

April 2013

Volume 24: Issue 4

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Get 10% off the order of your choice, now until June 30, 2013. The next quarter goes from July 1, 2013 through September 30, 2013.

YOUR CO-OP IN YOUR COMMUNITY

on Page 2

CO-OP ORIENTATION

Orientations are held every Tuesday at 7 pm

To register, call 412.242.3598 x103 or email memberservices@eastendfood.coop

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SPECIAL INSERTS:

4/3 - 4/16 CO-OP DEALS
4/17 - 4/30 CO-OP DEALS

EAST END FOOD CO-OP

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PITTSBURGH, PA 15208
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www.eastendfood.coop

A Dinosaur Took a Bath in that Glass of Water You're Drinking!

It's true. We never get new water - A compelling reason to protect and conserve this precious resource!

by Nancy Martin of the PA Resources Council

One thing that we all have in common is our reliance on water. We use it for drinking, bathing, cooking, growing food, generating electricity, and countless other things. It's a critical part of everything we do and use. Water is life! And even though it's been around for, well...forever, it is constantly being purified as it travels through the hydrologic cycle and gets filtered as it infiltrates the soil and passes through the roots of vegetation, rock, and sand. Infiltration also recharges our groundwater supply, slows the flow rate which reduces the potential for flooding and Combined Sewer Overflows (CSO), and helps to maintain a steady supply of water in rivers and streams while keeping our soil healthy and fertile. It's a perfect system - until humankind gets involved.

Everything from the consumer choices we make, to how we manage our lawns and gardens, to the cleaning products and personal care products that we use, to the products we feed our pets and clean our car with, in addition to recycling efforts has a direct impact on the quality of water in our rivers and streams. Even if we don't live near a water source we can effect our drinking water supply by how we live on the land.

We all live in a watershed. That's a fact...but what is this "watershed" of which we speak? A watershed is an area of land that all drains into the same body of water. Planet Earth is covered with them and they are separated from one another by areas of elevation, such as hills and mountains. The "divide," or watershed boundary, is on the ridge line at the peak of the hill. In other words, watersheds are basins or bowls. The sides of the bowls are the hills and mountains (elevation). At the bottom of each bowl/basin/watershed we find the body of water (collection site) that the surrounding area drains into when it rains and when the snow melts.

Watersheds are nested, smaller ones inside larger ones. Almost all of western PA lies within the Ohio River Watershed, which contains the Allegheny, Monongahela, Youghiogheny, Clarion and many other smaller watersheds. This means that all of the surface and groundwater in this region eventually ends up in the Ohio River, getting there via many smaller rivers and streams. The Ohio River Watershed lies within the Mississippi River Watershed (draining half of the Continental United States) and the Gulf of Mexico Watershed.

Why is this important? Water is the uni-

versal solvent and it's flowing. It carries with it that which it passes over and through (road salt, litter, chemical fertilizers and pesticides, automotive fluids, pet waste, CSO, farm animal waste, fracking fluids, pharmaceuticals, etc), accumulating ever higher concentrations of nonpoint source and point source pollution as it continues its journey to the sea. That which harms the earth harms us as well and we've got a pretty good toxic soup brewing as the Mississippi River approaches the Gulf of Mexico.

We all share responsibility for the problem. According to the National Academy of Sciences (NAS), lawn use is a significant component of the total pesticide problem. NAS reports that the homeowner uses 10 times more pesticides per acre than do farmers. In addition, an Associated Press investigation found pharmaceutical drugs in the drinking water supplies of 24 major metropolitan areas from Southern California to New York City, which provide water to 41 million Americans. In Philadelphia, 56 drugs were found in the drinking water. And closer to home, the Allegheny County Health Department reported that in the 2004 river recreation season (May 15-September 30), a CSO river advisory was in effect 90% of the time that limited the use of county waterways for recreation and exposed those who did recreate to possible health risks.

But, the good news is that the pollutants that are filling our waterways can be greatly reduced if everyone pitches in. Simple actions such as cleaning up after Rover and avoiding products like anti-bacterial soaps, fragrance-laden cleaning and personal care products, chemical fertilizers and pesticides, and harvesting our roof water for on-site usage/absorption can help to insure a healthier water supply, healthier environment, and healthier population.

It is essential that we all understand watershed issues and problems so that we are better able to make sound behavioral decisions. Personal and social transformations go hand in hand. Learn more about what we can do to "green" up our lifestyles and clean up our watersheds and waterways at PA Resources Council's Celebrate the Rain! Watershed Awareness/Rain Barrel Workshop at the East End Food Co-op on Wednesday, April 3rd at 6:30 PM.

Participants will learn about their watershed, how to reduce human impact on the watershed by greening up our lifestyles, storm-



water management options, and how to build and install a rain barrel for rainwater harvesting and on-site usage. Everyone will receive all of the hardware needed to retrofit a 55-gallon drum into a rain barrel along with a \$10 coupon good toward the purchase of a 55-gallon, food-grade drum at Penn Barrel Company.

Register at www.zerowastepgh.org/ZW-PRC-rainbarrel.html or call Nancy at 412-488-7490 X 247

Growing in Cooperation

In February we welcomed **68 new members** to our Co-op!

We extend our gratitude to each and every member, whether you've been signed up for weeks, months, or years. We couldn't do it without you - thank you for your support, your patronage, and your investment in this business!

We invite all of you new members to sign up for a Member Orientation with a member services expert. We will give you a guided tour of the store, explain the benefits of membership, and fill you in on the many ways you can become more involved in your Co-op. Most orientations occur on Tuesday evenings at 7 PM, but exceptions can be made to fit your schedule. To reserve your spot, call 412-242-3598 x 103 or email memberservices@eastendfood.coop.

ALL MEMBERS ARE WELCOME TO ATTEND THE CO-OP BOARD MEETINGS.
Check the bulletin board in the front vestibule for dates, times and agenda items. For Board Meeting times please inquire at the Customer Service Desk.



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Turning a New Leaf

by M.B. Karchella-MacCumbee

As a result of my interest in sustainable farming practices and improving food production, I have chosen to use my artwork as a vehicle to raise environmental awareness. I am a student at Chatham University working on a tutorial in the Visual Arts and the concept of my work focuses on specific organic and inorganic toxins used in commercial food production known to be associated with health consequences.



I believe that my upcoming show is an opportunity to engage the community in a conversation about environmental awareness so we can collaborate to move forward and bring about the change we want to see in educated consumerism. I reached out to the East End Food Co-op to be my partner in building interest in sustainable food production and environmental impacts. I have also made arrangements for all of the proceeds of my show to be donated to the Pennsylvania Association of Sustainable Agriculture (PASA) because their mission aligns so well with these topics and concerns.

If you're interested in these issues and organizations, I encourage you to visit my installation at the Chatham University Gallery located in Chatham's campus on Woodland Road. The exhibit runs from April 13th-20th and there will be a closing reception on April 18th from 5-7 PM. The EEFC's Outreach Director, Eryn Hughes, will be in attendance at the reception to discuss sustainable foods and provide general background and missions of both PASA and the Co-op.

Outreach Report: TEDx Grandview Ave – February 23, 2013

by Eryn Hughes, Outreach Coordinator

As soon as the local TEDx posted its initial list of speakers the Co-op was eager to show support. TEDx is a worldwide program of self-organized events that bring people together to share a TED-like experience. TED — Technology, Entertainment and Design — is a nonprofit organization devoted to “ideas worth spreading.” The x means it's a local, independently organized event. While we were setting up for tabling with energy bars and antioxidant drinks, the presentations were happening in another room. In spite of all I missed, the few speakers I was fortunate to hear left a positive impression.

Several local entrepreneurs offered short and powerful presentations on topics like sustainable design and urban revitalization. One speaker was registered architect and LEED Accredited Professional, Christine Mondor, of evolveEA. Her vision for Larimer and Homewood includes environmentally sensitive business planning and expanded capacity for sustainable infrastructure. Christine's philosophy is that “we are each designers”—everything we do can affect the future—and she talked about how small decisions impact long-range plans. She mentioned, for example, decisions about funding that delayed the development of improved drainage along Washington Boulevard. If we had made wise choices, she said, the significant flooding two years earlier

Co+op Kitchen Is Here to Help!

from StrongerTogether.coop

Like the yellow brick road in the movie classic, the path to healthier living isn't always easy to travel. While a new world of foods and flavors lies beyond the pre-packaged and oftentimes overly processed foods some of us grew up with, starting any new journey can be a little daunting.

The new Co-op Kitchen video series includes information and easy recipes for making delicious meals at home, as well as handy hints from chefs and food enthusiasts who love sharing their passion for great food. From learning about alternative sweeteners and how to grow your own sprouts, you'll want to see what's cooking in the Co+op Kitchen!

Where cooking is concerned, there's no place like home! Whether you're a beginner to home-cooked meals or just looking for new ideas, be sure to check out www.strongertogether.coop/coop-kitchen.



Braddock Farms in Braddock, PA

could have been averted.

Another presenter, Mayor John Fetterman, spoke about urban revitalization in Braddock. The home of Andrew Carnegie's Edgar Thomson Steel Works, founded in 1873, the borough prides itself on being “the birthplace of steel.” But while the steel industry was once strong and business thrived on a par with Boston and New York City, the collapse of the steel industry in Pittsburgh left Braddock with little income and few prospects. With Mayor Fetterman's vision and energy, however, Braddock has become a fairly well-known example of sustainable, community-based urban recovery.

When the borough lost its hospital in 2010, its citizens pledged to bring new health initiatives to the community. Since then, Fetterman reported, they have constructed a new community center in an abandoned church, providing recreational and job training opportunities for youth. And just last December, the Braddock Community Cafe opened, bringing prepared foods to a town without any other restaurants or grocery stores. The cafe offers local foods, including produce from Braddock Farms and your Co-op. Braddock Farms is a collaboration between the mayor's office and Grow Pitts-

TEDx

x = independently organized TED event

burgh, growing ten acres of organic produce and hosting a farm stand on Saturdays from 10-2pm. This urban farming project reclaimed a vacant lot next to the last operating steel mill in the borough and has expanded each year since its ground-breaking in 2007.

Braddock is clearly working toward “an ethical and resilient food infrastructure” and “a vibrant, dynamic community of happy, healthy people.” In fact, every TEDx speakers seemed to have “a creative vision to transform the future.” All this is right in line with your Co-op's newly revised Ends Policy Statement (see page 3). So naturally we support these exciting and hopeful endeavors.

For more information on the Braddock Community Cafe and Braddock Farms—Grow Pittsburgh's largest production site and Braddock's single source of fresh produce—check out: <http://15104.cc/opportunities/> or <http://www.growpittsburgh.org/what-we-do/we-grow-food/braddock-farms/>

Donation Policy Updates

by Heather Hackett, Marketing and Member Services Manager

Here at your Co-op, we are proud to support and make significant contributions to local community groups in a variety of ways. A primary way we do this is through our donation program. In the past, our donation policy has had few requirements; the money had to stay within the community and the applicant had to demonstrate that the money would be used in ways that met our Ends Policy Statement. As many of our readers and members may recall, last month the Board updated the Ends Policy Statement and as a result many of our policies are receiving updates.

In revising our donation policy, a few additional considerations beyond the Ends statement had an impact. For instance, as the Co-op has grown and our public presence has increased so has the amount of requests we receive for donations. Although we would love to be able to support each and every request we receive, the volume of submissions has become overwhelming. The requested donations now exceed our budget and take a considerable amount of time to process. Also, our recent member survey indicates several commonalities about what causes you'd like to see your Co-op champion and as a result we will keep those causes at the forefront of our donation program.

Revising our policy was at first a daunting task, especially since I just became the Marketing and Member Services Manager at the end of January. It's clear from interactions I've had with donation applicants in the past month that the generosity of the Co-op is well-known and much appreciated within the community we serve and no one wants to see worthy organizations refused. At the same time, it was clear that changes had to be made.

The undertaking began with a survey of other Co-ops around the country. After a careful examination of policies and guidelines from over a dozen organization, we've created a new policy that we believe will enable us to better serve our community and members. You can review the updated policy at <http://www.eastendfood.coop/co-op/community/donations>.

Some of the changes you will notice include:

- A requirement that all donations be submitted formally using the Donation Request Form that can also be found on our website
- A deadline for all requests to be made at least 4 weeks before the event.
- A list of requests that will not be considered, including requests from any political candidates or organizations.
- A limit on how many donations can be made to an organization within each year.

Although exceptions can and will be made, the new policy will guide all future donations from your Co-op. If you represent an organization that seeks donations from the Co-op, you will want to be especially attentive to the new policy and plan accordingly in making requests in the future.

We have put a lot of consideration into formulating our new policy and are certain it is the best way we can successfully run our organization and meet the changing and growing needs of the community and members we serve. We welcome your feedback at memberservices@eastendfood.coop.



ENDS POLICY STATEMENT

The East End Food Co-op exists to enhance physical and social health in our community. To these ends, we will create:

1. A sustainable member-owned business open to everyone
2. An ethical and resilient food infrastructure
3. A vibrant, dynamic community of happy, healthy people
4. A creative vision to transform the future

STATEMENT OF COOPERATIVE IDENTITY

Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural need and aspirations through a jointly-owned and democratically-controlled enterprise.

Values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

Seven Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

1: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

2: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

3: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

4: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.

5: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public—particularly young people and opinion leaders—about the nature and benefits of co-operation.

6: Cooperation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through national, regional, and international structures.

7: Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

Source: ICA News, No. 5/6, 1995.

Last updated: 2 June, 1996.

MEMBERS SPEAK OUT

Parking situation (lack of spaces) – Plan?

The parking situation is certainly an issue impacting all of the Factory's tenants, especially on weekends. We are working to establish a parking relationship with some organizations in the neighborhood that will allow employees to park off-site and hopefully improve the situation. Thanks for your patience!

— Heather, Marketing & Member Services Manager

Please attempt to get organic produce from the US. Is it really necessary to only offer Mexican cucumbers, peppers, and zucchini?

We strive to carry organic, domestically grown produce when possible. It is very hard to find the items you mentioned organic during the winter months and certified organic products take precedence over country-of-origin.

— Paul, Produce

I love the new layout and coolers! My brother just got back from a trip to Vermont where he went to a big co-op. He was all "It was so much bigger and better there." I say screw him and Vermont, our co-op is AWESOME! Keep up the good work.

Thanks! We're glad to hear that you appreciate our new layout and coolers. We agree that we're awesome—but Vermont is probably OK, too.

— Heather, Marketing & Member Services Manager



Good Mind Seeds: Creating Diversity for Our Future

by Karen Bernard, book buyer

To have a good mind...you have to think with one mind—the same mind as everything you depend on—the winged, the fish people, the four-legged creatures. If we forget, human life will come to an end.

Phil Seneca is of the Onandowaga nation, also known as the People of the Great Hill (a.k.a. the Seneca). His grandfather grew corn, strawberries, potatoes and tomatoes. His mother had a kitchen garden. Phil doesn't farm with profit as the priority; he doesn't grow commodity crops. He offers Good Minds Seeds and he farms because he wants to collect and preserve varieties of seeds that were native to this land "before settler society destroyed the Native food economy"—before, that is, we killed off the bison from the trains crossing the plains, and before we replaced the abundance of native varieties of corn, squash and so many other foods with very few varieties, often from elsewhere.

According to Seneca, we have a barely functional level of diversity. Whereas 60% of the world's existing food species are indigenous to Turtle Island (North and South America), within the United States today, only 1% of the genetic diversity of those native species remains. That's 1% of the hundreds, or thousands, of varieties of beans, squash, peppers, tomatillos, potatoes, peanuts, chocolate...the list goes on. Only so many kinds of any one species can survive in the world of industrial agriculture. While Phil's ancestors, for example, developed Calico Flint Flower corn and countless other varieties, we tend to favor the creamiest, softest, whitest kinds of corn, and plant huge fields of one variety—monocultures, with no diversity. Non-native breeders have changed the corn, Phil says. He thinks that the evolution and survival of the species is now severely endangered by commercial and industrial breeders who "diminish real Indian corn with countless acres of genetically identical corporate races." In addition to the loss of diversity, up to 85% of all corn grown in the U.S. is genetically engineered (artificially) and patented—problems we won't begin to cover here.

Marketing, Seneca says, contributes to the lack of diversity. Catalogs offer limited choices, and only the seeds that are marketable carry on. Also, growers tend to go back to the company for the same types of seeds. Recently, gardeners—and eaters—and have been experimenting with all shapes, colors and flavors of tomatoes. But while there are 15,000 varieties (Phil has 300 of them), pretty much everything other than the tomato has been decreasing in diversity. Even with current interest in heirlooms of all kinds, Seneca sees problems.

Most heirlooms are so inbred, he says, that every sibling (every seed of the same parents) is "practically a clone—there are only slight differences." In nature seeds naturally cross-fertilize, constantly creating new varieties, and attentive crossing by careful seed savers can yield new and often valuable hybrids. But while every heirloom was once a hybrid (whether by nature or human intention), with continual replication, there is no diversity in the lineage. Hybrids, on the other hand, yield diverse offspring. And while some will be weaker and some stronger, "if we're going to have diversity," Phil says, "the only way is through hybrids."

It's important to understand that there's a big difference between backyard hybridization and commercial or industrial practices. Seed companies, for example, have been breeding plants incapable of growing in soils that aren't watered or fertilized with commercial products. One of the most important things Phil is doing is cultivating varieties of plants that are drought-tolerant and don't need to be tilled. There are many reasons for doing this. For one, tilling and irrigation destroys soil structure. And a plant that's irrigated will just be lazy—the top of the roots will grow horizontally, not deep down to absorb more water; if you stop watering, then, the plant will die. Plants that aren't watered regularly, however, will grow deeper roots to absorb more water. Watering also flushes away nutrients and depletes the diversity of the flora—especially if the water is chlorinated. Chlorinated water, Phil says, can also cause carcinogenic molecules to form.

Tilling is even worse for soil flora, exposing the microbes and multicellular organisms to too much light and oxygen, which kills them. Tilling also destroys their habitat by grinding soil particles into smaller and smaller pieces that fit closer and closer together, eventually compacting into hardpan. Soil chemistry changes, as well, with repeated tilling. Humus—the decaying bodies of plants, worms, microbes and other organisms, plus

leaves, grass and the like—is a vital constituent of healthy soil. It holds water and slowly releases nutrients over time. But when humus is exposed to sunlight and oxygen, it releases ammonia instead, and the carbon in the soil combusts and forms carbon dioxide, a potent greenhouse gas.

Phil says that, along with honoring his ancestors—particularly the long line of Native women seed savers—preparing for the future is one of the most important aspects of what he does. With climate change, plants that have thrived in this area may be unable to grow. "We're like Georgia now," he explains, "we've passed South Carolina already. This area is perfect for eggplant and okra—you couldn't plant that when I was a kid." Seneca thinks we have a finite amount of time to collect these genetic resources and now is the time to start. "There's a lot of work we have to do that we're not doing," he says. We have to import seeds from regions that are like what our land will be in the future. So he looks for plants with drought tolerance, from the Southwest and elsewhere.

Phil has a significant store of genes, including those of an 850-year-old squash seed that he got from another Indigenous seed keeper. He makes it a priority to work with Indigenous people, who understand the sacred nature of the seed. He learns a lot about the history of plants from other Native people, as well as various other sources. He's found a good ecological and anthropological record in stories, from both oral tradition and American literature.

I, for one, deeply appreciate what Phil Seneca is doing. It's impossible to make a profit, he says—he's just trying to break even. But while "you can't get paid for restoring a gene pool for future generations," you can get paid for a packet of seeds if you secure the market space. The Co-op will be offering Good Mind Seeds soon; in the meantime, you can find them at goodmindseeds.org. Wherever you find your seeds this year, I hope you choose with our good future in mind.

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THE FOOD YOU EAT

Get Healthy and Save Money by Food Gardening

from **StrongerTogether.coop**

When economic times are hard, people head to the garden. It happened in the early 20th century with Liberty Gardens, in the 1940s with Victory Gardens, and in the 1970s with the back-to-the-land movement. Similarly, with current concerns about food safety, global warming, carbon footprints, and pollution, along with a desire to build a link to the Earth and our own neighborhoods, food gardening has become a simple and tasty solution.

Improve your health

We all know we're supposed to eat more fruits and vegetables every day. It isn't just good advice from mom. Many veggies are loaded with vitamins A and C, fiber, water, and minerals such as potassium. A growing collection of research shows not only that eating fresh produce gives your body the nutrients and vitamins it needs to function properly; it also reveals that many of these foods are loaded with phytochemicals and antioxidants—compounds that help prevent and fight illness. While specific items are high in certain nutrients, the best way to make sure you get a good range of these compounds in your diet is to “eat a rainbow.” By eating a variety of different-colored vegetables and fruits, you get all the nutrients you need to be healthy.



Save some cash

You can save money by growing your own fruits and vegetables. In fact, depending on the type and quantity you grow, you can save a significant amount. By spending a few dollars on seeds, plants, and supplies in the spring, you'll produce vegetables that will yield pounds of produce in the summer. Here's just one example of how a garden can save you some cash. The following list provides yields and the price per pound of many favorite vegetable crops.

Keep in mind that these numbers are averages. Yields, after all, can vary depending on your location, plant variety, soil condition and other factors. The prices are based on national averages from the USDA Agricultural Market-

ing Service, for these vegetables, grown organically in summer. Again, these numbers will vary by area and, of course, by year. But if you grew the garden illustrated here, it would yield 350 pounds of vegetables. To purchase those 350 pounds of veggies, you'd have to pay more than \$600 dollars. This garden only costs about \$70 to plant, so you're saving a lot of money — and getting great food all season long!

Adapted from Vegetable Gardening for Dummies (Wiley Publisher, 2009)

Get Healthy, Save Money			
Vegetable	Yields	Dollars per Pound	Value
Beets	12 pounds	\$1.50	\$18
Broccoli	16 pounds	\$2.50	\$40
Cabbages	18 pounds	\$1.00	\$18
Carrots	16 pounds	\$1.50	\$24
Cauliflower	8 pounds	\$3.00	\$24
Cucumbers	10 pounds	\$2.00	\$20
Eggplant	12 pounds	\$2.00	\$25
Leeks	10 pounds	\$1.50	\$15
Lettuce	10 pounds	\$2.00	\$20
Onions	16 pounds	\$1.50	\$24
Peas (double row)	8 pounds	\$3.00	\$24
Peppers	30 pounds	\$1.50	\$45
Pole Beans	12 pounds	\$1.50	\$18
Potatoes	25 pounds	\$1.00	\$25
Spinach	10 pounds	\$3.00	\$30
Summer Squash/Zucchini	25 pounds	\$2.00	\$50
Sweet Corn (50 ears)	17 pounds	\$.50/each	\$25
Tomatoes	80 pounds	\$2.00	\$160
Winter Squash (bush)	15 pounds	\$2.00	\$30
Totals	350 pounds		\$634

NEW IN THE AISLES

New Products on Our Shelves

Aisle 1

Wild Planet No Salt Added Albacore Tuna
Woodstock Hickory Smoked BBQ Sauce

Aisle 2

Montebello Organic Pastas
Briggs Organic SeaKelp Seasoning

Aisle 3

Nature's Path Gluten Free Granola bars
Briggs Nutritional Yeast Seasoning

Aisle 4

Back to Nature Triple Ginger Cookies
Way Better Sprouted Tortilla Chips
Shiloh Farms Sprouted whole wheat pretzels with Chia Seeds

Aisle 5

Wellness 'Morsels in a pouch' Cat Food

Aisle 6 Refrigerated

Hail Merry Chocolate and Blondie Macaroons
Silk Almond Milk Yogurts
Pastitsio Greek Yogurt (Local)
Newman's Lemonade

Aisle 6 Frozen

Gluuteny Garlic Cheddar Bread
Tadah Falafel Wraps
Saffron Road Samosas and Fig/Goat Cheese Rolls
Jeni's Dark Chocolate, Whiskey Pecan, and Black Coffee Ice Creams

Cara Cara & Blood Orange Salad

Servings: 4

by Lynn Vea

This truly simple and absolutely gorgeous salad is the perfect way to bridge the gap from winter into spring. Cara Cara oranges have a deep rose flesh and taste like honey and sunshine! Blood oranges reveal wine-colored flesh with a hint of spice. Look for avocados that give lightly to the touch.



INGREDIENTS

2 Cara Cara oranges
2 blood oranges
1 ripe avocado
1 to 2 cups baby greens or spinach sprigs of fresh cilantro for garnish
1/4 cup red wine vinegar

SWEET CHILI-SESAME VINAIGRETTE

1 Tablespoon honey
1 teaspoon freshly minced ginger
1 Tablespoon sweet chili sauce
1 Tablespoon toasted sesame seeds salt and freshly ground pepper to taste
1/2 cup extra virgin olive oil

PREPARATION

- Combine all of the vinaigrette ingredients except the oil in a bowl. Pour the oil into the vinegar mixture in a thin stream, mixing it with a wire whisk, until well blended.
- Cut a small slice off each end of the 4 oranges and stand them upright on a cutting surface. With a knife, remove the peel in strips, maintaining the curved shape. Cut each into 4 to 6 slices, crosswise.
- Cut the avocado in half lengthwise. Remove the pit and cut each half in half again lengthwise. Peel the skin from each quarter. Cut each quarter into 3 to 4 slices.
- Divide the orange slices up between 4 plates, placing them in a swirl pattern. Toss the greens with a little vinaigrette and mound in the center of the orange slices. Top each with a quarter of sliced avocado. Drizzle with more vinaigrette. Garnish with sprigs of cilantro.

SUGGESTIONS

Try adding grilled wild prawns or salmon to this dish. Lovely!

Recipe modified with permission from PCC Natural Markets.

Juicing and Blending: A Road to Better Health

by Deborah Uttenreither CHC AADP

Juices and smoothies have become the current rage. Juice bars seem to be popping up everywhere and people are buying more bottled smoothies and juices than ever before. Today we are told that we need to consume at least five to nine servings of fruit and vegetables every day in order to be healthy. For some this would be a difficult task unless it takes the form of a fresh squeezed juice, smoothie, or shake. Juicing and blending can go far beyond meeting our daily minimum requirements, as these nutrient packed drinks can become a meal in a glass. They have the potential to be a key to vitality, well being, detoxification, and even weight loss.

History shows us that the use of juices for medicinal purpose was practiced in numerous cultures around the world. Passion fruit was mashed and mixed with water in Peru while in other parts of the world; islanders would use tropical fruits for beverages. Juicing and mashing fruit is rooted in ancient biblical times. The first 'juicer' was thought to have been a mortar and pestle type of device with cloth used as a filter. In 1700 B.C., the early Greeks referred to pomegranate juice as "love potion." Written evidence of juicing can even be found in the Dead Sea Scrolls (150B.C. to about 70A.D.). The Essenes, a desert tribe in ancient Israel, made a drink from a "...pounded mash of pomegranate and fig" giving "profound strength and subtle form."

In Ayurveda, the oldest form of medicine originating in India, records have shown a term called "ras," which means "life" and "juice". This term referred to the capacity of one's life energy having to be "full of juice" in order to achieve optimum health."

Juices and thick fermented smoothies were used by extracting juices from herbs, vegetables, and fruits. Healing juices called "svarash" were mixed with either raw or cultured milk along with honey for taste. Beet juice and grape juice were thought to restore and build blood, while lime and orange juice combined with a touch of

salt was used for fatigue. The Indian drink called "Lassi" was a fermented drink of mango, yogurt and spices that was used to promote energy.

Making juices and smoothies from fresh produce provides living nutrients without added sweeteners, fillers, and pasteurization that is often found in prepared juices. Additionally, there are no mystery ingredients and lengthy labels to decipher. Juicing filters out the fiber in the fruit and vegetables increasing the bioavailability of the nutrients. When imbibed these nutrients are fully used by the body within 45 minutes to one hour of consumption. Juicing also provides a convenient way to consume the recommended five to nine servings of fruits and vegetables.

There are many healing benefits of juicing as well. Among them is cancer prevention as well as the potential to reverse cardiovascular disease and type 2 diabetes. Studies also show lowered blood pressure and decreased risk of Alzheimer's as benefits of regular juice consumption. Detoxification, cleansing, and even weight loss are among other benefits.

Juices and smoothies are a delicious and satisfying way to gain ground to better health and well being. For just a few extra minutes a day you, too, can enjoy these benefits. To learn more about the advantages and techniques to making great tasting juices and smoothies you can join me for a workshop at your Co-op on Wednesday, May 1st at 6:30 PM. This workshop is free; just call 412-242-3598 to reserve your seat. If you're unable to attend this workshop, but are interested in learning more about my services (including health coaching, health and wellness consultations, and a variety of other educational presentations), please visit www.LifeFuelHealthcoaching.com.

References:
<http://www.earthturns.com/History-Juicing-a/152.htm>
<http://momsthatjuice.wordpress.com/history-of-juicing/>
<http://www.netplaces.com/juicing/the-juicing-revolution/top-ten-reasons-to-juice.ht>
<http://www.vitaminstuff.com/articles/healthyfoods/articles-healthyfoods-6.html>

Ginseng: Return of the King of Herbs

by Matt Peters of Full Circle Soil

For generations, care and maintenance of a ginseng patch was handed down from father to son. This conservation ethic was disrupted by the American Civil War, World War I, and the social upheaval of the Industrial Revolution, all of which displaced families, decimated forest habitat, and broke the American yeoman farmer's connection to the land.

This diminutive plant has been an important cash crop since settlers first came to these Appalachian forests and was among the first exports of the new American nation to markets in the Far East. Today, wild-crafted American ginseng remains the most highly valued grade of this medicinal forest herb. A pound of properly certified, fresh-dug roots can command as much as \$1,300 per pound, although prices closer to half that amount are more common. Sale and trade of the root is carefully regulated in most states due to overharvesting and poaching. However, distribution of the seeds is not and I am pleased to offer a unique opportunity to the East End Food Co-op to restore this ancient medicinal herb to your shade garden or forest woodlot.

Ginseng seed requires a period of stratification in order to germinate. Proper levels of moisture, cold temperatures, air circulation and other conditions must be met in order for the seed to begin the internal process that eventually produces a plant. Inside each Sang Patch Starter packet are twelve seeds that have successfully undergone this process, and you will find that the radicle (or initial root) has begun to grow. These seeds are ready to be planted in your shade garden, woodlot, or favorite forest—somewhere that you can keep an eye on it, protect it from deer and turkeys (I cover mine with chicken wire), and enjoy the many benefits of this medicinal herb.

In its first year, ginseng is hardly noticeable. The first year plant is barely an inch tall, with three small serrated leaves on a single stem. In its second year, the plant begins to take on its characteristic

cinquefoil morphology, and in subsequent years the stem begins to "prong" or fork from a single node. The plant may not begin to flower or produce seed until at least its third year, and a root is not considered mature for harvest until the plant is at least ten years old.

Plants as old as 150 years have been recorded and

like a fine wine the value of the root increases with time. Interestingly, it is the "wild" character of the root that endows its value, although there is no evidence that garden-grown ginseng lacks any of the measurable medicinal properties. For this reason, excessive soil amendments and preparation is not recommended, although the plants will benefit from fertile, well-drained soil and the addition of Worm Castings.

To plant your seeds, you need only rake back any fallen leaves, and rake the soil to a depth of about 1/2 inch. Carefully place each seed at least one foot apart and then cover with leaves. Maple leaves are best because they contain calcium that benefit the herb. Keep the seedlings moist during dry spells, but be sure not to over-water. Like strawberries, ginseng is highly susceptible to fungal diseases so it is important to keep the plants spaced far apart and ensure proper air circulation. It is best if this is done around the same time as you plant peas—that is, as soon as the ground can be worked. The sprouted rootlets will be unaffected by late spring snows as long as they are properly mulched, up to 3 inches deep but no more.

It is my hope to restore some element of the wild and resilient spirit that characterizes our Appalachian region by reintroducing this native plant to backyard gardens in our city. These seeds contain the genetic memory of that wildness, which is good medicine for soul and soil alike.

See <http://ruralaction.org/programs/forestry> for more information.



The Saxifrage School: Higher Education Innovation

by Claire Westbrook



It was almost a year ago that I saw the oversized advertisement for the Saxifrage School at the East End Food Co-op. The enormous fold-out, black-and-white pamphlet had me on board before I had even read everything. With the mention of \$6500 a year for tuition, a future dual-major program, and the chance to build my own houseboat, I said YEAH!

Since that evening it's been an intriguing journey learning about this different approach to higher education. Saxifrage is the name of a family of plants that grow and thrive on exposed rocky crags and in fissures of rocks. The word literally means "stone-breaker," and is an appropriate allusion to the ground that founders Tim Cook and Andrew Heffner are breaking. One look at their webpage demonstrates that this school's mission is different; Saxifrage wants to drastically lower costs, re-think the campus, and reconcile disciplines.

As Mr. Heffner told me in a recent interview, it's clear that there are three major problems with colleges for a number of people.

The most obvious is tuition: over the past thirty years the cost of higher education has risen more than any other industry. Another problem, Heffner said, is that schools and neighborhoods are not integrated. One of the biggest issues (and greatest assets) of many rust-belt cities, like Pittsburgh, is the amount of underutilized space. Plus, school buildings and infrastructure cost a lot to own and maintain. The last major problem Saxifrage addresses is high drop-out rates. Currently, only 50% of college students are graduate within six years.

As I mentioned, tuition for Saxifrage is much lower than most other schools—about one-sixth that of comparable programs. They have a "nomad-

ic campus," where students study, eat, and attend classes in pre-existing neighborhood establishments. And through their diverse classes, they challenge people to engage with real problems in the real community. Also, they say, students learn through experience "both how to make what is valuable and question the value of what is made."

An eternal student myself, I was excited about all of these ideas and as I explored the course offerings I wanted to sign up for everything. The class I ultimately decided to try first was Organic Agriculture with instructor (and former East End Food Co-op employee) Courtney Williams. Carpentry and Design, Computer Programming and Graphic Design will have to wait until the next round of courses start!

Thanks to Saxifrage's nomadic approach, I found myself on the first night of class in a pool hall in the North Side, along with a dozen other folks who had come to share dinner (all the classes have a meal component, YEAH!), conversation, and hands-on seed-starting. It didn't take long for me to realize that not only is Saxifrage challenging educational expectations left and right, but they're doing this with mostly volunteers—some forty-odd individuals who understand that much more is possible in higher education than what we've seen so far. I hope we're all determined and courageous enough to make our visions a reality.

If you want to find out more about Saxifrage you can attend "Saxifrage 101," a free discussion about their work and the future of higher education, on the 2nd Monday of every month at 5452 Penn Ave. Or you can visit their site at www.saxifrageschool.org.

Gardening from the Ground Up: Hannah's 10 Tips for the Beginner

by Hannah Reiff

It's fun to grow some of your own food. However, if you bite off too much with your very first garden, it can also be frustrating. Keep a few things in mind and you will most likely eat at least some produce from your garden this year.

1. First, think sun. Tasty tomatoes need sun, sun, sun. If you only get a few hours a day, grow greens like lettuce, arugula and kale. Don't grow fruiting vegetables like peppers, tomatoes, and cucumbers.
2. Then, think soil. If you are growing in containers, purchase a good quality potting soil that includes ingredients such as compost, composted animal manures, perlite, vermiculite, organically derived fertilizers, coconut coir (husk) and/or peat.

If you are growing in the ground, grab a shovel and dig a bit. Is the soil beautiful, rich, soft and brown? Or is it rock-like clay? No matter what your soil type, you can work with it! A great garden design option for any soil is raised beds built from wood, cinder blocks, brick or rock. Lay out your bed (4' x 10' is a great size), remove the sod or cover it with cardboard, loosen the soil with your garden fork, add more soil if you

have it, fill the rest of the bed with compost and you have an instant garden!

3. Got tools? You can transplant seedlings with a kitchen spoon; however, it is totally worth throwing down a little money for some decent tools. If you are on a tight budget, see if you can share tool costs and garden harvests with a gardening neighbor. The basics you need include: a spade (shovel), garden fork, hose with sprayer attachment, and trowel.
4. Watch the weather. Learn which vegetables like it cool and which like it hot. For our area, April is a great time to plant beginner cool weather veggies like arugula, lettuce, kale, radishes, and peas. Our last frost is usually in May, so late May is safe to plant beginner warm weather crops like tomatoes, peppers, cucumbers, zucchini, butternut squash, and beans.
5. It is not cheating to use pre-made garden plans. A friend of mine mentioned that following a garden plan really helped her with her first vegetable garden because it was like following a recipe, until she felt more comfortable to experiment on her own. **Starter Vegetable Gardens:**

24 No-Fail Garden Plans for Small Organic Gardens by Barbara Pleasant offers several such plans. Even if you make your own plan, read seed packet information, look at pictures of gardens, and talk to gardeners to get a sense of proper plant spacing and support for the different crops you would like to grow. Now that you have a plan, reading those gardening books can be fun, not overwhelming!

6. Don't try to start everything from seed. It is worth buying seedlings for plants like tomatoes, peppers, eggplants, swiss chard, broccoli, and cauliflower, because it takes them awhile to get going. However, some "easy to sprinkle and grow" vegetables include: arugula, radishes, beans, peas, cucumbers, squash, and zucchini. Just make sure you plant them at the right time of year.
7. Flowers have powers. Add a few flowers. Nasturtiums and marigolds may deter pests, and if you let your cilantro flower the beneficial insects will love you for it. Sunflowers are easy as heck to grow and I find it's really hard to stay in a bad mood with a row of sunflowers staring me in the face.
8. Mulch it all. Use several inches of shred-

ded leaves, weed-free straw, or dried grass clippings to keep out weeds and keep in moisture.

9. Watch Your Garden Grow, Literally. As your plants grow, go out and look at them. Keep notes of your planting times and things you notice. Plant health is your goal, and you can learn to help your plants get there through observation. Good soil, adequate water, air flow and sun are your tools.
10. Let yourself make mistakes. Did all your eggplants die? Oh well. Don't worry! Annual vegetables are by their nature pampered, demanding little plants. They have been bred by humans to produce under artificial "garden-like" circumstances and therefore lack the vigor of say, wild blackberries. It is not your fault. Pull up those eggplants and chuck them on the compost and plant some arugula in their place. Even if you harvested not a single eggplant, if you have eaten some food out of your garden, you have done well! Congratulations.

Garden Dreams Urban Farm & Nursery

www.mygardendreams.com

Open For the 2013 Season on April 13!

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S. RAND WERRIN, DDS — Holistic approach to oral health care. Patient comfort, preventive education and safe dental materials are a priority. Keep a beautiful, vital and healthy smile for a lifetime. Visit our Oakland office on line at: www.dentalpgh.com, 412-621-0200, 3506 5th Avenue, Pittsburgh 15213.

ARE YOU SATISFIED WITH YOUR LAST MESSAGE? Still having neck and shoulder or lower back pain? Contact Eddie Shaw: 855-1532. Licensed Massage Therapist—14 years experience, specializing in Deep Tissue Massage and MFR. Mention this ad and get \$15 off your first massage. squirrelhillmassage.com

RESEARCH STUDY — MRI and two interview sessions seeks healthy adults age 35-60. Cannot have low blood pressure, hypertension, heart disease or diabetes. \$150 compensation. Call Kim at 412-246-6200 or email at novakkj@upmc.edu.

ADULT STEM CELLS & OXYGEN SUPPLEMENTS that bring DEEP HEALING & ANTI-AGING. Affordable! Distributors wanted. For complete details: www.jdimlm.com/paris Interested? No computer? Leave message: 412-353-9145

JEANIE ANDERSON, CNHP — Now accepting clients at the strip district office. With over 30 years experience, Jeanie offers Nutritional Counseling, Total Body Modification, Natural Healing, plus many other modalities and is "Dedicated to keeping your body in natural harmony." 714-368-2098. Andersonheal-themporium.com.



If you're interested in learning more about how you can celebrate Earth Day this year, check out Earth Day Network's A Billion Acts of Green® - with over one billion acts to date, it's the largest environmental service campaign in the world. You can learn more at <http://www.earthday.org/takeaction/>

Interested in Hanging Your Art at the Co-op Cafe?

East End Food Co-op displays artwork in the Café seating area for the mutual benefit of artists and shoppers. The artist's work receives exposure to many members, staff and others who stop to eat or have a drink, and our store receives the benefit of beautification. Although we give preference to local artists and content related to food, agriculture, environmental concerns, and local landscapes, we accept submissions on all subject matter. The art on display changes monthly and each artist can only be displayed once per year. While we encourage artists to



leave their contact information and price listings we do not broker the sale of any art nor do we pay any commissions.

If you're interested in submitting your work for review, please contact memberservices@eastendfood.coop or call 412-242-3598 x103.

POWERED BY:

ZeroFossil
Sustainable Energy Systems

energy@zerofossil.com
412-600-5678

Organizing a special event?
Green it up with a portable, sun-powered generator. Starting at \$99/day

Local energy company that designs, produces, and installs energy systems using the sun, wind, water or even human power. Starting at \$1495.

Check us out at the Dormont and Verona Earth Day Celebrations 4/27.

I was going to be cremated.
Until I learned about
GREEN BURIAL

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In Support of GMO Labeling

In March a bill was introduced in the PA Senate that supports the labeling of GMOs. We here at the Co-op will continue to do everything possible to support the movement for GMO labeling and hope that this bill succeeds. We know a lot of you are also concerned with this issue so we encourage you to get more information and join up with the organizations at the helm, including our friends at GMO Free PA.

GMO Free PA is a grassroots organization working to further the fight to create a safe food supply and their aim is to see Genetically Engineered Organisms labeled. In addition to advocating for labeling laws, this group also publishes recent research and information on the risks of genetically modified foods and educates consumers on how to select vendors and products that are GMO free.

To get involved you can sign up for their newsletter, action alerts, and general notifications at RightToKnow-PA@gmail.com. You can also check them out on Facebook at <https://www.facebook.com/GmoFreePa>.



BOARD OF DIRECTORS

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WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1980. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads and vegan dishes.

While the Co-op is open to the public and membership is not required to make purchases, members do receive better prices, have access to the EEFC Federal Credit Union, and can vote and serve on the Board of Directors.

MANAGEMENT TEAM

Justin Pizzella, **General Manager**
Jane Harter, **Administrative Manager/HR**
Heather Hackett, **Marketing and Member Services Manager**
Maura Holliday, **Grocery Manager**
eric cressley, **Front End Manager**
Thomas Murphy and Amber Pertz, **Café Managers**
Allisyn Vincent, **Produce Manager**

EAST END FOOD CO-OP

7516 Meade Street • Pittsburgh, PA 15208
Store 412.242.3598
Café 412.242.7726
Credit Union 412.243.7574

www.eastendfood.coop
memberservices@eastendfood.coop

Tin Front Café
Coffee * Cuisine * Cocktails * Community
216 East Eighth Avenue — Homestead, PA 15120
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Seasonal vegetarian dishes prepared from farm fresh, local ingredients
Vegan and Gluten-free options
Full bar including house-designed Vodka Infusions and Craft Beers
Open air Courtyard with seating and art

\$1 OFF SUNDAY BRUNCH with AD
11 am—3 pm includes Buffet + Entrée

Hours:
Tues—Thurs: 11:00— 9:00
Friday: 11:00—10:00
Saturday: 10:00—10:00
Sunday: 11:00— 3:00
Monday: Closed

**Annex
Cookery**
A Select Collection of
Housewares and Design



THE CO-OPERATOR

Heather Hackett, Editor

Kaine Raden-Shore, LR Design, Design, Layout & Production

The Co-operator is a monthly publication mailed to members of the East End Food Co-op. Additional copies are available at Customer Service, in the store's entrance area, and at outreach events. Also available online at www.eastendfood.coop

The Co-Operator is printed by Typecraft Press, Inc.

WRITE TO US ... We welcome letters to the editor!

Send your message (250 words or less) to:

Member Services, East End Food Co-op,

7516 Meade Street, Pittsburgh, PA 15208

Or e-mail to: memberservices@eastendfood.coop

SUBMISSION DEADLINES

All submissions, articles, and advertisements must be received in the Co-op office by the first of each month for the following month. Opinions expressed are the writers' own and do not necessarily reflect Co-op policy. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter.

For information about submissions and advertising, please contact Member Services at 412.242.3598 x103.

STAFF NEWS

New Faces...

Dianne Shenk, Produce - Dianne previously worked in the aviation field and even spent a year as a flight instructor. She came to work at the Co-op "because everyone seems to be happy working around and talking about food." Dianne is no stranger to cooperatives since she's already a member of a buying club in Hazelwood, which was founded to aid a low-income community in having access to healthy foods. In her spare time, Dianne enjoys reading, running, keeping up with her kids, and watching the Penguins and Pirates.

Kyle Vannay, Front End - Kyle has been a customer at the Co-op for almost 10 years and he's happy to become a part of the team. His interest in working here stemmed from how friendly the employees are and how much he enjoys the environment. Aside from his joining the staff at the Co-op and running an art gallery, Kyle's "whole life outside of work is film." He is a film and video programmer and someday he hopes to own and operate his own cinema.

DID YOU KNOW...

That Special Ordering is a great way to save money?

Since many cooperatives began as buying clubs, special orders are just one of the many ways EEFC embraces the cooperative spirit. Customer can pre-order almost any product we carry by the case. But, a lot of our customers don't know how to take advantage of this great program so here's some more information:

- Special orders can be placed at Customer Service by phone, in person, or you can email at customerservice@eastendfood.coop.
- You do not have to be a member to place a special order.
- Customer service can provide information on case counts or connect you with the appropriate buyer for more information on ordering denominations.
- If you are looking for a product that you don't see on our shelves, we will record your contact information and be in touch to let you know whether we're able to order the product.
- Most items will arrive within 2 weeks of placing your order and customer service will call you when they are available for pick-up.
- Items will be held for one week after customer service contacts you.
- For pick-up you simply give your name to customer service and an employee will bring it to the front for you.

Regularly priced items will receive one of the following discounts:

- Non-members save 5% off of regular retail price
- Members save 20% off of regular retail price
- Volunteers pay only 5% above wholesale cost.
- Things to know when special ordering items that are on sale:
- Sale items will only be sold at the sale price, but are still eligible for the 2% member discount.
- Because special orders take several days to process and arrive, we request that you special order all sale items at least 5 days before their sale cycle ends so that we can place the order while the sale is still in effect with our suppliers.

To learn more about special orders, please visit: <http://www.eastendfood.coop/market/special-orders>

Employee of the Month

Congratulation to Sam Bramson, who was chosen as the Co-op staff for pick for March 2013 Employee-of-the-Month! Sam has been with us for a year now. He works in the store as a Stocker and in the administrative offices assisting with Accounts Payable.

Q. What's your favorite thing about your job?

A. The conscientiousness of every single person here, including employees, customers, and everyone else involved.

Q. What is something new you've learned in your time working at the Co-op?

A. Learning the general details of how a small business operates because I've never had exposure to that before. As an added bonus, I get to see how it operates as a not-for-profit business and how our mission effects our business operations.

Q. What is your favorite Cooperative Principle and why?

A. Education, Training, & Information because it's the opposite of most retail businesses where they use any manipulation of the customer possible to increase sales, rather than actually educating.

Q. Any stories you'd like to share about an experience at the Co-op?

A. I was lucky enough to start working here right before the 2012 Staff Party and have my life permanently enriched by seeing Jackson O'Connell-Barlow dance.



SAVE MONEY! SAVE THE EARTH!

TriEagle Energy

GREEN ENERGY COLLABORATIVE

Join the Green Energy Collaborative (it's free) and switch to a 100% Pennsylvania Wind Energy Plan offered by TriEagle Energy. Save up to 30% compared to Duquesne Light.*

LowCostWind.com

* Based on the generation, transmission, and GRT portion of the bill. Prices as of 3/15/13. The Green Energy Collaborative is a program of CITIZEN POWER, Inc. For more information call your local CITIZEN POWER office at 412-421-7029.

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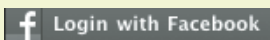
The Co-Operator reaches over 10,000 people per month and every issue is posted on our website. Call 412-242-3598 x 103 for pricing and availability.

BULLETIN BOARD



THE CURRENT 10% DISCOUNT QUARTER ENDS ON JUNE 30, 2013!

The next quarter goes from July 1, 2013 thru September 30, 2013.



Show how much you "LIKE" us on Facebook. Find our Fan Page by searching for East End Food Co-op, and give us the thumbs up today!



Follow us on Twitter @EastEndCoop for special deals, store news and Co-op community happenings!



Find us on Google+ and add us to your circles!



Follow us on Pinterest! Pin and Repin from our East End Food Co-op boards!

WE OWN IT-



April 2013 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
	1 Seitan Stroganoff	2 Lemon Pasta w/ White Beans & Greens	3 Burrito Bar	4 Southwest Stuffed Peppers	5 Pizza Dairy & Vegan	6 BBQ Tofu
7 Chef's Choice	8 Roasted Leeks & Carrots w/ Tempeh	9 Roasted Vegetable Lasagna	10 Country Kitchen	11 Coconut Curry Vegetables & Quinoa	12 Pizza Dairy & Vegan	13 Asperagus & Mushroom Quiche
14 Chef's Choice	15 Chinese Beef Noodles	16 Orzo w/ Tomato & Feta	17 Sandwich Bar	18 Black Bean & Yam Quesadillas	19 Pizza Dairy & Vegan	20 Broccoli w/ Tofu & Peanut Sauce
21 Chef's Choice	22 Creamy Cashew & Squash Curry	23 Chana Masala	24 Indian Kitchen	25 Eggplant Tagine	26 Pizza Dairy & Vegan	27 Red Beans & Rice
28 Chef's Choice	29 Miso Tofu Stir Fry	30 Garden Vegetable Saute	Serving DAILY vegetarian and vegan specials, vegetable and grain side dishes — all made from scratch in the Co-op Café. Also featuring fresh soups, a salad bar, and deli sandwiches and salads. Don't forget your made-to-order smoothie, juice or Fair Trade espresso drink!			

café hours

weekends
WEEKEND BRUNCH BAR
9 AM - 1:00 PM
HOT FOODS
1:30 PM - 7 PM

daily
JUICE BAR
8 AM - 7 PM
SALAD BAR & SOUP
8 AM - 7 PM
HOT FOODS
11 AM - 7 PM

**REDUCE
REUSE
RECYCLE!**

Your April Co-op Events

WEDNESDAY, APRIL 3, 6:30-8:00

Celebrate the Rain! Watershed Awareness and Rain Barrel Workshop

Nancy Martin of the PA Resources Council

Rainwater harvesting is an effective, ecological, and economical method for the conservation and protection of this precious natural resource. Attend this rain barrel workshop and learn how to harvest rainwater from your roof and divert it for on-site usage in the landscape. You will return home with the knowledge and hardware needed to assemble and install a rain barrel, in addition to a \$10 coupon good toward the purchase of a 55-gallon drum at Penn Barrel Company. Cost is \$50 for individuals, and \$55 for couples. For information/registration contact Nancy at (412) 488-7490 x247 or nancym@ccicenter.org

WEDNESDAY, APRIL 10, 6:30 PM

Springtime Seed Swap

Marisa Manheim of Grow Pittsburgh and Heather Mikula of Penn State Cooperative Extension

Seed swaps are an opportunity for gardeners of all skill and knowledge levels to come together and swap seeds and information. Once you are registered you will be emailed with the guidelines for labeling your seeds and notification of what seeds will not be permitted (i.e. no GMOs). We will supply the labels, bags, and some seeds to get the collection started. We'll also have our friends from Grow Pittsburgh and Penn State Cooperative Extension in attendance to provide information, answer questions, assist with labeling, and to teach you more about seed saving. This workshop is FREE; just call 412-242-3598 to reserve your spot!

WEDNESDAY, APRIL 24, 6:30 PM

International Year of the Cooperatives Short Film Festival

To celebrate the theme of the International Year — Co-operative Enterprises Build A Better World — the United Nations held a competition for the best short films about co-operatives. The seven winners that were chosen effectively raise awareness about co-operatives and encourage support and development of the sector. For more information about the film selections, please visit: <http://social.un.org/coopsyear/film-festival.html>. This film screening is FREE; although reservations are not required, they are encouraged - call 412-242-3598 to reserve your spot!

ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

FIRST FLYER RUNS FROM
**WEDNESDAY, APRIL 3 TO
TUESDAY, APRIL 16**

SECOND FLYER RUNS FROM
**WEDNESDAY, APRIL 17 TO
TUESDAY, APRIL 30**

CHECK IT OUT ON OUR WEBSITE —
www.eastendfood.coop



Upcoming Co-op Events

WEDNESDAY, MAY 1, 6:30 PM

Juicing and Blending: A Road to Better Health

Deborah Uttenreither of LifeFuel Health Coaching

It's recommended to have five to nine servings of fruit and vegetables per day and increasingly folks are using juice and smoothies to accomplish their daily allowance. But, many of the bottled varieties contain sweeteners and artificial ingredients, which is why we suggest making your own! Handmade juices and smoothies are a delicious and satisfying way to increase your health and well being. Attend this workshop to learn more about the advantages and techniques to making great tasting juices and smoothies. This workshop is FREE; just call 412-242-3598 to reserve your spot!

WEDNESDAY, MAY 8, 6:30 PM

Trading Fairly with Ten Thousand Villages

Karen Horst of Ten Thousand Villages

Learn more about the guidelines of fair trade and how you can make an impact on the fair trade market. Our presenter will focus on the buying practices of Ten Thousand Villages including long term trading relationships and advanced payments. There will be a short video presentation, informational literature, and a Question and Answer session. This workshop is FREE; just call 412-242-3598 to reserve your spot!

Your Co-op in the Community

Look for your Co-op at these upcoming events:

Saturday, April 13: "Go Green 2013" is an Earth Day homage coordinated by Ten Thousand Villages in Squirrel Hill (5824 Forbes Ave Pittsburgh, PA 15217). Your Co-op will provide information on sustainability and local products, as well as samples. Visit the Ten Thousand Villages website for more information: <http://pittsburgh.tenthousandvillages.com>. Event Hours: 11 AM - 4 PM.

Saturday, April 13 through Saturday, April 20: Chatham art student Mary Beth Karchella-MacCumbee will be showcasing an installation on Chatham campus that provides a commentary on sustainable farming. Your Co-op will be providing educational materials about our sustainable member-owned business and food policies and a representative will be present for the closing reception on April 18th from 5-7 PM.

Saturday, May 11: Join us for World Fair Trade Day at Ten Thousand Villages in Squirrel Hill (5824 Forbes Ave Pittsburgh, PA 15217). Your Co-op will provide information on how our organization supports fair trade and will have samples to taste. Visit the Ten Thousand Villages website for more information: <http://pittsburgh.tenthousandvillages.com> Event Hours: 11 AM - 4 PM.

There's always more to come — stay tuned to our website, Facebook, Google+, and Twitter for event updates

SHOP CO-OP EVERY DAY — 8 AM - 9 PM / 412-242-3598 CREDIT UNION — WED 6 - 8 PM / SAT 11 AM - 3 PM / 412-243-7574