



# Local FLAVOR

Driftless Provisions, Viroqua, Wis.

If you haven't enjoyed the artisanal salami crafted by local producer Driftless Provisions of Viroqua, Wis., we recommend a visit to our Meat case at the end of Aisle 1 in the near future! The Co-op carries multiple selections created by the award-winning Driftless Provisions team.

Ingredient sourcing is one of this small company's highest priorities. Driftless Provisions sources humanely-raised, heritage breed Berkshire hogs raised without antibiotics or growth hormones as well as game meats including venison, elk and bison. In 2022, the company transitioned its entire brand to be free of non naturally occurring nitrates.

Driftless Provisions has grown since Ryan Wagner started preserving game he harvested alongside local hogs in his root cellar. This growth includes Ryan's wife, Kristen, who has a background in organic farming and sustainable food systems. Kristen serves as the company's marketing director. Altogether, Driftless Provisions is a small-but-mighty team of six, dedicating themselves to producing food that honors the land, animals and farmers in the Driftless region. Kristen outlines recent company achievements here:

"In March, our 800 square foot drying chamber officially became solar powered thanks to the 100KW solar array of 180 panels Ethos Green Power installed outside the Food Enterprise Center!"

We are forever grateful that this project was spearheaded by the Vernon Economic Development Association and their vision for the installation being 'a critical part of our sustainability plan and is a long-term solution that fosters a stronger, more stable community.' "



Driftless Provisions team members include, from left to right: Justin, Jackie, Ryan (holding his and Kristen's son, Aldo), Kristen, Beirgan and Matt. Learn more about the people behind the product here: <https://driftlessprovisions.com/pages/meet-the-team>



Driftless Provisions Saucisson Sec recently received Champion Placement in the Old-World Salami category from the Wisconsin Association Meat Processors. This French-style salami is crafted from humanely-raised, heritage pork and seasoned with salt, pepper and garlic. Its simple, satisfying flavor profile pairs well with a crusty bread or light cracker and your favorite Camembert or Brie.

Although we did not personally fundraise for the solar project, we are beyond excited to be a benefactor of the building's panels! We feel so lucky, grateful, inspired by (all the things!), to be surrounded by so many like-minded individuals who also care deeply about sustainability and the future of our community.

Since the beginning, we have cared deeply about the choices we make as a business and how they affect the environment, animals, and all of us. We do everything in our power to ensure we're sourcing the highest quality meats and other ingredients, minimizing waste, creating a safe and positive work environment, and of course, always looking for ways to be more sustainable.

We continually strive to do good because we know it matters. We hope you are as excited as we are about enjoying solar dried salami from here on out!"



Driftless Provisions completed its 800 square foot solar drying chamber this past March.