

The GARLIC PRESS

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FALL 2026

From the GM

As we move into fall and begin preparing for the holidays, I want to take a moment to thank you for being an owner of People's Food Co-op.

Ownership is what makes us different. Every time you shop here, you're helping shape the future of a grocery store owned by the community it serves. Your support allows us to invest in local producers, maintain high standards for the products we carry, and continue providing a shopping experience rooted in trust, transparency, and community.

One question we ask ourselves regularly is: How can we create more value for ownership?

Earlier this fall, we mailed owner coupons as one way to thank you for your support and help stretch your grocery budget. We know grocery dollars aren't going as far as they once did, and we're committed to helping owners find value without compromising on quality.

You should also have received a separate mailing announcing our two-week Field Day Co-op Basics promotion. It's a great opportunity to stock up on pantry staples, household essentials, and everyday favorites at prices that make healthy eating more accessible. We hope you'll take advantage of the savings.

Speaking of holiday meals, now is the perfect time to reserve your **fresh Ferndale Market turkey**. Located in Cannon Falls, Minnesota, Ferndale Market has built its reputation on quality, transparency, and care. It's exactly the kind of regional partner we love supporting. When you choose a Ferndale turkey, you're not only bringing an exceptional centerpiece to your holiday table, you're supporting a family-owned business right here in our region.

We're also excited about this year's **Co-op's Own™ holiday dinner program**. Based on customer feedback, we've simplified our offerings and focused on making holiday meals more convenient, affordable, and approachable.

This year, you'll have a choice between a traditional holiday dinner featuring a Ferndale Market turkey breast or a vegetarian dinner option, both complete with sides for four people for just **$99.99**.

We hope these meals make it easier to spend less time in the kitchen and more time gathered around the table with family and friends. ***Click here to preorder.***

We're also looking forward to connecting with many of you in person over the coming months. I hope you'll join us at one of our upcoming events

Holiday Open House
November 14 | 10:00 AM - 1:00 PM

Gather & Graze
December 5 | 10:00 AM - 1:00 PM

Winter Wellness
January 9 | 10:00 AM - 1:00 PM

These events are a chance to sample products, meet vendors, connect with staff, learn about new offerings, and spend time with fellow owners and shoppers. They're also a reminder that the co-op is more than a grocery store. It's a place where people come together around good food, learning, and community.

At People's Food Co-op, you're not just a number in a point-of-sale system. You're a neighbor. You're an owner. You're the reason we ask questions about sourcing, work with suppliers we trust, invest in our staff, and carefully consider the products that end up on our shelves.

The choices we make as a co-op are driven by the people who shop here every day. Your support helps us prioritize quality, transparency, local partnerships, and responsible sourcing. That's a responsibility we take seriously.

As we head into the holidays, I hope you'll think of PFC first. Whether you're stocking your pantry, planning a holiday meal, attending one of our events, or simply doing your weekly shopping, every purchase helps support your co-op, our local producers, and the community we share.

Thank you for your ownership, your trust, and for choosing the co-op. We look forward to helping you celebrate the season.

Warmly,

Ann Mull
General Manager

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BOARD OF DIRECTORS UPDATE

UPCOMING MEETINGS

19 NOV

17 DEC

Thanks to all that contributed to the success of this year's annual meeting! To be timelier in discussing performance, we plan to now meet annually in October at the close of our fiscal year in September. Final audited financials will subsequently be disclosed once available in January.

Audited financials only disclose performance for the full year. Unfortunately, this can provide an incomplete narrative, so that is why it is helpful to attend the annual meeting to both receive the fuller picture and to ask questions. For example, the full year 2026 financials will reflect a meaningful operating loss, though it was far less than in prior years. What it will not show is the impressive quarterly performance improvement – with both stores operating at a net profit for the final two quarters of the year. This is the more granular information that is discussed at the annual meetings.

With the publication of the recently approved strategic plan, we are excited to begin development and implementation of initiatives furthering its goals. Expectations, however, are tempered by the extremely challenging economic environment, where even the best performing grocers are projecting same-store sales declines in the coming year. Progress will be made, but our primary focus for 2027 remains fiscal stability. There will be fits and starts, so we ask for your patience and trust.

In the coming weeks, you will have the opportunity to help guide the path forward by voting in the annual board member election. (And you thought you were done with election season!) You will soon receive a mailed postcard with instructions for the vote to occur **December 7-18.** Candidate information will be available online and in the next Garlic Press.

Again, I thank you for your continued support and patronage, and please remain engaged as we move forward with strengthening both performance and our PFC community.

Jim Szymalak
PFC Board President



EVENTS & SAMPLINGS

Stay up to date on *social* or our online *event calendar*



HOLIDAY OPEN HOUSE

November 14 | 10 AM – 1 PM | Both Locations

A festive celebration featuring holiday favorites, seasonal foods and plenty of opportunities to taste and explore. Stroll through the Co-op, meet local small business owners, sample food from your favorite local vendors, and enjoy live music.



PEN & PAPER RPG NIGHT

November 17 & December 1 | 5–8:30 PM | Rochester

This is a casual meetup for playing table top role playing games! Whether you've played a D&D game before or are new to the format, stop in to meet others in the area and discover a new title in this storytelling media.



BOARD GAME SUNDAYS

November 22 & December 6 | 1–6 PM | Rochester

This is a casual, drop-in style event where gamers of all ages are welcome. Bring your own favorite board games or choose from dozens of games provided on site by Game Haven.



TASTE OF LOCAL: GATHER & GRAZE

December 5 | 10 AM – 1 PM | Both Locations

A holiday tasting for snackers, sharers & hosts. An opportunity to explore local and delicious foods for holiday entertaining and gatherings with family and friends. Grab your charcuterie boards and your friends and let us help you host the holidays.

THANKSGIVING
•AT THE CO-OP•

We've got your table covered!

From locally raised turkeys to homemade sides and pies, let your Co-op help make Thanksgiving delicious. Spend less time in the kitchen and more time around the table.

Find more info *online* or grab a brochure in-store.









This Thanksgiving, know what you're sharing.

Local Ferndale Market turkey. Pies and sides made in-house. Food prepared with care by people you trust.

Don't need the whole dinner?

Individual sides are available in **small** and **large** containers.

WAYS *to* SAVE

NOVEMBER

FIELD DAY SALE
November 4–17

Save big on over 70 Field Day items—perfect for cooking, hosting, and holiday prep. We're partnering with the National Cooperative of Grocers (NCG). For every Field Day product sold between November 4 and November 17, NCG will donate 5¢ to NATIFS. **Learn more about NATIFS.**

WINE SALE
November 20–22

Raise a glass to good food and cozy gatherings! Non-owners save 15% or 20% for owners. Stock up for the holidays, dinner with friends, or simply a cozy night in.

CO+OP DEALS | BOGOS
November 18 – December 1

DECEMBER

CHEESE SALE
December 2–8

Elevate your holiday gatherings with rich, flavorful cheeses. Non-owners enjoy 15% off, while owners receive a 20% discount.

WINE SALE
December 18–20

Cheers to deals! Non-owners save 15% or 20% for owners. Stock up for seasonal entertaining or holiday get togethers.

CO+OP DEALS | BOGOS
December 30 – January 19

Buy One, Get One Free deals on drinks, snacks, seasonal favorites and more!

STAY *in the* LOOP
JOIN OUR EMAIL!

Co-op updates, promotions, upcoming events, and more—all delivered right to your inbox.

notice:
HOLIDAY HOURS

Wednesday 11/25	Thursday 11/26	Friday 11/27
8 AM – 9 PM	CLOSED	8 AM – 9 PM

DELI REWARDS

PUNCH CARDS

NEW!



Your favorite Co-op lunch just got a little more rewarding!

We're excited to introduce our new PFC Deli Rewards Punch Cards—a simple way to say thanks to our frequent lunch-goers.

Whether you're a sandwich regular, a burrito-and-bowl enthusiast, or someone who can't resist a warm cup of housemade soup, there's a punch card for you!

Separate Cards Available: *(see right)*

- Housemade Sandwich
- Housemade Burrito and/or Bowl
- Housemade Soup

Earn 11 punches and your next one is on us!

Get your card. Get your lunch. Get rewarded.

Pick up a punch card at the Co-op Deli counter, or ask any PFC staff member for a card or help finding them. Then, every time you grab your favorite deli lunch, bring your card along and start collecting those punches!

And because we're all about keeping things fresh, these punch cards are valid through **December 31, 2026**—so don't wait until winter to start punching.

Grab a card, stop by the deli, and let the punches add up!



WONDERSTATE COFFEE

BREWING UP GOODNESS

ROASTER OF THE YEAR 2025 — WONDERSTATE COFFEE — ROAST MAGAZINE

Wonderstate Coffee Brings Excellence and Equity to Every Cup

Writen by: Greg Lovell

Photos: Wonderstate Coffee

Going from a humble home-roasting hobby to a full-fledged, award-winning roastery producing 500,000 pounds of coffee per year, Wonderstate Coffee has bloomed over its past two decades in Viroqua, Wisconsin.

From the beginning, that growth came about with a strong sense of purpose.

Wonderstate Coffee still abides by the mission statement that started it all

Earnest and extraordinary coffee in service to our collective future.

"We source, roast, and sell specialty coffee with a focus on quality, long-term relationships, and equitable pay for coffee producers," said Lydia Corran, marketing manager at Wonderstate Coffee.

The result, according to Corran and a multitude of customers, is outstanding coffee in a sustainable system.

Wonderstate offers a range of coffees, from blends to single-origin coffees and limited reserve lots that showcase exceptional producers, places, and processing methods.

Customers are drawn to Wonderstate for a number of reasons. Some are simply looking for a consistently good cup of coffee. Others are interested in knowing more about where their coffee comes from and how it was produced.



Starting From the Ground Up

Growing up in a big family who appreciated quality food, Wonderstate founder Caleb Nicholes was perhaps destined for the food and beverage industry.

After college, he began working while roasting coffee at home. He soon immersed himself in learning all the nuances of the craft and developed an appreciation for the combination of agriculture, craft, and flavor that goes into quality coffee.

Caleb moved to Viroqua with his family in 2005 and started Wonderstate shortly thereafter, bringing that same passion for coffee and a drive to produce the best of its kind.

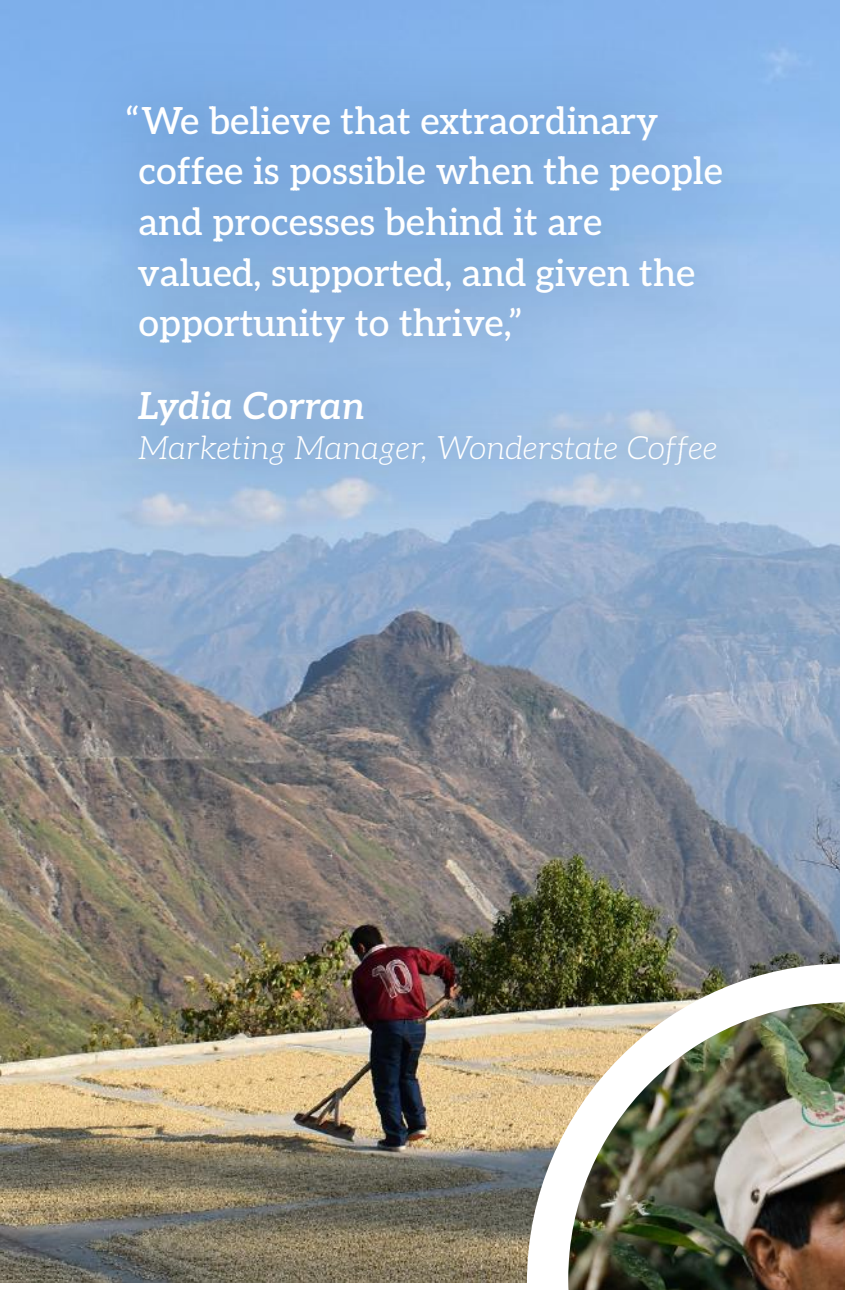
He produced about 600 pounds of coffee that first year and began selling primarily to local cooperative grocery stores. Soon, TJ and Denise Semanchin joined the company. TJ had previously been with Peace Coffee in Minneapolis and brought with him a desire to help coffee farmers overcome longstanding inequities in the coffee supply chain.

That commitment became an important part of Wonderstate's sourcing and its vision for the future of coffee.



"We believe that extraordinary coffee is possible when the people and processes behind it are valued, supported, and given the opportunity to thrive,"

Lydia Corran
Marketing Manager, Wonderstate Coffee



A Taste of Equity

Today, Wonderstate's mission continues to guide how they approach coffee, especially as they grow and assume more responsibility in the marketplace.

"It means meticulous sourcing focused on relationships, quality, and equitable pay," said Corran. "Every additional pound of coffee Wonderstate purchases helps support an infrastructure that can enable a future for coffee."

Corran says coffee's future depends on climate resilience, which is rooted in equitable pay for producers.

"Climate change is already having a profound impact on coffee producers, who often bear a disproportionate share of the risk in the global coffee supply chain."



Wonderstate's sourcing model ensures producers earn enough to grow exceptional coffee today while having the resources to invest in their farms for tomorrow.





The Mission Expands

Currently, Wonderstate Coffee includes a team of about 90 people and operates three cafes in Viroqua, Bayfield, and Madison. The main roastery remains in Viroqua, where green coffee is roasted and then shipped to cafes, stores, and online customers.

“We roast more than 10,000 pounds of coffee each week on two vintage, gas-powered Probat roasters,” said Corran.

Wonderstate coffees can be found at cooperative grocery stores and independent grocers throughout the Midwest and on the menu at many cafes and restaurants regionally and nationally. Coffee can also be purchased directly through Wonderstate's online store.

Newcomers may enjoy Wonderstate’s blends, such as their top-selling Driftless Blend. Blends are designed to be approachable, consistent, everyday coffees. For those who want to explore further, the Single Origin and Reserve Lot programs offer an opportunity to experience distinctive coffees from individual producers and regions, often highlighting unique varieties or processing methods.

Through it all, a strong leadership team keeps the roastery, organization, and order fulfillment running smoothly every day, while the cafes provide a direct way to share Wonderstate’s love of coffee with people where they live.

Wonderstate was also certified as a B Corporation in 2026, a distinction that recognizes a commitment to balancing business performance with impact on people and the planet.

That commitment extends to employees, too, through a range of company benefits and a profit sharing program.







Future Brews

According to Corran, meeting and working with coffee producers is one of the most rewarding parts of the work. Connecting with people who care deeply about creating a better future for coffee builds optimism and synergy.

"Our challenges are often tied to the same global system. Coffee is an increasingly volatile commodity, and there are significant gaps and inequities throughout the supply chain," said Corran. "Navigating that volatility while continuing to make meaningful investments in producers, employees, and the future of coffee requires patience, creativity, and a long-term perspective."

Looking ahead, Wonderstate aims to continue growing in a way that allows the company to deepen its impact rather than simply get bigger. Continued growth means the opportunity to source even more coffee from conscientious producers who are caring for both the coffee crop and the planet as a whole.

Building relationships and investing in producers in this way will ensure coffee is viable for generations to come.

Or as Corran puts it, "The future of the company is inseparable from the future of coffee itself."

10+ Varieties
of Wonderstate Coffee is available to purchase in both locations.








WONDERSTATE
COFFEE
GOOD EATS
& ESPRESSO







EMBARK MAPLE

TAPPING *into* SWEETNESS

Embark Maple Flavors Any Occcasion

Written by: Greg Lovell
Photos: Embark Maple

Bree Breckel always fancied herself a friend of the forest. In fact, she says her happy place has always been the woods.

Nowadays, Breckel spends most of her time in the wooded acres she loves.

Breckel, along with her husband Eric, are the owners of Embark, a small family farm near Viroqua, Wisconsin, producing organic maple syrup and other maple specialties.

Those looking for quality, responsibly-crafted products are sure to find something palate-pleasing in Embark's lineup.

> "We love being able to bring maple beyond breakfast, while working with the land in a way that builds a more resilient, sustainable watershed."
>
> ***Bree Breckel***
> *Co-founder, Embark Maple*



Breakfast and Beyond

Embark maple syrup on pancakes or waffles is a foregone conclusion, but Breckel says maple syrup has more applications. In fact, Maple Glazed Salmon and the Maple Old Fashioned are the two most-viewed recipes on their website ***(see here).***

"The rich, complex flavor lends itself to culinary and cocktail explorations," Breckel said.

Currently, Embark's two main product lines are their Bourbon Barrel Aged Maple Syrup and Maple Energy pouches.

The first of its kind in Wisconsin, Bourbon Barrel Aged Maple Syrup launched in 2015.

Aged for two years in emptied bourbon barrels, the syrup takes on the tannins of the oak, which balances the sweetness, and develops hints of smoke and vanilla.

Maple Energy was developed in 2020 out of a passion for outdoor pursuits. Geared toward campers, adventurers, and athletes, Maple Energy is made of simple ingredients, just organic maple syrup and sea salt, and comes in a convenient resealable pouch. They have also since added elderberry and coffee versions.

"It can be used in camp cooking and cocktails, mixed in a water bottle as a homemade sports drink, and used straight from the pouch," said Breckel. "It is perfect for outdoor adventurers and endurance athletes. Our Maple Energy has the energy and electrolytes of three to four commercial energy gels."

Embark Bourbon Barrel Aged Maple Syrup and Pure Organic Maple Syrup can be purchased at the People's Food Co-op. Maple Energy can be found at Coulee Bikes in Onalaska and Adventure Cycle and Ski in Winona.

All products are also available for purchase online at ***www.embarkmaple.com.***



A History of Good Taste

Having worked at the People's Food Co-op for over a decade, Breckel was already familiar with the retail side of food prior to starting Embark. Well before that, her parents were involved in the early days of the People's Food Co-op and were among the founding farmers of CROPP (now Organic Valley).

Breckel first met her husband Eric while he was working at Harley Davidson in Milwaukee. Originally a Holmen native, Eric was feeling the pull to come back to the Driftless Region

Soon they formed a plan.

"Some folks meet, and the next thing you know, they have a kid," Breckel recalled. "For us, it was a farm."

Together, they ended up closing on a parcel of land that became the first ever maple farm designated through the Vernon County office.

What started on the side as B&E's trees in 2012 became a full-time endeavor for the couple by 2017. They officially changed the company name to Embark in 2020 and have since expanded their line.

"We built our business on face-to-face events and partnerships with small independent retailers," said Breckel.

Now they are fulltime forest farmers living in a solar-powered tiny house on the property that also includes a solar-powered sugar shack where they cook maple sap into syrup.









Seasonal Celebrations

In the years following the pandemic, and now with a young child in tow, they shifted their focus to on-site events.

Breckel says her life has always woven threads of connection between people, place, and food, so naturally she and Eric have relished playing host to area maple fans.

"My favorite thing is being able to share our woods with folks at our events," said Breckel.

The Sap Run Scramble is on the third Saturday of March, right during syrup season. The event features a 5K course through the woods with maple-based snack stops along the way. Participants can spend all day hiking and exploring the woods, or they can compete in the Last Person Standing race.

Another event, the Ramp Romp, occurs during the last full weekend in April and includes a celebration of spring, foraging, and tasty meals. Planning for 2027 is currently underway, so look for more events to be added in the near future.

"At all our events, folks can trek through the forest and see exactly what goes into creating the products they enjoy," said Breckel.

While it started with trees and the syrup they produce, Embark is ultimately about people.

"They can meet up with friends and create a shared experience that connects them to this place that we find pretty darn special," said Breckel.

"And that connection is at the heart of all we do."

RECIPE

ALL *things* SQUASH

Written by: Quin Graves



As the mornings and nights grow colder and the leaves begin to change, something inside me changes, too: I start craving squash. Every variety: roasted, boiled, sautéed. I love it all.

But for many of us, standing in front of a bin of unfamiliar squash in the produce department can feel a little daunting.

What is that strange-looking one?
Do I peel it?
Roast it?
Boil it?

And what happens if I cut into it and have absolutely no idea what to do next?

Today, I'm hoping to break down some of the misconceptions and mystery surrounding one of North America's original crops and make cooking squash feel a little less intimidating and a lot more approachable.

The good news is...

that cooking squash doesn't have to be complicated. If you're looking for something caramelized and sweet, roast it. For a soft and creamy texture, try steaming.

Want fast?
--Sauté--

Want soup or purée?
--Roast or steam--

Want crispy edges?
--Roast--

Want a simple side dish?
--Roast, grill, or sauté--



BUTTERNUT SQUASH

Prep: Peel the squash, cut it in half lengthwise, and scoop out the seeds. Cut into cubes for faster cooking, or roast the halves whole.

Roast: Toss cubed squash with a little oil, salt, and pepper. Roast at 400°F for 30–40 minutes, turning once, until tender and caramelized around the edges.

For a simple sweet-and-savory version, add a little maple syrup and fresh or dried herbs before roasting.

Soups, purées, grain bowls, salads, or simply served as a side dish.



SPAGHETTI SQUASH

Prep: To make the squash easier to cut, pierce the whole squash several times with a fork and microwave for 3–5 minutes. Let it cool slightly, then carefully cut it in half lengthwise and scoop out the seeds.

Roast: Brush the cut sides with a little oil and season with salt and pepper. Place cut-side down on a baking sheet and roast at 400°F for 35–45 minutes, until tender and easily pierced with a fork. Let cool slightly, then scrape the flesh with a fork to create spaghetti-like strands.

Toss the strands with some butter or oil, garlic, Parmesan, and fresh herbs for a simple savory side, or add marinara sauce for an easy pasta alternative.

Pasta-style dishes, grain bowls, salads, or simply served as a side dish.







ACORN SQUASH

Prep: To make the squash easier to cut, pierce the whole squash several times with a fork and microwave for 3–5 minutes. Let it cool slightly, then carefully cut it in half lengthwise and scoop out the seeds. Cut into wedges or roast the halves whole.

Roast: Brush the squash with a little oil and season with salt and pepper. Place cut-side down on a baking sheet and roast at 400°F for 35–45 minutes, until tender and caramelized around the edges.

For a simple sweet-and-savory version, brush with a little maple syrup and butter, then sprinkle with cinnamon, sage, or thyme before roasting.

Soups, purées, roasted sides, stuffed squash, or adding to grain bowls and salads. Its naturally sweet, rich flavor makes it especially good in creamy fall soups.



DELICATA SQUASH

Prep: No peeling needed! The skin of delicata squash becomes tender and edible when roasted. Cut the squash in half lengthwise, scoop out the seeds, and slice into half-moon rings or wedges.

Roast: Toss the slices with a little oil, salt, and pepper. Arrange in a single layer on a baking sheet and roast at 400°F for 25–30 minutes, flipping once, until tender and caramelized around the edges.

Drizzle the roasted squash with honey and sprinkle with chili powder for a simple sweet-and-spicy finish. Add a pinch of flaky salt to balance the sweetness and bring out the squash's natural flavor.

Roasted side dishes, salads, grain bowls, sheet-pan meals, or simply enjoyed on its own. Its sweet, nutty flavor pairs especially well with savory herbs and hearty fall dishes.



KABOCHA SQUASH

Prep: Wash the squash, cut it in half lengthwise, and scoop out the seeds. The skin is edible, so there's no need to peel it. Cut into wedges or cubes for faster cooking, or roast the halves whole.

Roast: Toss cut squash with a little oil, salt, and pepper. Roast at 400°F for 25–35 minutes, or halves at 400°F for about 40–50 minutes turning once, until tender and caramelized around the edges.

For a simple sweet-and-savory version, add a little maple syrup and fresh or dried herbs before roasting.

Soups, purées, grain bowls, salads, or simply served as a side dish.

YELLOW SQUASH & ZUCCHINI

Prep: No peeling needed! The skin of yellow squash is tender and edible. Trim off the ends, then slice into rounds, half-moons, or lengthwise planks.

Roast: No peeling needed! The skin of yellow squash is tender and edible. Trim off the ends, then slice into rounds, half-moons, or lengthwise planks.

Sauté: Heat a little oil in a large skillet over medium-high heat. Add the squash in a single layer and season with salt and pepper. Sauté for 6–8 minutes, stirring occasionally, until tender and lightly golden around the edges. Add garlic or fresh herbs during the last minute of cooking, if desired.

Toss the roasted squash with grated Parmesan, lemon zest, and a squeeze of fresh lemon juice. Finish with a sprinkle of fresh basil or parsley for a simple, savory side dish.

Roasted side dishes, casseroles, pasta dishes, salads, grain bowls, or simply enjoyed on its own. Its mild, slightly sweet flavor pairs especially well with garlic, fresh herbs, Parmesan, and bright citrus.



EMOTIONAL *Wellness* CORNER

The Value of Habits

Written by: Greg Lovell

As the old saying goes, we are creatures of habit–and it's true! The word habit usually has a negative connotation, though, often associated with bad habits.

> I have a *habit* of...
>
> Johnny is developing a *habit* of...
>
> Social media is *habit*-forming.

Such statements are rarely uttered in a happy tone of voice.

Yet, a habit is just something we do repeatedly. Even the "bad" ones produce some kind of benefit, even if that benefit isn't long-term.

Perhaps it would be more useful to consider habits with a degree of mindful intentionality or frame them in a constructive way. Habits are not automatically bad. They are simply things our brains tend to do on repeat, for better or worse.

Think of your brain as an input-output patterning machine. Essentially, in any facet of our lives, we are always laying down patterns through practice and repetition, oftentimes automatically and without really thinking about it.

This happens through what we repeatedly do, what we repeatedly say, how we repeatedly think, and sometimes what we repeatedly experience.

When emotion inevitably gets involved, it's like adding extra fuel and stickiness to the whole process.

Next thing you know, a habit has formed.

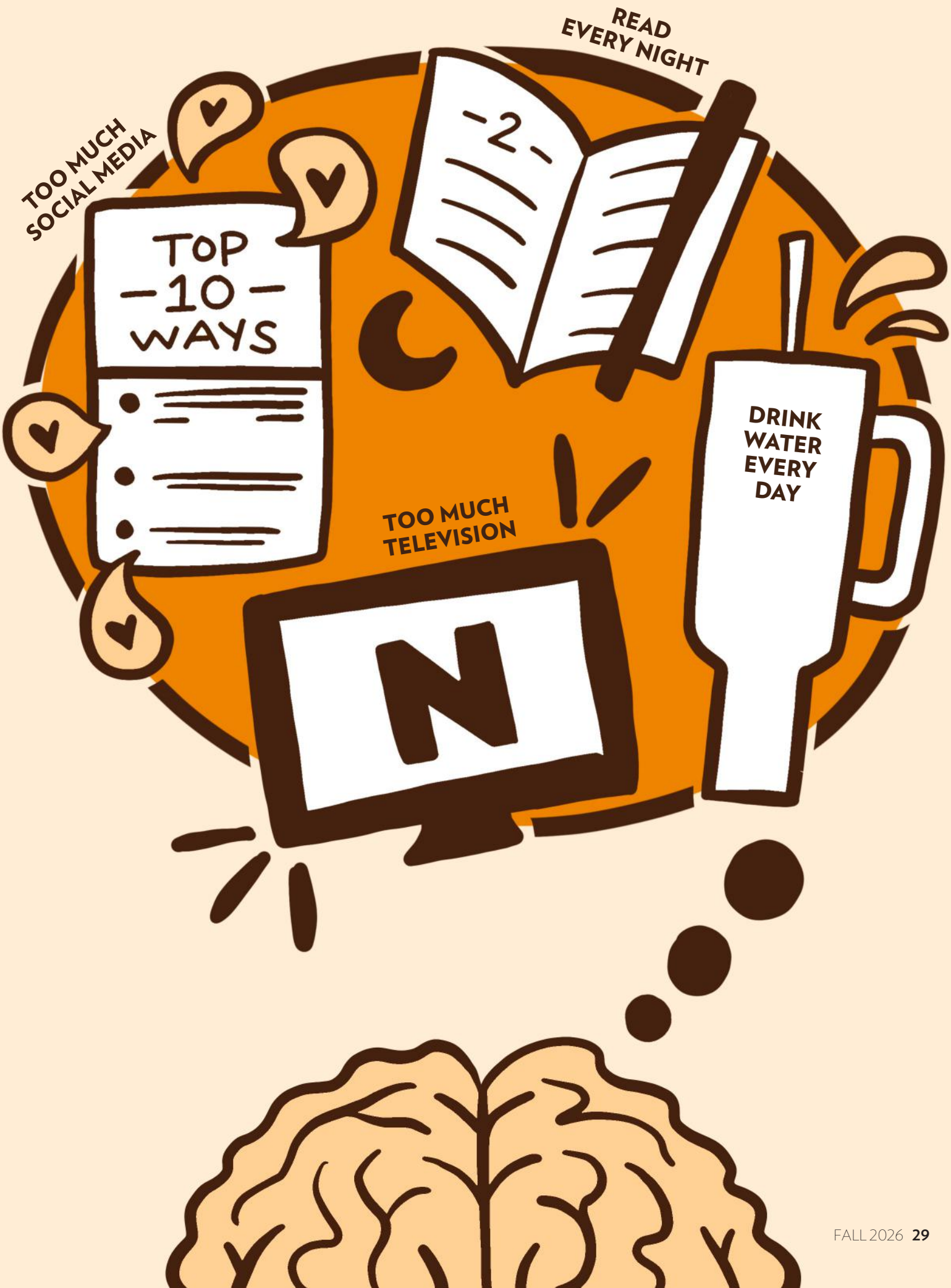
It's fairly easy to understand, then, why some habits are so hard to kick. There is a lot of momentum accrued in the ol' noggin!

Ultimately, our brains end up nudging us automatically toward whatever habits we currently have set. One could say the brain develops a bias in favor of its established habits. Some of those habits end up being overall helpful, healthy, and supportive.

Others not so much.

With this information in mind, it makes sense to practice helpful, supportive habits. After all, if we can build bad habits, we can also build good habits.

And it starts with designing simple routines.


READ EVERY NIGHT
TOO MUCH SOCIAL MEDIA
TOP -10- WAYS
-2-
DRINK WATER EVERY DAY
TOO MUCH TELEVISION
N

Here's how to do it:



1. IDENTIFY

an area in your life that you would like to improve through some kind of routine, whether behavioral, cognitive, or emotional.

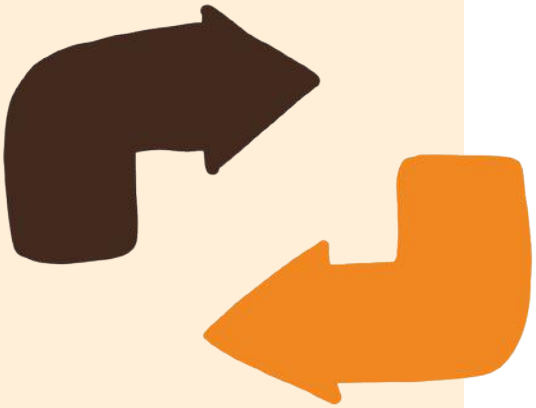
Examples: I would like to improve how I handle upsetting arguments. I would like to improve my performance in my science class.



2. PLAN

a new routine. Intentionally design the concrete action steps you will take to execute a new routine aimed at the improvement area.

Examples: I will first take three deep breaths then purposely think about the other person's perspective. I will re-read my notes or textbook for ten minutes each night.



3. PRACTICE

practice, practice. Bring awareness to situations where the new routine is applicable–and then do it. Then do it again. And again after that. Do it as often as you reasonably can.

Making the new routine short and achievable will keep it from feeling overwhelming and naturally build your motivation and positive feelings about the change. Creating a reminder of some sort and proactively planning ahead for tricky situations might also be helpful.

Bottom line, the more you practice the new routine, the more it will become "wired" as a habit and the more your brain will work for you and not against you.

In other words, it will get easier, so stay with it, even when you're not feeling up to it. Just keep doing the routine despite any resistance, exasperation, and discouragement you may be feeling.

On your toughest days, remember that things can and will change. Remind yourself that you are in the process of implementing that change and are steering yourself in a healthy, vibrant direction. There is so much to look forward to and most assuredly a light at the end of the proverbial tunnel–because you envisioned the light and created a path out of the tunnel.

mhc
MENTAL HEALTH COALITION of GREATER LA CROSSE

This article is produced free of charge. Please consider donating to the Mental Health Coalition of La Crosse alongside PFC to support mental health efforts in our area.

https://lacrossementalhealth.org

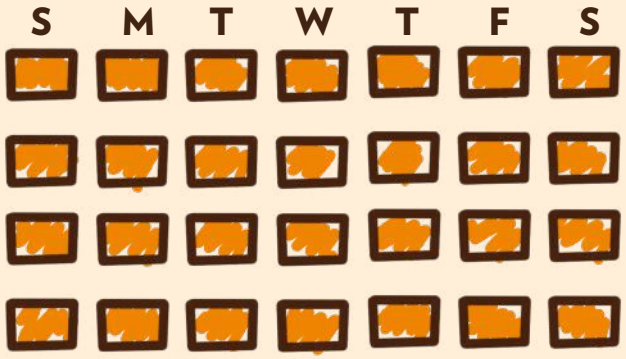
–1 WEEK–



–2 WEEKS–



–1 MONTH–



NOTES:

Find free printable habit trackers here

GOALS:

Add a new small habit next month! Journaling?

GIVE WHERE YOU LIVE

Fall RECIPIENTS

Your pennies have power.
By rounding up your total at checkout, you help support local organizations, community initiatives, and programs that strengthen our neighborhood.

Thank you for making the Coulee Region healthier, stronger, and more connected.

PEOPLE'S FOOD CO-OP COMMUNITY FUND

Both Locations | OCT

When our community gives, good things grow. The PFC Community Fund supports local organizations working to make our communities healthier, stronger, and more connected. Your support helps put resources where they can make a difference.

2026 RECIPIENTS:

La Crosse

LA CROSSE AREA SUICIDE PREVENTION INTIATIVE

Rochester

BOLDER OPTIONS

Learn more about the recipients here

HUNGER TASK FORCE

La Crosse | NOV

The Hunger Task Force works to connect people in the La Crosse area with nutritious food and resources when they need them most. Through food distribution, community partnerships, and hunger-relief programs, they help ensure that everyone has access to the food they need to thrive.

SOUTHEAST MINNESOTA FOOD RESCUE & REDISTRIBUTION

Rochester | NOV

Good food belongs on tables—not in the trash. Southeast Minnesota Food Rescue & Redistribution rescues surplus food and gets it into the hands of local hunger-relief organizations and the people they serve. Your support helps nourish our neighbors while keeping good food out of landfills.

WINN

La Crosse | DEC

Sometimes, you just need a little help finding what comes next. What I Need Now connects people with resources, support, and community connections when they're facing challenging circumstances. Your support helps make sure our neighbors know where to turn when they need a helping hand.

THE LANDING MN

Rochester | DEC

Recovery doesn't have to happen alone. The Landing provides a welcoming space where people affected by substance use can find connection, resources, and support. Your giving helps create a community where people feel supported, seen, and encouraged along the road to recovery.