

# The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

## STORE NEWS

**Members' Extra Discount Days**  
**Sundays: 8/15 & 9/12**  
**Shop 8 am - 9 pm**

**Board of Directors Meeting**  
*All members are welcome.*  
**Next Meeting:**  
**Monday, August 16 ~ 7-9 pm**

**The Co-Operator Deadline**  
*All submissions and ads are due 9/10 for the October 2010 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.*

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

## EAT HERE NOW — Join EAT LOCAL AMERICA

By Susan Jane Cheney\*

“Eat local” is an ancient “new” idea. Put simply, it is consuming what is produced where you live—the way everyone ate just a few generations ago in this country, before large-scale agriculture and wide-spread food distribution became the norm. Back then, eating locally produced food was really the only option, and it is still the modus operandi in much of the world. A diet based on local seasonal foods is making a big comeback, but today’s local eating trend is by choice rather than necessity.

Recent renewed interest in this dietary approach is spawning new vocabulary, specifically locavore, meaning one who eats locally. It is inspiring books, such as *Animal, Vegetable, Miracle: A Year of Food Life*, by Barbara Kingsolver with husband Steven L. Hopp and daughter Camille Kingsolver; and *Alisa Smith and J.B. MacKinnon’s Plenty: Eating Locally on the 100 Mile Diet*. And, it is sparking organized initiatives like this year’s Eat Local America, involving 70-plus food co-ops across the nation that challenge members to choose mostly locally grown and produced foods (ideally 80 percent or more of what they consume) during a specific time period.

It’s not too late to get in on Eat Local America here, which runs from mid-August to mid-September. Pick up a packet at the Customer Service desk or go online and check out [www.eatlocalamerica.coop](http://www.eatlocalamerica.coop). The website provides a list of participating food co-ops and information about local growers. You’ll also find a blog where you can learn the latest about your fellow participants’ experiences and share your own. Remember, the point is to boost awareness about locally sourced foods, so do what works for you and have fun in the process.

Maybe you’ve taken the Eat Local America plunge and already are focused on composing your meals with mostly local fare. Eating local foods isn’t a difficult proposition right now. After all, this is harvest time, the grand finale of the growing season, and we’re facing a glut

of locally grown vegetables and fruits. Until the first hard frost, we will relish the present profusion of peppers, tomatoes, sweet corn, summer squash, eggplant, cucumbers, melons, raspberries, beans, fresh basil, marjoram, oregano, parsley and other herbs, and perhaps a second round of lettuces and other tender greens.

Kale, collards and other dark greens will actually sweeten with the onset of chilly temperatures. And other good keepers, like onions, garlic, potatoes, carrots, cabbage, turnips, rutabaga, Brussels sprouts, parsnips, winter squashes, pumpkins and apples will hold up in storage well into the winter. Locally produced meats, poultry, fish, eggs, cheeses, milk, honey, maple syrup, wild rice, and local grains are all still plentiful and will be available throughout the cold months, too.

Earlier in the summer, our local produce smorgasbord consisted of asparagus, chives, spinach, baby greens, cilantro, scallions, radishes, kohlrabi, rhubarb and strawberries. Other regions of the country have entirely different local product rosters. So, “local” obviously requires some clarification. Usually, the term refers to an area circumscribed by a certain radius from a particular location; the St. Paul Farmers’ Market, for instance, limits vendors to within 50 miles of the city. My closest food co-op, Mississippi Market, designates as “local” any product produced within the five-state area of Minnesota, Wisconsin, Iowa, North Dakota and South Dakota—or supplied by a local business within those states. Other food co-ops may specify a slight variation on this scheme. At East End Food Co-op, currently it is 150 miles, and stretches through the tri-state area.

Looking ahead to winter, produce sporting “local” labels will diminish drastically, of course. But, if you’re getting hooked on local eating, extend your options by planning ahead and get busy storing hardy produce, canning, freezing, drying and pickling. What’s more, you can rely on your

co-op to keep on facilitating your new eat-local commitment by featuring as many local products as possible year-round.

But why all the hoopla about “eat local” anyway? First, local products are riper when picked, fresher, and less processed and preserved, providing best taste and texture and generally offering the most nutrition and affordability for consumers than those shipped from afar. Buying local reduces the risk of food contamination introduced by large-scale production, processing, storage and handling. Local eating is a boon to local growers and helps develop a local sustainable economy. It benefits the environment by decreasing transport-related pollution, reducing packaging and saving on energy. It builds community by putting consumers in closer touch with the foods they put in their mouths and the people that produce them. And, it is enhancing product diversity by placing greater value on variety and regional specialties.

Ironically, as agribusiness has expanded in this country, produce selection has shrunk correspondingly, based on durability of vegetables and fruits, making the marketplace increasingly homogeneous.

What local eating does not always furnish is immediate gratification, such as fresh strawberries in Pennsylvania in January. Instead, local eaters are treated to the alluring sensation of anticipation, the delicious yearning that is eventually rewarded when the object of their craving becomes locally available. But, bottom line for me, the eat local principle has a Zen-like aspect: to recognize and consume best quality food, here and now.

— Recipes on page 4

**Get your “Eat Local Challenge” starter kit: a handy-dandy meal tracker, the Co-op’s Local Buying Guide, and a free issue of TABLE Magazine at the Co-op’s Customer Service desk.**

**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 16 ~ 7-9 pm**



**Dated Materials — DO NOT DELAY**

East End Food Co-operative  
7516 Meade Street  
Pittsburgh, PA 15208  
www.eastendfood.coop



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## BOARD CORNER

by Dirk Kalp

### Solidarity Sustained by Trust – The Cooperative Advantage

Over the past few months, this Board Corner forum has been examining the set of values which characterize cooperatives and some of the ways those values are manifested. This month we consider the cooperative value of solidarity. Co-ops are, in essence, a concrete realization of solidarity and an ideal vehicle for sustaining it.

Solidarity is most often associated with and familiar to us as a highly charged expression of group support around some particular social, political or economic issue. In that context it can be a tremendous force in rallying people into action and motivating the beginnings of a movement of change. But change usually takes time and commitment and thus requires a more measured expression of solidarity, one that can be sustained over the long haul to effect the desired change.

Co-ops provide an ideal organizational structure for channeling and sustaining solidarity. If one looks across the page to the Statement of Cooperative Identity, the Seven Principles that define the cooperative model can be found:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation Among Cooperatives
7. Concern for Community

These Seven Principles enable the most important attribute, trust, that defines a co-op and permits it to nurture and sustain solidarity over the long haul, even as the ends of the organization mature and transform over time.

The evolution of co-ops derives precisely from the recognition by a group of people that a specific need they have is not being met, or adequately met, by existing public or private enterprises in the “marketplace.” Food co-operatives, such as our very own East End Food Cooperative (EEFC), were created to meet people’s needs around obtaining food.

EEFC’s beginnings in the mid-1970s were heavily oriented to filling the need for basic food at a decent price; and so it started out as a buying club which would consolidate the purchases of the club members so that case lots could be purchased from the wholesaler, thus cutting out the retailer middleman and associated markups. The members shared the work of collecting the orders and payments, purchasing, pickup, distribution, etc.

From these humble beginnings, EEFC has evolved from that initial end to simply obtaining food at a decent price. If one looks again across the page to the EEFC Ends Policy Statement, it is plain to see that there is a lot more on the table now than just food in our co-op’s ends. In fact food is hardly even mentioned and only in our co-op’s name. But, in fact, food is still central in the business we conduct. It is just that we have a lot of other values and ends around how we fulfill that original basic need that gave birth to EEFC.

That EEFC could evolve to serve a much broader set of needs and ends is testament to the trust the co-op model engenders and its role in sustaining the solidarity among its member-owners, with the organization’s democratic structure enabling the co-op to redefine its purposes over time.

Another manifestation of solidarity in our cooperative world occurs at the beginning of June when the annual Consumer Cooperative Management Association (CCMA) meeting is held. You may recall that CCMA was hosted by EEFC here in Pittsburgh at the Westin Convention Center last year. This year it was held in Bloomington, Indiana. CCMA brings board, management and staff members together from co-ops all over the country to network, share our experiences, and help educate each other across all the areas of co-op governance and operations.

You should be proud to know that even a year later, the buzz at CCMA was still focused on what a spectacular event was hosted by EEFC. People were impressed with how strong our co-op has become, weathering stiff competition from the large national organic and natural food store chains. They were thoroughly impressed with our management team and staff, not just for the wonderful cooperative grocery they run, but also for their work in pursuing the more expansive community-oriented parts of the mission expressed in our Ends Policy Statement and how that has positioned EEFC as a recognized leader with city government in efforts to transform neighborhoods with the cooperative model and green environmental principles.

People were still taken with how exciting and beautiful they found the city to be and anyone who took the architectural tour of the city conducted by Ray Schin-hofen, who is an architect and served as EEFC board president for 10 years, remarked that it was the best pre-conference tour they had ever experienced at a CCMA conference.

## member services message

by Kara Holsopple, Member Services

Summer is typically a slower time at your Co-op. Slower sales, as many are away on vacation or not shopping for mountains of food to cook in hot, sweaty kitchens. It gives us some time to reflect and plan for a busy fall and winter.

This summer is atypical. Strategic planning for the Co-op’s future is front and center. Some members have been engaged by our management team for input in July. Our national co-op sales program is changing, along with the national Co+op Branding you have been noticing in the store. So our staff has been looking at how these programs will work at our store, and how we can pass the benefits along to you. And of course, we have been working on the **Eat Local Challenge** and our **Annual Co-op Art Harvest**. Look for the new Local tags on many of our products throughout the store.

This month also marks the beginning of a new series of Member Services Messages about the benefits of Co-op membership. I hope that it will be more of a conversation, as we look at the many ways that Co-op membership benefits members and the community.

One of the biggest assets that the Co-op has had in working with our community over the last few years has been Chris Farber, our first Outreach Coordinator. Everyone who has worked with Chris or had contact with her in the store or around town knows what a smart, genuine, and capable person she is. She surpassed every hope we had for the new Outreach Coordinator position, and leaves her replacement with so much rich material and lots of food for future thought. Thank you so much, Chris, for your hard work and loyalty to our Co-op and the community. All of the best to you! 🍷

## 5% wednesday update

August 25, 2010

HEARTH – Transitional Housing for Women

HEARTH believes that every family and individual should be able to live in safe, affordable housing. Their mission is to provide a progression of supportive services and housing that empowers families to become independent, self-sufficient and adequately housed.

This local nonprofit organization accomplishes their mission through two programs: Benedictine Place and PRIDE.

Benedictine Place provides transitional housing to homeless women with children while they work to become economically self-sufficient. While the “Moms” go to school and obtain marketable skills, the staff at HEARTH provide support through Case Management, donations, volunteer services and connections with community resources. When the women leave Benedictine Place they are able to obtain and maintain employment, financially supporting themselves and their children.

PRIDE is a permanent supportive housing program for women with a mental health or physical disability comprised of scattered site apartments throughout



the community. Through this program, women leaving Benedictine Place who are in need of longer term support can continue to receive it while taking additional steps to become independent. These participants are still required to work toward self-sufficiency and financial independence.

There are a number of opportunities to contribute to HEARTH throughout the year, and East End Food Co-op is proud to partner with them through the 5% Wednesday Program to highlight the importance of nutritious food and food security for women and families in transition.

To find out more about HEARTH’s work in our community, and to become involved, visit [www.hearth-bp.org](http://www.hearth-bp.org). Better yet, shop on August 25 to support HEARTH’s mission with your dollars, and learn more directly from these community leaders.

## Good-bye Co-op Advantage, Hello Co-op Deals

New Sales Flyer starts September 1

No more Co-op Advantage monthly sales!

Now get the same great deals **bi-weekly** in the Co-op Deals Flyer —

- 35-38 different items on sale in each two-week period
- Sales start on a Wednesday and end on Tuesday
- First promotional period will run from **Wednesday, September 1 thru Tuesday, September 14**
- Sales open to members and other customers alike
- Even more items on sale than before
- Members will receive BOTH September sales flyers in the September *The Co-operator* newsletter



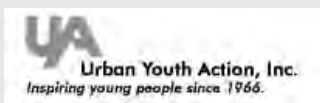
## Co-op Community Donations

On behalf of our membership, your Co-op has contributed this month to these and many other great non-profits in the area who benefit our community:

**Architecture for Humanity:** [www.afhpittsburgh.blogspot.com](http://www.afhpittsburgh.blogspot.com)

**Urban Youth Action Incorporated:** [www.urbandyouthaction.org](http://www.urbandyouthaction.org)

**Rosedale Block Cluster, Inc. and the Kaboom! Playground Project:**  
<http://projects.kaboom.org/rosedale-tioga-playground>







#### 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 ...

Please print recipe for Creamy Potato Soup.

We are happily sharing this recipe with our Co-op community in this issue, and it will be available on our new website, as well! Thanks for your interest, and happy cooking!

— Amber Pertz, Café Manager

Could we carry Genesoy Salt and Vinegar flavor Soy Crisps?

Sure, I'll order them. If our distributor carries them, we can stock them

— Maureen Girty, Grocery Buyer

The Co-op Bakery's gingerbread is nothing short of...amazing. Thank you!

Glad to hear you enjoy it. It is certainly one of our most popular bakery items!

Thanks for taking the time to let us know!

— Amber Pertz, Café Manager



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

## MONTHLY member sales!

Amy's  
Org Burritos

**\$1.99**

reg. price: \$2.59

Annie's  
Org Ketchup

**\$3.49**

reg. price: \$4.29

Old Wessex  
5 Grain Cereal

**\$2.49**

reg. price: \$3.29

Biokleen  
All Purpose Cleaner

**\$4.99**

reg. price: \$7.49

Annie's  
Org Mustard

**\$2.99**

reg. price: \$3.79

Surf Sweets  
Org Gummy Bears

**\$1.59**

reg. price: \$.79

Biokleen  
Soy Toilet Scrub

**\$4.29**

reg. price: \$6.29

Knudsen  
Org Sparkling Beverages 6pk

**\$2.79**

reg. price: \$4.29

Westbrae  
Org 25oz Beans

**\$1.99**

reg. price: \$2.49

Emerald  
Org Sushi Nori

**\$3.49**

reg. price: \$5.39

Organic Valley  
Org Pourable Yogurt

**\$3.59**

reg. price: \$4.29

Organic Valley  
Org Sour Cream

**\$2.99**

reg. price: \$3.49

Kindia  
Indian Entrees

**\$2.29**

reg. price: \$2.99

Org Buckwheat  
Kasha

**\$1.79/#**

reg. price: \$2.49/#

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

# REDUCE-REUSE-RECYCLE



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



This recipe is an untraditional “creamy” soup, but it’s a Co-op Café classic and favorite. The ingredients list looks long, but more than half of the list are herbs and spices. You can pick up “just what you need” in the Co-op’s Bulk Herbs department. Feel free to substitute a different plant milk for the soy milk, to suit your dietary needs. Brown rice flour could also be used in place of spelt. Enjoy!

Creamy Potato Soup

- 1 medium onion, diced

1/2 head celery, diced

13 cups water

5 pounds potatoes, cubed into 1" pieces

1/4 pound Earth Balance margarine

4 cups soy milk

4 cups Veganaise

6 1/2 Tablespoons white spelt flour

1 teaspoon sea salt

1/3 teaspoon white pepper
- 1/4 teaspoon nutmeg

1 Tablespoon hickory salt

1 Tablespoon garlic powder

1 Tablespoon onion powder

1 Tablespoon celery seed

1 Tablespoon dried parsley

3/4 cup textured vegetable protein ("TVP")

1/4 cup Bragg's Liquid Aminos

1/3 bunch fresh parsley, minced



1. Leave cut potatoes submerged in water until it is time to place them into soup.

2. Put water on to boil in a large stock pot. When the water comes to a boil, add celery and onion. Drain cubed potatoes and add them to pot. Boil until potatoes are tender.

3. Melt Earth Balance in soup.

4. In a medium sized bowl, whisk together Veganaise, white spelt flour, salt, pepper, nutmeg, hickory salt, garlic powder, onion powder, celery seed, dried parsley and Bragg's Liquid Aminos.

5. Temper this mixture by whisking in some of the boiling soup liquid. Pour whisked mixture back into soup pot and turn the heat down to low.

6. Add textured vegetable protein and simmer for 15 minutes. Stir frequently.

7. Turn the heat off and add fresh parsley. Taste and season with more salt and pepper, as needed.
- Serves 8 – 10 people.

CO-OP TO CLOSE EARLY FOR STAFF PICNIC

Monday, August 16 — STORE OPEN 8am-7pm

We appreciate your cooperation as we honor our staff with an annual picnic and celebration. Thanks!

EATING LOCAL, continued from Page 1

Try it out with this simple supper or brunch menu designed around today’s local offerings: Start with a bowl of sweet beet borscht and finish up with raspberry-apple crisp—and bon appetit!

**Sweet Beet Borscht**

Serve hot or chilled, garnished with dill and yogurt. 4 servings

Beets give this seasonal soup a gorgeous magenta color as well as a wonderfully sweet flavor. The soup is delicious either hot or chilled.

4 cups water

2 large (about 1 pound) tomatoes

4 well-scrubbed large beets (about 1 1/2 pounds)

1 teaspoon salt, plus more to taste

1 tablespoon olive oil

1 large onion, chopped fine

2 medium carrots, diced small

1. Heat the water to boiling. Add the tomatoes, then remove with a slotted spoon after 15–30 seconds and transfer to ice water. When cool, cut out the stem end and slip off the skins. Dice the tomatoes small and set aside.

2. Add the beets and 1/2 teaspoon salt to the boiling water in the pot, cover, reduce the heat and simmer for 20–30 minutes, until tender. Remove the beets, reserving the stock. Pare the beet ends and slip off the skins. Cut the beets into small diced pieces.

3. While the beets are simmering, add the oil to a large pot over medium-high heat. Add the onion and sauté for several minutes, until translucent. Add the carrot and continue sautéing for several minutes. Stir in the beet greens and sauté until the greens wilt. Add several grindings of pepper, the diced tomatoes, raisins, and 1/2 teaspoon salt. Cover the pot, reduce the heat, and simmer until the tomatoes are well juiced.

4. Add the beet stock and bring to a simmer. Add the diced beets and cook at a low simmer for 20 minutes or so, until the vegetables are all tender and flavors are melded. Add the lemon juice, vinegar, and more salt and pepper to taste.

NOTE: If you wish, use only 1 pound of beets and add 1/2 pound (about 3 medium or 1 generous cup diced small) potatoes to the saute.

**Raspberry-Apple Crisp**

Yogurt or vanilla ice cream is a good topping for this dessert.

6 to 8 servings

1 1/2 pounds apples, peeled, cored, and diced

2 tablespoons lemon juice

1/2 pound (heaping cup) raspberries

3 tablespoons plus 2/3 cup whole-wheat pastry flour

1/4 teaspoon ground cinnamon

1/4 teaspoon ground nutmeg

Pinch plus 1/4 teaspoon salt

1/4 cup maple syrup

1 cup rolled oats

1/3 cup Sucanat (nonrefined cane sugar)

1/3 cup roasted, chopped black walnuts (or English walnuts or pecans)

1/3 cup walnut oil

1. Preheat the oven to 350 degrees.

2. Grease the bottom and sides of a 10-inch glass or ceramic baking dish with a cover.

3. In a bowl, toss the diced apple with the lemon juice. Stir in the raspberries. Sift the 3 tablespoons flour, cinnamon, nutmeg and pinch of salt over the fruit and stir. Mix in the maple syrup. Spread the mixture in the prepared pan.

4. Mix together the 2/3 cup flour, oats, Sucanat and nuts with a fork. Drizzle in the oil and mix in evenly. Sprinkle this crumbly mixture evenly over the fruit and press down lightly. Bake covered for 30 minutes—the fruit should be almost tender and juicing. Uncover and bake about 10 minutes until the topping is lightly browned and crunchy.

\* A former member of the Moosewood Restaurant Collective in Ithaca, New York, St. Paul resident, **Susan Jane Cheney** writes and teaches about natural foods. A longtime contributor to Vegetarian Times magazine and other periodicals, she has authored two cookbooks—Breadtime: A Down-to-Earth Cookbook for Bakers and Bread Lovers (Ten Speed Press, Berkeley, CA; 1990, 1998) and Stir Crazy!: More than 100 Quick, Low-Fat Recipes for Your Wok or Stir-fry Pan (Contemporary Books, Chicago; 1998).

Calling all Co-op Artists and Crafters

Your are invited to participate in our **5TH ANNUAL CO-OP ART HARVEST** on Sunday, September 26th! See details below...

We are also looking for performers, arts and craft demonstrators, and local food vendors and samplers for the day. Please contact Kara at 412.242.3598, x 103, or [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) for details.

**5TH ANNUAL CO-OP ART HARVEST — GENERAL INFORMATION**

Date/Time:

Sunday, September 26, 2010 12-5pm

Location:

In front of East End Food Co-op  
7516 Meade Street Pittsburgh, PA 15208  
412.242.3598

Registration Deadline:

**Tuesday, August 31, 2010**

Participation Fee:

\$25 EEFC members \$35 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 September 7 about participation.

■ East End Food Co-op reserves the right to determine product acceptability.

■ No cancellations after September 20, 2010.

■ East End Food Co-op is not responsible for stolen or damaged artwork.

**5th Annual Art Harvest Application**

Complete this form and return it, along with your check, by Tuesday, August 31, 2010, to:  
Customer Service, EEFC, 7516 Meade Street. Pittsburgh, PA 15208  
or e-mail to [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

Questions? Call Kara at 412.242.3598 or e-mail [memberervices@eastendfood.coop](mailto: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.



*This month East End Co-op members are ahead of the curve.*

## TAKE A BREAK FROM STEAK!

— by the Black and Gold City Goes Green Campaign

In August **The Black and Gold City Goes Green Campaign** wants you to go on a low carbon diet. Make one meal per week meatless and try out new recipes that incorporate colorful fruits and vegetables from local farmers.

Raising animals for food creates 14.5 pounds of heat-trapping gasses for every pound of meat that's raised. That's the equivalent of driving 20.87 miles in your car. Think of that next time your family has burgers for dinner.

Eat food grown locally. Take advantage of the many farmers' markets in the area. Choose local fruits and vegetables over food shipped from around the globe. This will drastically reduce your meal's food miles and the heat-trapping gases produced by the trucks, trains, boats and even planes that brought it to you. And it will taste better, too.

Want to choose the greenest option with shopping? Venture into the organic aisles and rest easy knowing that you're not feeding yourself, your family, or the environment the toxic pesticides that require so much energy to produce and apply.



By visiting The Black and Gold City Goes Green website ([www.theblackandgoldcitygoesgreen.com](http://www.theblackandgoldcitygoesgreen.com)), you can find more details on these actions to avoid chowing down on coal.

Already signed up for the campaign? Check out August's initiatives and record actions. No computer? No problem. Call us at 412-258-6680 or send us a postcard to report your activity.

First time hearing about the campaign? Check it awt! Each month, Pittsburghers are working together to reduce heat-trapping gases that cause global warming. The Campaign benchmarks one of three actions as green, greener, and greenest, which you can do at little to no cost. Visit [www.theblackandgoldcitygoesgreen.com](http://www.theblackandgoldcitygoesgreen.com) to sign up today.

The Black and Gold City Goes Green Campaign is coordinated by PennFuture.

## Remembering What Children Know – A Schooling Journey (Part 2)

by Anonymous

"...You may give them your love, but not your thoughts, for they have their own thoughts." — Kahlil Gibran

We started our school year in pretty much the same way that other families start their school years even though in the space of one short week my children's parents had become divorced, their father had remarried, we had moved into a new neighborhood, and we were starting school against our wishes. Still, though, we bought the new clothes and the new shoes and the new notebooks and pencils, and we took pictures. "Smile!" I really was hoping for the best.

Both of my kids were confused by the relative chaos and harshness of school. Each day Dylan had stories. "A girl got yelled at today and started to cry," he told me one typical afternoon. "I felt really bad for her, so I dropped my pencil and kicked it her way. Then, when I bent down to pick it up, I whispered, 'Don't worry. Everything's okay.' Then she smiled." My heart opened. "Keep doing that, Dylan. Do what you know is right. Both of you."

As predicted, James had a harder time. Dylan's homeschooling experience helped him identify and dismiss much of the absurdity. Jamie, being younger and less experienced, was easily overwhelmed. He saw that things weren't right, but felt powerless as his appeals were routinely ignored. After all, if a man honestly believes that a child knows nothing, then why on earth would he listen to that child's heartfelt reasoning? Feeling helpless and enraged, James made a vow. "I'm going to become a judge," he said. "One who listens to children."

Holding my hand as we walked through the halls during our first Open House, James looked up at me and said, "The teachers don't smile when the parents aren't here. They're not nice to us." "I'm sorry," I said. It was all I could think to say. He was too young to understand that it wasn't the teachers but the whole system that was broken. Over the years I continued to listen and apologize as I continued to send him to school. At first he responded with fear, a fear that compelled him to work very hard. And so he excelled, by school standards. By high school, though, once that fear had matured into righteous indignation, he was refusing to do anything at all. And so, by school standards, I suppose he has failed.

I think about John Gatto as I contemplate the school system's narrow definition of success and failure. Whereas Dylan moved through school with relative ease, James eventually refused to do anything that felt wrong to him or like a waste of time. The pressure was so intense that at times I found myself pushing them to just do what they were told. But then I'd catch myself and ask, "Who am I to tell them how to live their lives? Do I



want them to become men who mindlessly follows orders?" Of course the answer was always no, and so I would respectfully yield.

And so twelve years passed. Each of my sons survived school essentially intact, by which I mean that neither was dumbed down into forgetting his inner truth. With no hope of escape, each inured himself to the threats and punishments, the grades, the academic segregation, and the boredom, one by focusing on what was good about school and the other by actively rebelling against virtually everything. Although I was relieved that they no longer seemed traumatized, it concerned me as much to see Dylan accepting the unacceptable as it did to watch James rejecting even the positive aspects of school. But then I didn't know what it was like in school, and they did.

People find a way to get through even the most stressful situations. My kids did. Dylan framed school's dysfunctions as normal and Jamie insisted that it just didn't matter. For a time they lost their freedom to choose how to learn, but they held tight to personal strength as I held tight to my trust in them.

Perhaps James will find a way to become that judge who honors children. Perhaps they'll both remember what a child knows. Time will tell. Now it's time for them to experience freedom and for me to remember that each person authors his own life so that I can resist ever being fooled or pressured into judging my children or anyone else by arbitrary standards.

Each of us is here for a purpose unknown to and immeasurable by any other. If you can allow it, a child could show you the beautiful truth and treasure of your forgotten self.

"...For their souls dwell in the house of tomorrow." — Gibran.

*\*The events are true, but the names have been changed.*

## WITHIN REACH

by Chris Farber

After two and a half years as the Co-op's Outreach Coordinator, I am stepping away to pursue a master's degree this fall. It is a bittersweet transition as I leave a job that has been exciting and challenging for a new undertaking that will open doors for me. I am leaving the Co-op in mid-August to begin full-time study at Carnegie Mellon for a graduate degree in Public Policy and Management. The community food initiatives I have been fortunate enough to work on here at the Co-op will continue to be a focus in school, where I plan to study how economic development strategies can strengthen local food systems.

While I am going back to a formal education setting, I have received a substantial community education at the Co-op. I want to thank several individuals and groups for teaching and inspiring me. Thanks first goes to Kara Holsopple, who was a constant support and sounding board for all of the projects we worked on together since 2007. She gave me independence to design programs and guidance to make them more effective and accessible. I am deeply grateful to Rob Baran for intro-

ducing me to cutting edge ideas in community development and for allowing me to take place at the table in fascinating projects like the Food Policy Council, BALLE, and the Homewood TOD study. Thank you to Co-op staff for inspiring me, challenging me, and sharing laughs. Last but not least, I appreciate the Co-op volunteers who have been steadfast in their service and willing to pitch in when we needed it. It has been a delight to work with so many committed Co-op members.

The next Outreach Coordinator will bring his/her own talent, passion, and style to the position. I hope to get him/her on solid ground with a few weeks of training. But after that, I will be on the flipside and the new Coordinator will be calling me about volunteer opportunities! To the new friends and members I've met at the Co-op, thanks for a fun ride and I will see you around the Co-op!



Chris Farber



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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.

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Joe Coley, Operations Manager  
Jane Harter, Administrative Manager/HR  
Aaron Young, Produce Manager  
Kara Holsoapple, Marketing and Member Services Manager  
Allisyn Vincent, Front End Manager  
Thomas Murphy and Amber Pertz, Café Managers

**EAST END FOOD CO-OP**

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**August 15 at 10:00am, 10:30am, 11:00am and 11:30am.**

Offered courtesy of Yoga Is My Health Insurance, and taught by Lilith Bailey-Kroll, owner of Pratique Yoga.

Yoga Is My Health Insurance (YIMHI) is dedicated to improving health and wellness through partnership, community development and education.

**Classes are held in the Gemini Theater, accessible through the Co-op, and are appropriate for anyone aged 12 and up.**

The classes offer gentle chair yoga, perfect for street clothes.

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**Aisle 6**

- Martini's Hot Turkey Italian Sausage and Mild Italian Sausage
- Purely Decadent Coconut Milk Non-Dairy Dessert, Chocolate Peanut Butter Flavor
- Organic Coconut Bliss Non-Dairy Frozen Dessert, Cherry Amaretto and Mocha Almond Fudge flavors



# The Co-operator

**Kara Holsopple**, 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: EEFC Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: [memberservices@eastendfood.coop](mailto: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 Holsopple, Member Services, East End Food Co-op,  
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**The 5th  
Annual  
Co-op Art  
Harvest  
is Sunday,  
September 26!**

## staff NEWS

### THANKS

Too many thanks are due to *Chris Farber*, the Co-op's Outreach Coordinator for the last two and a half years. Chris stepped into an new position, and quickly made it her own. She improved the volunteer program, expanded the Co-op's role in the community, and became a leader among other staff members. And she did all of that with her great warmth and a generous spirit. We appreciate all that she has accomplished at the Co-op, and wish her all the best in the next phase of her career. Thank you, Chris!

### NEW HIRES

And congratulations to front-ender *Berry Breene*, who has accepted the position of Outreach Coordinator! Look for Berry's first Outreach column in the September newsletter.

The Co-op Cafe welcomes *Alec El* and *Jessica Bennett*.

Alec has a passion for food and health, and enjoys playing video games, dancing, and of course, cooking and eating.

Jessica has a love of history, especially the Victorian era, and hopes one day to get a degree in nutrition and work in holistic health.

And in the Front End, the Co-op welcomes *Julia Bunting*.

Julia is studying political science and French at the University of Pittsburgh, is an avid reader, and loves learning about cooking international foods. Her favorite right now is Lebanese food.

## Employee of the Month

Congratulations to **Kim Price**, our **Employee of the Month for June 2010**. Interview by Jessica Johnson

### How long have you worked at the Co-op?

I began working at the Co-op in the summer of 2008. After leaving to teach full time in spring of 2009, I rejoined the staff and have enjoyed working part-time ever since.



### What are your favorite things about working here?

I love that people are who they are at the Co-op. I can count on my coworkers to be themselves, making me laugh or think, and reaching out to our customers in unique ways.

I am also proud of our products. I bring in friends and family whenever they come to Pittsburgh to show off the store.

### Are there things that you wish you could change?

Sure. The balance between our values and our economic viability is always a fluctuating equation. I hope that transparency and communication will grow so that we can nurture our ideals and our business.

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

I felt grateful and honored.

Free Ride (a project of Bike Pittsburgh) presents

## Mobile Bike Repair Project

August 15 — 12pm-5pm

The Mobile Bike Repair Project is a self-contained traveling bike shop. Interns from Bridges of Pittsburgh practice their repair skills and you get a fixed bike!



Learn more at [www.freeridepgh.org](http://www.freeridepgh.org).

**Bring your bike to Member Extra Discount Day for a tune-up!**



## 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



## new classes

August 19, 7pm

### Going Green on a Tight Budget

Presented through CCAC and Pittsburgh Community Services Inc.

Everyone is supposed to reduce, reuse and recycle, but that can be easier said than done. There are tons of easy ways to help the environment and not go broke. Not everyone is able to purchase hybrid cars or live off the grid, but there are a number of things that can be done, and many of them will also save money. This class explores some of those methods

August 26, 7pm

### LOCAL FOOD CHALLENGE PRESENTATION

ANNUAL LOVIN' LOCAL SERIES – PART ONE

### Fabulous Fermentation

With Deborah A. Uttenreither, CHHC AADP, Certified Health and Nutrition Coach, Founder/Director – LifeFuel Health Coaching

So what does fermentation have to do with it? Fermentation may be the missing link in your health journey. Come and explore the health, techniques and history of fermented vegetables.

There will be several tastings and demonstrations. If you are already fermenting your veggies please come and share your experience and fermented goodies.

## August 2010 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Chef's Choice	2 Greek Quiche	3 Tempeh Adobo	4 Burrito Bar	5 Charmoula Seitan & Potatoes	6 Pizza Dairy & Vegan	7 Mock Tuna & Noodles
8 Chef's Choice	9 Tofu Tarragon Stew	10 Indian Spiced Peas	11 Indian Kitchen	12 Lasagn Primavera	13 Pizza Dairy & Vegan	14 Sweet & Spicy Tofu
15 Chef's Choice	16 Chickpeas, Green Beans, Corn & Spelt w/ Feta	17 Haluski	18 Pittsburgh Kitchen	19 Chipotle Cherry Barbecue Seitan	20 Pizza Dairy & Vegan	21 Cannellinis in Summer Tomato Ragù
22 Chef's Choice	23 Summer Pasta Bake	24 Tempeh Vegetable Fried Rice	25 Stir Fry Bar	26 Grilled Tofu w/ Tomato Peach Relish	27 Pizza Dairy & Vegan	28 Seitan Stroganoff
29 Chef's Choice	30 Ratatouille Fettucini	31 Chimichurri Tofu	WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS			

## new classes

September 16, 7pm

### Chemicals in the Home

Presented through CCAC and Pittsburgh Community Services Inc.

Consumers trying to green their homes and avoid toxins in laundry detergents, household cleaners, dish soap and more will get help from the cleaning products industry.

A voluntary program by makers of household products including Procter & Gamble, Colgate-Palmolive and Clorox means that this information will become more widely available and publicized. This class will help consumers interpret that information to make their homes a healthier environment for their families.

September 23, 7pm

### LOCAL FOOD CHALLENGE PRESENTATION

### Healthy Benefits of Local Eating and screening of “What’s on your Plate?”

– a witty and provocative documentary about kids and food politics.

With Janet Stuck, ND

Join us for a screening of this fascinating film and stay for a short Q&A with naturopath Janet Stuck, for information on fats, raw milk, cholesterol, the rise in obesity, diabetes, and metabolic syndrome. Janet is a member of the Liberation Wellness Team and works with Kevin Brown, author of the book “Liberation Diet” which is based on the principles of the Weston Price Foundation.

For more information on the film, about which Alice Waters said, “This movie can have a real impact on the way we think about what we’re eating...”, visit <http://www.bullfrogfilms.com>.

September 29

### LOCAL FOOD CHALLENGE PRESENTATION

ANNUAL LOVIN' LOCAL SERIES – PART TWO

### Local End of Season Dishes

With Deborah A. Uttenreither, CHHC AADP, Certified Health and Nutrition Coach, Founder/Director – LifeFuel Health Coaching

This is a great class to sample some quick, easy but healthy recipes anybody can do using veggies from the produce department and some bulk items. What the heck is Tempeh? Now is the time to find out.

Recipes include: Tempeh and Veggies with Pumpkin, Cilantro Pesto or Tahini Sauce, Gazpacho Variations or Squash Crostini

### \* About LifeFuel Health Coaching

Offering individuals, families, and companies the tools for creating a healthy life. Other services include workshops, self-monitored programs, speaking and educational opportunities, individualized cooking classes, and personalized kitchen clean outs. We work closely with alternative and traditional medicine professionals to ensure a balanced approach to a life lived well. For more information, visit [LifeFuelHealthCoaching.com](http://LifeFuelHealthCoaching.com) or call 412-719-4140.

## CAFÉ HOURS

**DAILY**  
**JUICE BAR**  
**8 AM - 7 PM**  
**SALAD BAR & SOUP**  
**8 AM - 7 PM**  
**HOT FOODS**  
**11 AM - 7 PM**  
**WEEKENDS**  
**WEEKEND BRUNCH BAR**  
**9 AM - 1:30 PM**  
**HOT FOODS**  
**1:30 PM - 7 PM**

## Incredible Edibles — a Review by Claire Westbrook

*The Edible Herb Garden* by Rosalind Creasy and *Edible Wild Plants* by Lee Peterson

It’s been many years since I first purchased *The Edible Herb Garden*, and the subsequent other six edible garden books by Ms. Creasy (Italian, Heirloom, French, etc.). What is most intriguing about her approach is that she’s managed, in a most charming way, to make gardening (and cooking) a beautiful and thoughtful expression of love.

Her book(s) start by explaining how to grow whatever kind of garden one wants, and include a variety of gorgeous photos from her own gardens to inspire even the most reluctant novice. Designs are scattered throughout, as well, so there’s really no reason not to want to jump right in the dirt and start planting! Fortunately, there’s also an encyclopedia of culinary herbs to help the home chef make the most of the day’s harvest, with information on how to grow and prepare too.

And last, but certainly not least, are the delicious recipes which bring the whole effort together into a meal that will leave you feeling quite proud to have undertaken the task of growing your own feast. Check out spinach and fresh oregano pizza and fancy carrot and onion soup recipes. They’re awesome!

I picked up my copy of *Edible Wild Plants* a while back after becoming interested in finding more food in my natural surroundings, and I haven’t been disappointed. Lee Peterson was deep in to gastronomic botany, but found it difficult to find publications on field identification when it came to wild edibles. So he created a pamphlet of all the edible wild plants in Connecticut (where he’s from) that he distributed throughout health food stores. From there, his father

encouraged him to expand the work to cover the eastern half of the United States, which is now a part of the great milieu of the Peterson Field Guide Series.

Perusing the book will inform one of the ways in which to set out identifying, preparing and avoiding poisonous wild (edible) plants. In addition to an array of color photos, there’s a majority of line drawings made by the author that can help even the most bewildered forest explorer feel a little bit more at home. The “Food Uses” section is particularly interesting since it breaks each

section (drinks, oils, fruit) into the seasons when the edibles are available. What I like most about this book, however, is the attention to detail, in all respects, given to this very versatile and extremely useful guide.

We’re quite lucky to have a number of organizations that offer wild edible walks in this city, like the Western Pennsylvania Mushroom Club [www.wpa.mushroom-club.org](http://www.wpa.mushroom-club.org) and Food Under Foot [www.foo-dunderfoot.com](http://www.foo-dunderfoot.com) Check out their listings for upcoming walks; you won’t go hungry!

## un-classified ads

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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.

### CO-OP TO CLOSE EARLY FOR STAFF PICNIC

**Monday, August 16 — OPEN 8am-7pm**

We appreciate your cooperation as we honor our staff with an annual picnic and celebration. Thanks!

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