

The Co-operator



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

Winterfest Is Here!

by Heather Hackett, Marketing & Member Services Manager

The East End Food Co-op is pleased to present Winterfest once again this year. Our annual, seasonal celebration will take place on Saturday, December 7, 2013 at the Jewish Community Center's (JCC) Irene Kauffman Building from 6:30 PM – 9:30 PM.

The event will feature food, music, and fun for all ages! We'll have kosher style vegetarian and vegan items provided by Tallulah's Catering, and East End Brewing's craft beers on tap. There will also be an array of sweet treats for everyone, including kosher style, gluten-free, and vegan options provided by Glutenny Bakery.

The musical line-up is comprised of some of Pittsburgh's finest local entertainers. The opener, Several Conclusions, features solo guitarist Rob Gray, who describes his sound as spooky Americana roots music. The headlining act is Purple Tuesday, whose music is a blend of funk, jazz, hip hop, and pop, rooted in improvisation and deep grooves. DJ Chill Cosby, a co-owner of Lawrenceville's 720 Records, will keep the party going between the two performances with a blend of funky, invigorating tunes for the soul.

All attendees will also be entered in a raffle. Each guest will receive a free ticket as they enter and winners will be drawn throughout the night. Prizes include a Co-op gift basket, as well as gift certificates and products donated by local businesses and organizations, such as *Table Magazine*, Body Harmony Massage Therapy, and Phipps Conservatory. All food, non-alcoholic drinks, and raffle tickets are

included in the entry price. The cost to attend is \$5 for Co-op members (who must present their Co-op membership card at the door) and \$8 for the public. An additional fee of \$5 will be charged to any adults over the age of 21 who wish to consume alcohol.

There is a public parking lot located on Forbes Avenue attached to the JCC's facility, but guests who park there will have to pay for their parking. There are additional public lots you may pay to park in, please visit www.pittsburghparking.com for more information. Street parking at metered spaces in Squirrel Hill will all be free after 6 PM. The JCC is also located on several bus lines and offers bike parking.

All proceeds from Winterfest will benefit the Greater Pittsburgh Community Food Bank. The Food Bank collects and distributes food through a 380+ member network in 11 counties in southwestern Pennsylvania. They gather food through solicitation, fund raising, special events, and community partnerships. Through outlets such as soup kitchens, food pantries, shelters, after school programs, senior high rises, MH-MR drop-in centers, neighborhood food assistance agencies, emergency or disaster-related feeding sites, regional food banks, Meals on Wheels, community centers, and special programs, the Food Bank currently distributes around 27 million pounds of food per year. The Co-op is always eager to support them, and we were glad to nominate them as our recipient for the second consecutive year.

We hope to see you there!

East End Food Co-op Presents:

WINTERFEST

JOIN US FOR A FESTIVE EVENING OF
MUSIC • FOOD • FUN

Vegan & vegetarian food
Sweet treats for all
Locally Brewed Beer
Raffles and prizes

Local musicians:
Several Conclusions
Purple Tuesday
DJ Chill Cosby

WHEN? Saturday, December 7
6:30 PM - 9:30 PM

WHERE? Squirrel Hill Jewish
Community Center
5738 Forbes Avenue
Pittsburgh, PA

Members: \$5 • Public: \$8
Children 12 and under: Free
+\$5 access to the open bar

All proceeds will benefit the Greater Pittsburgh Community Food Bank. More info available at www.eastendfoodcoop.org/co-opservers.

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CO-OP DEALS FLYERS:

December 4th – December 17th
December 18th – December 31st

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by December 31st!
The next quarter goes from January 1 – March 31.

BOARD OF DIRECTORS:

The next meeting will take place on Monday, December 16th at 7 PM.

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 x 103
or email memberservices@eastendfood.coop

HOLIDAY HOURS:

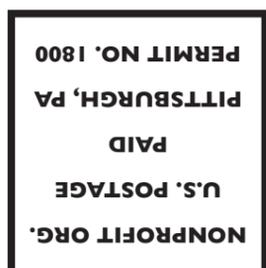
The Co-op will close early on Tuesday, December 24th at 7 PM,
and will be closed all day on Wednesday, December 25th.

East End Food Co-op • 7516 Meade St. Pittsburgh, PA 15208 • www.eastendfood.coop • 412.242.3598 • Open to Everyone, Every Day 8 AM – 9 PM



DO NOT DELAY
DATED MATERIAL.

East End Food Co-op
7516 Meade St.
Pittsburgh, PA 15208



Board Corner: Annual Meeting Recap

by EEFC Board of Directors

The East End Food Co-op's 2013 Annual Members' Meeting was held on Saturday, October 19th at the Environmental Charter School in Regent Square. Members came together for an enjoyable evening of food, entertainment, and conversation.

Prior to the start of the meeting, acoustic guitar music was provided by James Hart, a member of the popular local band, The Harlan Twins. The Co-op Café, under the direction of Rae Ivory, supplied a delicious meal, which included the Co-op's popular squash and curry, as well as spinach lasagna, salad, and seasonal pies. Children's entertainment was provided, including face painting by Linden Mueller. You can view photographs, taken by Katy Nevinsky, on the Co-op's Facebook page.

After dinner, Board Director Cortney Seltman welcomed members and introduced the Co-op's General Manager, Justin Pizzella, as well as Board Officers Torey Verts (President), Sarah Aerni (Vice President), Mike Collura (Treasurer), Mark Frey (Secretary), and Directors Dirk Kalp, Dennis Schauer, Emily Mercurio, and Tina Russell.

President Torey Verts presented last year's meeting minutes, which were approved. She provided a summary of the Directors' roles and activities over the past year and noted that the Board has been actively involved in various oversight projects, including appointing Justin Pizzella as General Manager. Justin was formerly the EEFC Operations Manager, and had also served as a member of the interim management team until his appointment as GM in January 2013. The Board's primary focus since the last Annual Meeting has been on expansion planning. In preparation for expansion, two experts from CDS Consulting Co-op were invited to conduct a two-day informational session with the Board. The Board also created a new Ends

Policy Statement to provide clear direction as the Co-op moves closer to implementation of expansion procedures.

Following the Board President, General Manager Justin Pizzella reported that Fiscal Year 2012/2013 had been a successful period for the Co-op, with membership increasing 15%. Justin informed us that the Co-op staff has increased to 85 employees, the majority of whom are full-time. He also reported on the operational interpretation of the new Ends Statement, and outlined the ways in which our business will strive to accomplish the goals set forth. He concluded by detailing the focus for the coming year, which will include expansion, making additional updates to the existing store and equipment, and staff development.

The annual financial report was provided by Board Treasurer Mike Collura. The Co-op exceeded projections by ending the year with approximately \$9,580,000 in sales. This was a greater-than-12% increase over the prior year. Long-term debt is low. Cash position is in a healthy range when compared nationally to other Co-ops, and cash reserves will continue to be reinvested in the Co-op.

Heather Hackett, Marketing and Member Services Manager, presented the membership report. Membership continues to grow, with approximately 700 new members joining the EEFC this past year. This brings the total active membership to 10,701. Heather discussed some of the activities that the Co-op has been involved with since the last Annual Meeting, such as the "Know Your GMOs" event recently hosted at Chatham University. Since January 2013, the Co-op has sponsored 25 free events, which were designed to promote awareness and community involvement. Another achievement this past year was the rollout of the Register Round Up program. Members may elect to round up their purchase total to the next dollar,

and the proceeds are donated to local non-profits and charitable organizations.

As reported in the 2013 EEFC Annual Report, the number of Co-op volunteers increased this year, and they contributed 1,489 hours between January 1, 2013 – October 1, 2013. Volunteers provide support by assisting at special events, and by donating their time working in the store. At the Annual Meeting, Eryn Hughes, Outreach & Volunteer Coordinator, recognized three outstanding volunteers for their dedication and service to the Co-op: Bill Wekselman, awarded for his contribution of more than 25,000 hours for over 20 years, "like clockwork"; Justin Mazur, awarded for perfect attendance; and Dirk Kalp, awarded for 25 years of Board service, providing "great insight and experience." In lieu of a guest speaker, GM Justin Pizzella and Directors Dennis Schauer, Emily Mercurio, and Mike Collura discussed expansion plans for the existing store, as well as the possibility of opening a new store in a different location. The panel noted that member loans are one method of funding such projects, and that more information related to loans will be distributed to members within the next year. A question-and-answer session convened following the presentation. This provided members with the opportunity to ask questions and to interact with the panel.

Board Director Cortney Seltman concluded the meeting by thanking those in attendance for their participation. She also thanked the Co-op staff and volunteers who helped make this year's Annual Meeting a success. A special thank you was extended by Vice President Sarah Aerni to President Torey Verts for her six years of service on the Board. Torey opted not to run for re-election this year in order to pursue other interests.

Throughout the Annual Meeting, members had their final opportunity to cast their ballot in this

year's Board of Directors election. There were three open seats, with three candidates running for election. Two of the candidates, Sarah Aerni and Mike Collura, were Board incumbents. The third candidate was Jared Evanoski, a Co-op employee who works as the Production Supervisor in the Café. Each of the candidates spoke briefly about their experience and qualifications for the Board position. Following the meeting, votes were counted separately by two members of the Board Perpetuation and Elections Committee. The final results of the 2013 election are as follows:

Sarah Aerni: 128
Mike Collura: 102
Jared Evanoski: 100
Abstentions: 108
Ballots Counted: 146

Congratulations to Sarah, Mike, and Jared on their election to the EEFC Board of Directors. And thanks to everyone who was able to attend the Annual Meeting and to everyone who voted in this year's election. Your support and participation are appreciated. We hope to see all of our members at next year's Annual Meeting!



What's good for the planet is delicious for you.



FAREWELL TOREY!

Torey Verts has served on our Board of Directors since 2007 and was the Board's President for the last 4 years. She did not run for re-election this year, as she plans to pursue new ventures. We'd like to take this opportunity to thank her for all of her hard work and service. Everyone at the Co-op wishes her the best of luck in her new endeavors!



Fresh. Raw. Local.



Refresh Yourself!

Carefully selected organic ingredients

Visit our website for locations near you or home delivery:

www.GoodLifeJuices.com



A menu full of options, including locally grown, organic, vegan and gluten-free fare. All delectable. All environmentally sound. All at Café Phipps.



phipps.conservatory.org



ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural 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!

I would like to have labels and pens at every location where there are bags. Would save the inconvenience of going to two locations to label the food I buy. Thanks.

We are in the process of redoing our Bulk Department. One of our primary concerns is offering more places for bags, twist ties, labels, and pens. In the meantime, please bear with us through the transition. Thanks for your suggestion.

-Ian, Bulk Foods Buyer

Please get Sami's Bakery Millet Chips (Italian Season Flavor).

Thanks for the suggestion. We now have them in Aisle 3 with the other Sami's millet and flax chips.

-Maureen, Grocery

I would like to see members have the option of using or giving their 2% member discount to a charity determined by the Co-op.

Wow, what a neat and generous idea! Since we've so recently launched the Register Round Up program, we'd probably hold off on introducing another new donation program for at least a year or so. But I will begin to investigate whether any similar programs exist at other co-ops and how they work. Thanks for the idea!

-Heather, Marketing & Member Services Manager

1 - Do team members use the public restrooms? If so, there should be handwash signage.

2 - Bulk section organization has always been somewhat strange to my mind, but as I look, I realize that it also does not make sense from an allergen control standpoint (nuts above pumpkin seeds, above salt, above rice, etc).

1 - We have employee-only bathrooms for staff to use.

2 - We are planning a Bulk Department reset in December. But in general, bulk is not an allergen-friendly department due to open containers and customer contact.

-Maura, Grocery Manager



DECEMBER'S ROUND UP RECIPIENT: PITTSBURGH FAISON K-5



Located near the Co-op on Tioga Street, Pittsburgh Faison K-5 elementary school prides itself on "using a learner-centered, arts-integrated model where students can use multiple intelligences to become better learners and citizens." Faison has formed partnerships with families, civic leaders, and community organizations that understand that the current and long-term success of the Homewood and East Hills communities is strongly connected to their investment in youth.

Faison became a "turnaround school" in 2011. The teachers and administration underwent a comprehensive review and hiring process. The school has gone on to exceed the state average for student growth in math, attendance has increased to 92.5%, and the number of out-of-school suspensions has decreased by 94%! Faison is striving to become Pittsburgh's first 90/90/90 school: over 90% at poverty level, over 90% minorities, and yet over 90% performing at high proficiency levels.

To reach these goals, Pittsburgh Faison has increased the number and involvement of community partners, and is working to increase student achievement by creating a culture of life-long learning. For more information, you can visit their website or call 412-247-0305. And if you want to support Pittsburgh Faison K-5 in their mission to better educate the youth of our community, be sure to tell your Co-op cashier that you want to Round Up your total this month!

Your spare change can result in positive change!

www.discoverppps.org

Growing in Cooperation

In the month of October we welcomed 65 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, please call 412-242-3598 x 103 or email memberservices@eastendfood.coop.



SOME LIKE IT HOT

No matter how you spice your stew, soup or chili, a meal in this handcrafted earthenware pot is sure to nourish the body and warm the soul.



Chili Pot
6" \$20
9" \$49
INDONESIA



5824 Forbes Ave, Pittsburgh
Holiday hours through 12/23:
Mon-Thu 10-8, Fri-Sat 10-6, Sun 11-3
Christmas Eve 10-3
412-421-2160
pittsburgh.tenthousandvillages.com

Bring in this ad to receive
25% OFF one item.

Offer valid at participating stores until 12/31/13. Not valid with other discounts, purchase of gift cards, Oriental rugs or Traveler's Finds. One coupon per customer per day.



1000938

Holiday Meal Makover

from www.strongertogether.coop

Festive meals, “complete with all the trimmings,” are a cornerstone of holiday celebrations. Unfortunately, entrees and trimmings alike are often calorie-laden dishes that leave us feeling sluggish and regretful. This year when you share the bounty, why not consider a healthy makeover?

Appetizers

- * Aim for a variety of textures, flavors, and color. Add some dried fruits, like raisins and apricots, to a dish of heart-healthy nuts, for example.
- * Offer a veggie platter before the big meal to start everyone off on the right foot, and to cut down on consumption of higher-fat, higher-calorie foods.
- * Serve low-fat dips with baked chips, whole grain crackers, and fresh vegetables.

Meats

- * Choose leaner cuts of meat, buying organic and local when possible.
- * Opt for plain turkey rather than self-basting, which is higher in fat and sodium.
- * Roast meat on a rack so fat will drip into the pan.
- * Remove the skin from poultry before serving.

Stuffing

- * When preparing stuffing, use whole grain bread and wild or brown rice instead of white breads.
- * For more nutrients, replace some of the bread in your recipe with added produce, like onions, celery, and apples. Dried fruit (like apricot and dates) and chopped nuts (like walnuts and pecans) will add flavor and interest without excess salt and butter.
- * Use vegetable broth or low-fat chicken broth, rather than melted butter, for moistness.
- * Cook your stuffing in a casserole dish instead of inside the bird to reduce the amount of fat in each serving.

Gravy

- * Use low-fat broth to make your gravy. Thicken the broth with cornstarch or arrowroot, and season with herbs. (There are also some excellent natural gravy mixes available.)
- * If you do use meat drippings to make gravy, first refrigerate the drippings, and then skim the fat off the top before using.
- * As an alternative to gravy, serve salsa, chutney, or fruit compote with meat, poultry, or fish.

Produce

- * Serve a variety of colorful, in-season fruits and vegetables, like kale, carrots, yams, cranberries, squash, and apples.
- * When preparing mashed potatoes, use skim milk, non-fat buttermilk, non-fat sour cream, and/or low-fat evaporated milk instead of butter and milk or cream.
- * For added nutrients and fiber, leave the skins on potatoes while cooking and mashing.
- * Keep in mind that sweet potatoes and yams are naturally sweet and creamy and don't need to be drenched in sugars. Instead, use spices like cinnamon and nutmeg to enhance the flavor.
- * Skip the butter and excess salt. Try seasoning vegetables with herbs and spices and liven them up with a spritz of lemon juice or a topping of nuts.

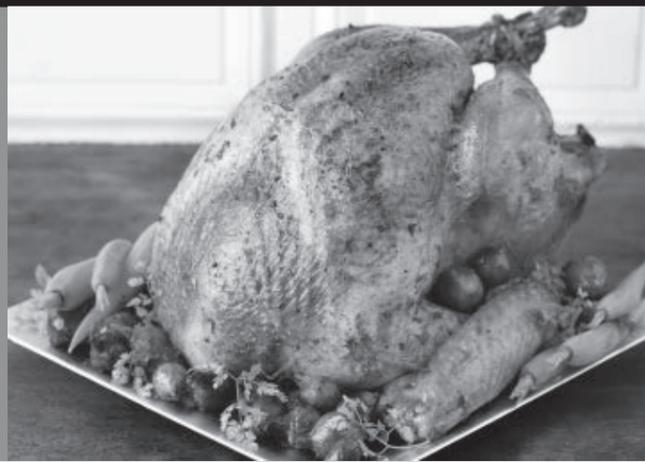
Casseroles

- * Transform high-sodium, high-fat casserole recipes with substitutions. A flavorful low-fat vegetable broth can replace a can of soup, for example, and baked onions or chopped nuts can take the place of a fried onion topping.
- * Choose stronger-tasting cheeses (like an extra sharp rather than a mild cheddar), and you'll need less of it in your casserole.
- * Many casserole recipes can be just as tasty when the salt is reduced by half. Increase other spices, if you like, for added flavor.

Dessert

- * Use fresh fruits lavishly in your dessert spread. Strawberries—dipped in dark chocolate, if you like—are always luscious, apple slices with caramel are seasonally festive, and a big bowl of assorted pears is colorful and enticing!
- * Use fruits as the mainstay for your baked desserts, too: baked apples, fruit tarts, blueberry bread pudding, peach custard, and poached pears, for example.
- * If you do serve cake, consider angel food cake, which has little or no fat.
- * Transform your pumpkin pie recipe by using nonfat evaporated milk for the filling and forgoing the crust (serve soufflé style). Or try a pumpkin tofu pie, which typically contains no saturated fat.
- * In many dessert recipes, you can decrease the sugar by about one-fourth, then increase spices and extracts to boost flavor.
- * If you're baking holiday cookies, use smaller cookie cutters for smaller portions.

Holiday Turkey Pre-order



Pre-orders accepted through Tuesday, December 10th.

Orders may be submitted at Customer Service, or by calling 412-242-3598.

Customer Name: _____

Phone Number: _____

Local Turkeys: all local turkeys will be fresh.

Please note that we will try to get you the same size turkey you order but it may not be exact.

Eberly Organic Turkeys (\$5.69/lb.)

____ 6-10 lbs. ____ 10-12 lbs. ____ 12-14 lbs. ____ 14-16 lbs. ____ 16-20 lbs.

Eberly Natural Free Range Turkeys (\$4.29/lb.)

____ 6-10 lbs. ____ 10-12 lbs. ____ 12-14 lbs. ____ 14-16 lbs. ____ 16-20 lbs.

Locust Point Farm Barn Raised Turkeys (\$3.99/lb.)

____ 10-12 lbs. ____ 12-14 lbs. ____ 14-16 lbs. ____ 16-18 lbs. ____ 18-20 lbs.

____ 20-22 lbs. ____ 22-24 lbs. ____ 24-26 lbs. ____ 26-28 lbs. ____ 28-30 lbs.

Locust Point Pasture Raised Turkeys (\$5.99/lb.)

____ 10-12 lbs. ____ 12-14 lbs. ____ 14-16 lbs. ____ 16-18 lbs. ____ 18-20 lbs.

____ 20-22 lbs. ____ 22-24 lbs. ____ 24-26 lbs. ____ 26-28 lbs. ____ 28-30 lbs.

National Turkeys: all national turkeys will be frozen.

Mary's Organic Free Range Turkeys (\$4.99/lb.)

____ 8-12 lbs. ____ 12-16 lbs.

Mary's Natural Free Range Turkeys (\$2.99/lb.)

____ 10-12 lbs. ____ 12-14 lbs. ____ 14-16 lbs. ____ 18-20 lbs. ____ 28-30 lbs.

Pick-up date and approximate time:

Sunday 12/22 (pick up 9 AM - 8 PM) _____

Monday 12/23 (pick up 9 AM - 8 PM) _____

Tuesday 12/24 (pick up 9 AM - 4 PM) _____

East End Food Co-op

Gingerbread Cupcakes with Cinnamon Cream Cheese Frosting

Ingredients:

1 stick butter
 1/2 cup brown sugar, packed
 1 large eggs
 1/2 cup molasses
 1/2 cup honey
 1 cup whole wheat pastry flour
 1 1/2 cups unbleached flour
 1 1/2 teaspoons baking soda
 1/2 teaspoon salt
 1 teaspoon cinnamon
 1 teaspoon ginger
 1/2 teaspoon ground clove
 1/2 teaspoon black pepper
 1/2 cup hot coffee or black tea
 8 ounces cream cheese (frosting)
 1/2 stick butter, softened (frosting)
 1/2 teaspoon cinnamon (frosting)
 2 cups powdered sugar (frosting)
 1/2 teaspoon vanilla (frosting)



Preparation:

Preheat the oven to 350° F. Prepare a 12 cupcake pan with paper liners, and butter the top of the pan as well. In a large bowl, cream the butter and sugar. Beat in the egg, then the molasses and honey. Beat until smooth.

In a medium bowl, combine the pastry and unbleached flours, soda, salt, cinnamon, ginger, clove and black pepper. Stir to mix, then beat into the butter mixture. Pour in the hot coffee or tea and stir to mix well.

Portion into the 12 cupcake tins and bake for 25-30 minutes, until a toothpick inserted in the center of a cupcake comes out dry.

For frosting, cream the butter and cream cheese, scraping down and beating until smooth. Add the cinnamon and powdered sugar and beat until smooth, drizzle in the vanilla and beat until smooth. Spread or pipe a 2 tablespoon portion of frosting on each cupcake.

Total Time: 1 hour, 30 minutes active

Servings: 12

from www.strongertogether.coop

New in the Aisles

West Soy Peppermint Stick Soy Beverage

Theo Holiday Chocolate Bars

Endangered Species Holiday Chocolate Bars

Divine Holiday Chocolates

Midel Gingerbread Men Cookies: Gluten Free and Natural

Midel Gluten-Free Candy Cane Creme Cookies

Imagine Cooking Stocks

Health Valley Condensed Cream Soups

Farmer's Market Butternut Squash Puree

Farmer's Market Sweet Potato Puree

Host Defense My Community Veggie Caps

Host Defense Stamets 7 Veggie Caps

Host Defense Lion's Mane Veggie Caps

Host Defense Turkey Tail Veggie Caps

Host Defense Myco Shield Throat spray

Host Defense Cordychi Veggie Caps

Make Your Own Gift Baskets

Looking for some new gift ideas this holiday season? Try making your own gift baskets! You can create the perfect personalized present for each person on your list by picking a theme, and purchasing a handful of related items. In addition to giving the basket a personal touch, selecting the contents on your own and adorning the basket with some low-budget or hand-made bows is typically cheaper than buying the pre-packaged gift baskets available in many stores during the holidays. Here are a few ideas to consider mixing and matching:

RELAXATION

Aromatherapy candle*
Natural soap*
Bath salts*
Loofa*
Shampoo*
Conditioner*
Natural bristle hairbrush*
Relaxing tea*
Diffuser with oil*
Sleeping mask*

WELLNESS

Vitamins*
Supplements*
Tinctures*
Probiotics*
Kombucha*
Immune-supporting teas*
Yoga mat*
Energy drinks or bars*
Books about approaches to achieving wellness*
Books about fitness, nutrition, or general health*

MOVIE NIGHT

Popcorn*
Soda*
Candy*
Cozy blanket
DVD of your favorite movie

TEA

Tea strainer*
Variety of loose leaf teas*
Honey*
Mugs*
Snack to go with tea*
Books about tea*

COFFEE

Variety of coffee beans*
French press*
Mugs*
Snack to go with coffee*
Books about coffee*

**Available at your Co-op!*

Feel free to get creative with it! For instance, put together a cooking themed basket based on your favorite recipe: include the recipe, the ingredients, and perhaps some of the cookware or utensils needed to make it. Also, substitutions for the actual basket can add to the fun of your gift. For example, put a cleaning basket's contents inside of a mop bucket, a fitness basket inside a gym bag, and a cooking basket inside a colander, pot, or mixing bowl as applicable to the recipe you choose.



I Made It! for the Holidays and More

A local profile by Claire Westbrook

Pittsburgh wasn't always the hotbed of artisan markets that it is today and there are a number of folks that have contributed to the increase we've seen in the amount of handcrafted wares available not just during the holiday season, but pretty much any time of year. Some of the city's popular markets attract craftspeople and vendors from across the country, and even from other continents. But the founders of I Made It! Market (IMI!), Carrie Nardini and Nina Barbuto, recognized Pittsburgh's need for an outlet that focused specifically on the talents of local artists and so set about creating what has become an extensive year-round venue for regional artists.

Starting with their first market, featuring 20 artists at the Garfield Artworks in 2007, IMI! has grown rapidly and has now hosted hundreds of artists at over 40 events - and they don't show any signs of slowing down! Anyone can apply for consideration to be featured in an

IMI! Market. The final selection of artists is a juried process that offers the opportunity for both new and returning artists at each event. Each market's artists receive a page on the IMI! website, along with a link to their own webpage to help boost their profile and their sales beyond the market event.

If you are a local craftsperson interested in applying for future shows, nearly all of the information you may need, including the application and answers to frequently asked questions, can be found on their website.

For those of you who still have a few folks to shop for this holiday season, I Made It! for the Holidays will take place at the Boyd Community Center, on Powers Run Road in O'Hara Township, on Sunday, December 15th from 12 PM - 5 PM and will include works from 30 different artists for all of your gift giving needs. For more info, visit: www.imadeitmarket.com.

It's Your Choice

<p>Expensive Choice</p> 	<p>Air Polluting Choice</p> 	<p>Natural Choice</p> 
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121 Colorado Street, Verona, PA 15147

412-265-4606

www.PennForestCemetery.com



Gifts for the Gardener in Your Life

by Hannah Reiff of Garden Dreams Urban Farm & Nursery

I love receiving well-made, thoughtful gifts that make gardening all the more pleasant. Below are some of my favorite products and accessories, any of which could make a perfect gift for the gardeners on your shopping list.

Haws Watering Can: Simply the best. Lovely design, waters like a champ. Though they're not cheap, the quality is worth the price. Made in England, but there are many U.S. distributors to be found online.

Spray Hose Nozzle: My current favorite is Dramm 12424 Shower and Stream, available locally at Rollier's Hardware. It only has two settings, a gentle spray and a power spray, but I find they are adequate for most garden and seedling watering and cleaning tasks.

Hand Balm: Handling soil dries out skin big-time, but luckily there are many great healing balms to choose from. One of my favorites comes from Cherry Valley Organics in Washington County, PA. It's called Comfrey and Lavender Salve and is available on their website: www.cherryvalleyorganics.com. The Co-op also has a great selection to choose from.

Muck Boots: I have looked high and low for well-crafted, durable, and affordable muck boots. Then, finally I found navy blue Northerner Max Women's Hi Boots by Servus. Servus also makes a men's version that is tan in color. They're comfortable and are made in the U.S.A. Tractor Supply Company carries them, and they're available online as well.

Bird or Bathhouse: Creating more habitats in the garden is never a bad thing! Though some

will nibble our plants and we know birds will sample our berries, a diversity of creatures is essential for a healthy garden. Plus, bats in your garden offer great insect control.

Seed Catalog and Gift Certificate: Make receiving a gift certificate all the more fun by ordering the catalog to go along with it. This way, the recipient can immediately browse all the pictures of heirloom vegetables and dream about what he or she will order. Great seed companies include: Seed Saver's Exchange, High Mowing Seeds, Fedco, Baker Creek Heirloom Seeds, Seeds of Change, and South-ern Exposure Seed Exchange.

Tools: Quality hand tools make gardening a joy. A few of my favorites include Felco Bypass pruners, classic, Swiss-made pruners perfect for clipping brush and small branches; the Hori-Hori knife, a multi-use digging and cutting tool; and the CobraHead weeder, perfect for getting out those stubborn tap roots as well as digging or cultivating. Also check out tools from www.gardentoolcompany.com. If you must choose just one, get a trowel!

Garden Tote: There are many fashionable canvas varieties with pockets for tools, but honestly, I prefer a nice 5-gallon bucket. Put a few of the gifts listed above inside, wrap it with a burlap bow, and you have the perfect "gardening gift basket." I use buckets all the time to transport tools, move a bit of soil, or as a harvesting container.

I hope this list serves as a fun starting point for thinking about useful gifts for people who love to grow. Let your imagination guide you and have fun!

Your Own Rewards Program

by Marcia Smith of Body Harmony Massage Therapy

As a massage therapist, I've had the chance to see first-hand how stress can affect people physically, not just mentally. Some stressors are a given, such as busy times of year like the holidays, or life challenges like illness. But stress can be lessened with some thought and attention. There are many chances each day to give yourself a boost, including making some easy changes. Each time you choose an apple over a doughnut, for example, is like adding bonus points to your own personal rewards program. Below are some other small changes you may consider incorporating this holiday season to help keep your life in balance:

- Take the time to get a good night's sleep. When you don't, try not to stress out about it.
- Eat well. The holidays bring an excess of sweets into our lives, so indulge in just your few favorites and avoid the rest.
- Drink plenty of water each day. In cooler weather we sometimes forget to do this.
- Find time to play and stay fit. No one needs another chore, so get creative with activities you enjoy or find things that you can do with friends so that staying in shape is something that you look forward to as a break.
- Find a quiet moment in every day. Whether you meditate, do a few Qi Gong exercises, listen to soothing music, or even just sit in a quiet room by yourself, taking time to clear your mind will help to keep you going!
- Try massage therapy, and consider scheduling your next appointment before you leave to ensure that the commitment to take care of yourself won't get lost in the shuffle.

If you're not feeling your finest this holiday season, one of the first steps to feeling better is learning to pay more attention to what's going on with yourself. This is one of the many

benefits massage therapy can provide everyone, regardless of the source of their physical complaints. Massage gives you a chance to take time out, to fully and completely relax, and to listen to your body. That alone makes it therapeutic. And your new awareness can help to prevent more serious pain and injuries.



When I'm giving a massage, people often ask me to tell them what I'm sensing, and what I can tell them about their body. I can certainly notice areas of stiffness and limited mobility. And I can offer suggestions on how to reduce strain and tension by changing some of their work and play habits. But I always say that what you feel is much more

significant than what I feel. Ten people can carry the "same" tension in their neck and shoulders, but how it feels to you depends on many factors: your mental and emotional stress, your sleep and eating habits, movement patterns at your job or at play, any chronic or acute illnesses, and so on. When you hurt, your body is telling you something is out of balance. Sometimes you know exactly how you acquired that ache. But when it's harder to figure out, you can talk with your massage therapist to put all the clues together.

One of the other wonderful things about massage is that even if you start the session acutely aware of all your aches and pains, by the end you are zoned out and appreciating every moment. Take that opportunity to realize that no matter what your challenges are, your body does an amazing job every day of healing and rebuilding and carrying you forward. Massage is part of a process where you become more conscious of your body and give yourself the positive physical feedback you deserve to help yourself thrive.

Marcia Smith is a licensed massage therapist with 19 years of experience. For more information visit www.bodyharmonyph.com.

FOR YOUR INFORMATION

Outreach Report: Wild & Scenic® Film Fest

by Eryn Hughes, Outreach Coordinator

If you're the kind of person who appreciates community events that both inspire and motivate, then you would have found good company at the first Wild & Scenic® Film Festival showing in Pittsburgh this autumn at Phipps Conservatory. Based in Nevada City, CA, and organized by the South Yuba River Citizen's League (SYRCL), the Wild & Scenic Film Festival is "where activism gets inspired." This year, over two hundred vivid, moving films from around the world were accepted. The curated films were selected to "illustrate the earth's beauty, the challenges facing our planet and the work communities are doing to protect the environment." Of the total 200+ films of various lengths, 15 were chosen by local host, the Allegheny Defense Project, with support of co-sponsors Heartwood and the Sierra Club. The aim was to explore the growing climate crisis and how it affects our community—specifically, our food, our water, and our wild places.

One film that stood out early in the program was called "Chasing Water," (likely inspired by the viral video called "Chasing Ice," also included in the SYRCL selection). In "Chasing Water," photographer Pete McBride attempts to follow the Colorado River from its source to the sea only to discover a surprising and alarming circumstance that raises a number of questions related to government policies, dams, and water use. Other films showed different ways our waterscape is changing, with coastlines receding, for example, or inland water bodies disappearing with desertification.

Another film that left a strong impression on me was "Second Nature: The Biomimicry Evolution." Biomimicry, as practiced by engineers and architects, is design inspired by nature. Take zebra stripes, for example. Sweat glands in the white

stripes release moisture, and black stripes absorb more heat from the sun. Between the two colors, then - white cooler and black hotter - the heat moves, creating a slight breeze over the white stripes, evaporating the sweat, and cooling the body. Engineers are now designing solar panels based on this kind of thermal transfer.

The last film I'll mention is "The Story of Change," Annie Leonard's remix of her popular short, "The Story of Stuff." While Leonard thinks that "voting with your dollar" is a good place to start, it's simply not enough. When it comes to food access, for example, it is not just the consumer who has power, but also the distributors, corporations and legislators that must take responsibility for making safe, healthy, and affordable food available for all. This is a film I think any Co-op shopper would find compelling.

The Special Events room (the rental of which was donated by Phipps Conservatory) was filled to capacity for the festival and participants had a chance to discuss a wide range of issues affecting our region during the breaks that occurred throughout the event. Your Co-op was thrilled to be in the company of over a dozen familiar, local businesses and non-profits as co-sponsors of the event. Each participating organization shared information about a cause or campaign they were working on. At the Co-op's table, we offered information on local and sustainable agriculture, as well as Non-GMO shopping guides to help people avoid genetically engineered food. The Wild & Scenic Film Festival was an eye-opening and inspiring event, and we look forward to participating again next year.

Check out the film trailers for any of these films, in addition to the entire selection at: www.wildandscenicfilmfestival.org.

DID YOU KNOW... That Your Co-op Now Offers Electronic Gift Cards?

Your Co-op is excited to have these new electronic gift cards available for our customers and members. Electronic gift cards provide a number of benefits, including the following:

- Reusable: you can reload your gift card anytime you come to the Co-op.
- Convenient: you can forego carrying cash or balancing the checkbook for each shopping trip.
- Easy to Use: pay with your gift card the exact same way you would with any other credit card, except there's no interest or fees.
- Great for gifting: no matter the holiday, gift cards are always a welcome gift! What could be better than providing a friend or family member with access to the fresh, healthy foods available at your Co-op?
- Gift cards are a money-saver for the Co-op, too. The Co-op is charged a fee for every debit and credit card payment received at the registers. However, the gift cards do not have fees attached by the processing center.

So how does it work? It's simple:

- Gift cards may be purchased or reloaded at any register. You may reload your gift card up to two times per day.

- Gift cards have a maximum balance of \$1,000. They are also restricted to a maximum transaction value of \$1,000.
- Your balance may be checked at www.mercury-gift.com/NCGA, or by referring to your last receipt. We also provide a sleeve to store your card in. A balance record can be documented on the back of the sleeve.

Similar to how we process prepaid debit cards, you are responsible for keeping track of your balance. But in the event that you lose the card sleeve that tracks your available funds, then Customer Service can access the website listed above to check your balance.

What else should you know about your Co-op's new gift cards?

- You don't have to be a member to buy or use one.
- You will still need to bring your Co-op Member Card to receive your member discount.
- These cards do not have an expiration date.
- They're environmentally friendly – the cards are manufactured from recycled PVC plastic.
- You may use your gift card at other participating cooperative grocers around the country. Visit www.ncga.coop/giftcardlocations to learn more.



Unclassifieds:

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

MASSAGE THERAPY – Great gift for yourself or a loved one! Deep Tissue massage or Shiatsu. Co-op member discount is available. Marcia Smith, www.bodyharmoniypgh.com, 412-871-5388.

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NEW! from Surya Press

A must-read for all interested in physical, mental and spiritual nutrition; and wanting to survive the coming difficult years. 238 pages, \$19.95 + S&H at SuryaPress.com

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"When you have faith in drugs then you can only hope for relief from suffering that they give, which is never more than temporary! Man is not made to ingest synthetic, artificial chemicals. This is like putting nails and pins and needles in your morning coffee to make you feel sharp!" 11/8/2012

"...a new day is dawning in America and ... throughout the world. Now is a time of transition, of change, which will affect all and everything." 11/24/2012

THE MASTER'S VOICE

VOLUME I



Yogi Gupta

ON HEALTH, LOVE, FAITH AND THE COMING TIME OF TROUBLES

AS RECORDED BY LAXMAN DASS

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
8 AM - 9 PM Daily

Café:
412.242.7726
8 AM - 7 PM Daily

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

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THE CO-OPERATOR

Editor: Heather Hackett
Design, Layout & Production: Katy Nevinsky
Printed By: Typecraft Press, Inc.

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. *The Co-operator* is 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.

Contact Us:
If you are interested in more information about advertising or would like to submit an article or letter to the editor, please contact Member Services:

East End Food Co-op
Attn: Member Services
7516 Meade St.
Pittsburgh, PA 15208

Email: memberservices@eastendfood.coop

NEW FACES

Bryan Popp

Operations

With over 26 years of experience leading organizations and teams to be the "best versions of themselves," Bryan is excited to join the co-op team. An enthusiastic traveler, Bryan has visited over 30 countries and he loves to learn about other cultures. Outside of work, Bryan enjoys spending time with his family. Both of his children are active in high school band, and in addition to supporting band activities the family likes outdoor activities such as hiking, biking, and canoeing.

Hunter Warsinsky

Grocery

Hunter enjoys spending his free time in the outdoors and riding his bike. He's always liked local markets and used to work at a farmers' market in college. Hunter has a love of knock-knock jokes and also expresses an appreciation for "a nice pair of slacks and a fresh pair of socks." As for future pursuits, he thinks learning to fly a plane would be neat.

Christopher Hoyt

Grocery

Originally from the East End, Christopher is excited to be back in Pittsburgh after spending several years in Canada. While living in Toronto, Christopher worked on a farm that specialized in organic and holistic foods. This background, combined with his desire to support small and local businesses, is what led him to apply to the Co-op. Christopher is a University of Pittsburgh graduate with a Bachelor's degree in English. Outside of work, he enjoys watching movies and playing music with his brother.

Karena Dorsey

Grocery

Karena has been a member of the Co-op for over a year, and a volunteer in the Stock Department for the past several months prior to being hired. She's currently a student at Bella Capelli Paul Mitchell Cosmetology School and once she completes her studies she hopes to someday be an international educator in the beauty industry. Karena enjoys being a mother and expressing her creative side through crafting, writing, and henna artistry.

Rebekah Gundlach

Café

Rebekah previously lived in Pittsburgh for just over a year before leaving to attend school in another state, but she recently returned to our area because she likes the small town feel our city has to offer. She was drawn to the Co-op because she wanted a job that shared her values of supporting local farms, rather than large corporations. In addition to her interest in dancing and cycling, she has a goal of visiting all seven continents – she only has Africa, Australia, and Antarctica left to go!

Curious About Working at the Co-op?

We are always looking for future "Co-operators!" Must provide great customer service and scheduling flexibility. Available positions range from entry-level to management. Possible full time and benefits. Applications available at the store or online at: www.eastendfood.coop/co-op/employment

EMPLOYEE OF THE MONTH



Congratulations to **Katrina Clark** who was chosen as the Co-op staff pick for November 2013 Employee of the Month! Trina has been working here for over 5 years and is the Café's Head Baker.

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

A. I get to bake every day and create new items. I also enjoy when customers come up and tell me that they like the stuff I make.

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

A. Vegan baking. I didn't know much about it until I started here, and had only done traditional baking with ingredients like butter, eggs, and milk.

Q. Since you began working here, what has been your greatest baking success?

A. Vegan Coconut Cake. I get so many requests for that and my Pumpkin Bread that they seem to be the most popular items I've contributed to the Co-op.

Q. What's your favorite thing about the Co-op in general?

A. Everyone's friendly and very connected. People are willing to help you out when you need it and I've made a lot of friends since I started working here.

CAFÉ SPECIALS / DECEMBER 2013

SUN	MON	TUE	WED	THU	FRI	SAT
1 CHEF'S CHOICE	2 DRUNKEN SEITAN & ROASTED ROOT STEW	3 STUFFED PORTABELLO MUSHROOMS	4 BURRITO BAR	5 QUINOA & KALE PILAF	6 PIZZA DAIRY & VEGAN	7 MAFÉ
8 CHEF'S CHOICE	9 EGGPLANT TAGINE	10 TEA & GINGER SIMMERED CHICKPEAS	11 INDIAN KITCHEN	12 CREAMY SQUASH & CASHEW CURRY	13 PIZZA DAIRY & VEGAN	14 SUN-DRIED TOMATO & GOAT CHEESE QUICHE
15 CHEF'S CHOICE	16 MAPLE GLAZED TOFU WITH YAMS & CRANBERRIES	17 "CHICKEN" FRIED SEITAN	18 COUNTRY KITCHEN	19 ROASTED VEGETABLE LASAGNA	20 PIZZA DAIRY & VEGAN	21 WINTER SQUASH CASSEROLE
22 CHEF'S CHOICE	23 HONEY DIJON SEITAN	24 WINTER GREENS LASAGNA	25 CAFÉ CLOSED FOR HOLIDAY	26 SPINACH, TOMATO & CHEVRE QUICHE	27 PIZZA DAIRY & VEGAN	28 PIEROGADILLAS
29 CHEF'S CHOICE	30 ITALIAN SAUSAGES WITH LENTILS & KALE	31 HOPPIN' JOHN				

CAFÉ HOURS

SOUP, JUICE & SALAD BAR:

DAILY 8AM-7PM

HOT BAR:

DAILY 11AM-7PM

WEEKEND BRUNCH:

9AM-1:30PM

December Co-op Events

THURSDAY, DECEMBER 12TH - 6:30 PM

FOOD FOR CHANGE

New Documentary Film Screening

This summer your Co-op's customers supported the film *Food for Change* through the Register Round Up program. We are now excited to present a screening of this recently completed, provocative documentary which looks at the current resurgence of food co-operatives, and their unique historic place in America's economic and political landscape. Through a combination of interviews, rare archival footage, and commentary by co-op leaders and historians, the feature-length (85 min.) film by Steve Alves examines the key role played by consumer-led food co-ops during the decades-long debate over profit-driven capitalism vs. locally-controlled economic enterprises. Join us to watch the film that you helped make possible!

WEDNESDAY, DECEMBER 18TH - 6:30 PM

DIY GIFT IDEAS WITH LOCAL PRODUCTS

Jackie Cleary, Auburn Meadow Farm & Pennsylvania Association of Sustainable Agriculture (PASA)

PASA member Jackie Cleary shares simple and sweet holiday gift ideas that can be made at home. Jackie is a cook, farmer, and writer from Western PA. In this workshop, she'll focus on the many uses of apple cider molasses, demonstrate how to make it yourself, and provide tips for packaging it into the perfect gift. Attendees will sample several recipes made using apple cider molasses, like bacon jam and caramels! Handouts with recipes and instructions will be provided, as well as a convenient aisle-by-aisle shopping guide emphasizing local products. Although this event is free, a suggested \$10 donation will be accepted by PASA.

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

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

Tuesday, December 3rd, 6 PM - 9 PM:
Your Co-op is a proud sponsor of Candlelit Yoga Body Love + You, which will take place at the Union Project (801 N. Negley Ave.). This event will include a vendor fair full of all-natural health and wellness booths, along with an inspirational talk by Lindsey Smith (aka the Food Mood Girl), and a candlelit body love yoga class taught by Aimee Woods. Your Co-op will be there with information and Barre real food bars, so be sure to stop by our table! For more details and registration, visit: foodmoodgirl.com/test/portfolio/candlelit-body-love-yoga-you.

Tuesday, December 10th, 8:30 PM - 4:30 PM:
If you're planning to attend Sustainability EXPOs at the David L. Lawrence Convention Center, then get ready for a whirlwind of ideas that will change the way you think about our region and the world - and sustainability itself. EXPOs features 11 remarkable speakers in an exciting format to surprise, motivate, and lead to action. Rediscover sustainability and the triple bottom line it offers to your organization and to our region. Agenda and registration information are available at: www.sustainablepittsburgh.org/exposed.

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