



The Co-operator

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

STORE NEWS

Members' Extra Discount Days
Sundays: 12/13 & 1/17/2010
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Next Meeting:
Monday, December 21 ~ 7-9pm

The Co-Operator Deadline
All submissions and ads are due 12/1 for the January 2010 issue.
For more information, call Member Services at 412.242.3598.

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

INSIDE THIS ISSUE

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

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

Pines are MORE than Christmas Trees — Winterfest 2009 to Benefit the Co-op Community Fund

Last year East End Food Co-op began a **Co-op Community Fund**, which will eventually award grants to social and environmental organizations, with particular attention towards beginning new co-operatives. There are many Co-op Community Funds (CCFs) around the country. The Twin Pines Foundation matched our initial grant to start a local endowment.

Twin Pines takes its name from the Twin Pines logo of the modern cooperative movement. They provide us with administrative and fundraising support so that our local committee, comprised of staff, board and members, can benefit from collective experience. Co-op Community Funds take on some of our most important cooperative principles, including member economic participation, coop-

eration among cooperatives, and concern for community.

Our Co-op Community Fund's next step is raising funds through contributions from Co-op members, suppliers, and foundations. **Winterfest 2009** will be one of your first chances to contribute, as the donations we ask at the door will directly benefit the fund. Soon we will be researching other funding sources, and we will keep you posted on our progress, and the grantees that are likely to follow.

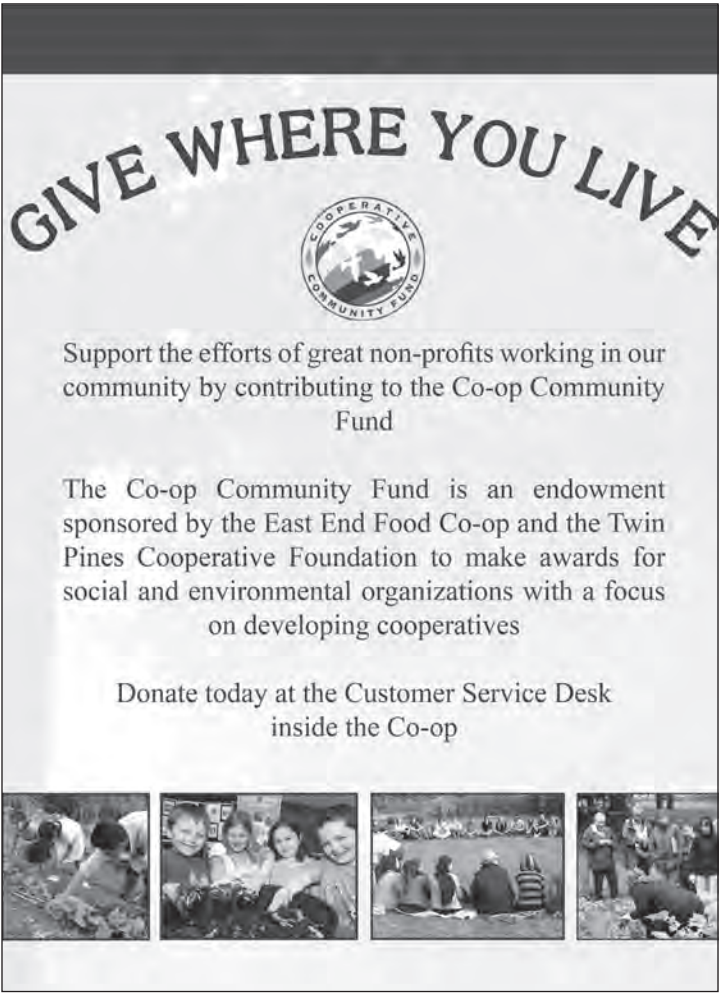
Information about the Co-op Community Fund will be available at Winterfest, and we hope to see you there!

~ ~ ~

And – the meaning of the Twin Pines logo according to the Outagamie County



Caregivers Co-op in Wisconsin: two pine trees surround by a circle is the international symbol of cooperatives. The pine is the ancient symbol of life. Two pines emphasize the mutual nature of cooperation. The trees are dark green, the color of chlorophyll and the basic building block of life on earth. The circle surrounding the twin pines symbolizes eternity. *




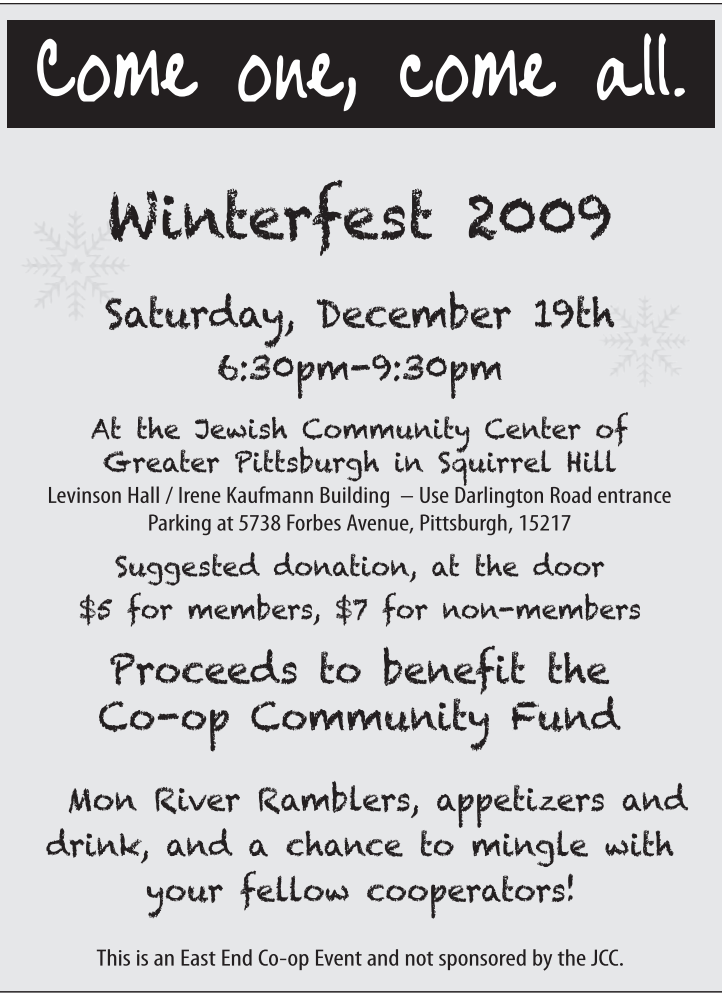
GIVE WHERE YOU LIVE

Support the efforts of great non-profits working in our community by contributing to the Co-op Community Fund

The Co-op Community Fund is an endowment sponsored by the East End Food Co-op and the Twin Pines Cooperative Foundation to make awards for social and environmental organizations with a focus on developing cooperatives

Donate today at the Customer Service Desk inside the Co-op





Come one, come all.

Winterfest 2009

Saturday, December 19th
6:30pm-9:30pm

At the Jewish Community Center of Greater Pittsburgh in Squirrel Hill
Levinson Hall / Irene Kaufmann Building — Use Darlington Road entrance
Parking at 5738 Forbes Avenue, Pittsburgh, 15217

Suggested donation, at the door
\$5 for members, \$7 for non-members

Proceeds to benefit the Co-op Community Fund

Mon River Ramblers, appetizers and drink, and a chance to mingle with your fellow cooperators!

This is an East End Co-op Event and not sponsored by the JCC.

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items.
Next meeting: Monday, December 21 ~ 7-9pm

Nonprofit Org.
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WE OWN IT - NMO EW

FOOD • CO-OP
East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208
www.eastendfood.coop
and Vegetarian Cafe

Dated Materials — DO NOT DELAY



Rob Baran,
General Manager

rob's corner

Hi, folks! Welcome to the Holidays edition of Rob's Corner. This month I want to talk about doing deals, sales, promotions, markdowns — whatever you want to call getting a lower price for a limited period of time. Let's call the topic *promotions* then, as this is the word we use most often in the industry.

The biggest promotions program we have now is what we call the CAP flyer, or the Cooperative Advantage Program. This is the big sales flyer we have every month in the newsletter and the store, and it's a pretty popular program. The CAP flyer is one of the biggest and most important benefits of membership in the National Cooperative Grocers Association (NCGA). These are national deals the Co-op of Co-ops negotiates for us and our 130 other member stores around the country that make up NCGA. CAP probably saved a lot of us from going out of business this decade. As competition accelerated, and big box national retailers began to dominate the market, a high powered national promotions program became absolutely essential for keeping up with the Joneses.

The thing about CAP is that having national deals kinda limits the promotions available out there for individual co-ops. And while we now have the Monthly Member Sales as an additional promotions benefit for members during tough economic times, we and many co-ops like us have not done a great job of figuring out how to work a system that has really evolved to best serve our much larger competitors.

In this kind of environment, it's easy for co-ops to get a little lazy, and honestly, I have to admit that your Co-op has been a little guilty of that in recent years. We have not been consistently out there, proactively trying to get the very best deals we can from manufacturers, distributors,

and brokers; but have generally waited for the deals to come to us.

This situation has now changed with the hiring of Operations Manager Joe Coley. Let me spend a moment putting his hiring in perspective.

We did a national search this year to fill a new role at the Co-op, a true second-in-charge person, someone to take the reins seamlessly if I were to leave someday. Working regularly with General Managers (GMs) from NCGA co-ops around the country, I noticed a trend over the last few years, indicating that some of the best and brightest GMs in the country, and some of the most creative ones, are coming from the mainstream grocery industry. This surprised me a bit. But what often happens is that good people get tired of the rat race, the 75-hour weeks, and being treated poorly by corporate America. They make a conscious decision to take a big pay cut, and make a big quality of life improvement by moving over to the Co-op side of things. Some of these folks are the best in the country at their jobs. We decided when planning the Operations Manager hiring process to make sure that if one of these folks became available, they would know about this new job in a great Co-op in a great city, and that we would get a shot at hiring such a person.

Well, our intentions bore out, as Joe Coley came to town from Chicago for an interview, and our management team decided to hire him. Joe has worked for some of our largest distributors, brokers, manufacturers, and the largest mainstream cooperative grocery store chain in the country, Wakefern, a retailer-owned co-op in New Jersey. Joe, truly an industry veteran, is fitting in well and is having a wonderful time at his new job. He is systematically changing the way we and our buyers relate to the supply chain. Your first inkling of this would probably have been last Member Extra Discount Day, when we had about 125 items on deep, one-day

member services message

by Kara Holsopple, Member Services

This is the time of year when we suggest favorite products, special food items, and fragranced bath supplies for some of your holiday gift giving needs. We have many beautiful items in our gift department across from the Co-op Café, including handmade knits and locally-made candles. But this year, my recommendation is the *gift of cooperation*: a small gift basket which includes a few high quality products, grown, distributed or made by members of a co-op.

■ **Equal Exchange Organic and Fairly Traded Mint Chocolate "with a hint of crunch" Bar, 67% Cocoa**

Equal Exchange is a worker owned co-op in Massachusetts that works with small farmer and farmer co-ops to bring us teas, coffees, chocolates and snacks- all fairly traded. More information at www.equalexchange.coop.

■ **Just Coffee 100% Fair Trade Certified Organic Las Diosas Light Roast Coffee**

Just Coffee is another worker-owned cooperative in Madison, Wisconsin that imports fairly traded coffee and air roasts it. The Las Diosas flavor is grown by the LE FEM farmer cooperative in Esteci, Nicaragua. More information at www.justcoffee.coop.

■ **Aura Cacia Aromatherapy Mineral Bath with Evergreen and Lemon**

Aura Cacia is now part of the Frontier Natural Products Co-op from Iowa. Frontier Co-op began in the 1970s, selling bulk herbs and spices to its members, who were natural foods groceries and buying clubs. We still carry their spices and teas in our Co-op's bulk herbs department. More information at www.frontiercoop.com



■ **Organic Valley Family of Farms Organic Grade A Eggnog**

This is a perishable item, so it may be harder to gift, but it is worth it. Organic Valley is a cooperative of 1,398 farming families who produce milk, cheese, eggs, butter and more — all organically. If the eggnog won't work, try their Organic Pepper Jack Cheese, or maybe a recipe that includes some of their products. More information at www.organicvalley.coop.

Producers, workers, and consumers all benefit from the cooperative model- during the holiday season and all year round. They produce products that you can feel good about giving to friends and loved ones because they are the highest in quality- environmentally, socially and financially. Happy giving, and happy holidays! *

discounts, in addition to the normal CAP deals, Member Sales, and of course, that big 10% member discount. Joe knows where the deals are, he knows how to get them, and he is training all of our buyers on how to make the most of a system not meant to serve us, bringing home the best deals possible for our members and shoppers. He is also working on a lot of other improvements for your dear old Co-op, as we continue to march forward into a new

decade with great challenges before us, but also great opportunities, for those willing to think outside the box, and embrace change. Joe is usually around sun up to sun down during the week, and sometimes on weekends, too. One of the reasons Joe came back to retail was because he likes working with the public. Ask to meet him the next time you come by the Co-op. You won't be disappointed. *

BOARD CORNER

by Sarah Aerni

The Annual Meeting

The annual meeting of the East End Food Co-op was held on October 10, 2009, at the Waldorf School in Bloomfield. We had over 40 members in attendance.

The first speaker was Rob Stephanie, Director of the City of Pittsburgh Urban Redevelopment Authority (URA). He began by mentioning that that URA is noted for its conversion of brownfield sites around the city. Then he showed the audience some graphs and maps showing population growth and community development trends for the last decade. He talked about lessons that the URA has learned from some of their development projects on Washington's Landing and Somerset at Frick. The URA sees the EEFC as a great leader to partner with as they continue to think about redevelopment projects in the North Point Breeze/Homewood neighborhoods. He would like to see us expand to a second store and possibly start outreach centers in some of the border neighborhoods near our current location.

After that, the membership reviewed the minutes from last year's meeting and approved them. The board president, Mike Q. Roth greeted everyone and gave a few brief introductory comments.

Next the candidates for this year's EEFC

board election had a moment to introduce themselves and make a final statement about their candidacy before voting closed. Statements from the candidates were printed in the September Cooperator. The candidates for the regular board seats (three vacancies) were Mia Farber, Brian Funk, Dirk Kalp and Eric Milliron. The candidates for the staff board seat (one vacancy) were Hope Nathan, Joe Romanyak and Justin Caputo. Rob Baran spoke on Justin's behalf, since he couldn't be there. He was working at the store prepping for the MEDD day on the next day.

Rob Baran, the EEFC General Manager, spoke next. He mentioned that in his fourth year at the Co-op, he had initiated a process to hire an operations manager. This involved a national search and many meetings with the leadership team at the Co-op. He was happy to report that they have hired someone who started at the end of September. This new position will allow the Co-op to become a stronger grocery store into the future. Rob suggested that implementation of a new inventory management system and installing new processes for decision-making among buyers will improve operations in the store.

Rob summarized other store changes that have happened over the course of the year, including the current difficult economic climate. The EEFC didn't lose money this

year, which was positive in light of that. In addition, the Co-op won two major awards for its work in the community. One was from the Pennsylvania Association for Sustainable Agriculture, and the other was from the social justice organization Just Harvest. The Co-op is honored to have been noticed by these groups. In addition, the EEFC sponsored and help create the 3 Rivers Bioneers, and the Co-op's Chris Farber ran the first annual conference. This involved many hours of hard work, but it, along with many other projects and initiatives, help keep the Co-op a vital part of the local food community.

The Board treasurer, Mike Collura, spoke after that, summarizing financial information for the Co-op for this year end. We finished with our sixth consecutive quarter of profit. This is great, especially considering the economic downturn. We were able to invest some of our excess cash in some other co-ops in other parts of the country that were struggling. One of them was the Weaver Street Co-op in the Research Triangle area of North Carolina. We continue to be cautious with EEFC resources, but do have a buffer in terms of cash flow and we will continue to look for new ventures to use them for which are also in line with Co-op values and principles. Anyone with more detailed questions about financials should consult

the annual report that was distributed in last month's Co-operator or contact the Board at our email address.

Kara Holsopple and Chris Farber spoke briefly about membership issues, but mostly suggested that people read the annual report to find out about member growth over the course of the last year. (We were trying to keep the speaking portion of the annual meeting at a manageable amount this year, and thank Chris and Kara for their succinctness).

Thanks were given to outgoing Board members **Rob Shepard** (25 years on board) and **Mike Q. Roth** (6 years on the board). We really appreciate all their long hours of dedication and hard work.

Our final speaker was Greg Boulos, Western Regional Director of the Pennsylvania Association for Sustainable Agriculture (PASA) and a member and supplier for the EEFC. He introduced himself and explained that PASA is a support network for our regional food systems. It was started in 1992 by some farmers in Millheim, PA. They teach marketing and sustainable growing techniques and run an annual conference to help this audience learn new techniques for sustainable farming, network with each other and with buyers, and to build and grow the

— Continued on page 7



ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY Definition

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

Values

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

Seven Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

1: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political and religious discrimination.

2: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and Women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

3: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

4: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.

5: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public-particularly young people and opinion leaders- about the nature and benefits of co-operation.

6: Cooperation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through national, regional, and international structures.

7: Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

Source: ICA News, No. 5/6, 1995.

Last updated: 2 June, 1996.

members SPEAK OUT



Comment Cards ...

I not only like, but absolutely LOVE the new carts! Efficient and ergonomic.

Thank you so much! We not only like but absolutely love positive feedback!

— Allisyn Vincent, Front End Manager

I understand that the Co-op needed new carts, but the dual layer smaller carts are unusable. The top is too small. The bottom hurts the back from all the bending. People bending over to fill the bottom block the aisles. Please keep this in mind when future purchases arise.

Larger carts are now available, if you prefer them. You may also want to try out the carts that hold shopping baskets.

— Allisyn Vincent, Front End Manager

I hear this frequently: "Don't I have to be a member to shop?" The cure: Hang a banner outside. Why not? Not expensive.

That is certainly something we might consider—thank you for the suggestion. It is one of the biggest misconceptions about shopping at the Co-op. But we also want to encourage people to become members and advertise the great benefits of doing that. Definitely food for thought.

— Kara Holsopple, Member Services Manager

Please carry jicama.

We do carry it periodically, though it is not organic.

— Aaron Young, Interim Produce Manager

I know it is not the Co-op's problem, but can we do anything about people tying their dogs up while shopping? It's very dangerous to the dog and inconsiderate of other shoppers who may not walk in front of a tied up dog. Big signs maybe?

I agree with your point of view, and we have had our share of near tragic incidents involving dogs tied up in front of the store while their owners shopped. We would certainly prefer it if shoppers refrained from doing this. However, as far as I know, there are no laws or ordinances in the city that prohibit this, and the sidewalk is a public space. If there is a specific problem with an animal in front of the store, we can of course try to help solve it. And we will consider some kind of signage. Thanks for your concern and for bringing this to our attention.

— Kara Holsopple, Member Services Manager

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



From the Co-op Book Shelves, and perfect for holiday giving for the children in your lives

Review by Joseph Wilk

Who Eats What?: Food Chains & Food Webs by Patricia Lauber and Holly Keller

Nature has a way of telling it's own story, with almost none more fascinating than the great food web of planet Earth. In *"Who Eats What?: Food Chains and Food Webs"* (HarperCollins, \$5.99, ages 5-9) Patricia Lauber and Holly Keller bring this story to life.

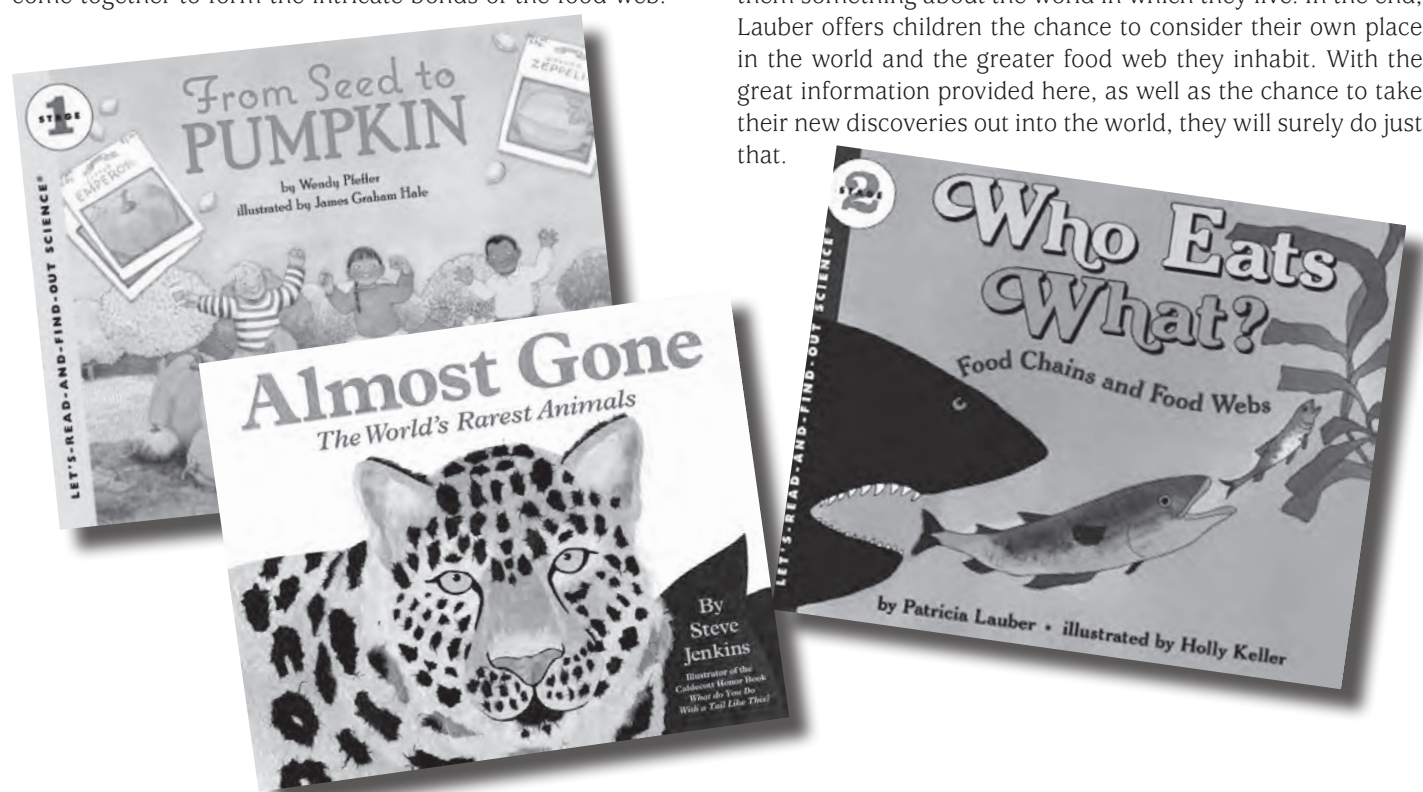
Part of HarperCollins's Let's-Read-And-Find-Out Science Series, *"Who Eats What?"* helps children understand the complex relationship between living creatures in the familiar picture book format. From page to page, children will learn the path between a leaf and a hawk, algae and the giant barracuda, and even grass and humans.

"Who Eats What?" is written by Patricia Lauber, the author of over 65 books for young readers, mostly in the field of science, and in 1983 was the recipient of the *Washington Post/Children's Book Guild Award* for her overall contribution to children's nonfiction literature. Here, Lauber carefully elaborates the relationship between different animals, first explaining a food chain before demonstrating how several food chains come together to form the intricate bonds of the food web.

Illustrator Holly Keller, winner of multiple awards (including CHILDREN'S BOOK OF THE YEAR from the Library of Congress), returns to form in illustrating her favorite subject: animals. In *"Who Eats What?"* Keller takes the minimalist, yet colorful cartoon style she popularized in the series featuring such characters as Geraldine, Henry, and Horace and applies it to the natural world. From the smiling cow to the menacing hawk, Keller's vibrant style brings an otherwise complex subject to life.

As in the other Let's-Read-And-Find-Out Science books, Lauber intersperses scientific activities amidst the scientific explanations. As children learn the concepts, they will be prompted to go outside and observe the food chains and food webs at play in their backyards. At these points, Keller changes her style to approximate simple crayon drawings and provides a template for how a child's own food web can look.

"Who Eats What?: Food Chains and Food Webs" is a wonderful opportunity to read with your child while also teaching them something about the world in which they live. In the end, Lauber offers children the chance to consider their own place in the world and the greater food web they inhabit. With the great information provided here, as well as the chance to take their new discoveries out into the world, they will surely do just that.



the food YOU EAT

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

Traditional in many Asian, Mediterranean and Middle Eastern dishes, sesame seeds are as high in iron and calcium as they are delicious. You can find them on more than just the tops of bagels and rolls these days, and at the Co-op, you can buy both the hulled and unhulled varieties in the BULK FOODS department. The Co-op Café is sharing two great holiday recipes this month, both using this versatile seed. Enjoy!



Sesame Glazed Sweet Potatoes

- 1 1/3 Tablespoons olive oil
- 1 1/3 Tablespoons butter or margarine, melted
- 2 lbs. sweet potatoes, peeled and sliced thinly
- 1 1/2 teaspoons fresh ginger, grated
- 1 1/3 Tablespoons evaporated cane juice or sugar
- 1 1/3 Tablespoons maple syrup
- 1 1/3 Tablespoons orange juice
- 1 1/2 teaspoons toasted sesame oil
- 1 1/2 teaspoons sesame seeds, toasted
- Salt and pepper to taste



DIRECTIONS:

1. Pre-heat oven to 400°.
2. In a small bowl, combine olive oil and melted butter. Brush a covered baking dish with a little of the butter and oil mix.
3. In a larger bowl, combine yams, ginger, evaporated cane juice (or sugar), maple syrup, orange juice, sesame oil, salt, pepper, and the rest of the butter and oil mix.
4. Toss until thoroughly covered.
5. Arrange yams in baking dish.
6. Cover and bake until tender, about twenty minutes. Remove lid and bake until yams begin to brown, about five to ten minutes.
7. Garnish with sesame seeds.

Serves 3 to 4 people.

Italian Sesame Cookie



- 1 cup sugar
- 3/4 c butter
- 2 tsp vanilla
- 3 eggs
- 3 cups white all-purpose flour
- 1/2 tsp salt
- 1 1/2 t baking powder
- 1/2 cup sesame seeds

DIRECTIONS:

1. Pre-heat oven to 300°
2. Cream together sugar, butter, and vanilla. Beat in eggs one at a time.
3. Mix together in a separate bowl, flour, salt, and baking powder, then add these dry ingredients into the wet batter, half at a time.
4. Stir just until flour is worked through the batter.
5. Gather dough into two inch balls, roll in sesame seeds, and gently flatten the dough balls on a greased cookie sheet.
6. Bake until cookies begin to rise and edges are slightly brown, about 15-20 minutes. Makes about one dozen 3-inch cookies.

Through Darkness Toward Radiant Light

Part One in a Five Part Series on Depression

"You can hold back from the suffering. You have free permission to do so, and it is in accordance with your nature. But, perhaps this very holding back is the one suffering you could have avoided." — Franz Kafka

If you've experienced depression, you know the darkness of it. Whole industries and cultures revolve around the avoidance of darkness, and although that sounds reasonable, I wonder if it's altogether wise or compassionate. We weren't meant for suffering, but neither were we meant for avoidance. If you're stuck in depression, be kind to yourself. Seek support to move beyond, understanding that when all goes well the path forward leads through darkness into light.

When depression comes we say that we're depressed, but that's not accurate. If when you're immersed in darkness you stand back as witness, you come to realize that you can't possibly be depression or darkness or any other affliction, emotion, or thought being witnessed by you. You're the much bigger Self that sees it all. From this perspective you can clearly identify suffering as a transient state and recognize yourself as eternal and unchanged.

But depression has a way of distorting perspective. It can make us forget everything we've ever learned and leave us feeling lost, lonely and disconnected even from ourselves.

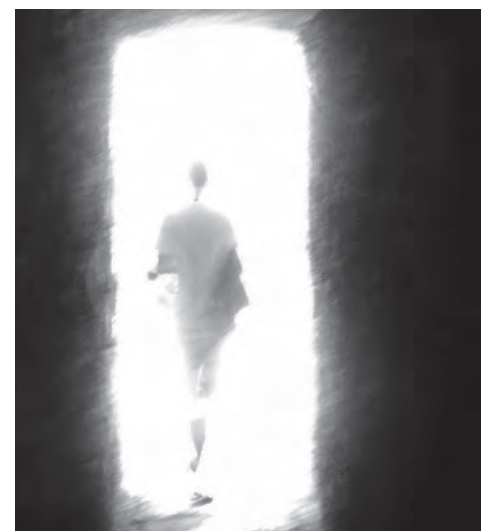
Take a moment here to breathe quietly. Depression calls for gentleness. It calls for love. You need time to adjust to the dark, time to balance and return to center. As you do, you may find yourself softening. That's good. Sometimes all you really need is rest.

Other times, though, resting isn't enough, and healing takes more effort and more time. If that seems true for you but you don't know where to start, try imagining a radiant gem. Maybe you see it inside, or maybe outside of yourself. Either way, breathe easily and imagine the gem expanding into a light that grows to envelop and embrace you. Let yourself be held and nourished, soothed and comforted. It's alright if this takes a while. There's no rush, and you're worth whatever time it takes.

Resting in this light and in the gentle flow of your breath, remember something sweet, something simple that you love. Over time you'll relax, your mind will settle, and a new path will emerge. Consider it a gift.

Relax even more deeply now and sense life flowing all around you. Enjoy this. Then, gently gather your senses and draw your awareness within. As you travel inward, look and listen deeply. The more you quiet your mind, the more easily you'll notice that you vibrate in harmony with the great flow of life.

With your mind thus focused you can readily identify your most vibrant energy center. Right here within this fabric of awareness you'll discover your unique vibration. It will have a discernable quality of peace, or joy, or love. What's your natu-



ral frequency? Still relaxing, get to know this feeling so well that you could return to it at any time, under any conditions. Drop an anchor into this and you won't lose your way.

When you're ready, expand your awareness out again into the space around you and explore what's there. If you vibrate at the frequency of love, find the larger frequency of love around you. If you are joy, find joy. If peace, then peace. Allow this powerful frequency to awaken you in the same way that one tuning fork calls to and awakens another. Breathe deeply, release artificial boundaries, and invite this great energy to blend seamlessly into your own. Spend a good long time here, maybe all day, or all week. Maybe all month. Maybe even spend all your life here.

Please don't leave your suffering with someone else and run away. That happens too often and only creates more pain. One person, unable to face his own suffering or unwilling to follow his own path, turns and lashes out at another, creating waves of anguish that spin out and spread like fire. When we get caught up in those flames we'll do whatever it takes to escape, even run away and never look back to acknowledge the agony we've caused.

If that's been your pattern, forgive it. Then forgive yourself and everybody else. Most of us react fearfully in the dark, so have compassion. But understand that causing others to suffer by collapsing into fear is never the honorable choice. Transcend the impulse to run. Face and transform your suffering, no matter how painful it is, or where it originated, or to whom you think it belongs. It's yours, and, believe it or not, is a gift that returns you to your Self.

You can't get lost. You're always present. It's just easy to get so turned around and disoriented in the darkness of depression that you temporarily forget yourself and fall prey to fear. Reconnect by calling to your resonant frequency and feeling for its response. Let it break through the fog to stir within you remembrance of what's true. Open and be reawakened to the radiantly beautiful gems of self-understanding that have always been yours to find.

Sheila Caffrey teaches yoga and practices spiritual counseling, massage, and CranioSacral Therapy in Pittsburgh. She can be reached at 412-363-4991 or at sheila.caffrey@verizon.net

What's New ... in the aisles

Aisle 2

- Thai Kitchen Simmer Sauces — Punang, Yellow, Red and Green Curries

Aisle 4

- Revolution Foods Pop Alongs Whole Grain Snacks
- Righteously Raw Organic Raw Chocolate — Goji, Acai, Caramel and Maca flavors
- Jose Pedro Organic Salsa

Aisle 5

- Organique by Himalaya Herbal Healthcare — shampoos, face washes, lotions
- Emergen-C Shots — Immune Plus and Alert Energy and Focus Booster
- Cold-Eeze Zinc Losenges — Cherry, Lemon and Green Tea Honey flavors

Aisle 6

- True North Almond Crisps
- Le Grand Tapenade and Pesto

in the COMMUNITY

Go Green for the Holidays

If you're looking for an easy way to green your holiday celebration, take December's action: **reuse brown paper or newspaper to wrap your gifts and/or put your gifts in reusable boxes or bags.** Doing this can save you an average of \$78 a year and save two pounds of global warming pollution every six gifts you would ordinarily wrap. Personalizing your wrapping will also add to the creativity of your gift.

To go even greener, **switch your holiday lights to Light Emitting Diode (LED) and/or give a donation to the planet** (say, to my.pennfuture.org/2009 – shameless plug!) as a gift and tell your loved one why.

Details on December's actions – including where to find the expert help you may need to take action – are on the **Black and Gold City Goes Green** website (http://www.theblackandgoldcitygoesgreen.com/int_monthly.aspx). Download the information and share it with a friend!

And of course, tell us what you've done so that we can track how well we're fighting global warming. Report your efforts online at <http://www.theblackandgoldcitygoesgreen.com/>.

No computer? No problem. Call us at 412-258-6680 or fill in one of the postcards available throughout the city. *

The Black and Gold Community Challenge

You can still help your work place, house of worship, community group, or neighborhood win our **Black and Gold Community Challenge**. The contest deadline has been extended to **December 11**. Just go to the My Account page and tell us how you heard about the campaign.

Together, we're making Pittsburgh even cooler by cutting our heat-trapping gases and going green!

New to the Black and Gold City Goes Green Campaign? We're happy you are here! The Campaign is the first-ever attempt by any city in the nation to run a citywide citizen action campaign to cut global warming. The goal of the campaign is to work together to reduce heat-trapping gases from global warming, making a significant measurable decrease in pollution. Each month, the Campaign details a new set of actions (green, greener, greenest), which you can do at little or no cost. Go to our website at www.theblackandgoldcitygoesgreen.com or call us at 412-258-6680 for more information.

THE BLACK AND GOLD CITY GOES GREEN CAMPAIGN IS COORDINATED BY PENNFUTURE.



Winter Solstice Cosmic Walk

We are all part of an incredible, awesome, magnificent, 13.7 billion-year adventure! That is worth celebrating.

Local organization, **Dream of the Earth**, invites you to celebrate the rebirth of light at **Winter Solstice**, and the ongoing birth of the Universe, with a Cosmic Walk on **Sunday, December 20, from 4 to 8 pm** at the Allegheny Unitarian Universalist Church, located at 416 West North Avenue at the corner of Resaca, in the North Side's Mexican War Streets neighborhood.

The Cosmic Walk is a ceremony that has been practiced by people around the world and was created by Sister Miriam MacGillis of Genesis Farm in Blairstown, New Jersey. While there are many different versions, each is designed as a spiral, meant to be walked in meditation. This one will take place indoors, at dusk, with candles lighting major events in the unfolding of the Universe.

Food, fellowship, reflection, and dance will be shared. Comforting soup and warm cider will be provided. Please bring a dish to share. A small (sliding scale) donation will be requested to cover the cost of the facilities. RSVP to b_j_campbell@yahoo.com by December 15. If you have questions, email info@dreamoftheearth.org. For more information on Cosmic Walks, see www.threeeyesofuniverse.org/public/cosmicwalks/TheCosmicWalk.html.



WITHIN REACH

by Chris Farber

Wondering how to shave a couple of dollars off of your purchase? Curious how to meet other people shopping at the Co-op? Looking for a volunteer position to add to your resume? **Become a Co-op volunteer!**

The Co-op is looking for more volunteer members to help us in different departments. There are opportunities to volunteer on Member Extra Discount Day, helping to make the day go more smoothly. We are seeking volunteers to help us do administrative tasks in the office, to sample new products, and to write book reviews. There are a myriad of volunteer projects—tell us of your interest and we will find a placement for you!

Anybody who is part of a household membership is welcome to volunteer at the Co-op. Simply pick up a volunteer application at the Customer Service desk and return it there. The Outreach Coordinator will get in touch with you to schedule a training for the volunteer project that is the most compatible with your schedule and interests. There are volunteers who come every week, others who only come once a month. There are lots of ways to get involved as a Co-op volunteer, so join the volunteer corps of people who are making our Co-op a better place to shop and socialize!

A big “thank you” goes out to the Co-op volunteers who have been consistently helping us stock, clean, promote, and all around improve the Co-op! * outreach@eastendfood.coop

DOING THE BODY GOOD WITH A LOCAL PRODUCER:

Turner Dairy

by Claire Westbrook

I was at the doctor's office a few weeks ago for my daughters' checkups and was asked what kind of milk I gave the girl who isn't drinking breast milk any more (although she did recently when she was thirsty in the car and the only thing to drink was a bottle of it that the baby hadn't consumed on our outing that day). When I replied, if somewhat proudly, that she drank whole milk I was surprised that the doc said it would be better for her to have 2% or skim instead. I knew instantly why she had stated that I should give a reduced fat version to my child (darn overweight society!) but I reminded her that ours is not the typical American diet that would make whole milk an increased risk factor for obesity in our family.

Sad, but true, full fat milk seems to be headed for the endangered species list — at least until folks start getting ahead of



Gestation wheel — They even make these for cows!

their curves, that is. But none of this seems to be altering the type of milk that the country's cows are producing, even if my older daughter would really like for there to be the kind who

give chocolate milk. No, when it comes to the fine art of delivering skim, 2%, chocolate (and strawberry), fat free milk, or my personal favorite, heavy whipping cream, technology takes over and that's where my tour of the Turner Dairy began.

Interestingly enough, we didn't start at a dairy farm for the tour but in the labs at their headquarters in Penn Hills. Our guide, Chuck Turner, was eager to show us first off one of the strongest points that the business has incorporated into their production, which is an additional quality assurance test with all the items that they make directly, which checks for abnormalities within twenty four hours of packaging. They're not required to perform this test but they do because they CARE (and they're pretty smart). Certainly being in business since 1930 has taught the Turner family a thing or two about processing. Think about it. They get milk from fifty different farmers in four different counties in southwest Pennsylvania, so the business of being a BIG local producer doesn't necessarily mean that they prefer quantity to quality. While both are obviously preferred the implications of having ANY kind of problem surface with as much milk as they deal with and ship daily just aren't worth skipping over any aspects of freshness that can be tested rather easily. Tastes good to me!

The rest of the facility was truly marvelous, loud in certain areas, and pretty

cold in others. As we made our way through the packaging lines and around to the loading bays I enjoyed my anticipation of heading to one of the farms in the area who supply milk to the Turner's, all the while wondering if I could ever get used to the idea of wearing a hair net (and in the case of one the tour's attendees, a beard net!) as part of my work. But wonder no more; it was time to head to the Stoner's farm.

As we pulled up to Sam and Mary Stoner's in Latrobe, a cherry red tent with inviting tables greeted us and we proceeded to have a fabulous picnic lunch before continuing. It was obvious from the start that Sam and Mary were genuinely raising their “girls” with plenty of TLC, with the mattresses for yhr cows to rest upon to the separate barn for the birthing mamas, it's no wonder the milk is so good.

As we were shown the milking stations (no milking stools here!) I again found myself amazed at how effectively everything was set up to maximize time, quality, and delivery. Even the massive (and vintage) ovulation wheel in Sam's office was being utilized, since for him, being able to see everything that's happening with all the cows in one place means less time shuffling through separate files to keep track of who was ready to be bred or dried off and so forth.

We finished with a visit to the calves in another barn and this time I marveled



Production line — Technology at its finest

at how a calf that has just been born two days prior was up and walking around as if there were nothing more natural and normal, which of course, was exactly what it was, but still! We NEED to evolve to that. Maybe then we'd get the green light to drink whole milk again when we go to the doctors.

Meanwhile, you'll find a selection of Turner's products in aisle 6 if you're looking for something to go with those cookies you're going leave out for the man in red later this month, or maybe you'll just want to try some out for yourself. Either way, you'll be glad you did. For more info go to: www.turnerdairy.net or call (412) 372-2211. *

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



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Rob Baran

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 Inna Nirenburg, Vice President
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 Mike Collura, Treasurer
 Mia Farber
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 Eric Milliron, Jr.
 Hope Anne Nathan
 Jesse Sharrard

WHO WE ARE

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1977. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads and vegan dishes.

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

MANAGEMENT TEAM

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

EAST END FOOD CO-OP

7516 Meade Street
 Pittsburgh, PA 15208

Store 412.242.3598
 Café 412.242.7726
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The Co-operator

Kara Holsopple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.

We welcome letters to the editor.

Send your message (250 words or less) to —
Attn: EEFC Member Services, 7516 Meade St. Pittsburgh,
PA 15208 or e-mail to: memberservices@eastendfood.coop

Submission Deadlines

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

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

For information about submissions and advertising, please contact Member Services at 412.242.3598.

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

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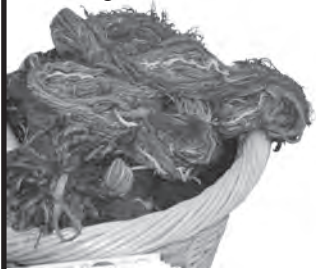
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staff NEWS

Employee of the Month

Interview with **Ian Ryan**, one of our
**Employees of the Month for
October 2009**

by Jessica Johnson



How long have you worked at the Co-op?

I don't know. 8 years, maybe?

What are your favorite things about working here?

All the great people that I work with. And all the great customers that come in. The positive vibes.

Are there things that you wish you could change?

Bring back the free lunch program!

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

Shocked and honored.

Next month **Eric Cressley**, our other October Employee of the Month, will be profiled.

BOARD CORNER

— Continued from page 2

local food network. He mentioned many of the activities that PASA is doing: providing grants to farmers, supporting the establishment of more farmers markets and neighborhood co-ops, addressing food access for inner city communities and other ideas to get local food initiatives going. They are creating curriculum to help young farmers get ready for their own careers on a farm. He has some exciting and innovative ideas for the future. Some of these include: (1) harnessing suburban SUV drivers to help transport food from farms to cities when they make their commute; (2) helping farmers coordinate their sales at farmers markets so that every farmer doesn't have to be there every week; (3) establishment of bike taxi services to transport food without the use of fossil fuels; and (4) options for composting restaurant waste. He had many other ideas that he was willing to discuss with members at their convenience. We look forward to continuing our partnership with PASA and being a part of this vibrant, dynamic movement long into the future.

I stood up next to announce the results of the election. We had 189 valid ballots cast this year. The results for the open membership seats were:

- Mia Farber (139), Dirk Kalp (122), Eric Milliron (94), Brian Funk (82). So Mia, Dirk and Eric will be filling the three vacancies on the board. These are all three-year terms.

As for the EEFC staff seat on the board, the results of the election are as follows:

- Hope Anne Nathan (83), Joseph Romanyak (53), Justin Caputo (37). Hope is the winner, and will be serving a two-year term, as she is replacing Lashaun, who stepped down this year.

There were also write-in votes for Mark Perry, Dave Headings, Thomas Murphy and Randy Miyan.

As the chair of nominations and elections, I feel like the process ran smoothly this year, but I am disappointed by the low turnout in terms of member participation in the voting. Less than 2% of the total membership voted in this year's election, very similar to the participation rates for the last two years. If anyone has any ideas for helping us get out the vote, the Board would be very interested in hearing them. Please contact us, and consider voting or running for the Board next year.

Thanks to Kara Holsopple and Chris Farber for their assistance in organizing the food and the decorations for the meeting. We couldn't have done it without them.

Thanks also to all the members who attended the meeting. Hope to see you and more next year! *

DID YOU KNOW...

The TWELFTH and Final Step in the *Better Eating for Life* Series is "Plan to Succeed the *Better Eating for Life* Way."

Over the last year we have offered the *Better Eating for Life* packets through the Customer Service desk. Each packet includes healthy eating tips, nutritional information and recipes.

The last installment pulls all of the previous information together so that you can succeed in making small changes over time.

Shopping tips based on the updated food pyramid, meal planning, and tips for dining out are just some of the topics covered. Fitness activities and goals are also discussed.

Web resources and cookbook suggestions round out the information in the packet.

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

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

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CAFÉ HOURS

DAILY

JUICE BAR
8 AM - 7 PM

SALAD BAR & SOUP
8 AM - 7 PM

HOT FOODS
11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS
1:30 PM - 7 PM

December 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE!		1 Tofu al Pastor	2 Burrito Bar	3 Kale and White Bean Stew	4 Pizza, Dairy and Vegan	5 Greek Quiche
6 Chef's Choice	7 Long Winter's Casserole	8 Cashew Tofu Curry	9 Indian Kitchen	10 Sausage, Mushroom and Lasagna with Red Pepper Sauce	11 Pizza, Dairy and vegan	12 Tempeh Adobo
13 Chef's Choice	14 Rustic Vegetable Crumble	15 Beer Braised Brats with Mashed Caraway Potatoes	16 Pittsburgh Kitchen	17 Curried Red Lentils and Chickpeas with Swiss Chard	18 Pizza, Dairy and Vegan	19 Mock Tuna and Noodles
20 Chef's Choice	21 Mashed Parsnips with Sausage and Apples	22 Peanut Sesame Orange Tofu	23 Stir Fry Bar	24 Brown Sugar and Cider Baked "Seitan Ham"	25 Closed for Christmas	26 Tarragon Tofu Stew
27 Chef's Choice	28 Tempeh with Winter Squash and Roots	29 Savory Bread Pudding	30 Country Kitchen	31 Hoppin' John	HOT FOODS BAR 11 AM to 7 PM - DAILY 1:30 PM to 7 PM - WEEKENDS	

december lectures

Thursday, December 10, 7pm

Healthy Holiday Recipes and Tips

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

Having trouble staying on your diet or just
remaining healthy through the holiday season?
Come learn about some delicious but simple
holiday recipes and strategies for keeping
healthy and on top for the holidays.

NOTE: Workshops are free, but please
register in advance at 412.242.3598.



ESPRESSO DRINKS

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

COFFEE

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

HOT DRINKS

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

TEA

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

Choice Teas price per bag 1.25

Green: Classic Blend, Moroccan Mint, Bancha
Black: English Breakfast, Orange Spice,
Darjeeling

Decaf: Earl Grey, Mango Ceylon
Herbal: Peppermint, Chamomile, Wild Berry

Blfa Teas price per bag 1.50

Caffeinated: Yerba Mate
Caffeine free: Cold Stop, Cranberry, Rooibos,
Double Ginseng, Lemon Ginger

Add hazelnut, caramel, amaretto, French
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STORE CLOSES 7PM,
CAFÉ CLOSES 6:30PM

DECEMBER 24

STORE CLOSES 5PM
CAFÉ CLOSED

DECEMBER 25

STORE AND CAFÉ
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DECEMBER 31

STORES CLOSING 7PM
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JANUARY 1

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Center for Victims of Violent Crime
in November. When you shop on
One-Percent Wednesdays, your
dollar goes farther by supporting
organizations in our community.

Diversity all through December

by Ela Slai

As we move closer to 2010 this last month of our countries
calendar year offers quite possibly more to celebrate and
observe than any other month. As I was surfing around
through the *world online*, picking and choosing what to write
about, I did a quick dictionary.com search on December's
definition and guess what? The Latin on it is: decem-'ten,'
being originally the tenth month of the Roman year. Do some
searching of your own to find out why. From Romans to Bud-
dhists, December is certainly diverse!



3rd: International Day of People with Disabilities

This year's theme — "Realizing the Millen-
nium Development Goals for All: Empower-
ment of Persons with Disabilities and Their
Communities around the World." [http://
www.un.org/disabilities/](http://www.un.org/disabilities/)

8th: Bodhi Day, Japan

The day that Buddha experienced enlight-
enment, also known as Bodhi. Have you
meditated today?

15th: Bill of Rights Day, USA

Over 200 years ago the Bill of Rights
became part of the Constitution. Exercise
them now while you still can!

11th (at sundown): Hanukkah, Jewish, Worldwide

Eight day Festival of Lights where lighting
candles on a Menorah commemorates the
rededication of the Holy Temple in Jerusa-
lem at the time of the Maccabean Revolt of
the 2nd century BCE.

17th: Saturnalia, Rome

Some say this ancient Roman holiday cele-
brating the god Saturn originally only lasted
for a day (but eventually grew to a weeklong

event culminating on the 25th) was where
the Christmas holiday arose.

21st: Yule, Wiccan/Pagan

This longest night of the year, the winter
solstice, brings forth a celebration of the
Great God, who is viewed as the newborn
solstice sun.

As we move through the month
there are many holidays that seem
to converge and intersect with many
ending on the 25th as a result, or
some say another beginning, the
Christ Mass.

26th: (1st day of) Kwanzaa, Africa/ America

Celebrated for seven days, to focus on the
seven principles for which the holiday was
created to celebrate — Unity, Self-determi-
nation, Collective work and responsibility,
Cooperative economics, Purpose, Creativ-
ity, and Faith for a stronger nation. Just like
what we're practicing in all our diversity
here at the Co-op.

Please note that the selections listed are
random (as there are too many to list)
and do not necessarily reflect holidays
endorsed or observed by the Co-op.