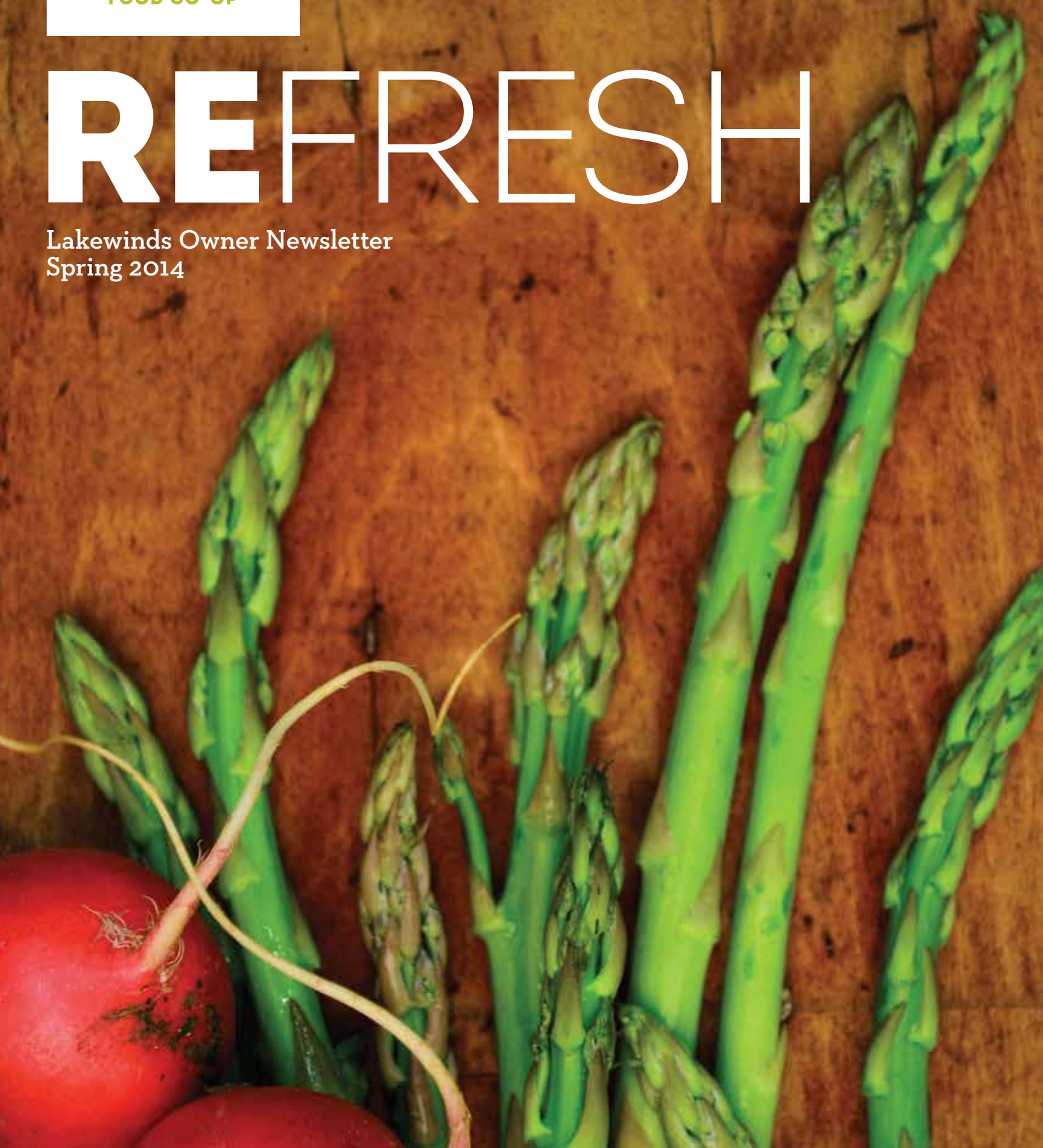




**LAKEWINDS**  
FOOD CO-OP

# REFRESH

Lakewinds Owner Newsletter  
Spring 2014





# BELONGING TO THE CO-OP

YOUR DOLLARS AT WORK IN LOCAL AGRICULTURE

One of the great reasons to be involved with Lakewinds is our Lakewinds Organic Field Fund. That's our grant program for local farms and farm organizations. We aim to help create the future for local and organic agriculture. A committee of staff, board, and owners-at-large recently met to consider seventeen grant applications. \$25,000 in grant funds will be distributed among eight recipients. I have had conversations with many of you about this program. Your responses have been that Lakewinds Organic Field Fund is one of the most important aspects of belonging to the co-op.

We are helping three farms with their transition to organic certification. This is good news for co-op shoppers as we add to the number of local organic farms in our area. Another farm is already certified organic and we are helping them to add new crops, nut trees, and fruit trees, expanding the availability of local organic products to shoppers.

Two farming organizations are recipients of Lakewinds Organic Field Fund. Land Stewardship Project has a long history of supporting new and emerging farms in Minnesota. We are funding their Community Based Food System project, which will provide climate controlled storage and aggregation of local and organic food products at three food hub locations in western Minnesota.

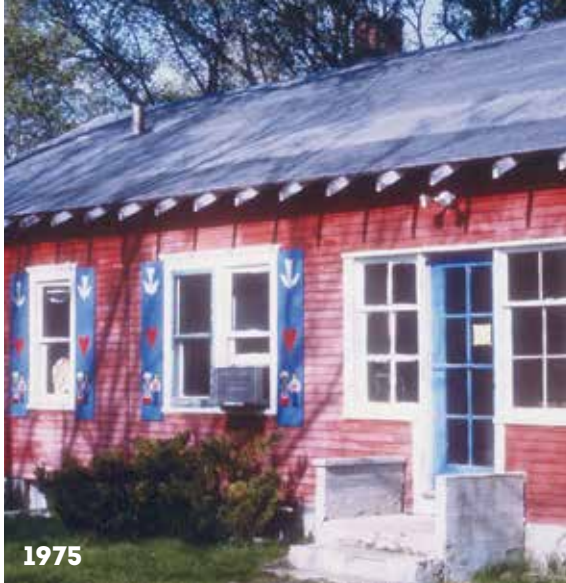
We are also providing money to Minnesota Food Association (MFA) in support of their immigrant farming program. MFA operates an organic incubator farm in Marine-on-St-Croix, MN. They aggregate produce from their farmers under the brand Big River Farms Produce. Big River Farms has typically sold their produce through a CSA. Beginning this season, Lakewinds owners and shoppers will be able to purchase Big River Farms produce in our stores.

Give yourselves a pat on the back, Lakewinds owners; your shopping dollars are making a difference in local, organic agriculture. You're building our supply chain and helping the farms we depend on for the food we eat.

A handwritten signature in white ink that reads "Dale Woodbeck". The signature is fluid and cursive.

Dale Woodbeck  
General Manager





1975



2005



2014



# BRAND REFRESH

When Lakewinds opened as a co-op in 1975 to bring real food to the community of Minnetonka, we operated out of the famous “red shack” with the symbols of “Peace, Love, Farm” on the blue shutters. Today, you know us by the storefront sign with the red letters and green swirl in both Minnetonka and Chanhassen. As we enter our third community, it is a good time to assess how we look and how we identify ourselves to our owners and to our potential owners. It has been almost 10 years since our storefronts have changed. We have new competitors, all wanting to profit from the organic and local food movement. We want our owners and all of our shoppers to know that we are one of the pioneers of that movement and that we still provide the best of that original experience.

Our goal was simple: refresh our brand to create a unique, timeless look and feel that resonates with today’s modern shopper but remains true to our roots. With the help of local branding agency Zeus Jones, we spent many hours digging into Lakewinds

history, future, competition and opportunities.

One of the first items to tackle was our name. We are a co-op, yet our name has been Lakewinds Natural Foods. The word natural has lost its meaning over the years; and in today’s food world the perception of natural is mostly negative. We felt it wasn’t reflective of the strict product standards and values we bring into our stores. We also know that being a co-op differentiates us among other grocers. Changing our name to Lakewinds Food Co-op will allow us to easily communicate who we are, and the values that come with it.

Then came the visual stuff; how can we refresh our logo to represent and convey a sense of who we are without forgetting our heritage? We took all the past elements of Lakewinds from the very beginning - the peace/love/farm icons, wheat and the swirl - and created a logo that represents the best of all of them with a purposeful nod to our Scandinavian roots.

You’ll start to see these changes, first on our so-

cial networks and website, at the Richfield store, and then at our Minnetonka and Chanhassen stores. The rollout will be carefully planned over the next few years to be fiscally responsible during this time of growth, and look forward to creating excitement around the refreshed storefront in our flagship communities. We sincerely hope you grow to love it as much as we do. Thank you all for your support!

Amy Campbell  
Sr. Marketing Manager



# MINNESOTA

Did you know Lakewinds has well over a dozen Minnesota-grown honeys on our shelves at any given time? Each is unique in color, texture and flavor depending on the bees' nectar source—from a pale clover honey to a deep-brown buckwheat. Meet three Minnesota-based suppliers who help spin pollen into gold.

## ● Bare Honey - Maplewood

Bare owners Dustin and Grace Vanasse draw on over two decades of experience at some of the world's finest hotels and restaurants to create a line of 100% raw artisan honeys and spreads.

## ● Ames Farm - Watertown

Ames maintains around 400 hives in 17 different "bee yards" across Minnesota. When it's possible to determine their origin, Ames designates their Single-Source Honeys after the specific floral blooms and nectar the bees forage. Each jar of their single-source honey bears the hive number, beeyard and year of extraction on the label. Buy it in Bulk at Lakewinds!

## ● Minnetonka Gold - Orono

Beekeeper and owner Jeff Dankey began making honey six years ago inspired by a Minnesota state fair honey exhibit. His award-winning honeys add a surprising kick to recipes as well as being delicious straight from the jar.



# GOLD RUSH

Local, raw honey is fresh from the comb and has no shortage of reasons to love. Check out our top five reasons to stock up on this sweet, Minnesota nectar:

## **Nature's sugar:**

With all the unique varieties and flavors available, substitute honey for a delicious, all-natural sweetener

## **Fewer allergies:**

Taking a daily tablespoon of local, high-quality raw local honey for two months before allergy season to lessen your allergies.

## **Moisturizing skin:**

Honey not only attracts water but it helps absorb and retain it on hair and skin. Add it to your bath water to soften skin, or mixing it with olive oil as a natural hair conditioner.

## **Earth VIP's:**

Beekeepers save and manage one of the most important and at-threat ecosystems on the planet. Many crops depend on insect pollination, in which the bee plays a starring role!

## **Improved sleep & relaxation:**

The natural sugar found in honey raises our insulin slightly and allows tryptophan. Taking a spoonful of honey before bed can help you get restful.



**VISIT [LAKEWINDS.COOP](http://LAKEWINDS.COOP)  
FOR MINNESOTA HONEY  
RECIPES & TIPS**







MEET WHO MAKES IT

# DUCK EGGS FROM LIVING THE DREAM FARM

Duck eggs are the ultimate egg, rich in monounsaturated fats and B Vitamins with nearly double the protein of chicken eggs. Duck eggs can be used in all the ways you enjoy chicken eggs, but their larger yolks and higher fat content give them a distinctive character that's winning over chefs and shoppers alike.

Lakewinds carries duck eggs from Living the Dream Farm in West Central Wisconsin, a family enterprise that's winning over fans every year with their delicious alternative to chicken eggs.

Among the biggest fans are pastry chefs. The higher protein and fat content make duck eggs ideal for baking, leading to extra fluffy and moist cakes, brownies and cookies. The yolks are thick, rich and custardy, perfect for making cream and custard fillings. They're even great for gluten-free baking: extra

protein in the whites helps bind gluten-free ingredients and gives you a lighter, fluffier texture—more like wheat-based cakes and other baked goods.

What's more, because duck eggs have a different protein than chicken eggs, they're less likely to trigger food allergies. Many people with chicken egg sensitivities seek out duck eggs for this reason.

The best way to enjoy duck eggs is frying, which highlights their incredible texture. Heat a cast iron pan on medium until warm with a bit of olive oil or butter, and then crack the duck egg in the pan. Add salt and pepper and break the yolk if desired. As the white turns from clear to opaque, carefully flip the egg and turn off the heat. Let it finish cooking in the warm pan for another minute. Enjoy your egg on toast, on top of a steamy bowl of grits and feta cheese with a veggie

scramble, or on cornmeal pancakes with salsa.

Living the Dream Farm is owned and operated by Khaiti and Andrew French, who are living their dream as small-scale farmers. They started in 2006, moving to their current 39-acre farm in Wisconsin in 2010. In addition to pastured duck eggs, they also raise pigs, geese, turkeys, chickens and chemical-free produce for their small-scale CSA program. They strive to work in harmony with the land and their livestock, providing a wonderful life for the animals, fertility for their gardens, amazing food for their customers, and a healthier environment for us all.

# LOCAL PRODUCE

## **Keewaydin Farms (Viola, WI)**

Three generations of the Haucke family farm 15 organic acres for a CSA program and wholesale.

## **Harmony Valley Farm (Viroqua, WI)**

reaps the benefits of over 40 years farming experience from Richard de Wilde, who has been growing organic vegetables since 1973. Richard goes above and beyond organics, placing great value on soil fertility and on an integrated, healthy, natural growing environment.

## **Featherstone Farm (Rushford, MN)**

is a 250 acre certified organic farm located in bluff country that produces around 70 varieties of fresh market fruits and vegetables. Founded in 1994 by Jack Hedin and Jenni McHugh, Featherstone Farm draws its name and focus on environmental sustainability from the Featherstone Township homestead (80 miles upriver) where Jack's great grandfather farmed and planted trees in the 19th century.

## **Riverbend Farm (Delano, MN)**

is located about 30 miles west of Minneapolis on the North Fork of the Crow River. A small scale (30 acres) diversified, certified organic (since 1994) vegetable farm that produces more than 20 types of vegetable crops for sale to CSA members, local restaurants, grocery stores, and schools. Farmer Greg Reynolds is focused on high quality, good tasting produce using sustainable practices and organic methods.

## **Morning Sun Farms (Luck, WI)**

is a family owned and operated, 40 acre farm founded in 1985. At the core of their operation is a sustainable method of farming called aquaponics. Look for their tasty organic microgreens in our stores year-round.

*"Aquaponics is the cultivation of fish and plants together in a constructed, re-circulating ecosystem utilizing natural bacterial cycles to convert fish wastes to plant nutrients. This is a natural growing method that harnesses the best attributes of aquaculture and hydroponics without the need to discard water or filtrate or add chemical*

*fertilizers, and uses up to 98% less water than traditional farming methods."*

## **Living Water Gardens (Wells, MN)**

produces outstanding, hydroponically grown local produce nearly year-round. Steve and Mary Klingbeil have grown nearly 7,000 hydroponic tomato plants for the past 17 years, from seed to maturity, from within the protection provided by the acre of greenhouses on their property—without contaminants and pesticides. Steve makes multiple deliveries of his produce each week, so at any time of year, the only fresher tomato for you to eat is the one you grow in your own backyard.

## **Localize (Edina, MN)**

founded in the spring of 2013 by Ryan Sweeney as a commercial scale hydroponic facility. They specialize in leafy greens, primarily basil, several varieties of lettuce, and herbs. Their hydroponic system, designed and manufactured by Freight Farms, can produce year round from its 3600 plant sites. Look for their sweet basil in our produce department year-round.



## LOOK FOR IT:

### In Stores Now:

Hydroponic Tomatoes  
Micro-greens  
Sweet Basil  
Sprouts

### May:

Fiddleheads  
Ramps  
Morels  
Asparagus  
Rhubarb  
Spinach

### June:

Green Onions  
Radishes  
Broccoli  
Cabbage  
Green Beans  
Kohlrabi

Peas  
Strawberries  
Blueberries  
Raspberries  
Greens  
Carrots



# INSIDE & OUT

## DETOX YOUR SKIN & BODY CARE ROUTINE

Up to 60% of what we put on our skin is absorbed by our bodies. That's why it's so important to know what's inside your skin and body care products. You can rest easier knowing your friends at Lakewinds have done the hard work for you. Our extensive selection of skin and body products is chosen because they're safe for everyday use. As you review what's in your cabinet, here's what to keep—and what to avoid.



### Facial Care

Look for products free of parabens, which have been linked to reproductive disorders, and avoid synthetic fragrances (sometimes listed as phthalates), which have been linked to cancer. Lakewinds recommends Acure and Dr. Hauschka, which use natural agents to clean and refresh skin.



### Body Lotions

Go for lotions without parabens and synthetic fragrances (sometimes listed as phthalates), and avoid propylene glycol, which is a derivative of petroleum linked to immunotoxicity. In the body care section, Lakewinds recommends Desert Essence and Acure.



### Hand Sanitizers

Avoid triclosan, which is a bioaccumulative environmental toxin and has been linked to liver toxicity and hormone disruption. For easy non-toxic cleaning, Lakewinds recommends Clean-Well sanitizer spray and wipes.



### Makeup

Just like with facial care, look for makeup that's made without parabens and synthetic fragrances. We recommend Mineral Fusion, which we also note is never tested on animals.



### Sunscreen

In choosing sunscreens, avoid oxybenzone and avobenzone, chemicals that are labeled as hormone disrupters. We recommend Badger Sunscreens, which use zinc oxide, a safer way to protect skin from UVA and UVB rays.







# COMMUNITY CONNECTIONS

## Announcing our new food shelf partner in Richfield

Hunger is a real and present problem in our communities. More and more families are finding themselves in a place of “not enough,” with children and seniors most at risk. At Lakewinds, we want to do our part to provide good, healthy food for people in need. That’s why we’re excited to partner with VEAP (Volunteers Enlisted to Assist People) at our soon-to-open Richfield location.

VEAP in Bloomington, Richfield, Edina and Minneapolis has a simple vision: “Neighbors serving neighbors in need.” For 40 years, VEAP has helped low-income individuals and families meet both immediate needs and attain long-term stability. VEAP serves over 7,000 individuals each month through its food pantry, children and youth services, social services, and transportation programs.

We’re looking forward to a long and healthy relationship with VEAP. The partnership

will start by providing “food rescue” from Lakewinds’ surplus, getting yesterday’s baked goods, produce, dairy, and grocery items into the hands of those VEAP serves. By combining donated food from our co-op with dollars generously donated by our owners and customers, Lakewinds is helping VEAP offer a nutritionally balanced selection of food for families who need it most.

## Meet the muralist chosen for our Richfield store

Adam Turman is known to many Twin Cities residents for his colorful murals that grace the interior and exterior of The Butcher and the Boar, 612 Brewery, Digby’s and Yamamoto. Turman’s wide-ranging portfolio of murals and illustrations ([www.adamturman.com](http://www.adamturman.com)) captures his sense of style, story, humanity and humor. Raised in Edina and now a resident of St. Louis Park, Adam knows the people, places and values of our local communities.

We’re thrilled to be working

with Adam at our new Richfield store, where he will help us tell the Lakewinds story on a 10-foot by 24-foot mural facing Lyndale Avenue. This original public art piece will welcome Lakewinds shoppers and surrounding residents alike.

We recently met with Adam at the site to view the mural space. He’s enthusiastic about our history— how Lakewinds began, how we’ve grown, and how we’ve stayed true to our roots and our co-op principles. The themes of local food, sustainable agriculture, high standards, and our commitment to community all resonated with the artist.

Conceptual design work will begin in April. Once the ideas are complete, Adam will prepare to transfer his work from paper to our co-op’s wall. Follow Adam’s progress on our website to share in this exciting step toward opening Lakewinds’ doors in Richfield this summer.





# RICHFIELD LOAN CAMPAIGN:

## KEEP THE ENERGY GOING

By the time this newsletter reaches your home, we will be just two short months away from opening the doors of the new Lakewinds Richfield for the first time. We couldn't be more excited to grow the co-op community in the Twin Cities, which will have these direct impacts:

- The creation of up to 80 additional full-time jobs with benefits
- Increased support for local and organic farmers and producers
- Strengthen Lakewinds' competitive position in the marketplace
- Get the word out about the benefits of co-op ownership and co-op economy
- Keep our dollars circulating in the local economy

A huge thank you goes out to those of you have participated in the owner loan program to make this store a reality. To date, our owner loan campaign has raised over \$1.7 million of the \$1.8 million goal that was required from the bank. With momentum and enthusiasm, we're going to exceed that goal, help us keep going! The complete project is a \$9 million investment in the community. The more our owners continue to invest beyond our goal, the less interest we end up paying to the bank. That means the co-op saves thousands of dollars annually that then goes back into the community.

Interested in  
learning more about  
making a loan?

**CONTACT:**  
**JOHN CASE**  
JOHNC@LAKEWINDS.COOP







# ONBOARD

## NOTES FROM THE BOARD OF DIRECTORS

Hello, fellow Lakewinds owners. I'm pleased to share some of the exciting work your Board of Directors has been doing on your behalf. In addition to our regular responsibilities—monitoring the co-op's financial health and upholding our policies and co-op principles—we are planning for the future as Lakewinds approaches its fifth decade.

What should our co-op look like years in the future? We're having conversations with knowledgeable people in the Twin Cities and beyond to understand where Lakewinds fits in the larger community landscape. We attend seminars, conferences and retreats, review surveys from new owners, and have many conversations with our GM, staff and fellow owners. All this input helps us provide forward-looking leadership to this organization we love.

We take the duty of representing your interests seriously. While we can't meet with each of our 16,000+ owners individually, we welcome your feedback and ideas anytime. You can always email us at [board@lakewinds.com](mailto:board@lakewinds.com).

Over the past year, Lakewinds has collaborated with CDS Consulting Co-op ([www.cdsconsulting.coop](http://www.cdsconsulting.coop)), a respected cooperative consulting organization. Our consultant, Art Sherwood, brings his wealth of

experience and enthusiasm to helping Lakewinds. He is guiding, challenging and encouraging us as we envision the long-term direction for our co-op. We look forward to sharing the results of these efforts in future newsletters. In the meantime, know that our co-op will continue to respond to the needs of all our stakeholders, while upholding cooperative principles and values.

We are very positive about Lakewinds' growth and financial health, even after a difficult winter that disrupted food supplies and created construction delays. Our General Manager and wonderful staff work hard every day to maintain the health of our co-op at every level. With our Richfield store opening soon, we will have an even greater opportunity to spread the good word about our co-op. We thank you for your continued input and support.

Tracy Kochendorfer  
Lakewinds Board Member



**LAKEWINDS**  
FOOD CO-OP

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



# THANK YOU!

## TO OUR OWNERS

As a Lakewinds owner, you're part of an institution that unites farmers, producers, families and neighbors across our community. Since we got our start in 1972 as the Minnetonka Buying Club, our co-op has been guided by the values of self-help, self-responsibility, democracy, equality, equity and solidarity. That commitment to our community and our principles is as strong as ever, thanks in part to the thousands of owners who invest in us.

People like you!

### 25% OFF

ANY BAMBOO CUTTING BOARD

**Valid Through: May 31, 2014**

Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted. See store for details.

**PLU 20050**

### \$2 OFF/LB

ALASKAN COD FILLET  
WILD CAUGHT FROM MEAT DEPT.

**Valid Through: May 31, 2014**

Must buy at least one pound. Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted.

**PLU 20046**

### \$2 OFF

ROTISSERIE CHICKEN  
FROM DELI DEPT.

**Valid Through: May 31, 2014**

Valid one-time use per member-owner only. Not valid on prior purchases. Sales tax is not discounted. See store for details.

**PLU 20048**

*coming soon*



LAKEWINDS.COOP | MINNETONKA | CHANHASSEN | RICHFIELD