

The Co-operator

a monthly newsletter of the East End Food Co-op Pittsburgh, Pennsylvania

STORE NEWS

Members' Extra Discount Days
Sundays: 8/16 & 9/13
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Next Meeting:
Monday, August 24 ~ 7-9pm

The Co-Operator Deadline
All submissions and ads are due 9/1 for the October 2009 issue.
For more information, call Member Services at 412.242.3598.

Join us for a Co-op Orientation Night
Learn the secrets every member wants to know — Tuesdays at 7pm.
Register with Outreach Coordinator Chris Farber, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

INSIDE THIS ISSUE

Co-op News	2
Members Speak Out	3
The Food You Eat	4
In Your Community	5
Staff News	7
Co-op Bulletin Board	8
Special Insert:	
August Co-op Advantage	

EAST END FOOD CO-OP
7516 Meade Street Pittsburgh, PA 15208
412-242-3598
www.eastendfood.coop

Local Producers Profile: Minerva Cheese Factory Say Cheese!

by Claire Westbrook

Not a day passes in my life when I don't have butter or cheese — or both — as part of my daily calorie intake. And I'm not talking about margarine or cheese food products, but the real stuff... full fat, full flavor, the fresher the better. Sure, there were times in my unenlightened youth that I would partake in a buttery spread or a pre-packaged slice of salty orange stuff (in fact there were a lot of times!) and was completely content with the offerings. But there is no comparison to what I now joyfully consume and feed to my family on a regular basis.

Fortunately the supplier for most of my dairy desires is just across the way in Minerva, Ohio. If you're looking for a tasty day trip, I recommend you head over to the Minerva Cheese Factory to try for yourself all the delectable items they have to choose from. They offer numerous products ranging from locally made Amish butter to Pappy's Sassafras tea, along with other national brands that complement their line of cheeses. Their cheeses

include traditional varieties like Cheddar and Swiss as well as more unusual selections like Sage Yogurt and Jersey Jack.

Of course there wasn't always so much variety. Max Radloff started off just making cheese in a factory in Wisconsin back in 1884 and was supplying it to Ohio, Pennsylvania, and New York. Then an opportunity to cut freight costs arose in Minerva in the form of a building for sale. By 1935 the first vat of cheese and batch of butter were made, and a family operated business history was on its way.

Of note in the decades old tradition at Minerva to produce only natural cheese products were the ties that they had with Kraft, once their biggest client. That is until they were asked to make barrel process cheese (a rather unappealing and not so natural product), which they refused to do. Minerva subsequently lost 95% of their sales.

But perseverance paid off and the company rebounded by sticking with the motto from one of the family members (which is still being preached today): "When times get tough don't dwell on it, work longer and harder hours."

We're quite fortunate to have the success of the five generations of family that continue to bring us delectable cheeses and butter, which can be located at the Co-op on the back wall refrigerator case (the butter is in aisle 6). But if you want to try more from the Minerva Cheese Factory, then you'll just have to get in your car and head west for a scenic day's getaway. No car? You can also shop online at: <http://www.minerva-cheese.com>



Free Ride! Mobile Bike Repair Project at the Co-op



Free Ride! is offering a new summer program in collaboration with Urban Youth Action's youth summer internship. It is designed as an immersion learning experience for high school aged teens. The objectives are to gain mechanical knowledge through bike repair, leadership skills in managing the shop, and a deeper understanding of the sustainability in bike travel.

Interns will manage a self-contained traveling bike shop mounted on a bike trailer that will be transported around the city of Pittsburgh. Instructors and interns will offer basic bike maintenance and fundamental repair skills for anyone who needs their bike serviced on location.

Come get your bike in great working order at the East End Food Co-op.

- Rain or shine in front of the store:**
Sunday August 16
12:00pm - 6:00pm
- The Mobile Bike Repair Project will also be visiting —**
- WYEP studios in Bedford Square:**
Monday, August 10
3:30 pm - 6:00 pm
- East Liberty Farmers Market**
Monday, August 17
3:30 pm - 6:30 pm
- Carnegie Library in Oakland**
Wednesday, August 19
3:30 pm - 6:00 pm

DON'T MISS MEMBERS' EXTRA DISCOUNT DAY – AUGUST 16
MEMBERS RECEIVE 10% OFF SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

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.
Next meeting: Monday, August 24 ~ 7-9pm



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Rob Baran,
General Manager

rob's corner

As I complete my final draft of this edition, 32 people from environmental organizations all over the state are packed into our board room strategizing goals around the G-20 Summit and International Coal Conference being held in Pittsburgh during the same week in September. Peaceful demonstrations and protests, media blitzes, and other topics are being discussed as our city mobilizes for an unprecedented opportunity. We even had a few Co-op members see the signs and wander in. Exiting stuff for your Co-op to get behind!

On the grocery front, our sales continue to be down a bit from last year as the recession moves into its 2nd summer. While your Co-op is not in any financial danger at the moment, waiting for that to happen before we make more positive changes is never a good idea, hence, you may have noticed some changes in the isles recently.

We have been studying what the best, sharpest co-ops in the country are doing to improve and ride out the down times. One of the things many are doing is tightening up their inventory. Their philosophy is to give the members more of what they want, letting the shoppers as a whole tell them what they want by analyzing sales trends and movement reports.

The best run stores seem to follow this basic strategy in managing their inventory. They use sales data from the registers to determine what the fastest and slowest sellers are. They then cull these slow movers (products that are collecting dust, often

losing their freshness, and as often is the case, going out of date) and then allocate that shelf space to have more room for the fast sellers, or for new products that may sell better. Seems pretty basic right?

But it's not something we have done a great job at over the years. We have a lot of fast movers that only have space on the shelves for a couple rows. This means we often can't get a whole case on the shelf, so we have to receive the case, stock some of it, take it back to the stock room, and then bring it back out from the back at some later date to stock it again and even again sometimes. That's pretty inefficient, don't you think? What if all of our top selling items had at least several facings, so that product could go directly from the truck to the shelf with no stock room visit? That would be a lot more efficient, save labor, save money, and reduce Out-of-Stocks.

So we are making some changes to move in this direction. Now that means you might not be able to find that 7th brand of dusty mustard on the shelf next year, but the popular mustards that make up 80% of our mustard sales will have more room and likely run out less often. It's trade-off for sure. But another thing many other co-ops have found is that sales actually go up when they reduce their selection a bit, as items are more consistently on the shelf and their customers don't get overwhelmed as much by so many choices. I bet I touched a nerve with a few of you out there, and I want to hear from you. Please drop me a line if you want to talk about this. ✂

BOARD CORNER

by Rob Shepherd

E.E.F.C. — TO WHAT ENDS?

When the East End Food Co-op first opened its doors in 1978, natural and organic foods were not our first priority. For one thing, we wanted to keep our products affordable, and organic foods were then both expensive and hard to get. For another thing, our sister co-op in Oakland, Semple Street Co-op was already focussed on the natural and organic. Our priority was to offer healthy, affordable foods to the people of the East End, and to do so through a consumer-controlled organization that advanced economic democracy.

In those days, the whole staff of EEFC (all three of them) attended all the board meetings and committee meetings. All member households were required to work four hours a month in the store. Our image as an organization was "alternative," and our hair and clothing were generally of the hippie style. As you might imagine, our gross margin was much smaller than today's, and our net profit was negligible.

Now EEFC grosses more than \$7,000,000 a year. Like other American supermarkets, we have a general manager with department managers to lead our 60-some person staff. Our store is at least four times larger than it was back at 5774 Penn Avenue (now the Pittsburgh Glass Center). Our long-time EEFC members,

joined by the members of Semple Street after their store went out of business, have welcomed many new people.

EEFC now has thousands of members, rather than hundreds.

On the other hand, Whole Foods Markets, Trader Joe's and Right by Nature have all opened stores in Pittsburgh to take advantage of the market that we co-operators developed, and to hire away the store workers and managers that EEFC trained. Even Giant Eagle has jumped into this market — in a big way with its "Market District" superstores and in a more modest way at its older, smaller stores. We are no longer the dominant player in Pittsburgh's organic foods game.

It therefore seems like a good time to reconsider our reasons for being, or "Ends," as co-operators say nowadays. Is our store consumer-controlled? Is it still part of a movement for economic democracy? What about democracy in the workplace? Is our food any healthier or more affordable than our competitors' food? We are locally-owned and locally-managed (as are Giant Eagle and Right by Nature), but what percent of our foods are locally grown or locally raised? Are we headed in the direction in which we should be going, or is it time for a course adjustment?

member services message

by Kara Holsopple, Member Services

This time of year, I wish that the name of this column was "Member Services Massage" instead of Member Services Message. The summer months are generally a little slower for us in terms of sales, and our programming is reduced. The store takes on more of a relaxed feel, with customers more leisurely sipping smoothies at our outdoor seating. But the Member Services Department is working on a number of large projects that we are putting our hearts and hours into — and we can't wait for the Fall to share them with you.

We have updated **Local Partners** and **Local Products** brochures coming out, as well as a brand new **Low Sodium Products** guide. The information in the guide was created by a Co-op volunteer, and we hope that it will be helpful for those shoppers looking for healthy, low sodium choices on our shelves.

The **Art Harvest** is on the horizon, with local arts and crafts vendors, as well as local food vendors. As in previous years, there will be arts and crafts to make on site for kids of all ages, and lots of tasty local food to sample. A new feature will be a garden veggie contest sponsored by our friends at the **Pennsylvania Association for Sustainable Agriculture** and the **Buy Fresh, Buy Local** program. Details about vendors, activities and, of course, local live music, will appear in our next issue, as well as on our website. This year the **Art Harvest** is during our **EAT LOCAL AMERICA CHALLENGE** month, and there will be plenty of opportunities to spiff up your locavore eating skills during September.

Our **Co-op Members Annual Meeting** takes place on October 10. Members get a chance to meet one another, hear about the year that was and what is coming up in the future, and talk to (and vote for!) potential new Board of Directors candidates. It's typically a small gathering, but a great way to become involved in your Co-op.

I'm looking forward to seeing you at one or more of the events we have planned, or hearing your feedback about our new guides, or your suggestions for anything Co-op related. You can always reach me at memberservices@eastendfood.coop. ✂

The EEFC board of directors, elected by you, the member-owners, wants to know what you think the Co-op's Ends should be today. To help us find out, focus groups of EEFC members are now being formed. Of course, you can also reach us through letters, e-mail messages (to boarddir@eastend.coop), visits to the regular monthly board meeting (usually held on the fourth Monday evening of the month), telephone calls or personal conversations. Open forums are also possible.

To better understand what our Co-op's founders sought to establish, how it turned out to be what we have now and how our history has altered our Ends, the EEFC

one percent wednesday



Your Co-op is looking for a few good partners...

A One Percent Wednesday Partner, that is. One percent Wednesday Partners are organizations in our community who provide services that the Co-op values, and in return, receive 1% of the Co-op's sales on a designated Wednesday during the month.

Partner organizations have included environmental and social justice organizations, school programs and programs which help animals, and religiously affiliated organizations. One Percent Wednesday Partners are featured in our newsletter and e-News, and have a presence in the store on their designated day. The more shoppers and the higher sales we have on those days, the more we are able to donate.

Are you part of an organization or know of one who would be a good Co-op One Percent Wednesday partner? Applications are available under the "Donate" tag at the bottom of our homepage at www.eastendfood.coop or at the Customer Service desk. Below are some of the criteria to consider:

- Organization Name, Address with zip, Phone Number, Fax Number, Email, Contact Person(s)
- Must ensure that the donated money will stay in the community.
- Must demonstrate that the donated money will be used within the East End Food Co-op's End's Policy Statement on page 3.
- Provide us informative literature for distribution. Posters are welcome but optional.
- Have a representative in the Co-op for that day, the best time being from 11am to 6pm [the store is open 8am to 9pm].
- Proof of Non-Profit 501C3 Status, if applicable
- Mission Statement of organization
- How you feel the organization can best work with the Co-op in the future
- Past projects and/or events
- Provide any program information, newsletters or other written material which best explains the organization.

Questions, suggestions or completed applications can be sent to Kara at memberservices@eastendfood.coop. ✂

board has authorized what we're calling the **Co-op History Project**. This Project is under the supervision of the membership-linkage committee. It will focus on recording the oral history of the EEFC and preserving its written and photographic history. The organizers anticipate using video cameras and tape recorders as well as archival photographic pages and filing cabinets — but you don't have to do both!

If you are interested in participating, please contact Rob Shepherd (roboshep@verizon.net, or 412-362-6204) or Torey Verts (?) soon, as we are eager to start work! ✂



ENDS POLICY STATEMENT

East End Food Cooperative, a member-owned business, exists to create, promote and sustain a healthy, strong, and vibrant local community that serves the need for physical well-being, mutual respect, social connectedness and economic vitality while ensuring sustainability in the use of all resources toward this end.

Adopted by the EEFC Board of Directors, January 24, 2005

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 and 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.

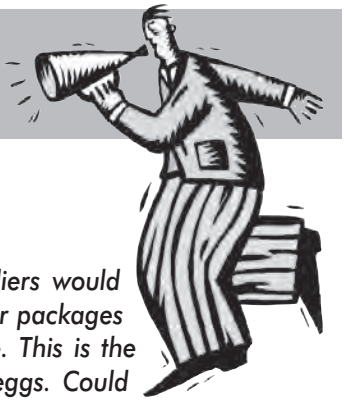
7: Concern for Community

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



Comment Cards ...

Would you be kind enough to publish your Peanut Brownie recipe? It is so decadently delicious!

Sure! Just check out this month's What's Cookin' column.
Glad to hear that you enjoy them!

— Amber Pertz, Café Manager

Barbara's Puffins stocking pattern... It would be more profitable and customer-friendly if you reversed your stocking pattern of original and peanut butter flavors.

We are re-evaluating our in-stock cereals in Aisle 3. Facings of Barbara's Peanut Butter Puffins have been expanded along with other top sellers in this aisle. Thanks for your suggestion.

— Jim McCool, Grocery Buyer

I wish that all of your egg suppliers would stamp a "date laid" notice on their packages instead of just an expiration date. This is the best way to ensure the freshest eggs. Could you encourage your suppliers to do this?

We can try, but except for Parable Farms, all of our local eggs are delivered weekly. The freshness difference will be a matter of several days at most.

— Fran Bertonaschi, Perishables Buyer

COMMENT CARDS

and the Comment Card Box can be found at the
CUSTOMER SERVICE DESK.

Warm Up for the EAT LOCAL CHALLENGE with Local Food Tips & Tricks

by Chris Farber, Outreach Coordinator

We are gearing up for the EAT LOCAL CHALLENGE taking place September 1 – 30 at the Co-op! The Eat Local Challenge is an opportunity for folks to stretch their boundaries and incorporate local food into your meals.

- If you are starting out, become a "Local Learner" and work FIVE local products into your meals over the course of a week.
- If you are practiced, become a "Leading Locavore" and strive for 80% of your meals to be local (4 out of 5 meals).

The challenge is a fun way to break outside of your meal routine and experiment with new and fresh ingredients. While it is a personal test to see how well you can stick to your local food goals, it is more importantly a way to learn about local food in a community of those also interested in good food.

There will be a series of events open to everyone at the Co-op through the month of September. Take a fermentation class, share recipes, and watch a film about sustainable agriculture, featuring Michael Pollan and Joel Salatin of Polyface Farm. See below for more info about events happening here and visit www.buylocalpa.org for a full list of events happening in Southwestern PA for Local Food Month.

You may be asking yourself, "what I am going to eat for the month of September?" The answer is, only some of the best offerings from our farmer friends in the region. Fresh, whole foods can replace canned, processed, or frozen food. At the Co-op, we offer over 75 different local products and with the abundance of the harvest in September, that number grows. Farmers markets are awash with local options and increasingly, restaurants are providing local menu choices. The BUY FRESH, BUY LOCAL website above and the Local Harvest website (www.localharvest.org) are great resources for checking out all the options.

To give you a few tools for your local food toolbox, here are a few tips going into the challenge month:

- **START SMALL:** You don't need to throw out your pantry or even your shopping list. Next time you are buying groceries, take your time surveying the local options in the produce, dairy, and meat departments. You may find you can easily substitute a local fruit or vegetable for the conventional one on your grocery list.
- **FIND A FRIEND:** You are more likely to have fun and stick to your challenge if you buddy up with someone for the month. Ask family members, co-workers, and friends and you may be surprised to find out who will be your ally.
- **PLAN STAND-BY RECIPES:** Get comfortable with the idea of throwing together a stir-fry with the ingredients you have on hand. Copy recipes for hardy egg dishes, meat or tofu stews, and flavorful salads. Stock your recipe box with a dozen options so that you can fall back on a reliable dish in a pinch.
- **MAKE YOUR EXCEPTION LIST:** If there are foods you can't get locally that you know you can't do without, just put them on your list of exceptions. You will more successfully keep to your goals if you allow yourself some non-local comforts.
- **SURF THE WEB:** There is a wealth of resources out there, including the Eat Local Challenge site: www.eatlocalamerica.coop. If you don't have internet access, visit a library to surf the web and uncover tips, recipes, and stories about local food.



Eat Local Events This September!

In conjunction with Local Food Month and the EAT LOCAL CHALLENGE, the Co-op will host classes and events open to everyone. Join us!

Kick-off Class: Fermentation and Four Season Gardening

Wednesday, September 2

6:30 – 8:30pm

At the Co-op

In partnership with Pittsburgh Garden Experiment

Learn how to safely and successfully ferment food, with a focus on fermenting seasonal veggies. Pick up pointers on extending your gardening season to grow fall and winter crops in your home garden.

Art Harvest

Sunday, September 20

Noon – 5:00pm

At the Co-op

Vendors offering homemade crafts, locally grown produce, live entertainment and activities for the kids!

Featuring a Blue Ribbon Veggie Contest! Submit your home grown organic veggies into the contest by 12:00pm Sunday and you enter to win a gift basket or gift certificate!

The full events list will be available in the September issue of The Co-operator.



the food YOU EAT

what's cookin' at the co-op café kitchen!

With the local crop of tomatoes and eggplants rolling in, now is the time to enjoy this Co-op Café **Tomato, Eggplant and Garlic Pie**. Keep the local theme rolling with fresh local eggs, and substitute a semi-hard local cheese for the Romano- or even a local fresh goat cheese. This dish is great served warm or cold. Make one for brunch, or take it on the road for a picnic. Our classic **Co-op Café Peanut Brownie** recipe follows, by request from a customer. Also great for a picnic, with a glass of fresh lemonade. Enjoy!



Tomato, Eggplant and Garlic Pie

- | | |
|--------------------------------------------------|-------------------------------------|
| 1 frozen whole wheat pie shell | ¼ bunch of scallions, sliced |
| ½ of a medium eggplant, peeled and thinly sliced | 2 Tablespoons fresh basil, chopped |
| salt (for salting the eggplant) | ¼ teaspoon black pepper |
| olive oil (for brushing the eggplant) | 2 cloves garlic, minced |
| 3 eggs | 3 small tomatoes, sliced |
| ½ cup heavy cream | 1 Tablespoon fresh oregano, chopped |
| ¼ cup sour cream | ¼ cup bread crumbs |
| | ½ cup Romano cheese, grated |

Preheat oven to 400°.

Sprinkle peeled and sliced eggplant with salt, set aside for 30 minutes.

Dry eggplant with a paper towel. Brush slices with olive oil, spread them on a baking sheet, and bake until they're soft.

In a medium sized bowl, beat eggs together with cream and sour cream.

Stir in 1/4 cup Romano cheese, scallions, basil, oregano, garlic, salt and pepper. Pour egg mixture into pie shell.

Layer eggplant and tomatoes into egg mixture and top with bread crumbs and 1/4 cup Roman cheese.

Bake until custard is set, about 20 minutes.

Makes 8-10 servings



Co-op Café Peanut Brownies

- | | |
|--------------------------------|----------------------------------------|
| 2 cups sucanat | 1 ½ cup unbleached all purpose flour |
| 1 cup water | 1 ½ cup dairy free chocolate chips cup |
| 5 oz Earth Balance margarine | dairy free chocolate chips |
| ½ cup cocoa powder | 2 ⅔ cup peanut butter |
| ½ teaspoon vanilla extract | ½ cup peanuts |
| 1 cup whole wheat pastry flour | |

Put oven rack in middle position and preheat oven to 350°F. Spray an 8-inch square baking pan with canola oil.

In a large pot, heat sucanat and water until it comes to a boil. (Be careful; it can overflow no matter how big the pot is.)

Remove the pot from the heat, drop the margarine into the hot syrup and allow it to melt.

Once margarine has melted, whisk in the cocoa, vanilla and whole wheat pastry flour. Whisk until smooth.

Stir in the white flour and chocolate chips. Stir just until flour has been incorporated.

Pour brownie batter into oiled pan.

Dollop peanut butter over the brownie batter, then cut through batter and peanut butter with a knife or spatula, creating marbled effect.

Smooth top slightly, and scatter top with the peanuts.

Bake brownies until tester inserted into center comes out with some moist crumbs still attached. The brownies will usually puff slightly, but the real sign is when tilted to the side, they do not slide over at all, about 25-35 minutes.

Cool completely in pan on rack and cut into 16 pieces.

Makes about 16 brownies.

Seaweed, Sushi and You

by Robin Asbell

The popularity of sushi has swept in from the Coasts like a tidal wave, steeping Americans in soy sauce, wasabi, rice and raw tuna. We just can't seem to get enough. Chefs in New York are going beyond sushi and using nori in all sorts of high-end dishes, wrapping and sprinkling with the now-familiar green sheets.

A curious side effect of this sophistication is that Americans are eating seaweed. Many people have been enjoying this ancient food all along, and it is nice to see the mainstream getting a tiny bit of nori into their diets. It just might make a contribution to the deficit of minerals in the typical American meal.

Sea vegetables are truly a gift from the sea, with fiber, protein, minerals, complex carbs and iodine. Vegetarians have always looked to the crackly dried veggies of the sea for a clean, sustainable source of elements that they don't get from meat. Of course, the Japanese are the champions of seaweed cuisine, consuming more than any other country, over 9 billion sheets of nori per year. They also delve into at least 20 other kinds of seaweed, from the kombu used to make dashi broth to others of the 7,000 known varieties.

Because we associate seaweed so strongly with Japanese food, it is easy to overlook the many other cultures that have harvested the bounty of the sea. Scotland, Britain, Ireland, Indonesia, Thailand, Korea, the West Indies and Native American cultures have age-old traditions of eating sea veggies. Anybody with a coastline and an appetite figured out a use for these free, nutritious plants. The thickening agent carrageenan is named for the Irish village, Caragheen, where the sea veggie used to make it was harvested. In Jamaica and the West Indies, red algae are used to make virility tonics. However, most of these cultures have forgotten about sea vegetables, in favor of modern products.

Sea vegetables grow, attached to rocks, synthesizing sunlight with the chlorophyll in their leaves, as well as soaking up the minerals and trace elements that are in the oceans. Parallels between human blood and sea water have been made because the mineral content and pH are quite similar. Arame, hijiki and wakame contain 10 times the calcium of milk; hijiki has eight times the iron of beef; and arame, kelp and kombu contain hundreds more times the amount of iodine than shellfish. Even the nutrient superstars grown on land have a 10th of

the minerals of seaweed.

There is an ongoing debate about both the iron and the B-vitamins in sea vegetables. Some experts point out that vegetable-sourced iron is non-heme iron, and not absorbed by the body as effectively as animal-sourced iron. Vitamin C enhances absorption, and tannins in black tea inhibit it, so have fruit and you will get more iron. The B-12 that is in sea vegetables in abundance is also controversial, with studies on both sides, saying it is either an analog that just resembles B-12 or the real thing. As of this writing, most experts say don't count on seaweed for B-12. Nevertheless, there are so many other nutrients in sea vegetables that you can't go wrong eating them.

In Traditional Chinese Medicine, sea vegetables are considered beneficial for certain types of healing. They are considered cooling and damp, and good blood cleansers. They shield the body from heavy metals and radiation because sodium alginate actually transforms metals into insoluble salts in the digestive tract. Other healing qualities attributed to them include decreasing bad cholesterol, stabilizing blood sugars, cleansing and treating the digestive tract, preventing flatulence, enhancing immunity, balancing hormones, and stimulating antioxidant activity.

So, when bellying up to the sushi bar, make sure to get the seaweed salad and the miso soup. If you pick your sushi carefully, it can be a really healthful meal. The love of white rice in Japan runs deep, and the idea of making sushi with brown rice is complete heresy there. But you can always make your own sushi with whole-grain rices at home. At the sushi restaurant, steer away from the tempura and fried stuff for a more healthful meal.

The issue of the fish is always complicated. Most of the cases of mercury toxicity that make it into the news involve health-conscious people eating way too much tuna, often in sushi. The over-fishing of the magnificent tuna is also coming to crisis levels. If you try some other, more sustainable seafoods at the sushi bar, you will undoubtedly enjoy them just as much. Or go for the vegetarian rolls and have some other protein instead.

In the Japanese home, a casual meal might involve handrolls, and miso soup is a must. Try these recipes and don't forget the wasabi and pickled ginger! ♫

Robin Asbell teaches, writes and cooks in Minneapolis. Her articles have appeared in *Vegetarian Times*, *Better Homes and Gardens* and *Taunton's Fine Cooking*. Her first book, *The New Whole Grains Cookbook*, is available from Chronicle Press.

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the grant building/downtown

SUSHI YOU CAN TRY AT HOME

Recipes by Robin Asbell



Mushroom Dashi and Miso Soup

Instead of fish-based dashi, as most restaurants use to make miso soup, make this mushroom version. Or add a couple of cups of bonito flakes to the broth while off the heat and steep for a couple of minutes before straining, for a flavorful dashi.

- | | |
|-----------------------------------|----------------------------------|
| 5 cups water | 1 dash salt |
| 2 pieces kombu seaweed | 1 medium carrot, chopped |
| 12 large dried shiitake mushrooms | 2 cups cremini mushrooms, sliced |
| 1 cup sake | 1/2 cup miso |
| 1/4 cup mirin | 1 package silken tofu, cubed |
| 2 tablespoons shoyu | 2 pieces nori, toasted |

Combine water, kombu, mushrooms, sake, mirin, shoyu and salt, and bring to a boil.

Reduce to a simmer for 15 minutes.

Strain through a coffee filter to trap any grit from the mushrooms.

Return the dashi to a simmer and add carrot and cremini mushrooms, and cook for about 5 minutes.

Mix miso with 1/2 cup of the simmering stock to thin it, then stir it in.

Add the tofu cubes and gently stir over low heat, not boiling. Taste for seasoning; if desired, add shoyu or more miso.

Cut the nori sheets into small squares and sprinkle over each bowl of soup as it is served.

4 servings

Hijiki Green Tea Salad

Cooking with green tea is a great way to get the benefits of all those antioxidants and make hijiki salad even more amazing.

- | | |
|----------------------------|------------------------------------|
| 1 ounce hijiki (1 ½ cups) | 2 tablespoons sugar |
| 2 cups warm water | 3 tablespoons mirin |
| 1 tablespoon vegetable oil | 1 cup reserved brewed green tea |
| 1 large carrot, julienned | 2 tablespoons toasted sesame seeds |
| 3 tablespoons shoyu | |

Rinse hijiki. Add to the warm water and soak for 10 minutes.

Heat oil in a large sauté pan, and sauté carrot over high heat.

Drain hijiki, reserving the liquid. Squeeze out excess water, then chop coarsely.

Add to the sauté pan and fry, stirring, for 5 minutes.

Add shoyu, sugar, mirin and tea, and simmer over high heat until dry, stirring frequently.

Serve sprinkled with sesame seeds.

4 servings

Brown Rice Handrolls with Dulse

Eat these right away, while the nori and dulse are still crackling.

- | | |
|----------------------------------------------------------------------------|-------------------------------------|
| 1 cup organic sweet brown rice or short grain brown rice, soaked overnight | 6 sheets nori |
| ¼ teaspoon salt (optional) | 12 thin sticks carrot 3 inches long |
| ¼ piece kombu (optional) | 12 tablespoons dulse |
| 1 ½ teaspoons umeboshi vinegar | 12 sprigs watercress |
| 1 teaspoon sugar | wasabi, shoyu, pickled ginger |

Soak the sweet rice and drain, then put in a 1 quart pot and add 1 ½ cups water, salt and kombu if using. Bring to a boil, reduce heat to low. Cover tightly. Cook for 30 minutes.

When the rice is tender, scrape out onto a plate and let cool, covered with a wet kitchen towel. Stir together the ume vinegar and sugar and stir into the rice.

Using scissors, cut the nori sheets in half. On each half sheet, put about ¼ cup rice on the left half, forming a rough square. Place a carrot strip, angling from the inside lower corner to the upper left. Place dulse along that, and press.

Roll up the bottom left corner over the fillings, forming a cone whose point is in the center of the sheet.

Serve rolls with wasabi, shoyu and pickled ginger.

Makes about 12 rolls.



Outreach Calendar

Join the Co-op at these community events!



Bioneers Monday with Grow Pittsburgh

Monday, August 17 | 6:00pm | Located at Braddock Farm, 1000 Braddock Avenue in Braddock

Free! Refreshments provided

Tour of Braddock Farm, followed by a screening of a talk by Wil Bullock of Boston Food Project, which will take place at neighboring Unsmoke System Gallery, 1137 Braddock Ave.

Bioneers Mondays are monthly events leading up to the Three Rivers Bioneers conference on October 16-18. Bioneers is a forum to connect social justice, ecology, the arts and spirituality. Visit www.3riversbioneers.org for more info.

Heirloom Tomato Festival

Saturday, August 22 | 10am - 6pm | West Overton Museums | Scottdale, PA

Doug Oster will be speaking on Heirloom Tomatoes, Faith Starr will do a talk on Edible and Medicinal Weeds, David Lemaster will be talking about Seed Saving with demonstrations throughout the day.

Hothouse: Sprout Fund's Annual Summer Benefit

Saturday, August 29 | Bakery Square, East Liberty |

WYEP's Rock the Block

Saturday, September 12 | Bedford Square, Southside

For more information, you can contact Chris Farber, Outreach Coordinator at extension 208 or at outreach@eastendfood.coop.

SAVE THE DATE

for the Annual Members Meeting

SATURDAY, OCTOBER 10, 2009

at the Waldorf School of Pittsburgh

CALL FOR ARTISTS...

Join a fresh crop of local artists at the fourth annual

CO-OP ART HARVEST

presented by

EAST END
FOOD CO-OP

and Vegetarian Café

Display and sell hand-made artwork at our FOURTH ANNUAL CO-OP ART HARVEST!

A day of community, local food, music and, of course, art!

SUNDAY SEPTEMBER 20, 2009 12-5 PM

Registration forms and details available online at

www.eastendfood.coop and the EAST END FOOD CO-OP

7516 Meade Street, Pittsburgh, PA 15208 In the Factory Building, Point Breeze

412-242-3598

DEADLINE FOR REGISTRATION • FRIDAY, AUGUST 14, 2009

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Fall Savings Coming Soon!

Fall is harvest season – a great time to celebrate the summer's bounty. And there's no better way to celebrate than with good food.

That's why we're offering another great Co-op Advantage coupon book. It's full of big savings on your favorite brands.

This coupon book is just one small way for us to **thank you**, our co-op member-owners. Your continued support makes our co-op more than just another grocery store. Your investment, patronage and input help us better serve you, support our local community and build connections with other communities across the country and around the world.

Watch your mailbox in late August or early September for this special offer. COUPONS VALID THROUGH OCTOBER 31, 2009.

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Save the Dates!



Friday
 evening,
 Sept. 11
 &
 Saturday,
 Sept. 12
 all day

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 practices in accessible ways.

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 and many other books.

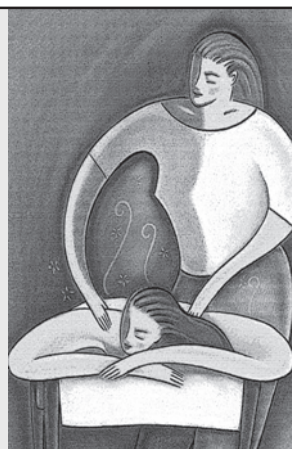
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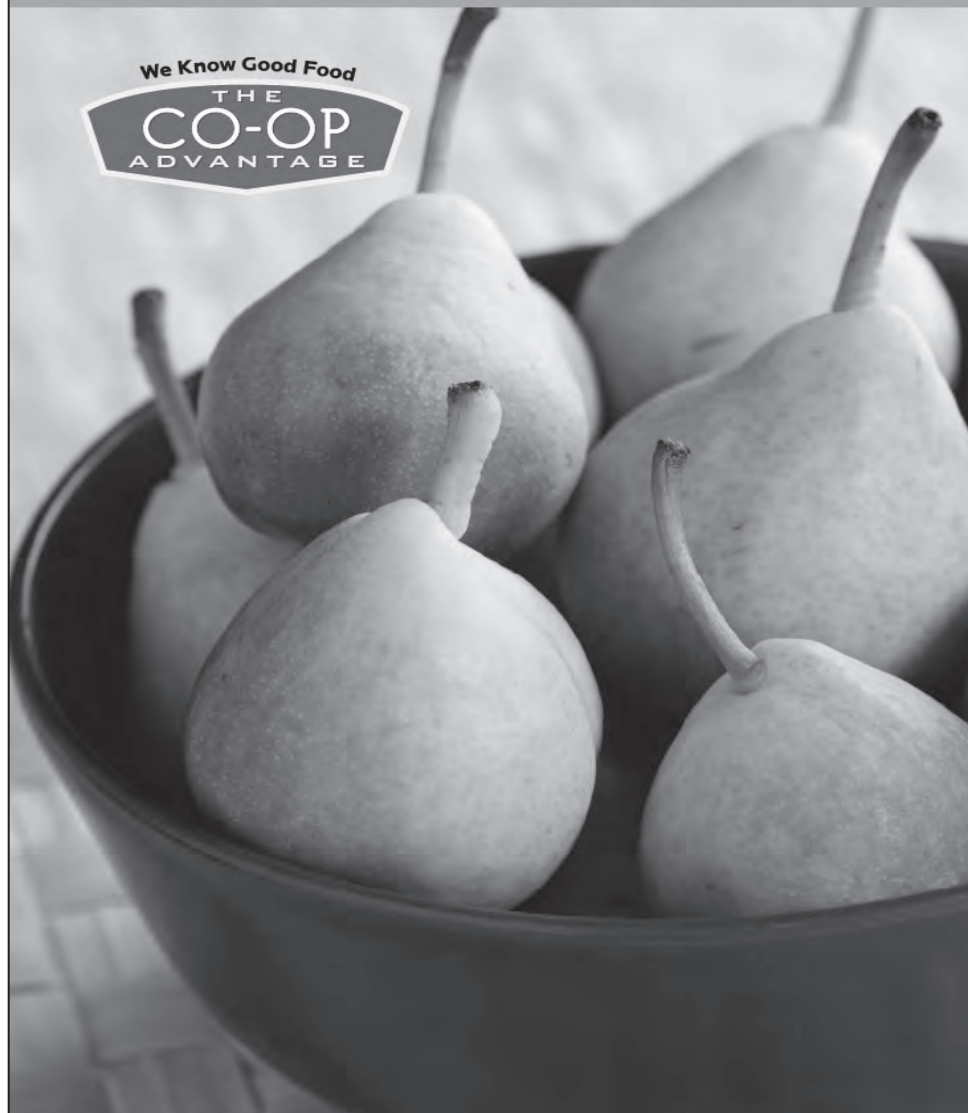
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Fall 2009/FREE



and Vegetarian Café

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 Rob Shepherd

WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1977. 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

Rob Baran, General Manager
 Jane Harter, Administrative Manager/HR
 Aaron Young, Interim Produce Manager
 Kara Holsoapple, Marketing and Member Services Manager
 Jim McCool, Interim Grocery Manager
 Allisyn Vincent, Front End Manager
 Thomas Murphy and Amber Pertz, Café Managers

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
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The Co-operator

Kara Holsoapple, Editor/Advertising Sales
Linda Raden, LR Design, Design, Layout & Production
The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.
We welcome letters to the editor.
Send your message (250 words or less) to —
Attn: Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: memberservices@eastendfood.coop

Submission Deadlines
All submissions, including articles and advertisements, must be received in the Co-op office by the first of the month for the following month.
The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.
For information about submissions and advertising, please contact Member Services at 412.242.3598.
The Co-Operator is printed by Typecraft Press, Inc.

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:
Kara Holsoapple, Member Services, East End Food Co-op,
7516 Meade Street, Pittsburgh, PA 15208.
Or e-mail to: memberservices@eastendfood.coop

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Thank you

for supporting THREE RIVERS BIONEERS in July. When you shop on One-Percent Wednesdays, your dollar goes farther by supporting organizations in our community.

staff NEWS

NEW HIRES

The Café welcomes two new staff members — *Jackie Gross* and *Christine Stanton*.

Jackie worked at the Food Front Co-op in Portland and was a member of the East Side Co-op in Minneapolis. She speaks German and French and loves to travel. Jackie also likes to sew, bike and play music. In fact, she is part of a women's DJ collaborative in Pittsburgh.

Christine says she loves life, music, animals and people — in that order. Outside of work and cooking, she is interested in horses and going back to school.

Employees of the Month

Interview with *Jamie Schratwieser*, Customer Service Staff — our **Employee of the Month for May, 2009**
by Jessica Johnson

How long have you worked at the Co-op?

I moved to Pittsburgh late in the summer of 2007 and started working at the Co-op around Thanksgiving of that year.

What are your favorite things about working here?

Some of the people I work with and have met through the Co-op have taught and made me realize "one must cultivate ones own garden."

Are there things that you wish you could change?

One has always been communication between departments and taking a closer look at the smaller details to provide customers with more efficiency. Another change would be a previous employee of the month comment from John Locke, in saying, "bring back the Co-op parties!"

How did you feel when you were told that you'd won the contest?

I felt happy and did a little jump. I was already having a good week so this topped it off.



Interview with *Fran Bertonaschi*, Perishables Buyer — our **Employee of the Month for June, 2009**
by Jessica Johnson

How long have you worked at the Co-op?

Since about 7 this morning.

What are your favorite things about working here?

The great people and the extra bits of chocolate cake from the bakery.

Are there things that you wish you could change?

I wish the store was closed on all major holidays.

How did you feel when you were told that you'd won the contest?

Speechless.



EAST END FOOD CO-OP 2009 ART HARVEST REGISTRATION

ART HARVEST GENERAL INFORMATION:

Date/Time: Sunday, September 20, 2009 12-5pm
Location: In front of East End Food Co-op
7516 Meade Street Pittsburgh, PA 15208
412.242.3598
Registration Deadline: Friday, August 14, 2009
Participation Fee: \$20 EEFC members \$30 non-members
Fee due with registration.
Make checks payable to "EEFC"
Fee includes one table and chair under the big Art Harvest tent

More info for you:

- * Vendors bring all table coverings and signage, and change needed — Co-op cannot provide change.
- * All items for sale must be handmade, and participation will be based on quality of work.
- * Artists will be notified by August 22, 2009, about participation.
- * East End Food Co-op reserves the right to determine product acceptability.
- * No cancellations after September 13, 2009.
- * East End Food Co-op is not responsible for stolen or damaged artwork.

Complete this form and return it, along with your check, by Friday, August 14, 2009, to:
Customer Service, EEFC, 7516 Meade Street. Pittsburgh, PA 15208
or e-mail to memberservices@eastendfood.coop

Questions? Call Kara at 412.242.3598 or e-mail memberervices@eastendfood.coop

Name	
Address	
Phone #	E-mail
Circle one: Member or Non-member	Member #:
Describe items to be sold:	
Please attach a photograph of your work.	

DID YOU KNOW...

STEP EIGHT in the *Better Eating For Life Program* is "Fit in Fun Foods?"!

Eating healthily doesn't have to mean feeling deprived. A healthy eating plan is balanced to allow for occasional and well-timed snacks and desserts. Instead of denying these foods, the *Better Eating for Life Program* focuses on eating consciously and mindfully, planning for these "fun" calories as part of a nutritionally balanced daily caloric intake.

STEP EIGHT provides a convenient chart for budgeting how many calories, based on your optimum daily calories, you could use on fun foods each day. The packet also describes the smart ways to use your fun food calories without being taken in by misleading labeling and hidden fat and sugar calories, including those in alcohol. Some ideas are making French fries in the oven instead of frying them in fat, and mixing fruit juice with club soda for a fizzy refresher.

The STEP EIGHT *Better Eating for Life* packet includes treat ideas under 100, 200 and 300 calories, as well as ways to burn additional calories so that you can enjoy more of the fun foods you like. Web resources are also part of this packet and other reading material on "no diet diets" and balanced eating is recommended.

You can find a new installment of *Better Eating for Life* at the Customer Service Desk each month. Previous months' installments are also available by request!

Better Eating for Life is a twelve part educational program for incorporating healthy eating into any diet, created by Mary S. Choate, M.S., R.D., L.D., Food and Nutrition Educator at Co-op Food Stores, Hanover and Lebanon, NH.

bulletin BOARD



summer lectures

Thursday August 27, 7pm

Lovin' Local Foods

Part 1: Uncooking the Local Foods Way

Deborah Uttenreither, CHHC, AADP, Certified Nutrition, Health and Lifestyle Coach from LIFE FUEL Nutrition

Learn simple techniques and take away great recipes for making the most of the local foods bounty.

Wednesday, September 2, 6:30pm

Fermentation and Four Season Gardening

In partnership with
Pittsburgh Garden Experiment

Learn how to safely and successfully ferment food, with a focus on fermenting seasonal veggies. Pick up pointers on extending your gardening season to grow fall and winter crops in your home garden.

UNLESS OTHERWISE NOTED, ALL LECTURES ARE FREE, BUT PLEASE CALL 412.242.3598 TO REGISTER.

Monthly Board Meeting:
Monday, August 24 — 7-9pm
All members welcome!

See Customer Service
for directions.



ESPRESSO DRINKS

	Single	Double
Espresso	1.75	2.50
Cappuccino	2.75	3.50
Latte	3.25	3.75
Mocha Latte	3.50	4.00
Macchiato	2.25	3.00
Americano	2.00	2.75
Shot in the Dark		

COFFEE

	12 oz.	16 oz.	20 oz.
Coffee	1.25	1.50	1.85
Café au Lait			

HOT DRINKS

	8 oz.	12 oz.	16 oz.
Hot Chocolate	1.75	2.25	2.75
Steamed Milk	1.50	2.00	2.50
Honey Milk	1.50	2.00	2.50
Maple Milk (SEASONAL)	1.50	2.00	2.50

TEA

	12 oz.	16 oz.	20 oz.
Chai (regular or decaf)	2.50	3.00	3.50

Choice Teas price per bag **1.25**
Green: Classic Blend, Moroccan Mint, Bancha
Black: English Breakfast, Orange Spice, Darjeeling
Decaf: Earl Grey, Mango Ceylon
Herbal: Peppermint, Chamomile, Wild Berry

Bliss Teas price per bag **1.50**
Caffeinated: Yerba Mate
Caffeine free: Cold Stop, Cranberry, Rooibos, Double Ginseng, Lemon Ginger

Add hazelnut, caramel, amaretto, French vanilla or raspberry syrup for an extra **50¢**

Milk is available in hormone-free nonfat, 2%, and whole as well as organic soy and almond

Not in the mood for hot? Ask for it iced!

August 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
2 Chef's Choice	3 Lasagna Tart	4 Chimichurri Tofu	5 Burrito Bar	6 Casablanca Stew	7 Pizza, Dairy and Vegan	8 Tempeh Adobo
9 Chef's Choice	10 Seitan Cacciatore	11 Sausage and Mushroom Lasagna with Roasted Red Pepper Sauce	12 Pasta Bar	13 Peanut Sesame Orange Tofu	14 Pizza, Dairy and Vegan	15 Sicilian Broccoli and Cauliflower Penne
16 Chef's Choice	17 Curried Spinach with Tofu and Cashews	18 Indian Spiced Peas	19 Indian Kitchen	20 Summer Pasta Bake	21 Pizza, Dairy and Vegan	22 Tomato, Eggplant and Garlic Pie
23 Chef's Choice	24 Tempeh Vegetable Fried Rice	25 Peking Seitan	26 Stir Fry Bar	27 Summer Squash Seitan	28 Pizza, Dairy and Vegan	29 Black Bean Corn Meal Loaf
30 Chef's Choice	31 Indonesian Satay	WEEKEND BRUNCH BAR — 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! 11 AM to 7 PM — DAILY 1:30 PM to 7 PM — WEEKENDS				

MONTHLY member sales!

Alden's Org Vanilla Ice Cream **48 oz** **\$3.99**

Arrowhead Mills Cereals **12 - 13 oz** **\$3.29**

Amy's Indian Tofu Wrap **5.5 oz** **\$2.29**

Annie Chun's Soba Noodles **12 oz** **\$2.49**

Barbara's Org Snackimals **7.5 oz** **\$2.79**

Bionaturae Balsamic Vinegar **17 oz** **\$4.79**

Castor Cheese Dog Cookies **16 oz** **\$3.49**

Clif Org Chocolate Chip Zbar **1.27 oz** **3/\$2**

Emerald Cove Sea Vegetables **1.76 oz** **\$2.99**

Good Health Avocado Oil Chips **5 oz** **\$1.99**

Ginger People Ginger Sauces **12.7 oz** **\$3.79**

Once Again Peanut Butter **16 oz** **\$2.99**

Poland Springs Spring Water **6 pk 700 ml** **\$2.49**

Santa Cruz Org Lemonade **32 oz** **3/\$5**

San Pellegrino Sparkling Soda **6 pk 11 oz** **\$3.99**

Wallaby Org Low Fat Yogurt **27 oz** **\$2.89**

Organic Amaranth **\$2.19/lb**

August sales exclusively for East End Food Co-op members, all month long!

un-classified ads

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DR. DONALD MANTELL, MD, ND, Natural Health Solutions, Treats All Cancers. Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysville, PA 15668, 724-327-5604.

STEREO RECYCLERS — We buy old speakers, receivers, tape decks, turntables, etc., and put them back into circulation. We can repair and rebuild your worn out speakers. Don't let unused stereo components sitting in storage end up in landfills. (412) 244-0337; shos15218@comcast.net

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YOUR MESSAGE COULD GO HERE. An unclassified ad is an incredible value at \$20 AND... co-op members save 10%. 25-word limit (loosely enforced). Add up to 10 additional words for 25 cents each.

CAFÉ HOURS

DAILY

JUICE BAR
8 AM - 7 PM

SALAD BAR
9 AM - 7 PM

HOT FOODS & SOUPS
11 AM - 7 PM

WEEKENDS
WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS & SOUPS BAR
1:30 PM - 7 PM

WE OWN IT-



**COMING IN
SEPTEMBER**

See page 3 for details about the

EAT LOCAL, AMERICA! Challenge

~ featuring cooking demos, recipes and inspiration from local producers to fellow Co-op shoppers!

CALL FOR ARTISTS

(and musucians, too! Call Kara at 412.242.3598 for details.)

4th Annual Co-op Art Harvest

Sunday, September 20, 2009!

See Application on Page 7...

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