of the program is practicing gratitude. That means finding reasons to be grateful for the people we meet and the things we do. Thinking about gratitude and practicing gratitude changes our worldview.

Gratitude is an important component of Lakewinds' culture. We appreciate your involvement in the co-op and all the hands that contribute to the economy of local and sustainable food, from farm to table. On behalf of all of us in the Lakewinds community, thank you for supporting an enterprise where values count every day.

A handwritten signature in black ink that reads "Dale Woodbeck". The signature is fluid and cursive, with a large, stylized 'D' and 'W'.

Dale Woodbeck
General Manager

Community Connections

Healthy Food Access with Dignity

On any given day, some neighbors living in and around our co-op's communities don't have enough to eat. When families experience illness, job loss, or other difficult changes, healthy and nutritious food can be one of the first things that's sacrificed—with serious consequences for a family's health and wellbeing.

Access to good food with dignity is something Lakewinds strives to provide. Food needs should be met with the highest quality products we have available. Everyone deserves to have fresh, local produce, nutrient-dense dairy products, organic breads without preservatives, and more. It is our donations to local food shelves - YOUR donations - that make all the difference.

Lakewinds is helping to meet the needs of food shelf clients with allergies and sensitivities. When we donate gluten-free bakery and grocery items to the food shelf, it's often the only access clients have to these important foods. Their gratitude is plain to see every day.

Lakewinds is honored to partner with three generous and caring food shelves in the Twin Cities: ICA in Minnetonka, PROP in Chanhassen, and VEAP in Richfield. Here are some of the ways Lakewinds, our owners and shoppers, fill the shelves of local food banks.

Jill Holter
Community & Events



Pre-packed Donation Bags

We take our best grocery and frozen products, bag them and tag for purchase near our registers for \$10 or \$20 each. When you buy them, the bags go directly to the food shelf. Since the program started in 2013, **1,400 bags** have been purchased and donated by Lakewinds shoppers, for a total of **\$21,230**.



Change for Hunger

Every penny, dime or dollar dropped in boxes at the register is collected and distributed to food shelves—over

**\$2,000
LAST
YEAR**



Minnesota Food Share Month

In 2013, Lakewinds shoppers donated more than

**\$10,000
IN
CASH**



Food Rescue

In 2013, Lakewinds donated

**94,146
POUNDS**

of fresh and nutritious organic food from our bakery, produce, dairy, grocery, deli and frozen departments.



Food Shelf Partners

These amazing food shelf partners serve

**10,900
FAMILIES**

with **45%** of the beneficiaries being children. The benefits are enormous. Well-fed children are more successful in school. And parents in need can rest easier knowing that, whatever challenges their kids face, hunger is less likely to be one.



Healthy & Hearty Holidays

'Tis the Season for
Sustainable Food



AMY HAGGERTY
SR. MARKETING
SPECIALIST

We're headed into that fun-filled, food-filled time of the year, a season when many of us take part in traditions we look forward to for months. But when it comes to keeping our commitments to organic, sustainable food through all this holiday splendor, it's not always easy.

Lakewinds can help. It IS possible to keep those favorite holiday traditions and do it responsibly. It may even make the season more rewarding.

Start by drawing inspiration from the first Thanksgiving, which included in-season produce, naturally-raised meats, and giving thanks for the bounty you're receiving. Here are a few simple ways to host a Thanksgiving that's as sustainable as it is satisfying.

Buy an Organic or Free-Range Turkey. Go for Turkeys that can roam free and aren't treated with hormones or antibiotics. They're better for you, better for the environment, and they taste better. Our suppliers Ferndale Farms and Larry Schultz offer great local, free-range and organic options that are naturally processed, meaning no saline or basting solutions added, so you get more meat per pound. These sustainable farmers work to preserve the land, treat animals and workers humanely, and support their local community.

Buy Local

Buying local keeps money in your community. You already do this when you shop at Lakewinds. But your local dollars go even further when you choose produce or meat from local producers like Featherstone Farms, Hugh's Gardens or Ferndale Farms in our stores.

Think Seasonal

Most of our traditional bounty is inspired by the first Thanksgiving, a feast that was seasonal by necessity. Buying foods of the season like winter squash, cranberries, and root vegetables reduces your carbon footprint because these foods don't travel long distances to get to your plate.

Go Meatless

It might sound like sacrilege to opt out of eating meat on Thanksgiving. But the fact is, livestock is responsible for one-fifth of all greenhouse gas emissions. And with so many great side dishes, who needs turkey? Serve squashes as the main dish, or even a thick lentil soup with seasonal vegetables. Still want something comparable to the traditional turkey main course? Try our delicious vegan mushroom walnut loaf.

Save your scraps

The average U.S. family wastes \$600 in food annually. Instead of throwing out uneaten food, keep the delicious leftover for meals and throw unusable scraps into the compost bin. Your garden will thank you in the spring.

LOCAL TURKEY SPECIAL ORDERS

Stop by the meat department to reserve your local turkey!

Order deadline is November 21st
fresh, pasture-raised, no hormones or antibiotics





The Best of Bulk:

A Bulk Section Holiday Buyer's Guide

Longtime co-op shoppers will remember that for Lakewinds, the bulk section is where it all began. Since our humble origins as a buying club 40 years ago, we've grown to include a double-wide bulk foods aisle featuring a huge selection of top-quality products. Bulk is not only the best way to save as a co-op shopper, it makes a big difference in your environmental impact: less packaging, lower transport costs, and less waste when you buy exactly what you need.

As we head into holiday season, Lakewinds bulk buyer Rachel Inman has collected her best bulk finds just for you.

Pecans! Del Valle pecans, bought direct from farmer Sally Harper in New Mexico, are the absolute best. Light in color, the way pecans should be, and as fresh as we can get. Great for pecan pie.

Sea salt caramels are a year-round favorite (just try one and taste why). A bag or box of these delights makes a perfect last-minute gift for the holidays.

Roasted, seasoned almonds, from our local supplier Barsity's, are fantastic—just the thing for snacking between holiday meals. Barsity's got its start in 2008 at the Midtown Farmers Market and now offers an amazing variety. We carry Smokies, Sweeties, and Hotties as well as Grandy Oats Garlic Roasted Cashews and Maple Roasted Cashews. They are Organic and Fair Trade... and certified additive.

Holiday baking on your agenda? The bulk department is rightly famous for baking supplies, stocking just about every kind of flour you can imagine, plus so many spices. Essentials like cinnamon are one fifth the cost when you buy in bulk!

Bulk Facts

- Lakewinds carries over 290 bulk food items and over 190 bulk herbs, spices and teas.
- On average, organic bulk foods cost 89% less than their packaged counterparts. No fancy marketing to pay for, less packaging and lower distribution costs.
- Buying in bulk prevents a significant amount of packaging from entering landfills.
- ✿ Remember to bring your own containers (pre-weigh them at customer service) to be even more eco-friendly!

DON'T MISS IT!

10% OFF

The entire Bulk department
Saturday, November 15



Holiday Survival Guide

Top 10 Winter Wellness Finds

This is one time of year when you really want to feel your best. But travel, family gatherings, gift shopping and numerous get-togethers can be minefields of health woes—from cold and flu bugs to hangovers. Fortunately, there are a few simple tricks to staying well this winter and enjoying it all. Here's your cheat sheet to healthy holiday cheer as you shop, travel, and celebrate.

Rich foods and drinks and extra stress can take a toll on your health. For healthy holiday digestion, try **(1) Theralac Probiotic**. It not only aids digestion after holiday feasts, it also primes the immune system for the stress that accompanies travel.

You know bitters as a cocktail ingredient. But did you know they also help to settle your stomach after a big meal? Make aperitif cocktails with **(2) Urban Moonshine Bitters** before a meal. Or take a drop on the tongue afterwards to stimulate digestion, curb sugar cravings or soothe indigestion.

The colder months are notorious for viruses because germs can spread through the air more easily when the temperature and humidity are low. But there are ways to give your body a fighting chance against illness. A shot a **(3) Fire Cider** each day gives your digestive system a boost and helps your body's pH balance—aiding your energy and immunity. Keep winter colds and flu away with **(4) Rainbow Light Counter Attack**. This blend of Vitamin C, zinc and herbs naturally promotes immunity and relieves respiratory discomfort.

The holidays are a time when you want to look your best. But cold, dry air wrecks havoc on your skin. Ultra-rich **(5) Weleda Pomegranate Regenerating Hand Cream and Skin Food** hydrates, restores and protects skin with essential fatty acids and Vitamin E (and it smells divine). **(6) Badger Organic Natural Lip Balms** are smooth and glossy, with a bounty of antioxidants to

moisturize your lips and protect them from the elements.

It is possible to have too much of a good thing. Holidays over-indulgence can bring on stress and other consequences. For a better morning after, take **(7) Party Smart**. This herbal supplement eliminates acetaldehyde, a toxic by-product of alcohol consumption. You can also ease the stresses of the season with **(8) Rescue Remedy**, a blend of five individual flower remedies that calm your mind and body naturally.

Headed to a party? Don't go empty handed! **(9) SunLeaf Naturals Mini Diffuser** and Candles in limited-edition holiday scents are a perfect grab-and-go gift to freshen up a gathering. Or try holiday-themed products by **(10) Indigo Wild**, from candles to body spray to lip balm, made without sulfates, parabens, synthetic dyes or fragrance.

Jenny DeRoo
Wellness Buyer



AMY CAMPBELL
SR. MARKETING
MANAGER



SunLeaf Naturals, based in Waconia, Minnesota, has a simple mission: to create beautiful-smelling products using the pure power of real plants. Committed to safe and sustainable products, this local, family-owned company has brought its signature candles and remarkable scents to Lakewinds for the holidays.

SunLeaf's beautifully crafted bath, body and home products are full of freshly sourced botanicals and pure essential oils. Owner and founder Teresa Andrys designs and tests everything they sell, carefully selecting ingredients for their healthful benefits while avoiding synthetics, dyes, sulfates, parabens/phthalates and GMOs. Being based in the land of 10,000 lakes, SunLeaf works to make sure each product is biodegradable and water-safe. 5% of SunLeaf profits are donated to protecting Minnesota's fresh water resources.

New for the 2014 holiday season, Lakewinds is proud to feature SunLeaf's Bayberry-Balsam line of candles and reed diffusers. Made from a classic blend of essential oils—Canadian Balsam, Aromatic Bayberry & Cinnamon—these candles burn for up to 40 hours with a natural woody scent that connects us to nature even as we head indoors for winter.

Bayberry candles have a long history. American colonists first came upon the bayberry shrub in the sand belt of the Atlantic coast. Settlers found that boiling its fruit

created a fragrant wax residue that burned longer, cleaner, and brighter than traditional candles. Bayberry candles became a New Year's tradition with a saying: "Bayberry candles burned to the socket bring health to the home and wealth to the pocket!"

Come experience SunLeaf's Bayberry Balsam collection and bring home the warm glow and cheery scents... for yourself or to make someone else's season.

Pure Essential Oil Reed Diffusers

Fresh, long-lasting and clean scents, packaged with a bouquet of natural reeds for burn-free diffusing.

Natural Pillar Candle

Made from Bayberry wax, naturally sage in color, blended with beeswax and 100% pure essential oils. 40 hours of pure enjoyment!

Votive Candle & Recycled Glass Holder

Bayberry and beeswax votives scented with pure essential oils and featuring lead-free hemp wicks.

Guest Soap with Comfrey

Package of six individual hand soap bars with a calming bayberry scent—a lovely gift.



**Don't miss the coupon
for sunleaf on the back!**

Meet who makes it:



SUNLEAF



DAVID WRIGHT
OWNER,
BREADSMITH



What's Baking at Lakewinds: We Loaf Breadsmith

Breadsmith has been crafting authentic European breads, with their great flavor and satisfying crust, since 1994. Started by locals Robin and David Wright, Breadsmith took root when Dave left his corporate job to follow a long-time dream of opening a traditional bakery. They found a perfect partner in Lakewinds. Our co-op and shares many values with Breadsmith: supporting local producers, demanding the best natural foods, and savoring each day.

The first Breadsmith opened in Edina at 50th and France. "To our amazement we sold more than 500 loaves on our first day," says Dave. "Making bread is a beautiful work, but also involves hard labor with so many night hours and physical efforts. We have an incredible group of bakers, many with us for over 15 years. From the start we knew

that treating employees well was crucial. We offer full benefits to our employees and strive to create a workplace where employees never want to leave."

Breadsmith bakes bread from scratch each day. No breads are kept for the next day; instead they are donated to local food shelves. The bakery specializes in sandwich, crusty European, and sweet breads, but they have hundreds of recipes that make appearances throughout the year. Breadsmith is a Kosher Parve bakery, which means that all its products are dairy-free.

Ingredients are crucial. Breadsmith sources their supplies based on taste (such as cranberries from Wisconsin, peaches from Colorado and blueberries from Michigan), local origins (flour milled in Winona, MN) and organic certification (eggs

from Larry Schultz Organic Farms). Lakewinds customers can be confident each ingredient has been thoughtfully chosen. In just one example, Breadsmith use only non-GMO Canola Oil.

"As co-op shoppers, my wife Robin and I are thrilled about this opportunity to be a part of Lakewinds' mission to serve our community the highest quality foods."

Breadsmith in Minnetonka supplies all three Lakewinds locations. From April through October, Breadsmith breads are also available at farmer's markets in Maple Grove and Richfield. Visit their locations in Edina, St. Paul or Minnetonka to see the bakers at work or set up a bakery tour by emailing Dave Wright at david@breadsmithmn.com.



BREADSMITH
HAND MADE. HEARTH BAKED.



The Board View: Looking Forward, Looking Back

The holidays are upon us. It's time again for the Lakewinds Board to reflect on the year's accomplishments and begin the process of thinking BIG about our direction for the year ahead. We are also in the midst of welcoming and training our four newly elected board members. And, just like our owners, we will be carving out extra time to celebrate the holidays with friends and family.

As I wrap up my first year serving on the Lakewinds Board, words cannot express my reverence for what our cooperative community has accomplished. The opening of the Richfield store completes a multi-year effort of scouting locations, purchasing and financing our project, constructing, and delivering our largest store yet—to a community that has received Lakewinds with open arms. The firsthand stories of appreciation from Richfield residents have moved me. The good food and cooperative culture that Lakewinds brings to our owners and customers truly matters.

To continue this good work, we need good board members. It was wonderful to see so many talented and interested owners participate in our board election process and offer

their service. Lakewinds cannot be successful without an engaged and hardworking board. We are fortunate to have a strong general manager to partner with as we continuously refine our policy governance and move forward on initiatives. Right now, we are busy preparing topics for our annual board retreat, which takes place in the spring.

Owner engagement is a topic that comes up frequently at our meetings. I want you all to know that the board takes your interests seriously. We regularly discuss where our owners are on the spectrum of OWN, USE, SERVE, BELONG and what we, as a board, should do to provide more opportunities for them to grow with us. We always welcome input. If there is something on your mind, please let us know.

The Lakewinds Board wishes you and your family the happiest of holidays. I plan to introduce my sons to the joy of Thanksgiving shopping at Lakewinds and cannot wait to eat all that good food!

STEPH MATZ
BOARD MEMBER



6321 Bury Drive, Suite 21
Eden Prairie, MN 55346
lakewinds.coop



10% OFF BULK DAY

SATURDAY, NOVEMBER 15TH

Minnetonka • Chanhassen • Richfield

The entire bulk department is 10% off...stock up on
all your holiday baking essentials!



LAKEWINDS HOLIDAY HOURS

Thanksgiving: Closed

Dec 24TH: Close at 4 pm

Dec 25TH: Closed

Dec 31ST: Close at 6 pm

Jan 1ST: Closed

\$1 OFF OF ONE LOAF OF BREADSMITH BREAD

Valid Through: December 31, 2014

Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted. For owners only. Valid at all Lakewinds locations.

PLU 20085



15% OFF ANY SUNLEAF PURCHASE



Valid Through: December 31, 2014

Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted. For owners only. Valid at all Lakewinds locations.

PLU 20087

\$1 OFF ONE JAR OF BEEZ KNEEZ HONEY (ALL FLAVORS)



Valid Through: December 31, 2014

Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted. For owners only. Valid at all Lakewinds locations.

PLU 20089



LAKEWINDS.COOP | MINNETONKA | CHANHASSEN | RICHFIELD