

The Co-operator

The monthly newsletter of the East End Food Co-op / Pittsburgh, PA



Community Supported Art: A New Approach to CSAs

by Heather Hackett, Marketing & Member Services Manager

Theaters and farms have something in common: they're both in the business of cultivation. Farms cultivate crops, of course, but they also cultivate something bigger. They cultivate a community. The community supported agriculture (CSA) movement that's been spreading across the country for the last twenty years is one demonstration of the connection created between consumers and their local producers. As farmers provide food and sustenance to their neighbors, so too do the neighbors support the farm, and a relationship is created between the two that strengthens the local community.

In recent years, the art world has taken note of the support consumers are providing their local farmers and how successfully this sales method contributes to community building. Eventually

art advocates began to adapt this structure into their own model of a CSA: Community Supported Art. An arts CSA shareholder is directly contributing to a thriving art culture within their community because the purchase of a share helps to sustain and nurture their local artists.



It works almost exactly the way a farm share does, but each shareholder receives art and culture instead of fruits and vegetables. Much like farm shares, the shareholders typically get a discounted price that is lower than what consumers shopping in a retail store pay, but they don't know in advance exactly what they'll be receiving in exchange for their purchase of a share. Here in Pittsburgh, there are currently two organizations enlisting the Community Supported Art approach: CSA PGH and the New Hazlett Theater.

CSA PGH distributes visual art created by six local artists. The artists are nominated by

local curators and arts organizations, and then selected by a jury. Each shareholder pays \$350 and then the artists are provided with a \$1,000 stipend to buy the materials they need to create their artwork and then replicate it for each share. Then the shareholders pick up their box at a drop-site event that includes an opportunity for share-holders to meet the artists and mingle. As a result, CSA PGH's approach is not just providing economic benefit to the artists; they're also strengthening the ties between the community stakeholders that support the local art movement.

New Hazlett Theater in the North Side will debut the first ever Community Supported Art Performance Series this summer. Shareholders can pay \$100 in exchange for admission to six performances that occur over the course of a year. The performances range from dance and music, to theater and performance art. By providing the space and resources for performers to create, the New Hazlett is tending to the production of performance art in the same manner as a farmer cares for their fields.

If you want to take part in sustaining your local artists and contribute to the building of a more diverse, eclectic community, you may want to check out both of these CSAs. CSA PGH shares are sold out for this year, but you can be placed on a waiting list for next year. To learn more, visit www.csapgh.com. The New Hazlett Theater's CSA shares will be available through September and tickets for each individual show will also be sold. The first performance in the series will take place on August 10th with poet/playwright Kelli Stevens Kane. To learn more visit: www.newhazletttheater.org/#csa.



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CO-OP DEALS FLYERS:

July 31 – August 20
August 21 – September 3

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by September 30th!
The next quarter goes from October 1 – December 31.

BOARD OF DIRECTORS:

The next meeting will take place on Monday, August 19 at 7:00 PM.

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 / email memberservices@eastendfood.coop.

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GM REPORT

by Justin Pizzella, General Manager

When I started in the GM position in January, the Co-op Board voted in a new Ends statement. It reads:

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

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

There is a lot of discussion that can be had around what these Ends mean and how our business should fulfill them. With this and upcoming articles, I plan to touch on several aspects of these Ends, beginning here with their relation to GMOs (Genetically Modified Organisms). Because the development and production of GMOs carries ramifications for both health and the food infrastructure, they impact our Ends on just about every facet. In a recent interview for a *Table* magazine article, the reporter mentioned that she hadn't been able to find any positive arguments for GMOs in her research. I stated that that's because there aren't any.

The issue is complex and is made even more so because GMO ingredients do not have to be labeled. As a result, I want to ensure that all of our members are aware of what actions your Co-op is taking to address this issue.

Consumer Education

First and foremost, we want to help consumers understand the dangers posed by GMOs to human health and farms. Our focus is on educating our shoppers and the community on GMOs. We have, and will continue to do this in a number of ways, including offering articles in *The Co-operator* or on social media, showing film screenings like *Seeds of Deception*, and placing GMO shopping guides throughout the store.

Purchasing Guidelines

Our next priority is to avoid products that potentially contain GMOs. We will not bring in any new items that we know or suspect of having GMO ingredients. This practice has been in place since last year. Existing items that may be suspected of having GMOs have been grandfathered

in. We are in the process of rolling out a program called category management that evaluates each product on a number of criteria, including the ingredients used. As we work through the store with our category management process, the expectation is that many suspected GMO products will not make the cut. The ones that do remain will be as a result of high customer demand.

Prioritizing Organics

One way to ensure there are fewer suspected GMOs on our shelves is by prioritizing organics. We are working to take many of our departments to a point where they include either 100% certified organic products and ingredients, or that all the products in the department can be certified GMO free. Our produce department is already at this level and the departments on the perimeter of our store (like bulk, cheese, and meat among others) are working to reach this same standard. Grocery is our biggest challenge and we will strive to promote the companies that provide non-GMO products like Lundberg, Eden, and Nature's Path.

Advocacy & Support

Finally, we will continue to partner with and support special interests groups working to label and ban GMOs. Our October Register Round-up recipient will be Food and Water Watch, a grassroots organization focused on consumer education and labeling laws, and we contribute to a number of other organizations. I am also excited to announce that we will be launching a new all-day educational seminar about GMOs this fall. This event will feature speakers, panels, and discussions that will raise awareness and provide a venue for us to partner with other organizations who are working to bring the dangers of GMOs to light.

At the time of the writing of this article, we were still finalizing the details of this event so be on the lookout for more information in the coming months. As a result of our desire to focus our efforts on this educational event, we are going to forego holding Art Harvest this year, but we plan to resume hosting a community-centered event next spring or summer. You can stay up-to-date on all of your Co-op's events on our website at <http://www.eastendfood.coop/co-op/events>. You can also check in the store for event updates and information or follow us on social media (@East End Food Co-op on Facebook and Google+ and @EastEndCoop on Twitter).

Board Corner

by EEFC Board of Directors

This past June, several members of your Co-op's Board of Directors attended the annual Consumer Co-operative Management Association (CCMA) conference, which was hosted by Wheatsville Food Co-op in Austin, TX. The staff, management, and directors of Wheatsville had a lot of information to share regarding expansion planning and execution. They recently finished an expansion of their flagship store and are about to open their second location.

As the Wheatsville co-operators spoke at the various sessions, it became clear to us that EEFC is currently in a very similar position to where Wheatsville was just a few years ago. They gave a very detailed timeline of their expansion journey that included some things that you might not expect. For example, Wheatsville's General Manager, Dan, determined that they could not grow until they became the friendliest store in Austin. Other aspects of their expansion process included not only centralizing and streamlining processes, but also creating a transparent management system that was committed to sharing information with employees and making sure they understood it. We hope to continue to foster a positive relationship with Wheatsville and learn from the great work that they have done.

One of the struggles we as co-operatives often have is a resistance to expansion and financial success. Dan from Wheatsville simplifies why this resistance is counterproductive in his interpretation of Wheatsville's Ends Policy. His response is "Business is good!" He explains that all the good work that co-ops do can only be amplified and

expanded to more people when co-ops succeed. This is something the Management and Board of EEFC have understood for some time now. The fact is that we simply can't afford to do our Ends work if we don't have success. The more success the Co-op has, the more good we can accomplish by increasing our impact on our local economy, community, and food systems.

The highlight of the conference was a session presented by Mark Mulcahy and Jeanie Wells of the CDS Consulting Co-operative (a consulting group that EEFC and many other co-ops use). Prior to this session none of us were informed that EEFC was going to be used as an example in this presentation. Mark had apparently been collecting various data about our co-op over some time, but hadn't explained how specifically it would be used. As it turns out, Mark and Jeanie used this data to showcase EEFC as an example of creating success through organizational change. They praised our General Manager, Justin, and our Produce Manager, Allisyn, for their hard work in making the Produce department a success. Allisyn was able to assess her department's strengths and challenges and use systems and processes to create a positive change. Coupled with some creative merchandizing, she has really showcased what her department has to offer.

The Board wanted to share this highlight with our staff and member owners so that we can all celebrate our co-op's successes and the positive direction we are headed. Let's bring Pittsburgh more of the great work that EEFC does!

BOARD UPDATE

ELECTION

Voting will take place
September 1st - October 19th

Check next month's newsletter for more information about the candidates and voting. All fully paid members are eligible to participate!

Outreach Report: Gasland 2 film screening in Pittsburgh on June 20th, 2013

by Eryn Hughes, Outreach Coordinator

spoiler alert!

In what was considered the largest-ever environmental film screening in Pittsburgh, producer Josh Fox showed his latest work, *Gasland 2*, on the last stop of his national tour to an audience of over 1700 people. The film covers the story of hydraulic fracturing, or fracking, in various areas across the US, and even a few places in other countries including Australia. When I arrived two hours early to set up the Co-op table and put out information on sustainable agriculture and cooperatives, there were already people buzzing with energy for the film's Pittsburgh premier.

In his sophomore documentary release, Fox reaches out to scientists, politicians, and gas industry executives, as well as land owners. In the halls of Congress he was handcuffed and prevented from documenting a subcommittee discussion of the Fracturing Responsibility and Awareness of Chemicals Act. The "FRAC Act" is a legislative proposal to define fracking as a federally regulated activity under the Safe Drinking Water Act. If passed, it would require the energy industry to disclose the chemicals used in fracking fluid. The gas industry opposes



this legislation. Since 2005, hydraulic fracturing has been exempt from the Safe Drinking Water Act.

Landowners who had signed leases, and even those who had not but were surrounded by fracking, shared how their land and their lives had been impacted. Some talked about how they and their children were sick and they showed toxicology reports, or told about how they've had to have clean water brought in after theirs was poisoned. Others have faced a myriad of

obstacles trying to get the gas companies to take responsibility. Many people have been devastated by the virtual takeover of their land, land that has been in their families for generations. Their worlds have been turned upside down. In Dish, Texas (a town branded after Dish Network), even the mayor was run out of his own town due to fracking.

There were also local Pennsylvania farmers in the film, several of whom were in the audience. In addition to Pittsburgh citizens, the audience

included people from across the state and country. At the Co-op's table, we spoke to numerous visitors from Ohio as well as the Pittsburgh area. Those who were Co-op members were happy to see us tabling alongside various environmental and non-profit organizations.

In contrast to the cynicism one might have expected after the viewing of this film, the tone of the audience, as well as the director and producer, was quite hopeful. Fox noted that Pittsburgh was the first city in the nation to ban fracking through its City Charter, and we were his first choice of location to end his tour. He even set aside his Yankee ball cap for a Pirates one—something he's not done elsewhere.

During the Q&A session, there was a focus on local issues and solutions. People mentioned upcoming events and ways that members of the community can become educated—through organizations such as Marcellus Protest, for example. If you're looking for ways to get involved or learn more, check out the films, workshops, and other activities on their website: <http://www.marcellusprotest.org>



ENDS POLICY STATEMENT

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STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

Most cooperatives around the world follow the core principles that were adopted by the International Co-operative Alliance in 1995. Cooperatives trace the roots of these principles to the first modern cooperative founded in Rochdale, England in 1844. These principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all people able to use its services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.

3. Member Economic Participation

Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If the co-op enters into agreements with other organizations or raises capital from external sources, it does so based on terms that ensure democratic control by the members and maintains the cooperative’s autonomy.

5. Education, Training and Information

Cooperatives provide education and training for members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperative. Members also inform the general public about the nature and benefits of cooperatives.

6. Cooperation among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional and international structures.

7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.

Members Speak Out

Please order Better Than Bouillon No Chicken Chicken Broth.

Thanks for the suggestion. We now have this product in Aisle 2.

-Maureen, Grocery

Can you please hold events at the store on nights besides Wednesday? I’m sure people like me who have to work on Wednesdays would love to come if they could....

Thanks for your comment and your interest in our in-store events programming. Unfortunately since we rely on the Gemini Theater’s availability to host these events, we don’t have much flexibility in the time they can be scheduled. I’d encourage you to continue checking in on our events schedule in case we do get a non-Wednesday opportunity. You can find the schedule and listings at: <http://www.eastendfood.coop/co-op/events>

-Heather, Marketing & Member Services Manager

Thank you for the wonderful store, especially the book section. It’s well up to date and very informative for guiding us to good health and compassionate understanding, and for keeping balance in our lives.

Thanks for the appreciation! We try to be up-to-date and helpful. Thanks, also, for your participation in making the Co-op so wonderful.

-Karen, Book Buyer

Why does your packaged raw food section miss nuts? Curious. There are crackers, cookies, bars, sticks, cereals, etc – but no raw/sprouted nuts. Why the choice not to carry nuts from these companies?

Thanks for the suggestion. We’ve added Sunfood Raw Cashews & Jungle Peanuts, and Woodstock Raw Almonds & Cashew Pieces to the Raw Section.

-Maureen, Grocery

AUGUST’S ROUND UP RECIPIENT: POWER



The mission of Pennsylvania Organization for Women in Early Recovery (POWER) is to help women reclaim their lives from the disease of addiction to alcohol and other drugs, and to reduce the incidence of addiction in future generations. According to POWER’s statistics, 23.5 million people in the United States are in recovery, and addiction affects two out of every three families.

POWER mentors (employees who have spent at least five years in recovery) model a healthy lifestyle while connecting clients to community resources. Central Intake provides confidential screening, assessment, referral, and intake services through a single phone call.

POWER believes that empowering women leads to lives worth living, healthy families, and strong communities. If you want to support them in their mission to help women take the first step on the road to recovery, don’t forget to tell your Co-op cashier that you want to Round Up this month!

Your spare change can result in positive change!

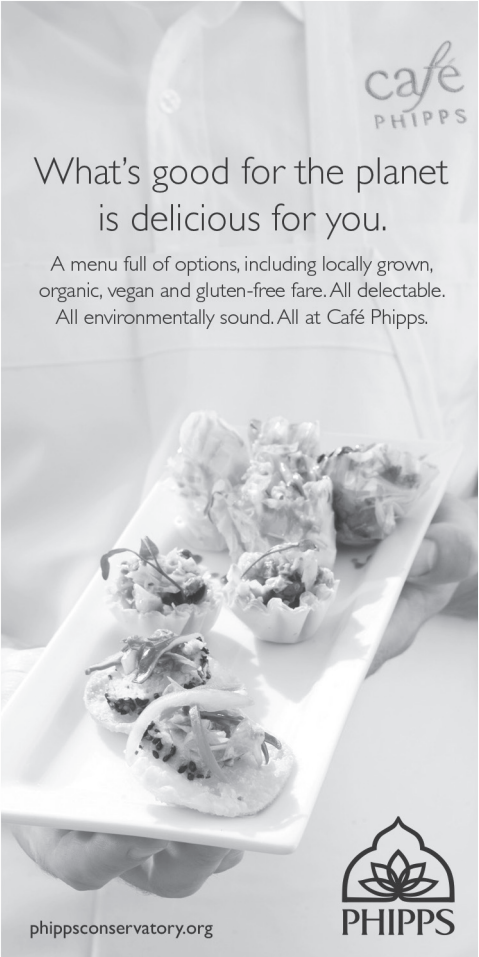
www.power-recovery.com

Growing in Cooperation

In the month of June we welcomed 61 new members to our Co-op!

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

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



Back to School Lunches for Your Loved Ones

by Claire Westbrook

If you’re like me, you are concerned about the foods your little ones consume when they’re away from your watchful eye, especially once the children reach school age and are regularly eating away from home. What they’ll be eating for lunch can vary depending on a number of factors: what your child is actually willing to eat being the biggest one; and then things like whether the school they go to even offers lunch and, if so, what kind of lunch.

For better or for worse, times and school lunches have changed since

I was subjected to turkey tetrazzini and Tater Tots (amongst other inedible foods!). There are some schools that are so small (like my daughter’s school until recently) that a hot lunch isn’t even an option. One way to exert more control over your child’s lunch is to have them “brown bagging” so to speak. And if you’re one of those parents who are part of the lunch-making crowd, you know that your options are endless. But just because you can prepare something you’d *like* them to eat, it doesn’t guarantee they will actually consume those celery sticks that you’ve so lovingly spread with peanut butter and dotted with raisins so they could have fun “ants on a log” mixed in with their cheese sandwich and fruit.

This is why a very important conversation needs to happen regularly to ensure that your child gets a lunch they want. Work within their comfort zone and give consideration to what items may taste better when they’re served cold. It’s not about caving in to their demands, but moreso about keeping them involved in the dialogue of what they’ll find when they sit down in the caf-

eteria each school day to ensure that they’ll actually eat it. One way to monitor your successes and determine what items not to repeat is to instruct your child to bring home their leftovers so you can see what’s not being consumed.

In addition to the child’s likes and dislikes, as a lunch-maker you also have to give consideration

to temperature control. Granted, it’s only a few hours between the time the school day starts and when the kids are sitting down for lunch, but that’s long enough for many

perishable items to go bad. Just enlisting one of those flexible ice packs that are available in many stores will help keep things cool until it’s time to dig in, but the latest designs for lunch bags also come in handy. Lunchopolis (www.newwaveenviro.com) is just one of many lines of lunch totes, some of which even come with an assortment of mix and match containers. These containers can also help to protect all the carefully packed lunches you send along if they end up getting a little more tossed around (and possibly forgotten on the bus or on the playground) than you’d expected.

If you’re really on top of the ball, then you can plan ahead and have everything made and in the fridge the night before. Don’t hesitate to have fun with it and include a special treat or note, but in general, keep simplicity in mind. If you find yourself staying up after everyone else has gone to bed to concoct secret messages for your child’s sandwiches each day then you’re going to burn out pretty quickly... and then who will make the lunch?

THINK OUTSIDE THE BAG

by Mary Choate - adapted from *StrongerTogether.coop*

To start thinking “outside the bag,” use the ideas below to put together a fun lunch that brown baggers of all ages will enjoy.

Whole Grain Choices—Pick one or two:

- Whole grain crackers
- Whole grain mini-bagel or pita bread
- Toasted whole grain English muffin
- Low fat granola in a one-quarter cup container
- Low fat bran muffin
- Whole grain rice or pasta salad

Vegetable Choices—Pick two or more 1/2 cup servings:

- Hummus (garbanzo bean spread)
- Vegetable soup in a thermos
- Baby carrots
- Celery sticks
- Cherry or grape tomatoes
- Cooked okra pods
- Cooked green beans
- Sweet pepper strips
- Cooked corn on the cob
- Salad with one tablespoon of dressing

Fruit Choices—Pick one:

- Dried fruit packed in a one-quarter cup container
- Fruits that travel well (apples and oranges)
- Frozen berries packed in a one-half cup container (they thaw by lunchtime)
- A serving of 100% juice

Dairy/High Calcium Choices—Pick one:

- Chocolate milk or calcium-fortified soy milk
- Yogurt
- String cheese
- Pudding
- Cheese wedges

Protein Choices—Pick one:

- Three bean salad, with added beets and olives, dressed with balsamic vinegar and olive oil
- Turkey, chicken breast, or roast beef slices
- Canned tuna, salmon, or other fish
- Flavored baked tofu, or tempeh chunks
- Chunky peanut butter, sunflower seed or almond butter

Add your favorites to the list and you can create delicious lunch combinations!

Vegetable Pasta Salad

Ingredients

2 cups dried pasta (fusilli or penne)
1/4 red onion, julienned
1/2 red bell pepper, julienned
1/2 yellow bell pepper, julienned
2 tablespoons red wine vinegar
1 tablespoon fresh basil, minced
1 tablespoon fresh parsley, minced
1/4 cup + 1 tablespoon olive oil
1 teaspoon fresh ground black pepper
Pinch of salt

Preparation

Bring two quarts of salted water to a boil, add the pasta and cook until al dente, (firm but not chewy). Drain the pasta (reserve 1/2 cup of the pasta water) and cool immediately using an ice bath. Once cool, drain and set aside.
In a small bowl, combine the reserved pasta water and vinegar, then slowly whisk in the olive oil to make the dressing. Set aside.
Combine the cooled pasta, prepped vegetables, minced herbs and dressing. Mix well and serve, or refrigerate for up to 3 days.

Serving Suggestion

This chilled pasta salad is great for hot summer days, and easy to customize with your favorite vegetables. Try adding sun-dried tomatoes, broccoli florets, sliced mushrooms, olives, feta or goat cheese.

Total Time: 30-40 minutes
Servings: 2



New in the Aisles

- **Teeccino** — Herbal Coffees
- **DeBoles** — Gluten Free Quinoa
- **DeBoles** — Golden Flax Spaghetti
- **Glutino** — Gluten Free Bagel Chips
- **Glutino** — Snack Crackers & Toaster Pastries
- **UDI’s** — Gluten Free Granola Bars
- **Justin’s** — Squeeze Packs
- **SunFood** — Raw Jungle Peanuts & Cashews
- **Enjoy Life** — Gluten Free Crunchy Cookies
- **Q-Tonic** — “Superior Tonic Water”
- **Castor & Pollux Organix** — Grain Free Dog Food
- **Wellness** — Petite Treats for small dogs
- **Upton’s** — Chorizo & Bacon Seitan
- **So Delicious** — Almond Milk Plus
- **Oasis** — Grass-fed Organic Butter

IN YOUR COMMUNITY, ON YOUR PLANET

“Why Can’t I Grow Cilantro?”

by Bob Madden of Garden Dreams Urban Farm & Nursery

During the spring and summer, I have the great opportunity to speak with many of you while I’m restocking plants at the Co-op or when you come to visit us at Garden Dreams. Throughout these seasons I am so often asked about problems growing cilantro that I decided I have to get the word out. First thing I have to say is... IT’S NOT YOU! Producing a steady supply of cilantro through the summer is quite a challenge.

As you might already know, cilantro grows very well in the cool weather of spring and fall, and can survive our harsh winter temperatures and weather. But that doesn’t really help us with our salsa gardens of August! Fresh *pico de gallo* just isn’t right without some cilantro, but as soon as temperatures rise enough to make you sweat, your cilantro plants will stop focusing energy on making leaves and start growing upwards to make their flowers. The leaves are still edible at that point, but they lose some of the flavor and there are also a lot fewer useable leaves. Although growing cilantro can be challenging, there are some ways that you can increase your chance of success.

Off With Its Head! One way to extend leaf production is to keep your plants pruned back. Use your cilantro regularly. Might as well, *carpe cilantro!* It will soon go to flower.

Find a Cool Spot: Try planting cilantro in cooler spots in the garden. It will still go to flower in the heat of summer, yet you can extend leaf production a little longer this way. You can do this by planting in a semi-shaded area, in a breezy spot, or maybe on the porch. Also, to keep cool, plant cilantro away from buildings, concrete, and blacktop that will absorb and give off a lot of heat in July and August.

Keep on Seeding! We sell cilantro seedlings to help get your cilantro supply started, but to keep it going, purchase a pack of cilantro seeds and prepare to reseed regularly. Every couple weeks grab 1-2 teaspoons of the seeds and bury them in an empty spot in the garden. Cilantro plants don’t seem to mind being close together so this method works well. You could also plant a row every couple weeks, yet that might take some mid-summer spatial planning because cilantro

seeds planted in the peak of the summer will wait for cooler temperatures to germinate.

Let it Seed: Rather than ripping out all of the flowering plants, allow some of them to flower and go to seed. The flowers will provide pollen and nectar as a food source for beneficial insects. The seeds will drop and some of them will eventually start a new batch. You can also collect the seeds from your plants (as coriander) once they turn brown.

Seed Indoors: If you really want to have a steady supply of cilantro, another option is moving the operation indoors, at least to start. You can start cilantro like any other seed in a moist soil medium in a shady spot. It might be practical to begin 3 or 4 rotating cilantro pots in containers that are at least 6” deep. I like using a pot this size or bigger so that the plants don’t dry out as quickly. Also, cilantro has a taproot, so it likes having a deep medium to grow in.

Beat the Heat: Cilantro is a great herb and is used a lot in summer cooking yet doesn’t like

growing during summer heat. By planting in cool spots, continuing to seed, and maybe starting a rotating set of pots, you might just beat the heat and eat as much cilantro as you can stand! Good luck!



SKIN DEEP: RECONSIDER YOUR SKIN CARE AND MAKEUP ROUTINE

by Lauren Wells of Edible Allegheny*

The skin is the body’s largest organ - and it plays a vital role in the relationship between our physical health and our environment. On any given day, we expose ourselves to hundreds of hazardous toxins, oftentimes before ever leaving the house. From soap and shampoo to deodorant, makeup, and beyond, the cosmetics industry is filled with chemical-laden products that, with long-term exposure and absorption into the skin, can cause allergic reactions, toxic build-up, hormone changes, reproductive damage, and other adverse issues. Much like we avoid preservatives and synthetic ingredients in the foods we

consume, it is wise to be as equally conscious of the cosmetic products we allow our skin to absorb on a daily basis. The question is, do truly “healthy” cosmetics really exist? What should we, as consumers, look for in a product to ensure we’re avoiding those ingredients that are detrimental to our health? We sat down with three local experts to find the answers — and discovered that there doesn’t always have to be a price to pay for beauty.

Our first stop was the East End Food Co-op, which carries everything from preservative- and chemical-free to certified gluten-free and vegan cosmetics. The Co-op’s health and body care buyer, Germaine Gooden-Patterson, is responsi-

ble for selecting the health and beauty products sold in the store. “I’ve been [at the Co-op] for 15 years, and a lot has changed [in the cosmetic industry] during that time,” she says. It’s true — over the past decade, several cosmetic ingredients that were once regarded as non-threatening are now surfacing as potentially carcinogenic chemicals, such as talc (a mineral found often in baby

powders and eyeshadows) and parabens (preservatives added to most personal care products). While some organizations believe that further research is needed to confirm the danger of these ingredients, several cosmetic companies have begun removing toxins from their products as a precautionary measure. “Now, a lot of companies are getting rid of parabens [and other controversial chemicals] to ease their minds,” Gooden-Patterson explains.

As public awareness of toxicity in cosmetics continues to rise, it’s no coincidence that cosmetic companies are beginning to rethink their strategies. “Consumers are becoming more knowledgeable about the products they are purchasing, and cosmetic manufacturers are responding,” notes Women for a Healthy Environment (WHE) Executive Director Michelle Naccarati-Chapkis. “We have started to see a broader range of products that are free of phthalates, parabens, sulfates,

and synthetic fragrance. These products work just as well as — and oftentimes better than — the conventional items marketed to us.” A local organization aimed at educating others on food and product safety issues, WHE reminds consumers to look for plant-based products with fewer ingredients — especially those you can pronounce.

Like many skin care and cosmetic experts, Marianne Skiba, makeup artist and owner of Glam Earth Natural & Organic Beauty Boutique, has also noticed that more and more consumers are opting for safer, healthier cosmetics. “I’ve been a makeup artist for 25 years,” she shares, “and I’ve used every [cosmetic] product out there. I am so happy to see this movement away from chemical ingredients.” It’s comforting to hear Skiba use the word “movement,” as it reaffirms that the recent popularity of toxin-free cosmetics is not just a fleeting trend. “What you put on your skin will become part of you,” explains Skiba. “You’re essentially eating and drinking those products every day — so why not use something more natural?”

Unfortunately, current Food & Drug Administration laws allow cosmetic companies to sell products that have not been tested for safety — and as a result, larger corporations that manufacture products claiming to be ‘organic’ or ‘all-natural’ are slipping through the cracks. “Only nine ingredients have been found unsafe in [the U.S.] production of cosmetics, compared to the European Union, which has banned over 1,000,” says Naccarati-Chapkis. “We need stronger regulations to protect our health.” And we may get just that. Introduced in Congress earlier this year, the Safe Cosmetics and Personal Care Products Act of 2013 will require cosmetic manufacturers to provide full disclosure in the labeling of cosmetic ingredients, specifically those that are believed to be of high concern, such as common allergens.

While we wait for these improvements to take effect, our experts recommend purchasing personal care products locally from trusted sources, as opposed to supporting conglomerates, who have buying power and may conceal the truth when it comes to ingredient labeling. For those residing in Southwestern Pennsylvania, Glam Earth and the East End Food Co-op are two great places to start. “At Glam Earth, we research the products we carry, and we ensure that they don’t contain toxic chemicals,” Skiba notes. “Our mascaras do not have mercury. Our eyeliners do not have arsenic. There’s no lead in our lipstick.”

East End Food Co-op’s Gooden-Patterson concurs. “When choosing products [for the Co-op], I look mainly for those that are certified organic, vegan, and free of preservatives, paraben, gluten, talc, and animal testing.”

Taking the initiative to begin using healthier cosmetics can seem daunting — but it’s a change that doesn’t necessarily need to occur overnight. Naccarati-Chapkis believes that running out of an existing product is the perfect opportunity to “investigate the ingredients” before purchasing that same product again. If you must have your favorite name brand cosmetic, however, moderation is key. “Go ahead and buy [the name brand product] — chemicals and all — but try to eliminate toxins in most of your other cosmetic products,” advises Skiba. “It’s not what we do some of the time [that makes a difference] — it’s what we do most of the time.”

As we face the ugly truth about the dangers of cosmetic toxins, learning to incorporate healthier products into our daily lives is imperative. Beauty may shine from the inside out, but in this case — the key to better health starts with the skin.

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*This article originally appeared in the June/July 2013 issue of *Edible Allegheny* and was printed with permission.

DIY COSMETICS

For those who want to get crafty in the kitchen, making cosmetics at home is also an option. Some key advice for newcomers: sterilize the areas and utensils you plan to use, and remember to store products in a cool, dry place (some may even need to be refrigerated), constantly checking for bacteria growth. Visit WHE online (<http://www.womenforahealthyenvironment.org/>) to browse recipes.

You can also join us at your Co-op on August 21st at 6:30 PM for a workshop presented by WHE to learn more about making your own cosmetics. This event will be free; check out the event listing on page 8 to learn more!

FOR YOUR INFORMATION

How to Talk So Kids Will Listen & Listen So Kids Will Talk

A Review by Claire Westbrook

Attachment Parenting, Simplicity Parenting, Authoritative Parenting, Zen Parenting, Helicopter Parenting.... If you're a parent, you're probably about as fed up with all the different styles of parenting out there as I am. And it's likely that you only really want to accomplish better communications and responses with your children, both on your end and theirs. This challenge always seems to heighten during the trials and tribulations that come in the first few weeks of getting back into the swing of the school year.

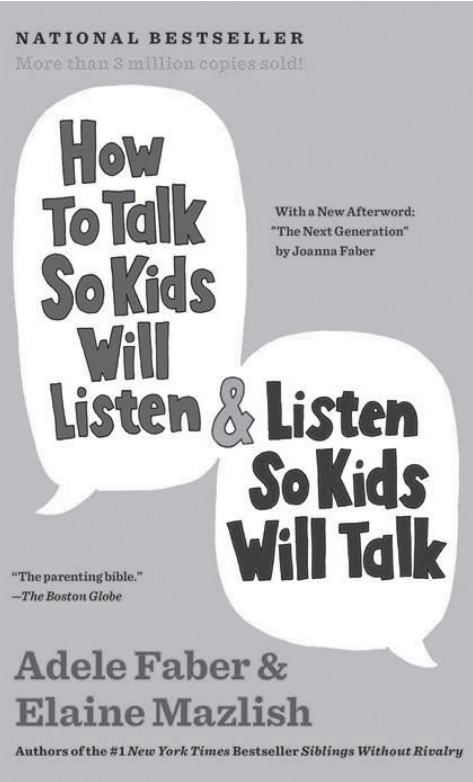
According to the quite experienced authors of *How to Talk So Kids Will Listen & Listen So Kids Will Talk*, Adele Faber and Elaine Mazlish, you can succeed at having healthy and effective communications with your children without having to subscribe to the Parenting Style of the Month Club. The books are based on the authors' own mistakes and lessons learned, and their methods were further refined and improved upon by the countless groups of parents and children they watched learn and practice their techniques. The reason that this national bestseller is a bestseller is because it's actually effective at improving communication between parents and children. Better yet, it's grounded in respect and easy to use!

I don't know about you, but having a reminder to practice acting the way I want to act, at heart, when I'm around my children is not only helpful, but it's also hopeful. Lately I've had some doubts about the way I'm going about this business of child-rearing. The part of this book that has been most important to me at the stage I'm at right now is engaging cooperation, and some of the key points include things like describing what you see or how you feel, and giving information.

The section on helping children deal with their feelings, a matter that many adults have their own struggles with, was also quite helpful. The authors advised listening quietly and attentively, giving feelings a name and acknowledging feelings with just a word or two. That's right, not going off on a long

explanation trying to relate or fix the problem, but just a simple "Oh" or "I see" whenever your child is blowing off steam. This approach allows them to get what they need to get out of their system without a bunch of unnecessary prattling or asking of tension-inducing questions like, "Why do you think you feel that way?" This section's tips have exponentially improved the relationship I have with my 10-year-old since I have been known to talk too much in response when she shares her feelings with me.

We all want to be the best parents that we can be, right? This book won't solve all of your parenting issues, but it will help you actively seek solutions and give you some tools for improvement. There are even some light-hearted cartoon examples of scenarios to play out for practice. This book will also remind you to speak to what is best in your children: their intelligence, initiative, sense of responsibility and humor, and their ability to be sensitive to the needs of others.



DID YOU KNOW? YOUR CO-OP HAS ONE OF THE BEST SELECTIONS OF LOCAL CHEESES IN THE AREA

Here are just a few of the reasons why:

- We work with over 15 different local cheese makers. There are many organic options, but it's very expensive for small cheese makers to get organic certification so our buyer takes into account the practices of uncertified providers. Our cheese makers are committed to being good stewards of the Earth and are on the cutting edge of protecting the land and providing quality natural foods. Feel free to ask about the practices of our cheese makers.
- We carry cheeses to suit almost every dietary concern, including selections that are low fat, grass fed, naturally lactose free, vegetarian suitable, raw milk, sodium free, and gluten free.
- We carry many cheeses that are specifically labelled lactose free, plus a number that are aged over nine months, which means they're often just fine for folks with lactose intolerance.
- We carry an impressive variety of goat cheese, which many people find to be easier to digest than cow's milk cheese. There is something for every palate.
- While your Co-op's Cheese Department focuses on local and American-made varieties, we also bring in a limited number of exciting European cheeses to enhance your exploration. You can usually find these items on the front of the cheese display.

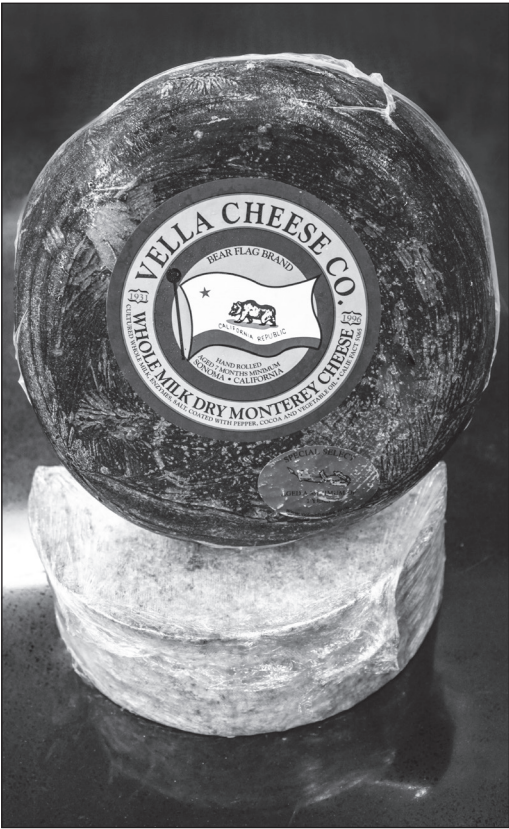
Some tips worth noting:

- Cheese is always tastiest when served at room temperature. Let your cheeses sit out for 30-45 minutes before eating and they will have much better flavor.
- Raw milk cheeses are all the rage. They frequently have more complexity and flavor, and are often easier to digest because their beneficial bacteria are still alive.

- It is illegal to sell raw milk cheese that hasn't been aged at least 60 days, so you aren't going to find many young, soft cheeses that are made with raw milk.
- Pairing cheeses with other foods and beverages is not a science. While there are some classic combinations, the only right pairing is the one that you like, so don't be afraid to try something new.

Want to learn more?

Your Co-op carries a number of informative books that you can check out on your next visit (including books on making your own cheese). And our cheese buyer, Caldwell, loves to have cheese chats with customers. So don't hesitate to ask for her if you have questions!



Unclassifieds:

Beekeeping class for beginners September 7th in Fox Chapel, PA by Master Beekeeper Joe Zgurzynski. Fee \$115. Please email Joe@CountryBarnFarm.com or call 412-225-0930 for details.

Anderson Health Emporium: Jeanie Anderson, CNHP Now accepting clients at the Strip District office. With over 30 years experience, Jeanie offers Nutritional Counseling, Total Body Modification, Natural Healing, plus many other modalities and is "Dedicated to keeping your body in natural harmony." 724-368-2098. Andersonhealthemporium.com

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THE CO-OP

The East End Food Co-op is Pittsburgh’s only member-owned natural and organic food market, serving the community since 1980. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged and perishable 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.

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

7516 Meade St. Pittsburgh, PA 15208
www.eastendfood.coop

Store:
412.242.3598
8am-9pm Daily

Café:
412.242.7726
8am-7pm Daily

Credit Union:
412.243.7574
Wednesdays 6-8pm
Saturdays 3-6pm

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THE CO-OPERATOR

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

Opinions expressed are the writers’ own and do not necessarily reflect Co-op policy. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter.

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NEW FACES

Savonna Johnson

Front End

Savonna is a poet who likes to both write and teach poetry. She has studied holistic medicine and herbalism, and currently also works at a tea shop. She has years of experience with various diets, including vegan, vegetarian, gluten, dairy and sugar free. Outside of work, she likes to exercise and get outdoors. Her dream is to become a poetry professor and open her own tea house.

Jacob Nerney

Café

Jacob is proud of his beautiful family and his Master’s degree in Philosophy. He is excited to put his extensive food-service experience to work in support of cooperative values. Outside of work he enjoys film, television, and all kinds of weird music. He hopes to find a career that will earn him a decent living.

Kellen Novels

Front End

Kellen is an avid urban gardener, growing culinary herbs and greens alongside raising tilapia in his aquaponics system. For the past few years, he has also been studying and practicing herbal medicine. A long-time co-op enthusiast, he has been a member of other co-ops in Boston, New York City, and Washington D.C. He loves to play soccer, read, see live music and explore parks.

Jack Thearle

Café

Jack grew up in Scenery Hill, PA, where he attended 12 years of Catholic school, and then went on to Mercyhurst College to earn a degree in English and Political Science. He has a general interest in local business, and worked at La Prima Espresso before coming to the Co-op. In his free time he likes shopping for records, watching “Adventure Time,” and expanding his culinary horizons.

Curious about working at The Co-op? We are always looking for quality-minded “Co-operators!” Available positions range from entry-level to management. You can find the application along with more information on our website at <http://www.eastendfood.coop/co-op/employment>.

EMPLOYEE OF THE MONTH



Congratulations to:
RICHARD CALHOUN who was chosen as the Co-op staff pick for July 2013 Employee of the Month! Richard has been a Co-op member for over a year and began working here as a Deli Cook about seven months ago.

Q. What is one thing you’ve learned since you started working at the Co-op?
A. I appreciate vegetarian cooking and even the lifestyle more now because I have a better understanding of it and am trying to become a vegetarian myself. I knew a little bit about vegetarian cooking from Culinary School [at Indiana University], but cooking with meat alternatives is something I’ve learned more about and I’ve picked up some recipes here.

Q. What is your favorite product at the Co-op?
A. I like the raw milk and the raw cashew butter that we sell. I’m starting to incorporate more raw foods into my diet and I’ve been learning about it through different cooking books and it’s a benefit for me that we have a lot of that stuff here.

Q. What do you like to do when you’re not at the Co-op?
A. I meditate a lot. I also like being outdoors and going camping. I really enjoy going to Cook Forest up by my hometown in Brookville.

Q. How did you feel when you found out you were Employee of the Month?
A. Surprised, happy, and overjoyed. Seriously, I was really excited! I wanted to give my manager a hug!

Café Specials / August 2013

SUN	MON	TUE	WED	THU	FRI	SAT
				1 SEA BURGERS	2 PIZZA: DAIRY & VEGAN	3 SWEET & SPICY TOFU
4 CHEF'S CHOICE	5 FRESH HERB VEGETABLE PASTA IN WINE SAUCE	6 GUMBO	7 BURRITO BAR	8 GRANDMA ANNIE'S SPINACH BALLS	9 PIZZA: DAIRY & VEGAN	10 FRESH HERBED QUICHE
11 CHEF'S CHOICE	12 TEMPEH & BROCCOLI ARRABIATA	13 ROGAN JOSH	14 INDIAN KITCHEN	15 CURRIED SWEET POTATO FALAFEL	16 PIZZA: DAIRY & VEGAN	17 MEAN GREEN PASTA
18 CHEF'S CHOICE	19 SUMMER SQUASH QUESADILLAS	20 "CHICKEN" FRIED SEITAN	21 COUNTRY "CHICKEN"	22 CURRIED RED LENTILS W/ CHICKPEAS & CHARD	23 PIZZA: DAIRY & VEGAN	24 QUICHE LORRAINE
25 CHEF'S CHOICE	26 FANESCA	27 PASTITSIO	28 GREEK KITCHEN	29 JERK TEMPEH W/ CURRIED PEACH RELISH	30 PIZZA: DAIRY & VEGAN	31 KUNG PAO TOFU

Café Hours

Soup, Juice & Salad Bar: Daily 8AM-7PM

Hot Bar: Daily 11AM-7PM

Weekend Brunch: 9AM-1:30PM

August Co-op Events

WEDNESDAY, AUGUST 7 - 6:30 PM	WEDNESDAY, AUGUST 14 - 6:30 PM	WEDNESDAY, AUGUST 21 - 6:30 PM	WEDNESDAY, AUGUST 28 - 6:30 PM
<u>GREEN INVESTMENTS IN OUR COMMUNITIES AND WATERWAYS</u> <i>Tom Hoffman of Clean Water Action</i> Learn about the work of national advocacy group Clean Water Action and how you can get involved in efforts to clean our waterways and improve the health of our communities. Our region is currently under a court order to end the dumping of millions of gallons of raw sewage into our rivers every time it rains. The Clean Rivers Campaign is advocating for green solutions that will capture the water where it falls, such as roof gardens and permeable pavements. Many cities across the country are making this change, and finding it creates jobs and improves neighborhoods.	<u>DON'T TOSS THE BONES - HOW TO MAKE BONE BROTH</u> <i>Carrie Hahn of Weston A. Price Foundation</i> This Pennsylvania Association of Sustainable Agriculture (PASA) Sustainability School event will highlight the many uses of Bone Broth. Used almost universally in traditional cuisines, broth is an essential aspect of good cooking. It's also a valuable source of important nutrients that should be consumed frequently. When properly prepared, bone broths are not only economical and nutritious, they're also delicious! This presentation will teach you about the importance of using the right ingredients, why bone broth is so good for you, and how to make the perfect broth.	<u>ECO-CHIC - MAKING HEALTHY CHOICES</u> <i>Michelle of Women for a Healthy Environment</i> Many scientific studies have shown that some of the chemicals contained in consumer products can cause symptoms ranging from allergic reactions to cancer. Join us to learn more about the safety of personal care products, including information about ingredients to avoid, product testing, and labeling. Women for a Healthy Environment will also demonstrate natural do-it-yourself personal care product recipes for those interested in a natural approach that foregoes manufactured products. All participants will have the opportunity to make their own personal care item and ask questions.	<u>PITTSBURGH'S GREEN BUILDINGS</u> <i>Leslie Montgomery of Green Building Alliance</i> Buildings in the United States account for over 70% of the country's electricity consumption and close to 40% of all its greenhouse gas emissions. Green building refers to a type of structure that utilizes and demonstrates environmental stewardship and resource conservation throughout its entire lifespan. As a leader in developing healthy and high-performing buildings, Pittsburgh is home to many "Green Firsts" in the country. Join us for this introduction to green building principles, an overview of industry standards, and an exploration of local examples.

These events are FREE; just call 412-242-3598 to reserve your spot!

Look for your Co-op at these upcoming events in the community:

Saturday, August 24, 8:15 AM (1.5 Mile Walk), 9:00 AM (5k Run): **Run Around the Square** in Frick Park's Fern Hollow is Pittsburgh's largest footrace. Dogs can participate in the 1.5 mile race, too! During the race there will be musicians, costumed characters, and themed water stops. Look for you Co-op's table in the Hollow where we'll have some refreshments and energy snacks for you. More information and registration: <http://www.runaroundthesquare.com/>

Saturday, August 25th, 11:00 AM – 7:00 PM: Your Co-op is a proud sponsor of the **Larimer Green Street Fair**. This family-friendly event will highlight eco-friendly products and green energy. There will also be live music, giveaways, and prizes, including 6 Co-op gift certificates that are up for grabs. Attendees can stop by our table for snacks and information about healthy lifestyles. Check out PCSI's website for more information: <http://www.pghcsi.org/news-events>

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