

The Co-operator

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

STORE NEWS

Members' Extra Discount Days
Sundays: 12/12 & 1/16/11
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Check meeting times in store entrance for next meeting.

The Co-Operator Deadline
All submissions and ads are due 12/10 for the January 2011 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 Berry Breene, 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:
12/1 - 12/14 Co-op Deals
12/15 - 12/28 Co-op Deals

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

Drinks to Warm Up Your Holidays

from Frontier Natural Products Cooperative

Hand off a hot beverage — to dinner guests, neighbors who drop by or kids during story time — and you instantly warm both tummies and hearts. Make sure you treat yourself too; wrapping your hands around a warm mug in the midst of a cold day can help you unwind!

Traditional favorites include hot cider, cocoa, teas and coffees — all so good there's no need to look for replacements. But by adding just a few of the right spices, you can transform these everyday winter drinks into extraordinary festive fare.

Tips for Spicing Up a Variety of Hot Drinks

- Mull to be merry. Mulling a beverage simply means heating and spicing it. Sometimes sweeteners and/or other beverages are added, too. Mulled apple juice or cider is classic, but why not mull other favorites, like cherry, raspberry, white grape and cranberry juices, as well as red and white wines? Just be careful not to boil the wine or you'll ruin the taste and evaporate the alcohol. Good mulling spices include allspice, cinnamon, cloves, fenugreek, ginger, lemon peel, nutmeg, orange peel and star anise. Have fun experimenting — or streamline your routine by stocking up on a mulling spice mix, like Frontier Natural Products Cider Mate bulk seasoning blend.
- Give the crock a workout. Fill your crock pot with an aromatic and warm spiced beverage and keep it on low throughout the day. You'll have a ready-to-serve treat at any time, and your home will be scented, too.

- Make an impression with homemade gifts. For simple but lovely homemade gifting, combine the dry ingredients for a special hot drink in a small jar or canister and tie with a festive ribbon. Punch a hole in a recipe card with mixing directions and attach to the ribbon. For even easier gifting, simply place a package of beverage mix — like those mulling spices — in a festive mug and tie with a ribbon. Or choose a special tea and deliver it in a pretty cup and saucer.
- Stock up on cinnamon sticks. Indispensable for mulling, cinnamon sticks also spruce up hot party drinks when used as swizzlers.
- Spruce up your black teas. Add cinnamon sticks, orange peel and/or lemon peel to any black tea. Sweeten, if you like, with honey or brown sugar. To enrich the flavor even further, add a tablespoon or two of cognac.
- Enliven green teas with crystallized ginger and sliced fruit (like pears).
- Think ethnic. For Spanish flair, add black pepper and chilies or cinnamon to hot chocolate. For French influence, thicken cocoas with cornstarch or arrowroot and stir in some Grand Marnier and vanilla extract. Top with a pinch of freshly ground nutmeg.
- For a mocha drink, simply use strongly brewed coffee in place of some of the liquid in your favorite hot cocoa recipe.
- Add quality flavorings or extracts for an instant flavor boost. Frontier Natural Products offers every option from almond to walnut for any hot beverage — including milk, cocoa, tea and coffee.

Here's the recipe for deliciously rich toddy that adds delight to any gathering:

Visions of Sugarplums Toddy


INGREDIENTS:


- 4 cups milk, divided in half (dairy, rice, or soy)
- 2 Tbsp. honey
- 1/8 tsp. cardamom powder
- 4 oz. white baking chocolate, chopped
- 1 tsp. vanilla extract
- 1/4 tsp. nutmeg powder
- 4 6-inch cinnamon sticks

DIRECTIONS:

- Warm 2 cups of the milk, honey, cardamom, and baking chocolate in a saucepan until chocolate is melted.
- Add remaining milk and heat until warm.
- Stir in vanilla.
- Pour into cups, sprinkle with nutmeg and add cinnamon stick stirrers. Substitute almond extract (or another flavoring, like peppermint extract) for the vanilla now and then.
- At a toddler's tuck-in time, serve without the chocolate to induce slumber.


Makes about 4 servings.





Winterfest!

Saturday December 18, 2010
6:30-9:30pm
Jewish Community Center in Sq. Hill
See page 5 for details.

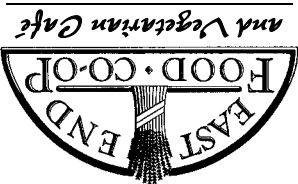


All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items. Check meeting times in store entrance for next meeting.



Dated Materials — DO NOT DELAY

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



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Rob Baran,
General Manager

rob's corner

Hello Co-op folks, welcome to another edition of Rob's Corner. I have a couple things to touch base on today. First I want to talk about this newsletter. I wanted to acknowledge that we have gotten *The Co-operator* out late on more than one occasion this year. It's not been the fault of the lovely people who put this thing together; instead it has been folks like me who have not always been timely in meeting deadlines. We have moved deadlines up and made a new commitment to get everything to Kara and Linda in a more timely fashion. Additionally, we use bulk mail, and sometimes the good old post-office can have some pretty significant delays, especially if you live outside the city. We need to plan for that in the future, don't be surprised if you city folks end up getting the newsletter a lot earlier than you are used to in the future so those outside the city can get theirs by the 1st of the month.

In other news, if you have had more than an isolated frustrating parking experience this year I would really appreciate hearing from you. Seems some of the new businesses in the building have been drawing more cars to the parking lot recently, and we are trying to get a handle on how big the problem is. We are working to find permanent off-site parking for building staff to ensure we have plenty of space for customers, but I want to make sure I understand the issue completely. So drop me an email, or a call, to let me know what's been happening if you have experienced problems. rbaran@eastendfood.coop 412 242 3598, ext 117.

You may have read that we lost Don Gibbon to cancer last month. Don was a tireless volunteer with the Sierra Club & and the Co-op, an accomplished photographer, and a really special member. We will miss him greatly, but we can all share a moment with his memory any time you walk into the Co-op, as his photos of local farms and farmers framed above the produce cooler when entering the store help make that increasingly vital connection between producer and consumer.

In closing, let's discuss sustainability at the Co-op for a moment. It's been almost a year now since we began composting both post-consumer and pre-consumer organic waste. We recently contracted with the good folks at Steel City Soils to do a waste audit, to determine exactly what the score is with the Co-op waste stream. What we discovered really hit home.

Before we initiated composting, which is a not insignificant new expense by the way, 68% of our waste (by weight) was being land filled — that's over 600 pounds a day! We are very pleased to report this has changed dramatically, as now only 9% of Co-op waste (down to only 80 pounds a day) is being land filled as trash. The other 91% of our waste, over 800 pounds a day on average, is being composted into soil, recycled, or reused.

It was difficult at first to rationalize the increased expense and effort of composting once I saw what it really took to accomplish. I know a lot of our staff felt the same way. Not anymore, though. As far as I am concerned, these real world numbers completely justify the effort your Co-op is making to be responsible environmental leaders.

I want to thank the Pennsylvania Resources Council for encouraging us and supporting us in making this challenging transition. I also want to thank Ag Recycle for being the cutting-edge company they are, and developing one of the first large-scale composting businesses in the country. We might never have started if they had not invested in large-scale business composting. Finally, I want to thank the staff of the Co-op for taking on the massive inconvenience to improve our sustainability. And a special thanks to our managers in the front-end, Allisyn, Doug, Eric, Joe, and Ebba, who can often be found in the evening picking through the post-consumer compost can, ensuring the that only real compostables end up in the compost bins. This is not a fun job, and all of us here at the Co-op salute you for it. 🗑️

board corner

The 2010 Annual Meeting

By Inna Nirenburg

As in years past, this year's annual meeting, held on October 9th at the Waldorf School and put on by the Co-op's Board, was attended by a small but dedicated group of members. The event was catered by the Co-op with delicious vegetarian fare, which provided a lovely backdrop for socializing and sharing the year's accomplishments.

After approving last year's annual meeting minutes, the event proceeded with three of the five candidates running to fill this year's three open seats giving brief speeches, explaining their reasons for running and goals for their candidacy. Torey Verts, Sarah Aerni, and Mike Col-

lura, all incumbent candidates, spoke and fielded questions from the membership. Mike advised that the Co-op has built up its cash position to use it to leverage growth and to allow for expansion. Sarah agreed that the Co-op is aiming to expand its physical location but also to increase community based work with local Pittsburgh infrastructure projects and groups that share common goals. Torey said that from the Board's perspective, expansion and growth mean making sure that the board is prepared to ask the right questions and making sure that values are maintained during the growth process.

Rob Baran presented the General Man-

member services message

by Kara Holsopple, Member Services

I'm reprinting this article from 2007 because it is still true and because lots of great gift ideas from our shelves get missed by customers.

And check out our cute holiday goodies display near the registers for fun stocking stuffers and appreciation treats!

Holiday Shopping at the Co-op

Gift giving can be the downfall or delight of a holiday season. Battling crowds, breaking budgets, and wracking your brains to come up with appropriate presents can quickly turn a seasonal shopper into a full-fledged Scrooge.

On the other hand, purchasing gifts at your co-op brings out the spirit (rather than the hassle or commercialization) of the holiday. There you can choose gifts that are meaningful and personal, champion a good cause, and support the local community. In one fun shopping trip, you may easily be able to find perfect gifts for everyone on your list!

Here are just some of the options you'll find for gift shopping at your co-op:

Co-op Gift Certificates

While some gift cards may seem generic and impersonal, a Co-op gift certificate represents a commitment to co-op values and a desire to share those values. If the recipient already shops at the co-op, he or she will appreciate the opportunity to choose a gift there. If not, what a wonderful introduction your gift will provide! A Co-op gift certificate will be welcomed by someone struggling to make the food budget work as well as someone who'd enjoy picking up something special for himself or herself.

You can choose an amount for whatever amount suits your budget. Wrap the certificate in a little box (with recycled papers or fabric, of course!), drop it in a fancy envelope, or slide it in a stocking. You might even accompany it with a canvas shopping bag. Include a note telling why you chose it as a gift.

Gift Baskets.

Create the perfect personalized present for each person on your gift list with a stroll around your co-op aisles. Pick a theme (baby, sleep, cooking, cleaning, for example), a container (it needn't be

a basket), and a few related items. Some examples:

- Fill a colander or salad spinner with kitchen supplies (measuring cups and spoons, strawberry huller, etc.) or salad fixings, dressings, and wooden salad servers. Use a recipe card as your gift card.
- Place natural cleansers and a book on natural cleaning in a metal bucket. Add natural bristle cleaning brushes and colorful cotton cloths. A book on making your own natural cleansers would be a fun addition. Tie a festive bow on the handle.
- Fill a picnic basket with a loaf of bread, a bottle of wine, and some select cheeses. Add linens, if you like, and a note about enjoying a festive indoor picnic by the fireplace.
- Make a traditional fruit basket, but use organic, locally grown produce. Include information about the grower if available.
- For a smaller gift, place tea bags, bulk tea, coffee, or cocoa mix in a lovely teacup or interesting mug. Include a tea strainer (for the tea choice) and tie the gift tag on the handle. For a larger gift, fill a teapot or coffee pot, and add a snack, like scones or muffins (from the bakery department or homemade), for serving with the beverage.

Fair Trade Items

Purchasing Fair Trade items extends the co-op community, benefiting farmers, artisans, and other workers, their communities, and the environment. Look for items with the black and white Fair Trade Certified™ label, a designation given by TransFair USA, a non-profit third-party certifier.

Fair Trade foods (like coffees, teas, spices, cocoa) and clothing and accessories (like hats and scarves or handbags) make wonderful gifts. Include information about the source and Fair Trade, if the recipient might be unfamiliar with the concept. 🗑️





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 ...

Would it be possible to offer a cash discount? I used credit because I get a 1% cash back. But I do know that the card company charges the Co-op more than 1%. I'd pay cash or check for a 1% discount.

This is an interesting proposition. We can discuss it as we consider the budget next year. We'll keep you posted. Thank you for the suggestion.

— Allisyn Vincent, Front End Manager

I'm interested in bio-identical hormone replacement therapy. Is it possible we can have a seminar or discussion on this?

Thanks for the suggestion! We hosted a lecture on the topic a few years ago with Susan Merenstein, pharmacist and owner of Murray Avenue Apothecary. We will certainly consider holding another workshop on that topic here in the future.

— Kara Holsopple, Member Services Manager

Can you put up some newer comment cards? I'm tired of reading the old ones. Or is nobody commenting much lately?

Yes! I apologize for letting the comment card board in the back of the store slip. I've taken down all of the older cards and replaced them with newer ones. I'll try to keep the board more current. And yes, people are still commenting as much, if not more, than ever—keep them coming!

— Kara Holsopple, Member Services Manager

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

PASA News

Did you know that your Co-op was a lifetime member of the Pennsylvania Association for Sustainable Agriculture (PASA)? We are proud to support this organization that does so much for farmers and local food in our region. Take a look at this recent letter from PASA's Executive Director Brian Snyder about their work around raw milk issues.

Raw Milk Aftermath – How Sweet It Is!

October 8, 2010

Dear PASA Members,

Yesterday was one of the most extraordinary days in the history of the Local Food Movement here in Pennsylvania or anywhere. In applying a highly technical legal maneuver they referred to openly as “common sense,” the Pennsylvania Independent Regulatory Review Commission (IRRC) voted to reject the latest “final” draft of Milk Sanitation regulations, sending them back to the Pennsylvania Department of Agriculture (PDA) with a request that the regulations be divided between those applied to commercial milk supplies and those governing the production and sale of raw milk for human consumption. Resubmission of at least the first section may occur later this fall, before the current legislature retires. The IRRC also took the bold step of suggesting that PDA “please sit down with these people,” who are affected by the raw milk regulations, to see what their concerns happen to be.

Why did this happen? The hundreds of email submissions asking the IRRC to take such action certainly helped to set up this very straightforward conclusion. But I wish you all could have been there to hear farmer after farmer pleading with the commissioners to consider the larger context of the decision they were making. An extraordinary showing of highly intelligent, determined and downright moving presentations, from an extremely diverse series of speakers, was difficult for either the IRRC or PDA to ignore. In brief, the Local Food Community spoke, and government officials listened!

Why does this matter? Anyone thinking the effort of the past two weeks, or the very wise conclusion reached yesterday, was just about raw milk would be missing the main point altogether. As all of us in this movement understand so well, we're talking here more generally about two very different kinds of food out there in the public domain — 1) commodities produced for commercial processing and mass distribution, and 2) food produced in a very different way to serve communities, to the benefit of farmers, eaters and the natural environment alike. In other words, this decision is not just about milk, but also about all the other foods we hold so dear, and it will serve as a precedent for our continued work to protect farmers producing and selling meat, poultry products, vegetables and many other products that come from the land.

Let's not miss that a big victory like this also comes with significant responsibility. So while some celebration is certainly in order, it must be short-lived, because there is very much work yet to be done. PASA and its many partnering organizations will be there every step of the way, applying our educational, marketing and policy efforts to ensure that the future food system we all dream of will become more and more of a reality as the years roll by. But we will need your help, because in a sense, our whole mission is just to create opportunities for our members to be heard. Your voice was heard yesterday, and for that, all of us at PASA are truly grateful.

Sustainably yours,
Brian Snyder, Executive Director
brian@pasafarming.org



the food YOU EAT

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



This month we are featuring simple home cooking and baking recipes that you can feel good about serving to friends and family this season WITHOUT breaking a sweat in the kitchen. Find almost everything you need for this light but moist gingerbread recipe in the Co-op's Bulk Department. It's great warm or cool, with or without ice cream or fresh whipped cream.

Remember that you can special order baked goods, like Gingerbread, for holiday gatherings or gifts, from the Co-op Café Bakery with only 48 hours notice. Just call 412-242-3598 and ask for the 1/8Café for varieties and pricing.

Blackstrap Stout Gingerbread

2 cups unbleached white flour	1 cup molasses
2 Tablespoons ground ginger	1 cup East End Brewery's Blackstrap Stout (or any other similar dark beer)
1 ½ teaspoons baking powder	
½ Tablespoon baking soda	1 cup canola oil
½ Tablespoon cinnamon	2 ½ Tablespoons freshly grated ginger
¼ teaspoon cloves	½ cup evaporated cane juice (or sugar)
¼ teaspoon nutmeg	½ cup brown sugar
⅛ teaspoon cardamom	

Directions

1. Preheat oven to 350, line a 9x5 inch loaf pan, spray lightly with non-stick cooking spray and line with parchment paper.
2. In a large bowl, whisk together the flour, spices (except fresh ginger), baking powder, baking soda and set aside.
3. In a medium bowl, whisk together molasses, beer, oil, and ginger. Then whisk in the evaporated cane juice and brown sugar.
4. Pour the wet ingredient into the dry and mix together using a large wooden spoon or a firm spatula. Pour batter into the prepared baking pan and bake for about one hour, or until top springs back when gently pressed and a toothpick inserted into the center comes out clean. Do not open the oven until the gingerbread is almost done, or the center may fall slightly. Transfer to a wire rack to cool.

Butternut Penne is a fast and tasty way to use the local hard squash in the Co-op's Produce Department. Try a different hard squash in this dish, and serve as a weeknight supper with a salad, or as a surprising holiday table entrée or side for vegetarians and all squash lovers. Enjoy!

Pasta with Roasted Butternut Squash

3 cups butternut squash, peeled, seeded, and cubed into ½ inch pieces
1 tablespoon brown sugar
4 tablespoons olive oil, divided
½ teaspoon salt
½ teaspoon pepper
1/2 pound shallots, peeled and halved
1 tablespoon fresh sage, chopped
1/2 pound penne, cooked and cooled
1/2 cup Romano cheese

1. First, combine squash, brown sugar, two tablespoons olive oil, salt, pepper, and shallots on a baking sheet and bake for 20 minutes or until tender.
2. Remove from oven and stir in sage.
3. Next, toss pasta with the remaining two tablespoons oil and the squash mixture.
4. Toss well.
5. Finally, top with Romano cheese and serve. (Can be served hot or cold.)

Serves 4-6.

5% Wednesday Update

January 26, 2011

Kullu Valley Bike Project

Putting your Co-op shopping dollars to even better use:

- On August 25, your Co-op donated over \$875 to **HEARTH**, a local organization that provides housing and support services to homeless women (www.hearth-bp.org).
- Over \$600 was also donated to **Building New Hope** (buildingnewhope.org). The proceeds from their November 17th 5% donation day will benefit their mission and provide support and partnership to communities in development in Central America, particularly in El Salvador and Nicaragua.
- Join us on Wednesday January 26 for a special day to benefit our next 5% Wednesday Partners, the **Kullu Valley Bike Project** (www.kvbp.org). 🚲

THANK YOU FOR YOUR SUPPORT!

WINTERFEST 2010 CELEBRATION!

Saturday December 18, 2010
6:30-9:30pm

Jewish Community Center in Sq. Hill

Join fellow Co-operators for food, drink and live music, as we celebrate the end of another wonderful year.

Family-friendly.

Rockin' Live Music from The Zydeco Dogz,
Vegetarian and Vegan Food and Drink,
Beer from East End Brewing,
Door Prizes and more!

Please join us in celebrating another great year!

Suggested donation:

\$5 for members, \$7 for non-members

Proceeds benefit the **Co-op Community Fund**
— learn more at the event!

Levinson Hall of the Irene Kaufmann Building

Use Darlington Road Entrance.

Parking at 5738 Forbes Avenue, Pittsburgh, PA 15217

DISCLAIMER: THIS EVENT IS NOT SPONSORED BY THE
JEWISH COMMUNITY CENTER OF GREATER PITTSBURGH.

Food News!

NEW ... SPIRAL HAMS

- 🐷 The Co-op's Meat Department will be offering Holiday Hams — all natural, uncured Spiral Hams for your table. Natural and Organic Turkeys will also be available in the Freezer section.

WHAT'S "TABLE CHEESE?"

- 🐷 Minerva Cheese Factory's Yogurt Cheeses are now being labeled "Table Cheeses" in the Co-op's Deli Department. The change comes from Minerva as a result of labeling restrictions, but the delicious cheese inside the wrapper is still the same!

New Weekly Sales Program Starts Each Wednesday

MEADE STREET
MADNESS

TEN ITEMS for everyone at a better price **EVERY WEEK.**

Check online at www.eastendfood.coop,
for flyers and signs in store, and in our windows
for advertised sales.

What's New ... in the aisles

Holiday Table, Gifts and More... check out these new products, and great items for holiday gifting!

At the Register

- Spry Fresh Fruit Gum, 100 count

Aisle 1

- Wilderness Family Naturals All Natural Red Palm Oil

Aisle 2

- Goldmine Organic Raw Apricot Kernels, Dried Lotus Seeds, Dried Chestnuts
- Rising Tide Sea Crunchies Sea Palm Fronds
- Celestial Seasonings Holiday Teas: Gingerbread Spice, Nutcracker Sweet, Sugar Cookie Sleighride, Candy Cane Lane, and Sugar Plum Spice flavors

Aisle 3

- Divine Chocolate Ginger Orange Chocolate Bar, Milk Chocolate Bar with Spiced Cookies
- Natural Frontier Organic Ground Cloves, Organic Course Ground Black Pepper

Aisle 4

- Livin Spoonful Sprouted Pizza Crackers

Aisle 5

- Herbatint Hair Color
- TheraNeem Organix Facial Complexion Cleansing Bar, Oatmeal and Lavender Cleansing Bar
- Shikai Tea Tree Conditioner and Shampoo

- Hydrame Organic Finger Split Repair, After Shave Balm, Shave Balm
- Badger Headache Soother and Stress Soother, Cheerful Mind Balm
- Dagoba Chocolate Lip Balm

Gifts

- Windrose Beaded Ornaments, Diaries, Candle and Incense Holders, Tree-free Gift Wrap
- "round again knits" by Carrie: hats made from recycled, natural fibers
- Notecards by local Artists June Kieilty, Kirs Jansa, Jude Goldstein and Jabari Mason
- INTO: Fair-made Scarves and Wraps

Books

- 2011 Peace Calendars and 2011 Date Books
- *The One Straw Revolution* by Masanobu Fukuoka
- *Whole Green Catalog* edited by Michael W. Robbins
- *Radical Homemakers* by Shannon Hayes
- *The Joy of Pickling* by Linda Ziedrich

Aisle 6

- Gardein Savory Stuffed Turk'y Meat-free Entrée

Deli

- Sheese Creamy-style Spread, Mexican and Garlic and Herb Flavors



within reach

by Berry Breene

We are Pittsburgh

Pittsburgh's population has declined by about half since 1950. Residents have moved on leaving homes, businesses and communities behind. This traditional post-industrial scenario leaves many neighborhoods blighted with decaying, abandoned, vacant homes and buildings luring crime and dividing communities. Some Pittsburgh markets are re-emerging. East Liberty, Larimer (Bakery Square) the Northside, Friendship, Garfield and now Homewood near the Busway are all experiencing redevelopment in some capacity or have in recent history. In many ways it's great for the neighborhoods, increasing property values, cleaning up the streets and hopefully mending community ties. Everyone wants a taste of prosperity.

Trouble arises when residents are displaced to make room for other people's development plans often guided by profit. "Gentrification" is the process of increasing property values, driving out original populations in once-struggling neighborhoods. Residents are not often included in planning nor intended to benefit from new development creating injustice. When the Civic Arena was built in 1961, some 8,000 residents of the Hill District were displaced leading to the neighborhood's decline. Uprooting residents from a vibrant community tends to deteriorate that community. Socially equitable economic and real estate development can foster community development rather than contribute to its decay assuring equitable distribution of redevelopment benefits to existing residents and surrounding neighborhoods. As Deeone Ferris of the Sustainable Community Development Group stated at the recent Reclaiming Vacant Properties Conference: "Market forces alone will not ameliorate decades of disinvestment. The cardinal best practice is the continuing engagement of community in the process of development." From mixed-income and multi-use facilities to community driven planning processes, a framework for inclusion in the development world exists. Urban gardens, parks and community land banks are samplings of opportunities for sustainable reuse of vacant properties. Redevelopment goes beyond brick and mortar and can rebuild communities by responding to their needs. Equitable development is possible, but Urban Redevelopment Authorities are not a source for solutions as their charters focus on real estate values not people.

The Co-op is changing. With planned expansion this month we want to freshen up our mother store before opening a second location (undisclosed) in the next 2 years. In the next 5-6 years we will relocate in our current neighborhood; one potential relocation space is the Homewood Avenue Busway stop as part of a Transit Based Development plan. The URA is working with The Center for Spatial Practice among many other organizations and has proposed a plan for Bridging the Busway, a "commu-

nity driven neighborhood planning effort for Homewood and Point Breeze, seeking to harness the power of transit as an engine of neighborhood revitalization. The process explores ideas for new housing and parks, future uses for vacant land, strategies for revitalizing neighborhood business districts, and ways to build a sustainable and equitable future."

As an anchor store in this new development, the Co-op would continue to serve our neighbors in a brand new building! The seven principles of cooperation guide our decisions at the Co-op. Concern for Community is the seventh principle and the Social Equity committee is one way of manifesting this concern. The Committee was created to engage all citizens affected by the potential development. With the help of a member volunteer, attorney Irene McLaughlin, we are working on a Social Equity strategy to present to the city ensuring both communities have a voice in the redevelopment planning process. "Displacement-free development casts a wide net to highlight strategies, practices and methods that enhance property investments by including existing residents in planning and decision-making and assuring existing residents benefit from redevelopment." Bridging the Busway and the Social Equity Committee need input from residents on BOTH sides of the tracks in order to be successful, ensuring everyone's opinions and ideas are heard.

The East Busway splits Point Breeze and Homewood. Racial and class divides are quite obvious in the city of Pittsburgh. Homewood is undoubtedly hurt by vacancies, crime and it's reputation. A sense of safety is lacking and a better future for Homewood imminent. The two neighborhoods can build from one another's strengths to create a more vibrant, healthy and integrated community focused on inclusion and cooperation rather than division. Bridging the Busway's Social Equity committee engages residents continuously in the planning process in order to understand their needs and create an equity strategy to present to the URA. More involvement from community members is needed. Cooperation and community engagement are keys to successfully Bridge the Busway. Beyond neighborhood boundaries we are Pittsburgh! Let's grow together.

If you are a Homewood or Point Breeze resident and would like to be part of the Social Equity Committee please contact me at outreach@eastendfood.coop!



What makes the world go round: a review of Jerry Spinelli's *Stargirl*

by Claire Westbrook

For as long as I can remember, books have been a source of joy and comfort for me. I imagine this is the case for many, and for those who it's not, perhaps you just haven't come across the right one(s) yet. What's even better now that I'm no longer a teenager is that when I come across a book targeted for that audience and I pick it up without knowing of its intended reader type, memories of those tumultuous times are brought back to the forefront of my consciousness. Granted, the story of our heroine is not rife with the sorts of atrocities of some of today's youth. Instead it is one that relays the hardships of acclimating, understanding and ultimately rejecting that of the mainstream teenage school population.

Stargirl is definitely not like the rest of her classmates. She's home schooled, she spies on people in the community to do nice things for them, and when she becomes a cheerleader for the high school, she cheers not only for the school's team but for the OTHER team during games, too. Since she wants to make friends, she decides to try school. While she triumphs in establishing herself as unusual and beguiling (especially to the narrator of our story, Leo), it's practically inevitable to see where she will end up as the pages wind to a close. Though she's not any less herself as a result of her experiment—quite the contrary.

Still, what is refreshing about Spinelli's style is that (even as an adult) you're almost made to hope that the other kids will change, or at least, the one who spearheads the fall of our freckle-faced, free spirited, and naïve young soul. Some do, to varying degrees, but mostly it's Stargirl who changes — changes her name, her dress, even her attitude. But she only changes but long enough to see through the guise of the appropriately fickle student body. Interestingly, as the story unfolded, I found myself questioning just how idealistic the book (or the main character) is. Since it was written by a man who views his own wife as the closest inspiration for Stargirl (as evidenced in the conversation with him at the end of the book), it's natural that when love has to do with it, idealism should always be the leader in outlets like literature. I just would've liked for the story to continue being as over the top as Stargirl herself, with something more radical happening, but then, I'm pretty idealistic, too. Perhaps the sequel, *Love, Stargirl*, will satisfy my craving for more of this poignantly revisited treatise to youth that we all most likely long for from time to time.



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WHO WE ARE

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

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

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

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Joe Coley, Operations Manager
Jane Harter, Administrative Manager/HR
Aaron Young, Produce Manager
Kara Holsoopple, 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
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and ends Tuesday, December 14.**

**Second flyer starts Wednesday, December 15,
and ends Tuesday, December 28.**

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TRADITIONAL MEDICINALS Organic Cold Remedy Tea
16 oz, selected varieties
- \$1.99**
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- Festive recipes, including Poached Pears and Zesty Spinach Dip
- Fresh and easy entertaining options from your co-op's deli
- Great gift ideas (and great deals)

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- Spreadable cheeses: they're not just for bagels anymore!

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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.

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

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:
Kara Holsopple, Member Services, East End Food Co-op,
7516 Meade Street, Pittsburgh, PA 15208.
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CO-OP HOLIDAY HOURS

DECEMBER 18

Winterfest Celebration

Store Closes 7pm
Café Closes 6:30pm

DECEMBER 24

Store Closes 5pm
Café closed

DECEMBER 25

Store and Café Closed

DECEMBER 31

Stores Closes 7pm
Café Closes 6:30pm

JANUARY 1

Store and Café Closed

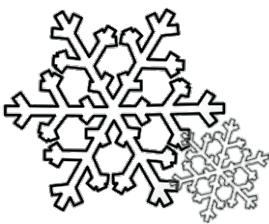
staff NEWS

NEW HIRES

Welcome to two new staff members—**Ben Collier** and **Imani Porter**!

Ben Collier is a recent graduate of the University of Pittsburgh, and once spent the better part of a year working on farms for WWOOF. That sparked his interest in natural foods and sustainable practices. Ben is also interested in writing, recording and performing music.

Imani Porter is a high school student who has been volunteering in the store for several months, and we are glad to make him a full-fledged employee! Besides school and work, playing baseball, football and basketball are high on his activities list. Someday, Imani would like to own his own HVAC corporation.



board corner

— Continued from page 2

(Cooperative Consumer Management Association) conference, she could see that the East End Food Co-op's Board is truly in the top percent of other Co-op Boards, and that the Co-op should be very proud.

Mike, the current Board treasurer, reported that the store is in a strong cash position, having paid down about \$200,000 in debt, allowing for the funding of long term projects such as expansion and the opening of an additional store, as laid out in the business plan. Rob then presented the membership report, and discussed the Co-op's outreach efforts.

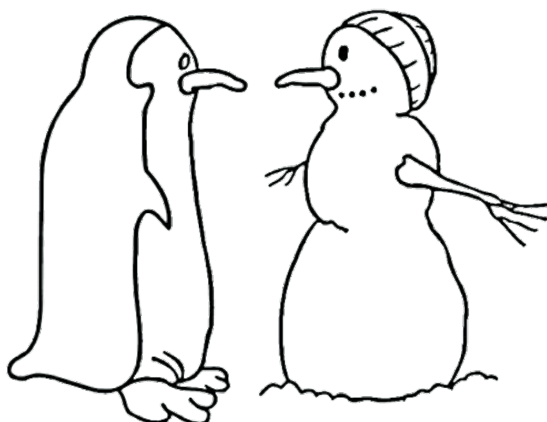
This year's guest speaker was Julie Pezzino, the Executive Director of Grow Pittsburgh. She introduced her organization, which demonstrates, teaches and promotes responsible food production, and spoke about some of their programs, including those in schools, as well as their production facilities. Julie indicated that the Co-op is one of the largest purchasers of Grow Pittsburgh produce, which creates a great symbiosis between these two organizations.

Having tallied the final incoming ballots, Inna Nirenburg, the current Board vice president, then reported on the election outcomes. With a total of 140 valid ballots, Sarah Aerni led the tally with 108 votes cast; Torey Verts received 107 votes; and Mike Colura received 92 votes. Each was reelected to a three year term as Director, and was later seated at October's monthly Board meeting. Another successful annual meeting was thus concluded.

We on the Board have been considering ways in which to further improve membership experience and increase participation in our annual meetings. Our hope is to actively engage our members by making this event interesting, exciting, and memorable — to truly be something which our members look forward to every year. We have some ideas up our sleeves, but would very much like to hear from you!

Some of the feedback we've received to date is that some members are perfectly satisfied with their Co-op and with how things are going in general, and so choose to not participate in elections or in the annual meeting. While we're pleased that members are satisfied, we are hoping to create an opportunity for community building, networking, and just pure fun for our members.

Please drop us a line at boarddir@eastendfood.coop to let us know your thoughts!



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 health 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.

Starting in January 2008, we will again offer the BETTER EATING FOR LIFE packets, starting from the beginning.

FREE Yoga Classes for Co-op Shoppers



January 16 at 10, 10:30, 11 and 11:30am.

Yoga Is My Health Insurance FREE Chair Yoga sessions on Member Extra Discount Days will take a holiday hiatus in December.

But Lilith Bailey-Kroll, founder of Yoga Is My Health Insurance and owner of Pratique Yoga will be back in January

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december classes

December 9, 7pm

Healthy Party Appetizers and Finger Food

With Deborah Uttenreither, CHHC AADP
Certified Health and Nutrition Coach
Founder/Director LifeFuel Health Counseling

Lets have some fun and bring on the party! Free Drawing and Recipe Swap Party a little healthier this year with a serving table of easy but healthy finger foods and drinks. Come join this class as we explore easy alternatives to chips and other party fare that your guests will remember.

Recipes for class will include raw dips, crostinis and a fabulous drink plus others!

Bring some of your own party favorite recipes (bring multiple copies) for a recipe swap and entry into a drawing for a free gift!

Thursday December 30, 1pm

Kid and Family Fun Winter Break Movie Screening: “WHAT’S ON YOUR PLATE?”

A Witty and Provocative Documentary About Kids and Food Politics

With Janet Stuck, ND

FREE popcorn and refreshments, and FREE Chipotle gift certificates for the first 10 families!

Join us for this cool film where, over the course of one year, two eleven-year-old city kids explore their place in the food chain. Then stay for a Q&A with Janet Stuck. She is a Naturopathic Doctor and a member of the Liberation Wellness Team. She has worked with Kevin Brown, author of the book “Liberation Diet,” based on the principles of the Weston Price Foundation.

For more information on the film, about which Alice Waters said, ... *This movie can have a real impact on the way we think about what we’re eating...*, visit www.bullfrogfilms.com/catalog/woyp.html

All presentations are FREE unless otherwise noted. Please call 412-242-3598 to reserve your seat.

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

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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 2010 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
			1 Burrito Bar	2 Quiche Lorraine	3 Pizza Dairy & Vegan	4 Roasted Vegetable Mac & Cheese
5 Chef's Choice	6 Black Eyed Peas w/ Butternut Squash	7 Charmoula Seitan & Potatoes	8 Indian Kitchen	9 Savory Bread Pudding	10 Pizza Dairy & Vegan	11 Sicilian Broccoli & Cauliflower Penne
12 Chef's Choice	13 Cassoulet	14 Tempeh Tagine	15 Middle Eastern Kitchen	16 Penne w/ Greens, Feta, Walnuts & Olives	17 Pizza Dairy & Vegan	18 Tofu Tarragon Stew
19 Chef's Choice	20 Coconut Lemongrass Tempeh	21 Peking Seitan	22 Stir Fry Bar	23 Brown Sugar & Cider Glazed Seitan-Ham	24 Cafe Closed	25 Co-op Closed for Christmas
26 Chef's Choice	27 Spicy Black Bean Casserole	28 Beer Braised Brats w/ Caraway Mashed Potatoes	29 Pittsburgh Kitchen	30 Hopplin' John	31 Pizza Dairy & Vegan	January 1 Co-op Closed for New Year's Day
WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS						



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WORLD HEALING DAY – Friday, December 31, 2010, 6:45 AM - 8:00 AM - East Liberty Presbyterian Church, Labyrinth Walk. Participate in a global prayer - a planetary affirmation of peace, love, forgiveness and understanding. 412-571-1223.

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january classes

Co-op Workshops BLITZ!

Thursday January 6, 7pm

Healing Foods

With Rosemary Traill, Natural Health Food Counselor and Cooking Instructor

The newest USDA Food Pyramid guidelines recommend that plant foods make up at about 2/3 of our diet, but what are these foods and where do you find them? Join Rosemary Traill, Natural Health Food Counselor and Cooking Instructor for a FREE mini tour of the East End Food Co-op and a discussion of the healing properties found in whole grains, such as brown rice, barley and millet. Hear about beans as well as the soybean products, including tofu, tempeh and miso. Learn about the nutritional value of leafy green vegetables including kale, bok choy, Chinese cabbage and collard greens. Sea vegetables will also be covered in this very interesting and informative class!

Thursday January 20, 6:30pm

Food for Life Introductory Cooking Class

with Janet McKee, HHC, AADP

Sponsored by PCRM (Physician's Committee for Responsible Medicine) and their subgroup, The Cancer Project.

This cooking class will teach you about foods that prevent and reverse disease, help to balance and lose weight naturally, and promote energy, vitality and wellbeing.

The cost of this class is \$15 at the door, and includes a light meal.

Thursday January 13, 7pm

How to Recycle Sweaters Workshop

With Carrie King of 'round again knits' by Carrie, local artist and teacher whose recycled hats are sold at the Co-op

Ever have a great knit item that doesn't work for you to wear any more? Learn the joys of knit picking and give yourself the gift of cozy winter projects and the planet the gift of recycling.

Just show up and the materials and tools will be there for you to learn. Or, if you have some knitted items to recycle, bring them. Anything we can't use can be donated to Goodwill.

Learn how to take apart and reassemble knit items to reuse the fabric and yarn to make pillowcases, hats, dog sweaters, extra yarn and more.

There will also be a gallery of other projects for your inspiration or for sale. A portion of the proceeds will be donated to Animal Friends.

Open to anyone who wants to make old sweaters into clothing, household items or yarn. Any basic sewing and crocheting skills needed will be taught.

Tuesday January 25, 7pm

Healing Nutrition for Kids with Developmental Delays

With Patricia S. Lemer, author of "EnVISIONING a Bright Future: Interventions that Work for Children and Adults with Autism Spectrum Disorders"

The author will speak on special diets that are really helping those with autism and related disorders. They include gluten-free and dairy-free options, many of which can be found at the Co-op. The Body Ecology diet, and how to use the young white coconuts, and a yeast-free, sugar-free diet, will also be discussed.

Thursday January 27, 7pm

10 Things Every Woman Should Do Before Becoming Pregnant

With the Midwife Center for Birth and Women's Health

Learn what to do to be as healthy as possible before starting (or expanding) a family. Helpful tips and information from a Midwife Center staff midwives.