

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Don't forget to use your first Member Bonus—now until September 30! **Members receive 10% off** on the order of their choice!

BOARD OF DIRECTORS MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

Check meeting times in store entrance for next meeting.

Check out the weekly deals for **MEADE STREET MADNESS** on our website:
www.eastendfood.coop

CO-OP ORIENTATION

Join us for an orientation and learn the secrets every member wants to know — Tuesdays at 7pm.

Register with Outreach Coordinator Berry Breene, at 412.242.3598, ext 208, or **outreach@eastendfood.coop**.

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SPECIAL INSERTS:

8/3 - 8/16 CO-OP DEALS
8/17 - 8/30 CO-OP DEALS

EAST END FOOD CO-OP

7516 MEADE STREET
PITTSBURGH, PA 15208
412-242-3598
www.eastendfood.coop

CULINARY MEDICINE

Local Food Focus: CUCUMBERS

by **Deborah Uttenreither, CHC, AADP**

As I was wondering through the co-op the other day I noticed the most beautiful local cucumbers. This versatile vegetable (much taken for granted) is not only delicious to eat, but has healing properties as well. As food it is cooling, crunchy and hydrating. As medicine it has been found to be good for inflammation, water retention, and sunburn as well as other maladies.

Cucumbers have a long and ancient history. Some feel they have there origins in India or Asia more than 10,000 years ago. Later, explorers brought them to other parts of Asia. Ancient Greek, Roman and Egyptian civilizations used the cucumber both as food and for healing various skin infirmities. In Europe's Baroque period of history where clear, smooth skin was so important to the aristocrats, France's Sun King Louis XIV greatly appreciated this vegetable for its ability to improve the complexion and health of the skin. Early colonists brought the vegetable to the United States where many varieties are enjoyed.

The cucumber has an interesting nutritional profile and is a good source of the minerals molybdenum, magnesium, potassium, manganese, silica, and the vitamins C vitamin A, and folate. They are also a good source of dietary fiber. Cucumber juice has potent minerals used to improve skin and help with high blood pressure. With their high water content they become naturally hydrating, a must for glowing skin. Cucumbers share the same level of hydrogen as the skin, therefore having the ability to make the skin tremendously soothe and soft. The silica content is also an important element of healthy connective tissue, which includes ligaments, cartilage, bones, muscles and tendon.

The varieties of cucumbers fall under categories of burpless, slicing and pickling.

The English cucumber is a seedless variety that can grow as much as two feet in length.

Gherkins are smaller cucumbers and typically are used for pickling. The slicing varieties commonly range from six to nine inches.

Seasonal from July through October, you want to choose cucumbers that are firm, rounded at their edges, and with a color that is bright medium to dark green. Avoid cucumbers that are yellow or puffy or have sunken water-soaked areas, soft spots or those that have wrinkled skin or tips. Thinner cucumbers will generally have less seeds than those that are thicker.



A simple recipe for the hot summer days might include cool, "Chopped Cucumber, Corn and Tomato Salad" used as a side dish or as a fresh salsa for dipping. So go juice a couple of local cucumbers or cut a few slices and lay them over tired puffy eyes and take a siesta. 🍷

Chopped Cucumber, Corn and Tomato Salad

INGREDIENTS:

3 small to medium locally grown cucumbers
2-3 ears of local corn (raw)
3 medium local tomatoes diced or 2-3 cups of grape tomatoes halved
1 shallot or small red onion
2 Tbls. of expeller pressed avocado oil or extra virgin olive oil.
1 Tbls. of lemon juice rice or white wine vinegar
1/4 to 1/2 tsp of Celtic or other high quality salt
Minced fresh herbs such as basil, mint cilantro, parsley or a combination to taste.

1. Cut off corn kernels and put into a medium glass bowl.
2. Dice tomatoes. Peel your cucumbers if the skin tastes bitter or is chewy in texture and dice. Dice shallot and add to the bowl.
3. Whisk together the lemon juice or vinegar with oil and salt.
4. Pour over chopped vegetables and toss.
5. Mince your herbs (quantity to taste) and toss again.
6. Serve slightly chilled as a side dish alone or on top of a handful of local lettuce.

To use as salsa omit the oil and add 1 small to medium green or red pepper, or one small jalapeño for some heat.

Note: seeding the tomato and cucumber is optional.



Soup Nazi or Soup Nancy, you decide...

- 🕒 Look inside for Claire Westbrook's article on more local shopping at The Pittsburgh Public Market...including Soup Nancy's!
- 🕒 Join us for the Co-op's own EAT LOCAL CHALLENGE this August. Pick up a starter kit at the Customer Service Desk. Check the back page for workshops to keep you motivated.
- 🕒 Share recipes and photos of your local creations on our blog **www.showmethelocal.blogspot.com** by emailing them: **eefceatlocalchallenge@gmail.com**.

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. Check meeting times in store entrance for next meeting.



WE OWN IT.

Dated Materials — DO NOT DELAY

East End Food Co-operative
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board corner

Think Globally, Act Locally — Yes! But there is still a place for ACTING GLOBALLY

by Dirk Kalp

That phrase — “Think globally, act locally!” — has been around a long time, most prominently as a slogan and bumper sticker from the beginnings of the environmental movement in the early 1970s. It captured the idea that we should have an awareness of how our everyday choices and actions contribute to the health of the planet and its ecosystems — that the little things we do everyday either add to the problem or contribute to the solution.

This same theme is expressed in Margaret Mead’s famous quote about effecting change through a small group of committed people, further emphasizing that small beginnings on the local level are the true driving force behind change. This theme has taken on greater prominence in the past decade in the cooperative community and more recently in mainstream culture. Even the large grocery store chains have jumped on the bandwagon in marketing locally grown foods.

With the coming of the new millennium, your board was prompted to rethink our mission statement. I’m not sure whether that was motivated by the promise/threat, depending on your particular situation, of the rapture that had been predicted or by the board simply deciding to reflect on whether EEFC was really more than what our mission statement then expressed.

For roughly the prior dozen years or so, our mission statement had an attractively simple one-line statement: “Through consumer ownership, we bring healthful food to our community.”

After a lengthy and arduous process to craft a new and more relevant mission statement, we arrived at the current statement you’ve seen for several years printed on page three of this newsletter as our 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 towards this end.*”

That is quite a mouthful in comparison to our prior mission statement and perhaps someday we should have a membership contest to see if anyone can supply a succinct statement to condense that. The central theme is the “vibrant local community” with several dimensions beyond just “healthful food” along which it would be measured.

Thus now we concern ourselves with the local economy and supporting local businesses and neighborhood development, with local agriculture and supporting local family farms and food processors, with local environment and supporting green development projects, etc. All these types of activities, beyond just providing healthful food for our members, express our broader commitment to build and serve a vibrant local community.

The orientation of locality and immediacy of the cooperative model is consistent with the slogan from the environmentalists and the words of Margaret Mead. Around the country, we have a collage of local communities each building what makes sense for them and that addresses their individual characteristics and needs. That

collage constitutes the “global”, with the whole being greater than the sum of its parts.

With all the focus on local, one may wonder if there is a place for acting globally and for organizations of a national scale. As it turns out, the sixth principle, Cooperation Among Cooperatives, from the Seven Principles in the Statement of Cooperative Identity provides the answer: “Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through national, regional and international structures.”

Thus it was in this new millennium that the board and the boards of about 125 other cooperatives around the country, in their wisdom (or was it their apprehension of the rapture), saw fit to join together to create the National Cooperative Grocers Association (NCGA). NCGA is a cooperative of cooperatives with EEFC being one of those 120 something member-owners, just as you are a member-owner of EEFC.

NCGA exists to serve the needs of its member cooperatives. With various opportunities for growth and expansion over the next several years being explored by your EEFC board, it is timely to point out the value of our national organization in helping us and many other co-ops around the country with this challenging undertaking.

Our collective group of cooperatives decided that bringing the cooperative advantage to a much larger set of local communities around the country and in our own “backyards” would be a worthy undertaking to be a focus of NCGA. Thus, in collaboration with the National Co-op Bank and Cooperative Development Services Consulting Co-op, the Co-op 500 initiative was launched with a mission to foster and support the creation of new co-ops, beginning with 200 more by 2015.

To accomplish this, a new organization, the Development Cooperative was created to assist with the creation of these new co-ops and expansions in existing co-ops. The Development Cooperative can help with planning, implementation and follow-up of co-op creation or expansion. Such tasks as evaluating the marketing study, developing the business plan, creating pro forma financial projections, planning the build-out, ordering the equipment, and tracking performance are some of the services that are provided.

The Development Cooperative is staffed by food co-op industry veterans with deep knowledge and experience necessary to bring a project to successful fruition. In fact, the payment structure for those services is dependent on the success achieved, with payment in the form of a small percentage of revenue for the first couple years of the new/expanded store’s operations. That model of payment based on results stands in stark contrast to the flat fee that any other consultant would bill. It is a model one would expect to find only in the cooperative world where trust and transparency create such partnership opportunities. It is a partnership that EEFC will be engaging to assist us and ensure success as we explore and undertake expansion opportunities as they are presented in our Pittsburgh region. 🐾

Update on the Bylaws Revision Process

By Sarah Aerni

Hello, Co-op Members near and far!

I am Sarah, your Board secretary, and I’m here to update you on the process of updating and revising our bylaws documents. Although your eyes might glaze over when you hear the word “bylaws,” I urge you to read on to understand our process so far, as well as the main large items we are hoping to change. Both the GM and the Board feel strongly that this is an important piece of work to finish this year.

The main motivation for doing this work is that the EEFC is currently incorporated in Washington, DC. Apparently when we were setting up the Co-op, the District of Columbia was one of the few places that had laws specifically governing Cooperatives. Many states, including Pennsylvania, have since created laws to allow cooperatives to incorporate in their state.

We are proposing to reincorporate the EEFC in Pennsylvania. This will help us for a number of reasons:

1. Once we are incorporated in PA, we will be able to run a member loan campaign. This will be necessary to help fund an expansion project (such as opening a second store).
2. Reincorporation in PA will also allow us to offer (sometime in the future) patronage rebates instead of the current discount at the register. The board has not approved this change, but we would at least be legally able to do it, if we choose.
3. As a Co-op that promotes local, sustainable business practices, it seems prudent to be incorporated in the state in which we reside.

Most of the changes in the bylaws revision document will reflect the switch of incorporation status from DC to PA. In addition, we will reincorporate ourselves as a “non-profit cooperative.” This designation is specific to PA law, and will not restrict our ability to retain and use earnings to finance growth while possibly allowing us to qualify for certain financial opportunities available to non-profits.

Our process has included getting advice from a lawyer who is familiar with the 1988 PA Cooperative Corporation law (he actually helped write it), and he will help us through the entire process. We have had outside opinions checking the work of the lawyer, and these people have validated his work, saying that he is being thorough and seems very knowledgeable about our specific state regulations and procedures. The board is currently reviewing a revised bylaws document, and will take action on a resolution with final language in the next month. In *The Co-operator* next month, we will print a copy of the proposed new bylaws document. All members will be asked to vote to approve the changes during the annual election cycle (along with voting for new board members).

We are asking for your good faith that we, the Board, have made well-reasoned decisions on these important issues in ways that will further the aims of the Co-op for years to come. Any questions, please email the Board at boarddir@eastendfood.coop.

Thanks for reading!

MORE INFO ABOUT GENETIC ENGINEERING

Have you been following the GE series by Volunteer Theresa Barton Sabatini in *The Co-operator*? Look for a new one next month, and in the meantime, here are some resources we carry in the Co-op book department:



- ☉ *Seeds of Deception: Exposing Industry and Government Lies About the Safety of the Genetically Engineered Foods You’re Eating*, by Jeffrey M. Smith, foreword by Frances Moore Lappe— \$17.95
- ☉ *Genetic Roulette: The Documented Health risks of Genetically Engineered Foods*, by Jeffrey M. Smith— \$27.95
- ☉ *GMO Free: Exposing the Hazards of Biotechnology to Ensure the Integrity of Our Food Supply*, by Mae-Wan Ho, PhD and Lim Li Ching— \$10.95
- ☉ *Your Right to Know: Genetic Engineering and the Secret Changes in Your Food* (Includes Award-winning DVD), by Andrew Kimbrell, Center for Food Safety, foreword by Nell Newman— Sale: \$40.00
- ☉ *Uncertain Peril: Genetic Engineering and the future of Seeds*, by Claire Hope Cummings— \$16.00
- ☉ *Redesigning Life? The Worldwide Challenge to Genetic Engineering*, ed. by Brian Tokar— \$40.99
- ☉ *The GMO Trilogy: Why Genetically Modified Organisms Threaten Your Health, the Environment and Future Generations* (3 Disc Set, with Non-GMO Shopping Guide)— \$16.95
- ☉ *Morgan Spurlock Presents: The Future of Food, A Film by Deborah Koons Garcia* (2 Disc Special Edition)— \$19.95 🐾



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

Would you consider adding a fresh ground almond butter machine like the peanut butter one? I would be here to buy it as soon as it got installed!

We are planning to add an almond butter grinder when we renovate the Bulk department. Keep your eyes peeled for that!

— Ian Ryan, Bulk Buyer

Please schedule another Astrology class!

How can I refuse? I'll see what's available—keep checking your Co-operator for dates and times!

— Kara Holsopple

I am hoping for breakfast cereal in the Bulk department (Cheerios, Raisin Bran, etc.)

Unfortunately, none of our distributors carry such items. We will keep our eyes out for them in the future.

— Ian Ryan, Bulk Foods Buyer

Please establish black sunflower seeds for sprouting in bulk. Less expensive in bulk than packaged.

We are unable to get this item in—we'll keep looking.

— Ian Ryan, Bulk Foods Buyer



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

Second Big Peaceful Gathering of Hands

Global Peace Day
Sunday, August 14th — Noon to 6 pm



A free, participatory event to unite diverse groups and individuals who are working for a peaceful and healthy Pittsburgh and Planet. From Noon to 6pm, participants will join hands in a massive circle dedicated to Peace. In between the hourly circles, participants can engage in a drum circle, potluck meal, sharing circle, sustainability project, kids activities, and learn how to get involved with Pittsburgh groups.

Please bring food, blankets, eating utensils, instruments, and other fun items to share.

Location: Schenley Oval Meadow, Next to Ice Rink — enter from Boulevard of the Allies

For more info, please email GatheringofHands@gmail.com or visit Facebook.com/GatheringofHands

LOCAL ON MY MIND

by **Berry Breene**

San Diego's June Gloom threw me for a loop. I arrived mid month expecting summer sun and found overcast skies and moderately warm weather. Despite this it became apparent that the climate was conducive to growing; from flowers to food, bounties flourished. The Ocean Beach Farmer's Market overflowed with fresh fruits and vegetables, beautiful flowers, even raw oysters. This marked the beginning of local food culture envy, which grew as I traveled north up the Pacific Coastal Highway. While my trip was full of fresh, local food, old friends and summer sun, I learned not to envy the local food culture as much as learn from it: local food culture starts with consumers, not year-round growing seasons.

In San Luis Obispo I rolled into town just as an excellent locally-grown meal was served. A colorful plate of quinoa topped with a primavera of local, organic vegetables greeted me. My hosts' Community Supported Agriculture (CSA)-based meal boasted beets, kale, spring onions, peppers, and eggplant with a crème fraiche tomato sauce. It was so delicious. Their garden was flourishing, too. In the morning I devoured a breakfast sandwich of house-made fresh bread, local pastured eggs, avocado, and fresh greens — all local organic ingredients — at a nearby café. As I climbed the coast and weaved through the fog on one of the most breathtaking drives in the nation, crumbs from local kale chips and other treats from the Santa Monica Co-op began littering my rental car.

San Francisco's food culture is unprecedented. Local farmland grows an impressive, diverse bounty year round. After a local salad topped with a fresh fish filet, I felt heaven in my gut. At the Rainbow Co-op, I sampled a delicious local yogurt from Sonoma County in a ceramic, returnable container. Later that day I discovered that my dear friend farmer Kevin, whom I was visiting next, once worked for Saint Benoit Dairy, helping to make that impeccable French style yogurt.

Sonoma County has one of the most intimate definitions of "local food" I've encountered; if it's not grown there it didn't seem to be considered "local." Imagine Allegheny County and what we could call local!? While just over the Marin county line at Kevin and Katee's West Side Farm near Petaluma, I was in the thick of dairy and egg country, farms all around, and it's only 40 miles north of San Francisco. Even a little diner on the side of the road was full of only the freshest ingredients from only miles away. Local organic farms, while strong on my radar, are still competing with Big

Agriculture in California and across the nation. Only 4% of food grown and/or raised in the US is certified organic. I passed miles of huge conventional farms as well. Local, organic food movements start with the consumer. If more people make an effort to buy local, seasonal produce, thereby increasing demand, supply should follow, even in the shadow of mega farms and their bland products.

While we don't have a year-round growing season like Sonoma County or a dominant progressive local food culture, we are still living in the agriculturally dense state of Pennsylvania with a burgeoning local food movement. August is local food month; support the local (and preferably organic) farmers and buy their produce, either from the Co-op, a local CSA or farmers market. Participate in the local food challenge through the Co-op. Think about how natural gas fracking might affect the future of our local farms and the products they grow. Visit your neighborhood farmers market.

Local food is fresher and tastes better; it wasn't shipped across the country and therefore saves fuel. Buying local keeps your dollars local, too — supporting your neighbors instead of Kraft Foods International (for example). We can't build a strong and vibrant local food economy without participating in it. Keep your money local, eat fresher food, and reduce your carbon footprint. Love your local farmer. 🐔



THE FOOD YOU EAT

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



It doesn't get easier, fresher or better—layers of luscious, local tomatoes and creamy cheese. Add a piquant bite of fresh basil, and you are really in business. Find the tomatoes in the produce section, the mozzarella in the deli cooler, and find yourself a fork. Add a crusty loaf of local bread from Mediterra or Allegro Hearth to sop up the juice. And enjoy!

Caprese

1 7-8 oz. ball of fresh mozzarella
(preferably buffalo mozzarella)
1 7-8 oz. ripe tomato
1 bunch fresh basil
¼ cup olive oil
Pinch of salt
Pinch of pepper

1. Drain mozzarella and cut into thin slices.
2. Cut tomato into thin slices.
3. Fan ingredients out across a plate, alternating mozzarella and tomato.
4. Tear the basil leaves and scatter them on top.
5. Whisk salt and pepper into the olive oil, then drizzle the mixture over the plate.
6. Enjoy!

Serves two.



Eating Local at the Pittsburgh Public Market

By Claire Westbrook

Having lived in Pittsburgh for 17 years and some change, I was excited to hear about the imminent arrival in the Strip District of the Pittsburgh Public Market when I interviewed Sam Patti of La Prima Espresso a while back for a piece in this newsletter. We were touring through the Produce Terminal Buildings checking out La Prima's digs when he pointed out the area where the Market was slated to go and that of course set a whole chain of thoughts going in my head about the new development and what all would be taking place.

Suffice it to say a LOT is taking place and the PPM hasn't even been in operation for a year! While the number of vendors has alternated since their opening in the fall of 2010, there's never been a lack of variety in the offerings, which is what I find most appealing about the place, honestly. Not that staying power doesn't have its redeeming qualities, but some stuff just doesn't work as well as other things (like the candy outlet that was there when they first opened that just didn't seem to fit in with the rustic baker and organic farmers that it was situated in between) and on my most recent trip there, I was even more delighted to see who was flashing their wares for sale.

Amongst the plethora of farmers (more on Saturdays than Fridays and Sundays) is the increasingly popular East End Brewing Company and the Carnegie Library with Tupelo Honey Teas and Cosimano e Ferrari Oils nestled in alongside the delectable Crested Duck Charcuterie and Pittsburgh Marshmallow Factory...mmm. I'm getting hungry just writing the names down!

Even more so than the variety that the market offers is the sense of community

that one can experience while traipsing through the entire strip, only in the limited space that the market resides in the feeling of camaraderie is that much more palpable and enjoyable (especially without all of the local sports paraphernalia abounding).

This is what I've always enjoyed about public markets in other cities, too. Something about being under the same roof and meandering around smelling good things and tasting samples of delicious food; even though it was throughout the 40s to 60s that most markets in Pittsburgh were closed. The Strip has been around for quite some time and it has sufficed for the experience of being in and amongst your neighbors, not JUST shopping.

On the days I've been there over the last year I've especially enjoyed the friendliness of the vendors, often offering samples of their items (Clarion River Organics ice cream is SO tantalizing!) and the entertainment that's usually happening; it may have even been the opening weekend that my daughter got to be wowed by a strolling magician who was guiding her through the process of how to "magically" bend a fork!

But for a place that offers music, comedy, and strolling performers of varying sorts, as well as the various artisan crafters like Christopher's Collages and Jenn's Jems Jewelry and Accessories, amongst others, I wonder if PPM can continue to sustain itself given the rumors of other development coming in and the unfortunate amount of time it's open (just three days a week). I certainly hope so, since it really does seem like the icing on the cake of the whole Strip District experience. I don't know about you, but I like to have my cake (and icing) and be able to eat it, too. 🍰

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Calling all Co-op Artists and Crafters

You are invited to participate in the **6TH ANNUAL CO-OP ART HARVEST** on Sunday, September 25! 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 for details.

6TH ANNUAL CO-OP ART HARVEST - GENERAL INFORMATION

Date/Time: Sunday, September 25, 2011 12-5pm
Location: In front of East End Food Co-op
7516 Meade Street Pittsburgh, PA 15208
412.242.3598
Registration Deadline: Wednesday, August 31, 2011
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 9 about participation.
- East End Food Co-op reserves the right to determine product acceptability.
- No cancellations after September 18, 2011.
- East End Food Co-op is not responsible for stolen or damaged artwork.

6th Annual Art Harvest Application

Please return this form and return it, along with your check, by Wednesday, August 31, 2011, 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 memberservices@eastendfood.coop

Name _____

Name of Promotion _____

Address _____

Phone # _____

E-mail _____

Circle one: Member or Non-member

Member #:

Describe items to be sold: _____

Please attach a photograph or example of your work.

IN YOUR COMMUNITY, ON YOUR PLANET

5% wednesday update

August 31, 2011

Pittsburgh Food is Elementary

Pittsburgh Food Is Elementary is a hands-on approach to teaching children healthy eating habits.

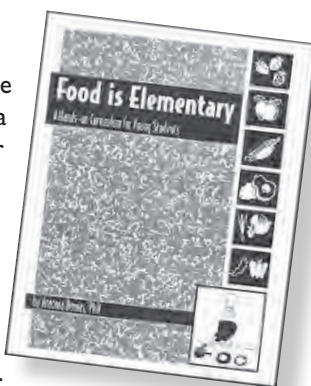
The dietary ignorance of young Americans can be shocking. Tell a child a potato grows underground and they may be appalled that their French fries were once buried in the form of a potato (that's if they know their French fry was cut from a potato). Ask a child where meat comes from and many will answer: "a grocery store." Urban youth in particular are often uneducated regarding food origins. Fast food and TV dinners dominate our culture and the distance from farm to table in schools and at home is scary; nutrients and colorful, energizing food have become a luxury. Obesity, diabetes, arthritis, high blood pressure and high cholesterol once only plagued adults but are ever increasingly found in children.

The **Food is Elementary** program is a practical, innovative approach to addressing these problems teaching children about healthy, low-fat, high-fiber food in a sensory based way. After learning about the USDA food guide pyramid, vitamins and hygiene, children participate in creating entrees from various cultures: Apple/Squash Pudding for Thanksgiving, Rice Pudding for Christmas in Sweden, Soul Stew for MLK day, Stir Fry

for the Chinese New Year, Pasta Primavera for the First Day of Spring. They sample the entrée in class and take the recipe home to their parents.

Run monthly by Rosemary Traill at three local schools, the **Food is Elementary** program is one of our ongoing community education sponsorships. Rosemary has a degree in early childhood education and implemented the program voluntarily. Several certified Food Is Elementary Educators, passionate about advocating healthy, nutrient rich foods, help teach the curriculum in participating schools. The FIE curriculum was developed by Dr. Antonias Demas who recognized when children participate in the cooking process they are more willing to actually eat the food they make.

If you are interested in teaching or would like to see this program in your school and would like to attend a workshop with Dr. Demas, please contact Rosemary Traill at 412-741-5167 or email: macrorose@msn.com.



Black and Gold City Goes Green

In many Pittsburgh neighborhoods, families look out for one another – from keeping an eye on the kids to sharing food and making sure everyone is safe.

Here at the **Black and Gold City Goes Green** campaign, we're finding new ways to be good neighbors – by giving out energy-efficient light bulbs and ways to conserve energy, cut waste, and cancel junk mail. Those simple actions not only help our neighbors save energy, money, and resources, but they also cut global warming and air pollution for everyone.

That idea — with a little Pittsburgh twist — is the **NEIGHBORHOOD BLITZ**. Bloomfield neighbors blitzed their neighborhood last year, and Mount Washingtonians did it this spring. Our friends at Mount Washington CDC inspired their neighbors to cut heat-trapping gases by 53,000 pounds per year — all while making new friends and making our air cleaner and safer, too.

Want to blitz your own home or community? You can take the actions below or contact us about bringing a blitz to you:

- ⊗ **Change some bulbs.** Compact fluorescent light bulbs (CFLs) on average use 75 percent less energy than incandescent bulbs, which money in your pocket, not sent to the electric company. And they are safer for the environment, too. Old fashioned incandescent bulbs use five times more mercury than the small amount of mercury in CFLs, and you can recycle CFLs for free at Ikea, Home Depot, and elsewhere. And instant rebates from Duquesne Light's Watt Choices program makes them an even better deal.
- ⊗ **Junk the extra mail.** Nearly half (44 percent) of America's bulk mail is tossed unopened; but we still each spend about eight months of our lives opening unwanted mail. Cancel unwanted credit card information at www.OptOutPrescreen.com and switch to paperless banking through your bank's website to make sure your information stays safe. Also, visit www.dmachoice.org to cancel most bulk mail you don't want and keep what you do — for free.
- ⊗ **Toss out that second fridge you have in your basement** — you know...the one you use twice a year for holidays. According to Duquesne Light, that old fridge could be using four times the energy of a newer model and costing you up to \$150 a year. The Watt Choices program will pay you \$35 and haul that energy hog away for free.
- ⊗ **Go green with blue bags.** Recycling half of your trash cuts your global warming pollution by 509 pounds in one year. Find out how and when to recycle in your neighborhood by checking with the City of Pittsburgh.

Become involved in your neighborhood by talking to your local community organizations or us here at the Black and Gold City Goes Green campaign about a blitz near you. Report what you do this month at www.theBlackandGoldCityGoesGreen.com to see how your actions stack up to create a cleaner and healthier Pittsburgh. One lucky participant will be winning a prize by reporting this month. Follow us on Twitter and Facebook to find out what you could win!



AWAKENING THE COSMOS FROM WITHIN: The Embodied Cosmology Project

by Rebecca Strong

It was a Thursday night in Boulder, CO, several weeks into an eight-week women's embodiment course I was teaching. We were exploring the intersection between physical embodiment and the creative process. For nearing a decade, alongside African dance, yoga, contact improv and an intensive 5 Rhythms practice, I had been deeply immersed in the work of cosmologist Dr. Brian Swimme. My head and heart were flooded with the Universe Story, and my body with its movement.

That night in Boulder, during the movement phase of the evening, the story of life flooded me and, for the first time, I spoke of life crawling from the sea onto land. Something not before seen began to emerge through the bodies of these women. They were somehow more still, as though listening deeply, yet simultaneously more completely animated than I had previously witnessed. As I spoke, they began inhabiting the story, each in her own way. They were completely in the movement. As we later reflected on the experience, the women reported that the story began to speak to them from within. Several commented, "I knew the story before tonight, but something happened in moving it. I began remembering and experiencing something mysterious." "I intellectually knew I belonged to this story, but tonight I had the experience of belonging to it. I am changed."

There was a transformative quality within this practice that revealed itself to us that night. It was as though the memory of the story embedded in our genes had found a way to speak. The work captivated so much of my attention that I set out to create and experiment with a movement-based curriculum that could activate this remembrance and wisdom. Now eighteen sections in length, the curriculum joins our current scientific understanding together with movement to illuminate epic moments in our 13.7 billion-year-old creation story.

Over the past several years, the format of the curriculum has taken many shapes. In Brian Swimme's class this Spring at the California Institute of Integral Studies, I guided the whole story in just under 25 minutes. I have also offered the course over a five-day span with 8-14-year-olds at a charter school in Ojai, CA, and in a fifteen-month experimental course in Boulder, CO.

Through direct experience, our remembering body becomes the place where the story unfolds itself. The process elicits a deep awareness of our cosmic origins and a change in our self-concept and

worldview. It calls forth the Cosmological Self—a Self that is aware of its relatedness to all of life, and to the astonishingly long lineage of creativity from which we come. Were we forged out of stardust and set into motion on a tiny arm within a fecund spiraling galaxy, on a living planet—the only place in the known Universe where life is thriving—just to bomb one another and see how much we can acquire? I don't think so.

If we were to truly live our origin story and surrender to the supreme beauty of it, and therefore our, magnitude, I am convinced that we humans would be more invested in enhancing the grand diversity of life and appreciating the deep kinship among families, nations, species and ecosystems. As we embody this unifying story more fully, I see us becoming an expression of the astonishing creativity that enriches, rather than destroys, the larger web of life that is now in our care.

Movement As Medicine: The Embodied Cosmology Project brings movement and the body together with science to inspire, empower and catalyze the evolution of human consciousness, human creativity and the collective human will through an experiential remembering of the origins of life. The Embodied Cosmology Project creates opportunity for the human imagination to embody its 13.7 billion year old wisdom and ancestry.

PLEASE JOIN US at the First United Methodist Church on **Friday, August 26th** for an evening of Evolutionary Storytelling: Moving The Universe Story from 7-9:30pm; and **Saturday, August 27th** from 1-5pm for the Grounding Into your Cosmological Self workshop. This event is sponsored by Dream of the Earth. Email info@dreamoftheearth for details.

These events are part of Cosmology Week at First United Methodist Church. You are also invited to attend the following:

Sunday, August 21, 10am worship:
Cosmology is Theology

Tuesday, August 23, 7pm:
Cosmology Movie Night

Wednesday, August 24, 7pm:
Celebration of the Creating Cosmos

You can reach Rebecca Strong at movementasmedicine@gmail.com; or go to www.movementasmedicine.com.



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DR. C. GARDNER PH.D, HD (R. Hom), D. Hom, C. Hom, MH., — is accepting new cases for chronic disorders in adults, children and animal companions. Contact: www.cindeegardner.com for information.

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ANJALI YOGA TEACHER TRAINING — Share what you love while you deepen your practice. Become a Yoga Alliance 200 hour certified Yoga Teacher at our beautiful retreat center located nearby. Starting August 2011. See <http://anjaliyogateachertraining.com> for details.

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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GUITAR LESSONS IN POINT BREEZE, two blocks from the Co-op. Let's tug on the roots of American music together! Call David at 412-812-8131.

THERAPY FOR BUSY PEOPLE WHO NEED A BREAK — Deep Tissue massage or Shiatsu. Co-op member discount. More info at www.bodyharmonyphg.com Marcia Smith. 412-871-5388.

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.

EDGAR CAYCE, Father of Holistic Medicine in U.S. — Lectures, classes and study groups on holistic health, dream study, meditation and spiritual growth. (412) 661-5947 or (724) 443-2576.

GOT CLUTTER? Get organized with the non-judgmental help of In Its Place...Specialists in organizing your stuff, optimizing your space, transforming your life. Call Jody Adams, Certified Professional Organizer® at 724.850.7282 or visit www.in-its-place.biz

EDDIE SHAW, MASSAGE THERAPIST — 5801 Beacon Street, Sq. Hill (next to Giant Eagle parking lot), es_message@yahoo.com, 412-855-1532. www.squirrelhillmassage.com. Relaxation and deep tissue massage. Increased flexibility and deep tissue work—there is nothing like it. \$15 off the first visit for Co-op members.

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WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 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**
 Justin Pizzella, **Operations Manager**
 Jane Harter, **Administrative Manager/HR**
 Aaron Young, **Produce Manager**
 Kara Holsopple, **Marketing and
Member Services 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
memberservices@eastendfood.coop

MARK YOUR CALENDAR:

The 6th Annual Co-op Art Harvest Sunday, September 25, 12-5 pm!

**Dozens of local craft vendors,
fresh, local food,
fresh, live local music,
and art to make!**

*Rain or shine, right
in front of the store.*

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.

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

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

Send your message (250 words or less) to:

Kara Holsopple, Member Services, East End Food Co-op,
 7516 Meade Street, Pittsburgh, PA 15208.

Or e-mail to: memberservices@eastendfood.coop

SUBMISSION DEADLINES

All submissions, articles and advertisements, must be received in the Co-op office by the first of each month for the following month. 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.

*This ad space
 could be yours!*

For advertising rates and details,
 call Kara at 412.242.3598, ext. 103.

Or e-mail

memberservices@eastendfood.coop



STAFF NEWS

Welcome to our NEW STAFF MEMBERS

Ebony L. Johnson, Front End: Ebony is a CCAC student, and was and Americorps members for two years. She describes herself as a computer nerd and gamer girl.

Rachel Beck, Stockroom and Produce: Rachel grew up in Pittsburgh and is glad to be back after some time away. She enjoys practicing yoga, working with young people and eating vegetables.

Karla Stauffer, Co-op Café: Karla grew up on a farm in Virginia, singing bluegrass with her mom and sister. She has an undergraduate degree in art, and has worked with an NGO in Haiti with an art education program.

Welcome all!

Employee of the Month

Congratulations to Rae Ivory, Employee of the Month for June 2011

Interview By Anne Johnson

Q. How long have you worked at the Co-op?

A. Coming on 2 years now.

Q. What are your favorite things about working here?

A. Different people and learning something new every day whether it be from coworkers or customers.

Q. Are there things that you wish you could change?

A. No comment.

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

A. I was quite surprised.



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.

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**The 6th
 Annual
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 Harvest
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new classes

THURSDAY SEPTEMBER 8, 7PM

Annual Lovin' Local Series

Deborah Uttenreither CHC AADP
LifeFuel Health Coaching
www.lifefuelhealthcoaching.com



This is a great class to discuss and sample some quick, easy but healthy recipes anybody can do using local veggies from the produce department and some bulk items.

Recipes include: Veggies with Cilantro Pest and Great 5-minute Gazpacho Variations

Come join the table!

TUESDAYS, 6:30-8:30 PM: SEPTEMBER 13,
SEPTEMBER 27, OCTOBER 11, OCTOBER 25,
NOVEMBER 8, NOVEMBER 22

Healing Relaxation Workshop

with Kirsi Jansa

HEALING RELAXATION WORKSHOP
IS AN INTRODUCTION TO LIVING LIFE
MINDFULLY.

The workshop is based on the principle that the human mind carries its own dignity and healing capacity which can never be permanently damaged or destroyed. This innate capacity can become familiar to all of us, and is most obviously expressed in moments of relaxed openness. Yet most of the time our lives are busy and stressful, and we tend to move from one experience to the next with little awareness that this kind of relaxed openness is available to us all the time.

During the Healing Relaxation workshop we explore and experience the benefits of developing calmer states of mind and body through guided relaxations and visualizations, breathing exercises, self-massage, and simple massage and movement exercises.

Healing Relaxation Workshop is not therapy, but it is based on Tara Rokpa Therapy. More about Tara Rokpa in www.tararokpa.org/therapy.

» Cost, \$15 per session. Participants should bring mats and wear comfy clothes.

SATURDAY SEPTEMBER 17, 11:30AM-6PM

Co-op Field Trip—literally!

JOIN US FOR THE 5TH
ANNUAL BUY FRESH,
BUY LOCAL FARM TOUR



The Buy Fresh Buy Local Farm Tour in Western Pennsylvania showcases sustainable agriculture in the region and invites consumers to take a "behind the barn look" at where their food comes from, who is growing it, and how it is grown! Farm Tour is an opportunity for producers in the region to meet new customers and local foods enthusiasts, demonstrate their sustainable growing practices to the public, and highlight the diversity of agriculture in the region.

The Co-op group will take a total 25 members and shoppers on the tour—in two vans. Call 412-242-3598 to reserve your spot—only the first 28 people to call will be able to go with our group. We'll meet at the Co-op and tour the best of Southwestern PA agriculture together.

» Go local!

TUESDAY SEPTEMBER 20, 7PM

Better Life Through Better Posture

With Eddie Shaw

FIND YOURSELF HUNCHED OVER MORE
OFTEN THAN NOT?

Find out how to prevent your poor posture from negatively affecting your back and neck, and causing other health problems in years to come.

Learn some basic exercises, and how breathing and stretching can help improve your posture and your quality of life.

Eddie Shaw is a local massage therapist with eleven years experience, specializing in relaxation and deep tissue massage.

Eddie can be reached via email, es_message@yahoo.com or on his website, squirrelhillmassage.com

» Cost, \$10. 🐿

August 2011 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
	1 Spicy Red Tempeh	2 Grilled Tofu w/ Tomato Peach Relish	3 Burrito Bar	4 Chickpea Curry	5 Pizza Dairy & Vegan	6 Summer Ratatouille Quiche
7 Chef's Choice	8 Corn & Squash Pudding	9 Potato & Chickpea Masala	10 Indian Kitchen	11 Charmoula Tempeh	12 Pizza Dairy & Vegan	13 Nacho Mac & Cheese
14 Chef's Choice	15 Summer Quinoa	16 Peking Seitan	17 Stir Fry Bar	18 Black Bean Quesadillas	19 Pizza Dairy & Vegan	20 Sesame Orange Tofu
21 Chef's Choice	22 Southwest Tempeh	23 Pasta w/ Pumpkin Seed & Mint Sauce	24 Pasta Bar	25 Millet Vegetable Medley	26 Pizza Dairy & Vegan	27 Chickpeas, Green Beans, Corn & Spelt w/ Feta
28 Chef's Choice	29 Pasta w/ Beets & Greens	30 North African Stew	31 Middle Eastern Kitchen			



Serving DAILY vegetarian and vegan specials, vegetable and grain side dishes — all made from scratch in the Co-op Café. Also featuring fresh soups, a salad bar, and deli sandwiches and salads. Don't forget your made-to-order smoothie, juice or Fair Trade espresso drink!

ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

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

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

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**MEADE STREET MADNESS
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Eat Local, America!

EAST END FOOD CO-OP'S EAT LOCAL
CHALLENGE!

Join us all August long for eating, shopping and cooking local tips! Pick up an EAT LOCAL CHALLENGE starter packet at Customer Service beginning August 1. Shop locally at the Co-op with our Local Foods Guide. Track your locally -made meals with the EAT LOCAL CHALLENGE calendar. And share pictures of your meals, and recipes, with other EAT LOCAL CHALLENGE participants on our blog, "You Ate What?" (www.showmethelocal.blogspot.com). You can also connect with local shopper and eaters all over the country on the national website, www.eatlocalamerica.com.

And please join us for these special EAT LOCAL CHALLENGE workshops and events! They are FREE, but please call 412-242-3598 to let us know if you will attend.

TUESDAY, AUGUST 9, 6PM

Kids Can Cook!

Bring the kids and join Elizabeth from *Slow Cooked Pittsburgh* for a fun evening of cooking, talking and eating all things local. Learn tips and techniques for encouraging our kids to develop more awareness about the benefits of eating locally while we prepare and sample a selection of seasonal items. Most of all, come have some family fun and be prepared to be amazed by what some of our young ones already know (and can teach us!).

Class starts at 6:00 pm but feel free to come by as early as 5:00 p.m. to shop the Co-op for some of the evening's tasty treats.

TUESDAY, AUGUST 16, 7PM

Home Canning 101

The Farmer's Wife, aka Maggie Henry of Henry Family Farm, provides more than just cage free eggs from heritage breed chickens raised on organic pasture at the East End Food Co-op. While her eggs are exceptional — animals are fed only organic grains (no hormones, medication, GMOs or animal by-products), grown on the farm plus all the green grass, clover and bugs they can eat — Maggie does more than provide farm fresh eggs to the co-op. Like many small family farmers she is a renaissance woman. Maggie will lead a workshop on pressure canning and water baths. Learn to "put up" your own homegrown haul, or your farmer's market (or Co-op) finds. Extend local eating well into the winter, and save money, too!

TUESDAY, AUGUST 23, 7PM

Screening of "The Real Dirt on Farmer John"

The ultimate in local foods education—from the ground up. The film documents the evolution of one sustainable Midwestern farmer as he takes over the family farm and puts his own unique mark on it.

Jeannette Catsoulis of The New York Times said, "[The Real Dirt] offers one man's extraordinary life as a gateway to a larger history of tragedy and transition. It's an unflinching account of what farming takes—and more important, what it gives back..."

The film runs about 82 minutes. More information on the film at www.angelicorganics.com. Free organic popcorn included!

TUESDAY, AUGUST 30, 6:30-8:30PM

Meet Your Neighborhood Farmer: Garden Dreams Urban Farm and Nursery

You can buy Garden Dreams herb, tomato, eggplant and pepper plants each spring and early summer at the Co-op. But did you know that their herbs will now be available in the produce department all summer long? And what to do with them when you get them home. Join us for a meet and greet with urban farmer Mindy Schwartz right in the store. She'll give you ideas on how to use herbs to make the most of your local foods feasts. And if you are lucky, maybe she'll throw in a few tips for how to tend your own plants. We'll have samples of local foods recipes to try (with herbs, of course) courtesy of the Co-op Café, and recipe cards to take home with you. 🐿