

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Get 10% off the order of your choice,
now until December 31, 2012.

The next quarter goes from January 1, 2013
through March 31, 2013.

BOARD OF DIRECTORS

MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

The next meeting will take place on
Monday, December 17 at 7pm.

YOUR CO-OP IN YOUR COMMUNITY

on Page 2

CO-OP ORIENTATION

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

Call 412.242.3598 ext. 103 to register.

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SPECIAL INSERTS:

12/5 - 12/18 CO-OP DEALS
12/19 - 1/1 CO-OP DEALS

EAST END FOOD CO-OP

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

The Cooperative Gift

Values In Action Every Day

by StrongerTogether.coop

L&R Poultry and Produce delivers goods to Just Food Co-op in Northfield, Minnesota. The co-op has a handshake agreement with the producer to purchase their products each season.

We are proud to be part of a movement that proves respecting people is good for business. Millions of consumers around the globe have joined cooperatives for many reasons, including finding that they fill a need for housing, electricity, food, insurance and financial services.... The list is endless. What attracts people to cooperation is that their co-ops operate on their behalf with honesty, fairness and transparency—they are based on values not unlike those people aspire to for themselves: self-responsibility, democracy, equality, and social responsibility (www.ica.coop). In the United States, 30,000 co-ops provide two million jobs, and one of every four people is a member of a cooperative.

These values connect us. Co-ops foster real relationships with their customers by providing service rooted in community. It's all about trust. For example, at Just Food they actively support and seek out local farmers such as L&R Poultry and Produce (see more about them in the Celebrity Farmers video at www.strongertogether.coop), wherein they have a handshake agreement to buy their products each season. The farmers know that the co-op will keep its word, and Just Food shoppers can expect the highest quality food, grown with integrity. At food co-ops, it's not uncommon for customers to know the real people who stand behind the products available.

Cooperative values also transcend co-op size. It doesn't matter whether your cooperative is so large that it employs thousands of people, or so small you can fit everyone involved in a single room; co-op values remain the same.

The outdoor adventure retailer REI (Recreational Equipment, Inc.) is the largest consumer co-op in America with 4.4 million members. Their size allows them to act on their ideals in places all across the country. This has a big impact. In addition to adhering to the stated co-op values, they also take them one step further by actively protecting the environment. That's what co-ops do. They strive to go above and beyond to do what's right. At REI, how they operate their stores, the products they carry, and the millions of dollars they have donated to safeguard forests, lakes and prairies, have the end goal of preserving natural spaces and keeping the earth a better place for everyone.

The food co-ops that make up the National Cooperative Grocers Association (NCGA) have over 1.3 million members across a "virtual chain" of over 120 retail food co-ops nationwide. Collectively, food co-ops have a strong social and economic impact. They work with an average of 157 local farmers and producers (compared with 65 for conventional grocers). They contribute to the community with high levels of charitable giving, an average of 13% (compared to 4% for conventional grocers). Plus food co-ops generate more money for their local economy—1.5 times more than conventional grocers. Find more info on how food co-ops do things differently and the impact they have in our Healthy Foods Healthy Communities post.

Co-ops demonstrate their commitment to ethics by extending them in an ever widening circle. When a co-op makes a profit, you can be assured it was gained through fair business practices, and in most cases, any surplus is reinvested in the co-op or shared equitably among member-owners.



Some of those co-op value circles start very small and grow into greater influence, changing lives in the process. Four years ago in Whatcom County in Washington state, four women got together to start the Circle of Life Caregiver Co-op. Theirs is a worker-owned health care co-op dedicated to excellent home care for the elderly and disabled. In an industry rife with low-pay and apathy toward clients, Circle of Life offers a refreshing alternative, where self-help provides everyone with more options.

We know none of the great things co-ops accomplish would be possible without the people worldwide who use co-ops to meet their needs. This year, co-ops are celebrating the United Nations declaration of 2012 as the International Year of Cooperatives. We are thrilled by the international recognition of co-ops' fundamental values: that making people and communities our top priority is good business.

Strongertogether.coop is a consumer website developed by the National Cooperative Grocers Association.

Thank you to those members who voted for me in the board of directors' election. I sincerely appreciate your support, and the opportunity to participate in this process. The experience made me more aware of the importance of being involved, and of the East End Food Co-op's mission. Congratulations Dirk, Guy and Mark on your election.

by Tina Russell

REDUCE REUSE RECYCLE!

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. The next meeting will take place on Monday, December 17 at 7pm.



Dated Materials — DO NOT DELAY

East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208



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2012 Annual Meeting Nominations and Elections Update

by Dennis Schauer

The 2012 annual meeting of the East End Food Co-op was held on Saturday, October 13, 2012 in the auditorium of the Environmental Charter School at Frick Park.

The meeting was open to EEFC members and non-members alike. Prior to the official commencement of the meeting, those in attendance were treated to live string music by talented local ensemble LEDTIP. Event photography and a free live photo booth were provided by Ashley Pixelle Andrews. Catering, including entrees of roasted veggies and pumpkin curry, salad, beverages, and dessert, was provided by our very own Co-op Café, and free raffle tickets were offered to all guests for the chance to win an EEFC gift basket.

The meeting was called to order at 5:30pm. The first item of business was a vote to accept the minutes of the 2011 annual meeting. The members in attendance reviewed the minutes and voted for their acceptance by a show of hands, with 26 "for," one "against," and 28 members abstaining.

Next, the candidates for the three open Board of Directors seats, Mark Frey, Dirk Kalp, Guy Miller, and Tina Russell, were each provided a few moments to address the membership with a short speech. Cupcakes from Glutteny were then offered to guests in celebration of the Co-op's 32nd anniversary before a final call for ballots was made.

The Board Report was provided by Board President Torey Verts. Torey provided an update on the state of the Co-op and the growth in sales it has enjoyed over the past year. She also discussed the general manager search process, the store remodel project, and the upcoming professional development session where the board will create an orientation plan for the incoming general manager and revise the current Ends policy statement.

A General Management Report was delivered jointly by the Transition Team, Jane Harter and Justin Pizzella. Jane described the growth in sales and membership she has witnessed during her time at the Co-op, and Justin spoke about the Co-op's future from an operational perspective, including plans for expansion and the streamlining and formalization of operational processes.

Our new Marketing and Member Services Manager, Tara Powers, detailed the growth in membership throughout the year. She plans to work to expand the offerings of food and educational events at the store in response to the results of the member survey conducted earlier this year. Tara presented our 10,000th member, Martin Scanlan and his family, with an EEFC gift certificate.

Board Treasurer Mike Collura explained the Co-op's financial condition and operating results, noting that 2012 sales exceeded \$8.5 million, and that our Co-op is healthy according to the National Cooperative Grocers Association benchmarks. Investments made in new equipment during 2012 and those approved for 2013 are expected to lower operating expenses in future years.

The 2012 Annual Meeting featured special guest speakers Jon McCann, CEO of the Environmental Charter School, and Kelsey Weisgerber, ECS Food Service Director. Jon provided an overview of the charter school movement in the Pittsburgh Region and the ecology-themed curriculum of the ECS. Kelsey explained that, in recognition of the relationship between nutrition and learning, ECS has partnered with Springboard Kitchens to procure lunches for the students made "from scratch" with local ingredients.

BOARD OF DIRECTORS ELECTION

The 248 valid ballots received were counted independently by board members Dennis Schauer and Cortney Seltman. Final counts and election results for the three open board seats were as follows:

Mark Frey (206 votes, re-elected through 2015), Dirk Kalp (182 votes, re-elected through 2015), Guy Miller (117 votes, re-elected through 2015), and Tina Russell (115 votes). There were 124 abstaining votes and one write-in vote for Dennis Schauer.

Special thanks again to the Environmental Charter School and the East End Food Co-op staff, volunteers, and members for your contributions to the success of the 2012 Annual Meeting!

Building to Share & "The Cooperative Gift"

by Eryn Hughes, Outreach Coordinator & Dan McCaffrey, Stockroom Manager

Our Outreach Coordinator, Eryn Hughes and our Stockroom Manager, Dan McCaffrey share with us what the theme of our December newsletter, "The Cooperative Gift," means to them.

The way I see it, there are many ways "Cooperative Gift" can be interpreted. The definition could include the generosity of a "Cooperative" business or organization or such a gift could act as a catalyst verb "to cooperate". Indeed, there are many interpretations of the word, "Cooperative" based on personal perspective. To me, being Cooperative means to make a plan with others.

In the grocery store business, I observe Cooperation happens in a few ways. We honor a practice grounded in a Triple Bottom Line: People, Planet, Profit. Local farmers are part of the community and we honor their **fair prices for organic food** so that they can pay their staff **fair wages** while we deliver fresh product to our customers. With local organizations in the community, we share research and **education about the quality and source** of local food. Within our membership, our member-elected Board of Directors defines a purchasing policy¹ that helps provide context into the selection of food. This makes it easier for the shopper to learn about and have access to, good food while sustaining the environment. Together we are "us", and our Co-op is a snapshot of our community.

PASA is one of our Community Partners, and we've committed to the Co-op being a lifetime partner because their goals are in alignment with ours. PASA works with local farms and educators to provide an informational series, called PASA Field Days. "Adding Value to Small Grains Production" was held at Frankferd Farms² in Valencia, PA -which is also one of the farm/distributors that a few of our buyers interact with on a daily basis. We started out in the flour mill and met their staff of one: Brian. He operates a mill run on energy from solar panels, takes inventory and delivers flour to the warehouse store on the other side of town each day. This is one person that might make a difference in your daily life, as well. Indeed, Frankferd Farms was at the helm of many of my own meals and I didn't even know it. Local

The "Cooperative Gift" to me is a natural, inter-dependent and mutually beneficial philosophy that can be applied to any situation or endeavor - business, relationships, healthcare, education, the arts, and most obviously, service.

Through good faith, patience and dialogue, ego can be put aside, barriers can be smashed and openness and trust can allow an equal exchange of ideas, perspectives and understanding, allowing more freedom, participation and unity through a shared process of respect, empathy and commonality of purpose.

Personally, this trait is evident daily via my co-workers. As a newcomer with minimal knowledge of Organic and natural foods, everyone that I have met and worked with in the past year has served as a fount of knowledge and given freely and joyously to assist me and welcome me into this most unique and diverse gathering of people,



Mexicatessen, Reyna Foods uses their flour for their corn tortillas and chips - which is then used by a number of popular restaurants in the City. Allegro Hearth use their grain for fresh bread, and for popular granola mixes - which I have often purchased for home.

While T. Lyle and Betty Ferderber insist they envision new business opportunities all over the place, they are in the practice of working together and not trying to compete with the resources around them. Their partnership productions using raw ingredients from Frankferd Farms can also be seen in other local grocers, co-branded as Frankferd Farms products (manufacturing locations noted). They have even made advanced investments (aka loans) to support their local suppliers for their distribution side of the business, when absolutely necessary to ensure they can deliver quality food to their community. The final haybale straw was Frankferd's ability to apply creative energy-saving practices such as solar panels, on both the farm's barn and store warehouse. The solar panels pay for themselves, and add energy back to the grid for their neighbors, keeping it more and more local every day. That's a Cooperative Gift to the community, in my book.

~Eryn Hughes, Outreach Coordinator

¹ Learn more about your Co-op's Policy Governance at <http://www.eastendfood.coop/co-op/policies/>

² Frankferd Farms' "Solar Flour Power": <http://www.frankferd.com/>

offering basic knowledge, recipes and cooking tips, and sharing their own viewpoints and understanding of not only our products and services, but also the greater values of the East End Food Co-Op.

Similarly, I have endeavored to share, explain and integrate my collective experiences and knowledge, gleaned from nearly 30 years in various retail/food/customer service jobs, to better assist my co-workers and our guests.

It is through this ultimate validation for the individual and the ability to change that "The Cooperative Gift" most clearly manifests itself, allowing for a more meaningful, and self-generating stream of renewal as all ideas are considered, everyone makes a contribution and the end result is achieved.

~Dan McCaffrey, Stockroom Manager

It's that time of year again...

Winterfest 2012

SATURDAY, DECEMBER 15 6:30-9:30PM

Jewish Community Center in Squirrel Hill

Irene Kaufmann Building

- Vegan & Vegetarian food
- Beer and Local Apple Cider
- Sweet treats for all
- Live music
- Door prizes
- Gift Certificates

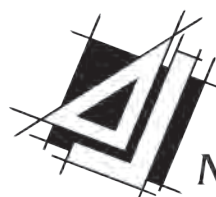
Just a \$5 donation for members, and a \$7 donation for the public (kids under 12 are free)

Benefits the Greater Pittsburgh Community Food Bank

Please join us!

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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 or 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.

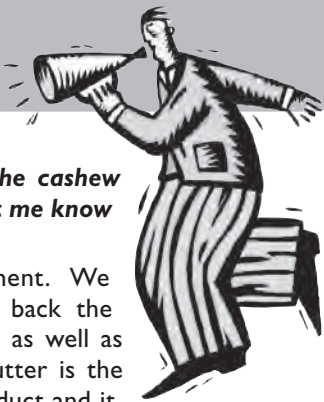
4: Autonomy and Independence
Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and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



Wi-Fi does not work with my iPhone, my wife's iPhone or iPad. [We get an] error screen: "NOT FOUND the requested URL". I think this is due to an incorrect security setting on your router (wifi).

Please be sure you are attempting to use the correct network "eefc_guest". All users must accept the terms of service before access is granted. You must open a web browser and click on the "Accept and Connect" icon beneath the terms. All devices, even phones, must follow process to access the public wifi.
— Erin, IT Coordinator

It would be awesome to get organic, sliced almonds and organic diced butter stock in bulk!

Thanks for your suggestion. We do not currently have plans to bring these items in. As more space becomes available we will consider it.
— Ian, Bulk Buyer

Would love to be able to get the cashew butter in the tub back. Please let me know if you will.

Thank you for your comment. We do not have plans to bring back the cashew butter. It did not sell as well as the current offerings. Nut butter is the company that makes that product and it is available in aisle 3.
— Ian, Bulk Buyer

Fall Mills Grits are Gluten-Free. You should mention it

Thank you for the advice!
— Ian, Bulk Buyer

book review

Giving Books

by Karen Bernard, Book Buyer

The past couple of years, working at the Co-op, I've been happy to see many of the staff members spend their holiday bonus on special books they've had their eye on — a comprehensive tome on food science and history, a collection of short stories, or a fancy book about charcuterie or artisanal cheese. Sometimes, too, they buy presents for Mom, Dad or special friends. Customers and owner-shoppers also peruse the shelves for gifts, and ask for suggestions. The best part about this for me is noticing the variety of books people choose — because the people they're shopping for are all so different. I like to think we have something for everyone.

So, this holiday season, are you looking to please a gardener? We have books on organic gardening, natural pest control, permaculture, seed saving, and life in the soil. Someone who's been itching to raise chickens or keep bees, but doesn't quite know where to start? Check the shelves! — beekeeping, chickens, coop building and, for those who prefer to reflect first, Alice Walker's **Chicken Chronicles**, a memoir.



Does your true love love poetry? (Or maybe your grandmother does?) We have several authors, from Mary Oliver to Rumi, and a few choice collections, like **Risking Everything: 110 Poems of Love and Revelation**. How 'bout the younger people in your life? We have wilderness survival stories, coming of age stories, stories of kids and animals, and, for the very young, lots of picture books. Many of these are favorites I read to my own child (And, truth be told, I always thought my forte



as a mother was finding good stories — stories with what I called heart.) As many of you know, I can enthuse about books. (We have everything from **The Art of Handmade Bread** to **The Hidden Heart of the Cosmos**!) But suffice it to say we have a great selection of good reads — informational, inspirational, motivational, and transformational. So stop by the bookshelves this month and find some special treasures for your loved ones. And please don't hesitate to ask for suggestions!



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East End Food Co-op Return Policy

The purpose of our return policy is to promote customer satisfaction while setting reasonable and fiscally responsible boundaries for refunds and exchanges.

- Returns are made within 30 days from the date of purchase.
- Returns are presented along with the original receipt. A refund will be issued in accordance with the form of payment recorded on the receipt or store credit will be issued, taking into account all applicable discounts.
- Payment made by personal check requires a 15-day clearance period before a refund for cash or store credit may be issued.
- A 15% handling fee is applied to items returned without a receipt. Store credit is issued.
- Expired products are accepted for return if they were purchased after the expiration date. A receipt is required for the return of expired products.
- Health and Body returns require a receipt. Opened items may be subject to a 15% handling fee.
- Supplement returns require a receipt. Opened items may be subject to a 15% handling fee.

Returns are made at the discretion of the Customer Service Representative and the Manager on Duty. The East End Food Co-op reserves the right to refuse to issue a refund or process a return.

THE FOOD YOU EAT

Squash, Chickpea & Red Lentil Stew

by Eating Well (EatingWell.com)



INGREDIENTS

- ¾ cup dried chickpeas
- 2½ pounds kabocha squash, (see Notes) or butternut squash, peeled, seeded and cut into 1-inch cubes
- 2 large carrots, peeled and cut into ½-inch pieces
- 1 large onion, chopped
- 1 cup red lentils
- 4 cups vegetable broth
- 2 Tablespoons tomato paste
- 1 Tablespoon minced peeled fresh ginger
- 1½ teaspoons ground cumin
- 1 teaspoon salt
- ¼ teaspoon saffron, (see Notes)
- ¼ teaspoon freshly ground pepper
- ¼ cup lime juice
- ½ cup chopped roasted unsalted peanuts
- ¼ cup packed fresh cilantro leaves, chopped

INSTRUCTIONS

1. Soak chickpeas in enough cold water to cover them by 2 inches for 6 hours or overnight. (Alternatively, use the quick-soak method: Place beans in a large pot with enough water to cover by 2 inches. Bring to a boil over high heat. Remove from heat and let stand for 1 hour. Drain when ready to use.
2. Combine the soaked chickpeas, squash, carrots, onion, lentils, broth, tomato paste, ginger, cumin, salt, saffron and pepper in a 6-quart slow cooker.
3. Put on the lid and cook on low until the chickpeas are tender and the lentils have begun to break down, 5 to 6½ hours.
4. Stir in lime juice. Serve sprinkled with peanuts and cilantro.

TIPS & NOTES

Notes: Kabocha is a squash with a green-streaked rind and tender, sweet orange flesh. An average kabocha weighs 2 to 3 pounds.

Saffron contributes a pungent flavor and intense yellow color. It is sold in threads and powdered form.

Make Ahead Tips: Cover and refrigerate for up to 3 days or freeze for up to 1 month.

Winter Squash Guide

by Stongertogether.coop

With a dozen common varieties readily available, choosing a winter squash to prepare can be confounding for the home cook. We've compiled descriptions of common varieties as well as some handy tips for selecting the right squash for you and plenty of delicious squash recipes you'll love.

General selection tips

Winter squash are harvested late summer through fall, then "cured" or "hardened off" in open air to toughen their exterior. This process ensures the squash will keep for months without refrigeration. Squash that has been hurried through this step and improperly cured will appear shiny and may be tender enough to be pierced by your fingernail. When selecting any variety of winter squash, the stem is the best indication of ripeness. Stems should be tan, dry, and on some varieties, look fibrous and frayed, or corky. Fresh green stems and those leaking sap signal that the squash was harvested before it was ready. Ripe squash should have vivid, saturated (deep) color and a matte, rather than glossy, finish.

Acorn



This forest green, deeply ribbed squash resembles its namesake, the acorn. It has yellow-orange flesh and a tender-firm texture that holds up when cooked. Acorn's mild flavor is versatile, making it a traditional choice for stuffing and baking. The hard rind is not good for eating, but helps the squash hold its shape when baked.

- Selection: Acorn squash should be uniformly green and matte—streaks/spots of orange are fine, but too much orange indicates over ripeness and the squash will be dry and stringy.
- Best uses: baking, stuffing, mashing.
- Other varieties: all-white "Cream of the Crop," and all-yellow "Golden Acorn."

Blue Hubbard



Good for feeding a crowd, these huge, bumpy textured squash look a bit like a giant gray lemon, tapered at both ends

and round in the middle. A common heirloom variety, Blue Hubbard has an unusual, brittle blue-gray outer shell, a green rind, and bright orange flesh. Unlike many other winter squashes, they are only mildly sweet, but have a buttery, nutty flavor and a flaky, dry texture similar to a baked potato.

- Selection: Choose a squash based on size—1 pound equals approximately 2 cups of chopped squash (tip: if you don't have use for the entire squash, some produce departments will chop these into smaller pieces for you).
- Best Uses: baked or mashed, topped with butter, sea salt, and freshly ground black pepper.
- Other varieties: Golden or Green Hubbard, Baby Blue Hubbard.

Butternut



These squash are named for their peanut-like shape and smooth, beige coloring. Butternut is a good choice for recipes calling for a large amount of squash because they are dense—the seed cavity is in the small bulb opposite the stem end, so the large stem is solid squash. Their vivid orange flesh is sweet and slightly nutty with a smooth texture that falls apart as it cooks. Although the rind is edible, butternut is usually peeled before use.

- Selection: Choose the amount of squash needed by weight. One pound of butternut equals approximately 2 cups of peeled, chopped squash.
- Best uses: soups, purees, pies, recipes where smooth texture and sweetness will be highlighted.

Delicata



This oblong squash is butter yellow in color with green mottled striping in shallow ridges. Delicata has a thin, edible skin that is easy to work with but makes it a poor squash for long-term storage; this is why you'll only find them in the fall. The rich, sweet yellow flesh is flavorful and tastes like chestnuts, corn, and sweet potatoes.

Cont. on page 6

NEW IN THE AISLES

New Products on Our Shelves

Aisle 1

Alvita Tea: Hibiscus, St. Johns Wort, Lemongrass
Edward & Sons Diary Free Chreesy Mashed Potatoes

Aisle 2

Lundberg Christmas Rice
Lundberg Jubilee Rice
Pacific Organic Turkey Gravy

Aisle 3

Gluteny Pumpkin Loaf Mix
Enjoy Life Crunchy Flax with Chia Cereal
Wholesome Organic Coconut Palm Sugar
Bob's Red Mill Poppy Seeds
Simply Organic Cranberry Break Mix & Pumpkin Cake Mix

Aisle 4

Popcorn Indian Sea Salt Popcorn (Non GMO Project Verified)
Alive & Radiant Foods Kale Krunch: Quite Cheezy & Southwest Ranch
Go Raw Bars: Live Flax, Live Pumpkin, Banana Bread Flax & Spirulina Energy Bar

Aisle 5

Seventh Generation Baby Stain & Spot Spray, Baby Nursery & Toy Cleaner, Baby bottle & dish liquid

Beauty (Aisle 5)

Alaffia Fair Trade Shampoos & Conditioner

Giovanni 2 chic Shampoo & Conditioner

Alaffia Fair Trade Everyday Shea Body & Hair products for baby
Alaffia Shea Butter Hand & Body Balm
Himalaya USB Salt Lamp

Aisle 6

Silk Fruit & Protein All Natural Juice Blends (Mango Peach, Mixed Berry, Strawberry Banana)
Silk Pure Almond Milk (Plain & Vanilla)
Good Karma Flax Milk (Plain, Unsweetened, Vanilla)
Organic Valley Egg Nog
Silk Seasonal Nog
Earth Balance Organic Soy Nog
So Delicious Mint Coconut Milk, Nog Coconut Milk
Immaculate Flaky Biscuits
Immaculate Pie Crusts
Soyato Soy Whipped Topping
Quorn Turk'y Roast
Gardein Savory Stuffed Turk'y Field Roast Hazelnut Cranberry Roast
Cedar Lean Meals: Lentil Vegetable Soup & Samosa Wrap, Minestrone Soup & Mediterranean Wrap
Talenti Egg Nog Gelato

Bulk

Black Walnuts
Organic Chocolate Covered Cashews
Organic Raw Pistachios in the shell

The Proposition 37 Story

by Theresa Sabatini

I was in a natural foods store – not the Co-op – looking for some shampoo, and the store clerk helping me held out a bottle, fairly non-descript in design and labeling, and launched into a compelling story about a little village in West Africa whose residents collect Shea nuts by hand to make this shampoo and how sales of this shampoo help them survive. I grabbed the bottle and started to put it in my cart, but then I read the label. Oh, there's a bunch of petroleum junk in here and other industrial foamers and such and how could a little village make THIS stuff? The front story was good, but the label told a different tale.

So, as you know by now, Proposition 37, the GMO labeling law on the ballot in California last month, lost, and it lost to some compelling stories. There was the story of how the law would create lawsuits run amuck and the money-grubbing lawyer plotting his next fortune. There was the story of the family farmers being driven out of business by this horrendous “labeling scheme”. There was the story of ALL the scientists scratching their heads in wonder at how gullible people are being worried about the scientifically-proven-safe-GMOs in our foods. (Remember those tobacco doctors puffing on a Camel and telling us how healthy smoking was? Same guys.) Perhaps the scariest story for families was the “proof” of a “study” that showed the average food bill would go up by \$400 per year. Turns out that figure was from an industry-funded study for a family going completely organic and non-GMO, and had nothing to do with the costs of labeling. But it was some story!

And there were faces to go with the stories, fabulous American faces with heartfelt and adamant and convincing beliefs. Wow! It was truly a PR sight to behold. The only

problem is that the No-on-Prop-37-gang told those stories with their \$47 Million, blasting mailboxes and airwaves with misinformation and outright lies, and defeated our first real chance to change the farming and food landscape in this country.

The folks funding and organizing the campaign FOR Proposition 37, my heroes, are all putting a good face forward, talking about how much the ballot and vote, regardless of outcome, has helped the fight against GMOs, brought the topic to the fore, created new awareness of the issue. But I'm sad. I'm disappointed. The money won. Again.

What can we do?

Here's the list of the No on Prop 37 companies that contributed \$1 million or more against our right to know what's in our food:

Monsanto, Dupont, Pepsi, Grocery Manufacturers Assoc., DOW, Bayer, BASF, Syngenta, Kraft, Coca-Cola, Nestle, ConAgra, and General Mills. Less than \$1 million contributors include familiar brands like Kellogg, Del Monte, Campbell's soups, Hershey, Heinz, Smuckers, and Ocean Spray.

(Follow this link for a complete list of the companies that fought Proposition 37: <http://www.befoodsmart.com/blog/man-boy-cotts-all-companies-who-fought-against-prop-37/>)

LET'S BOYCOTT!?

And here's a list of the heroes of Proposition 37, our advocates fighting FOR our right to know what's in our food:

Organic Consumer's Fund, Dr. Mercola, Kent Whealy, Nature's Path, Good Earth Natural Foods, Wehah (Lundberg) Farms,

Great Foods of America, Amy's Kitchen, Clif Bar, Organic Valley, Frontier Natural, Annie's, Applegate, Nutiva, Kamut, Frey Vineyards, and more.

(Check out <http://organicconsumers-fund.org/label/prop-37-funders.cfm>)

SUPPORT THESE COMPANIES!

The “real story” of Proposition 37, according to the Organic Consumers Association, is this:

The campaign to label genetically modified ingredients in California shone a blinding spotlight on GMOs, and on their potential threat ...

Prop 37 exposed the dark side of Big Ag and Big Food, and their desperation to keep consumers from having what citizens in 60 other countries have had for decades: the right to know what's in their food.

Prop 37 underscored how money pollutes our democratic process.

...Prop 37 amplified the conversation about the need – and opportunity – for real alternatives to a corporate-controlled-food system polluted by GMOs and pesticides, and corrupted by greed and ill-begotten profits.

To me, the real story of this battle is that we, you and I – consumers and producers – have to support clean food with conscious choices and careful shopping. We need to put some time and energy into understanding the truth behind the compelling stories and sound-bites that blast us everyday in print, on TV, radio, and on our grocery shelves.

Every time we buy food made by the NO-on-Prop-37-gang, we support their system

and all it stands for. Every bite we take of food that is NOT organic, NOT local, NOT GMO-free, we say YES to Monsanto and their gang, yes to pesticide-and herbicide-laden industrial farming, yes to the unlabeled dangers lurking on store shelves.

The Co-op and other small, local stores committed to clean food, can do only so much on their own. They have to stay in business, and as long as we demand that Larabar or Garden Burger or Naked Juice or Honest tea (all product lines, among thousands of others, owned by the NO-on-Prop-37-gang) they carry it on their shelves. They don't have a lot of good choices, so we need to choose more mindfully. Invest in your health, your future, your children's growth, and the well-being of our land, farmers, and food-system by choosing Non-GMO, reading labels, planning food purchases, and eating mindfully.

- Anything with Non-Organic corn, soy, canola, or cottonseed in it is GMO; don't buy it. (Even foods labeled organic may have these, so read that label!)

- Call, write, email your favorite food producers and tell them that you Shop-NO-on-GMOs.

- When you're in your local neighborhood big-bird store, you can do some labeling of your own! Go to labelyourself.com to learn how.

- And most of all, shop the Co-op and other local stores that are demonstrating a commitment to our health and the health of our food system.

Learn who and what you're supporting with your food choices, and shop-your-talk!

Bug Love

by Hannah Reiff

I am affectionate towards insects, slugs, arachnids, and bugs; I admit it. Why do I go to great lengths to put the spider hopping around our kitchen outside? And why on earth do I extend that same courtesy to the slug at the bottom of the sink after washing lettuce? Well, being hairy and having eight legs is no reason to die by rolled up newspaper if you ask me. And the slug is too far away to crawl back to the lettuce patch and do damage. Plus, slugs are just too cute when they poke their “eye horns” out to look around.

Gardeners are familiar with pests, including slugs, which seem hell-bent on preventing a good harvest. Armies of stinkbugs, cabbage loopers and aphids keep organic gardeners constantly on alert. However, if every time we see these pests we grab a spray to kill them, whether the spray is organic or not, we also most likely kill the good guys. Setting down the spray for a moment and looking at our plants closely allows us to find beneficial insects already around and encourage them by supplying them with food sources. Believe me; they will take a surprisingly heavy toll on garden pest populations.

In fact, a vibrant bug ecosystem is a truly interesting and slightly gory thing to see. Pests, as we call them, are munching on our garden plants or weeds, or whatever they can find, while what we can beneficial insects paralyze, parasitize, eat or lay eggs in the

pest species. They are all just little critters, trying to survive. Have you ever heard of an aphid mummy? It is a little aphid, frozen forever, paralyzed until the wasp egg laid inside matures and saws its way out. Horror writers should really bone up on their entomology.

Our favorite beneficial insect, bug and arachnid line up at Garden Dreams include:

- Spiders (probably the most under-appreciated garden hunter)
- Teeny parasitic wasps (parasitize aphids)
- Tachnid flies (kill looper caterpillars)
- Ladybugs and lacewings (their larvae eat lots of aphids)
- Metallic bees (great tiny pollinators)
- Assassin bugs (general coolness).

Learn how to identify the life stages of these insects and next time you see a patch of orange eggs under your tomato leaf, you will know to leave them alone since they are ladybug eggs! Good Bug Bad Bug is a great local book with photos for easy identification.

You can buy beneficial insects online and release them, but often they vacate the premises unless you are in an enclosed greenhouse environment. Make sure you use a reputable supplier if you buy live insects, eggs, or larvae. At Garden Dreams this season, we had excellent luck with three strategies:

1. Attract beneficial insects with a lure (PredaLure from Peaceful Valley Farm Supply)



2. Keep parasitic wasp populations on the property by providing food with herbs, especially dill and parsley flowers. Sweet alyssum is also an excellent food for the wasps. Dill is easy to grow and flowers quickly. Parsley flowers in the second year, so if you have some in your garden still, let it flower in spring to enjoy literally clouds of tiny “good guys”.
3. Minimize spray usage. Use water blasts on aphids before neem or oil based sprays. Your organic treatment should be appropriate for the pest you are going after, and catch it in the right phase of its life cycle. Always think about if a plant is flowering, because you don't want to hurt pollinators by spraying when they are present.

Organic sprays are good when you need to knock a population of aphids down, and aphids do seem to be number one on many people's pest lists. But if your plants are healthy, the presence of a few aphids shouldn't worry you. Just don't overdo your nitrogen fertil-

izer, because rapid growth is very appealing to aphids. You want sturdy, stocky, hardy plants! Plus, some aphids around the garden provide hosts and food for your beneficial population.

I have an unsubstantiated theory that all the overgrown lots in Wilkesburg, where we garden, provide a second purpose besides being eyesores to some. I think all the blooming weeds in these meadows feed a huge population of insects, and I hope a lot of them are beneficial insects. So, remember, next time you stop to smell the roses, see if there are any tachnid flies on the weeds growing next to the rosebush!

Garden Dreams Urban Farm & Nursery
806 Holland Ave
Wilkesburg PA 15221
www.mygardendreams.com
Find us on Facebook!
Closed for the season

un-classified ads

EDDIE SHAW, MESSAGE THERAPIST — New office space at Maxon Towers, 6315 Forbes Avenue, Across from the Starbucks at Forbes and Shady in Squirrel Hill. es_message@yahoo.com, 412-855-1532. My deep tissue massage and gentle stretching will relax and elongate tight muscles, leaving you feeling balanced and at ease. Mention this ad and receive a one-time \$20 discount.

RESEARCH STUDY — MRI and two interview sessions seeks healthy adults age 35-60. Cannot have low blood pressure, hypertension, heart disease or diabetes. \$150 compensation. Call Kim at 412-246-6200 or email at novakkj@upmc.edu.

How We Show GRATITUDE

by Jeff Berkowitz

I am sure that Adam Smith would have a long discourse on gratitude, but it is a very simple, common emotion. Most of the time a simple “thank you” will convey our gratitude quite well. Yet somehow, with our “winner take all” ways of doing things in this country, and perhaps around the world, we have lost the meaning of the word gratitude. Many of us say we are grateful for the food we eat. Some even stop to say a word of blessing over their food. But we give little, if any, thought to how that food even got to our table.

Most of our foodstuffs require hours of backbreaking labor by people who do not make a living wage and we don’t even know anything about this. We justify to ourselves that the food was bought fairly on the open market, that a fair price was paid, that the people doing the work agreed to the wage they earned—but are all of these things true? In many cases they are not true. It is hard to bring money into a discussion of gratitude, but since that is how everything moves in our economy we must. One of the best ways to show gratitude is to pay the people who bring us our goods and services fairly. In my book that would mean that the lowest paid worker must be given a living wage.

Simple gratitude is the reason I support fair trade goods whenever possible and I buy most of my groceries at the co-op. EEFC not only buys and sells “fair trade” items, but our co-op also supports a living wage for the people who work there.

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7 - 10 PM

Friday, December 7th, 2012 -
Sunday, January 6th, 2013


Future Tenant Art Space
819 Penn Avenue
Pittsburgh, PA 15222

Winter Squash Guide

Cont. from page 4


- Selection: Because they are more susceptible to breakdown than other winter squash, take care to select squash without scratches or blemishes, or they may spoil quickly.
- Best Uses: Delicata’s walls are thin, making it a quick-cooking squash. It can be sliced in 1/4-inch rings and sautéed until soft and caramelized (remove seeds first), halved and baked in 30 minutes, or broiled with olive oil or butter until caramelized.
- Other varieties: Sugar Loaf and Honey Boat are varieties of Delicata that have been crossed with Butternut. They are often extremely sweet with notes of caramel, hazelnut, and brown sugar (They’re delicious and fleeting, so we recommend buying them when you find them!).

Heart of Gold/Festival/Carnival

 These colorful, festive varieties of squash are all hybrids resulting from a cross between Sweet Dumpling and Acorn, and are somewhere between the two in size. Yellow or cream with green and orange mottling, these three can be difficult to tell apart, but for culinary purposes, they are essentially interchangeable. With a sweet nutty flavor like Dumpling, and a tender-firm texture like Acorn, they are the best of both parent varieties.


- Selection: Choose brightly colored squash that are heavy for their size.
- Best uses: baking, stuffing, broiling with brown sugar.

Kabocha (Green or Red)

 Kabocha can be dark green with mottled blue-gray striping, or a deep red-orange color that resembles Red Kuri. You can tell the difference between red Kabocha and Red Kuri by their shape: Kabocha is round but flattened at stem end, instead of pointed. The flesh is smooth, dense, and intensely yellow. They are similar in sweetness and texture to a sweet potato.

- Selection: Choose heavy, blemish free squash. They may have a golden or creamy patch where they rested on the ground.
- Best Uses: curries, soups, stir-fry, salads.
- Other varieties: Buttercup, Turban, Turk’s Turban.


Pie Pumpkin

 Pie pumpkins differ from larger carving pumpkins in that they have been bred for sweetness and not for size. They are uniformly orange and round with an inedible rind, and are sold alongside other varieties of winter squash (unlike carving pumpkins which are usually displayed separately from winter squash). These squash are mildly sweet and have a rich pumpkin flavor that is perfect for pies and baked goods. They make a beautiful centerpiece when hollowed out and filled with pumpkin soup.

- Selection: Choose a pie pumpkin that has no hint of green and still has a stem attached; older pumpkins may lose their stems.


- Best uses: pies, custards, baked goods, curries and stews.

Red Kuri

 These vivid orange, beta carotene-saturated squash are shaped like an onion, or tear-drop. They have a delicious chestnut-like flavor, and are mildly sweet with a dense texture that holds shape when steamed or cubed, but smooth and velvety when pureed, making them quite versatile.


- Selection: Select a smooth, uniformly colored squash with no hint of green.
- Best Uses: Thai curries, soups, pilafs and gratins, baked goods.
- Other varieties: Hokkaido, Japanese Uchiki.

Spaghetti

 These football-sized, bright yellow squash are very different from other varieties in this family. Spaghetti squash has a pale golden interior, and is stringy and dense—in a good way! After sliced in half and baked, use a fork to pry up the strands of flesh and you will see it resembles and has the texture of perfectly cooked spaghetti noodles. These squash are not particularly sweet but have a mild flavor that takes to a wide variety of preparations.


- Selection: choose a bright yellow squash that is free of blemishes and soft spots.
- Best uses: baked and separated, then mixed with pesto, tomato sauce, or your favorite pasta topping.

Sweet Dumpling

 These small, four- to-six-inch round squash are cream-colored with green mottled streaks and deep ribs similar to Acorn. Pale gold on the inside, with a dry, starchy flesh similar to a potato, these squash are renowned for their rich, honey-sweet flavor.

- Selection: pick a smooth, blemish-free squash that is heavy for its size and is evenly colored. Avoid a squash that has a pale green tint as it is underripe.
- Best uses: baking with butter and cinnamon.

Miscellaneous Varieties

 At some food co-ops, farmer’s markets, and apple orchards in the fall you may encounter unusual heirloom varieties of squash that are worth trying. If you like butternut, look for Galeux D’Eysines, a rich, sweet and velvety French heirloom that is large, pale pink, and covered in brown fibrous warts. You might also like to try Long Island Cheese squash, a flat, round ribbed, beige squash that resembles a large wheel of artisan cheese. If you prefer the firmer, milder Acorn, you might like to try long Banana or Pink Banana squash. If you like a moist, dense textured squash (yam-like), try a Queensland Blue or Jarrahdale pumpkin. These huge varieties are from Australia and New Zealand, respectively, and have stunning brittle blue-green rinds and deep orange flesh. Both are good for mashing and roasting.



BOARD OF DIRECTORS

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WHO WE ARE

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

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

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

MANAGEMENT TEAM

- Justin Pizzella, **Operations Manager**
Jane Harter, **Administrative Manager/HR**
Tara Powers, **Marketing and Member Services Manager**
Allisyn Vincent-Skolnik, **Front End Manager**
Thomas Murphy and Amber Pertz, **Café Managers**

EAST END FOOD CO-OP

7516 Meade Street • Pittsburgh, PA 15208
Store 412.242.3598
Café 412.242.7726
Credit Union 412.243.7574

www.eastendfood.coop
memberservices@eastendfood.coop

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The Co-Operator reaches 10,000 homes per month and is posted online each month on our website. Call us or stop in to **GET THE WORD OUT!**



I was going to be cremated.

Until I learned about **GREEN BURIAL**

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THE CO-OPERATOR

Tara Powers, Editor/Advertising Sales

Kaine Raden-Shore, LR Design, Design, Layout & Production

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

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

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

Send your message (250 words or less) to:

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

Or e-mail to: memberservices@eastendfood.coop
SUBMISSION DEADLINES

All submissions, articles and advertisements, must be received in the Co-op office by the first of each month for the following month. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writers' own and do not necessarily reflect Co-op policy.

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

Job Opening at the Co-op: Marketing and Member Services Manager

The Marketing and Member Services Manager develops the marketing and branding plan for the Co-op and coordinates the development of appropriate communications, advertising, and branding strategies for the store. In addition, this position involves developing and implementing educational, outreach and promotional activities. The Marketing and Member Services Manager supervises the Outreach and Member Services staff. This position reports to the GM and works cooperatively with all management team members. Familiarity with Co-operative model preferred.

Qualifications:

- Strong project oversight and management skills (supervision, delegation, decision-making, manage budget.)
- Experience serving the public; friendly, outgoing personality.
- Ability to handle multiple demands; calmness under pressure.
- Community organizing experience or other experience working with volunteers.
- PR, branding, and/or marketing experience; considered familiarity with social media strategies.
- Ability to speak publicly and to convey the Co-op's message; familiarity with natural foods and Co-op issues.
- Demonstrated writing and editing skills.
- Familiarity with desktop publishing and graphics design software and concepts.
- Interest and capability to create new systems and processes.
- Willingness to work one weekend day.
- Regular predictable attendance.
- Willingness and ability to learn and to meet the changing requirements of the job.

All qualified candidates are welcome to submit their application with resume to HR-Administration asap. Applications are available on-line (www.eastendfood.coop) or at the CS Desk.

HOLIDAY HOURS

DECEMBER 15
WINTERFEST CELEBRATION
STORE CLOS 7 PM
CAFÉ CLOS 6:30 PM

DECEMBER 24
STORE CLOS 5 PM
CAFÉ CLOSED

DECEMBER 25
STORE AND CAFÉ CLOSED

DECEMBER 31
STORES CLOS 7 PM
CAFÉ CLOS 6:30 PM

JANUARY 1
STORE AND CAFÉ CLOSED

STAFF NEWS

New Faces...

Joshua Rievel, Front End - Joshua is excited to start and the Co-op and looks forward to meeting other coworkers. He has wanted to work here for sometime and really enjoys the positive atmosphere and the friendly workers. He is interested in art, is a film maker and musician and an avid sci-fi and experimental fiction fan when it comes to books.

Lynn Trizna, Produce - Lynn has a passion for farming and has been doing so in a rural setting for the past 3 years. She has moved back to the city to explore the urban options for food production. She has worked at Blackberry Meadows, a local farm that the Co-op gets produce from, and is interested to be at the other end of things. Lynn is also interested in knitting, biking and wants to run and own a farm of her own some day.

Patrick McHale, Front End - Patrick is studying Anthropology at the University of Pittsburgh with a focus on Medical/Genetic anthropology. A few years ago Patrick began to focus on a healthier diet and started shopping at the Co-op regularly for organic foods. Patrick is very interested in nutrition and its effect on people and their lives and is looking at pursuing a career in nutrition in the future.

Katy Peace, Front End - Katy has worked at a small town health food store in the past, has a close relationship to local farms and a strong interest in food and sustainable agriculture. Her interests are contemporary art, visual culture, urban planning and design. Katy hopes to visit every state in America before she's too old to appreciate it!

Jen Petrus, Stock - Jen likes to have fun! She loves to square dance, contra dance, make arts & crafts, play guitar & sing. Jen is a furry and will take any chance to dress in costume. She cannot be kept away from a drum circle and just being out in nature is her favorite thing. She has been a Co-op member and shopper since the mid-nineties and has been a regular volunteer here since last year. Her interests include helping her children grow up healthy and well-rounded. She hopes to one day find a way to help promote healing through drumming.

Paul Kruse, Stock - Paul moved to Pittsburgh from Chicago in August and is originally from Western Wisconsin. After 8 years in Illinois he is excited to be around hills again. Paul has worked mainly as an educator/communicator and grew up around farms/organic farms. Paul is a filmmaker and a playwright who is currently working as a teaching artist through Gateway to the Arts.

Employee of the Month

Congratulations to Dorrall Hall who was chosen as the Co-op staff pick for November 2012 Employee-of-the-Month!



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

A. Just about a year.

Q. What are your favorite things about working here?

A. The staff and the customers.

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

A. Nothing comes to mind. Things are changing so much around here it's hard to say.

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

A. Honored.

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 2012, we will again offer the Better Eating for Life packets, starting from the beginning.

Congratulations: Pittsburgh Food Policy Council will Produce Change!

We are thrilled to acknowledge and support our food education partners in the Pittsburgh Food Policy Council, whom has received a game-changing grant! Your food Co-op has been a member of the Pittsburgh Food Policy Council since its inception, along with local food education and non-profit organizations like Just Harvest, Grow Pittsburgh and Farmers at the Firehouse.

The council vision is "a food system that benefits the community, the economy and the environment in ways that are equitable and sustainable." One of the projects funded by the \$25,000 grant from the Heinz foundation includes providing technical support to CitiParks' Farmer Markets and food banks, serving thousands of shoppers in seven locations around the city, approximate to low income populations.

The campaign will focus on two key messages:

1. The advantages of fresh, local foods available at the markets.
2. The option to use credit cards, debit cards, and electronic food stamps as payments at all city markets.

We want to congratulate them on bringing this mission to the City and will continue to support the program.

<http://www.pittsburghfoodpolicy.org/>

BULLETIN BOARD



OCTOBER MARKS A NEW 10% MEMBER DISCOUNT QUARTER! thru DEC. 31, 2012

The next quarter goes from January 1, 2013 thru March 31, 2013.

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Show how much you "LIKE" us on Facebook. Find our Fan Page by searching for East End Food Co-op, and give us the thumbs up today!



Follow us on Twitter @EastEndCoop for special deals, store news and Co-op community happenings!



Find us on Google+ and add us to your circles!



Follow us on Pinterest! Pin and Repin from our East End Food Co-op boards!

WE OWN IT.



December 2012 ... hot bar specials

sunday monday tuesday wednesday thursday friday saturday

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

2 Chef's Choice	3 Autumn Sausage Stew	4 Pasta e Fagioli	5 Burrito Bar	6 Yam and Black Bean Enchilada Casserole	7 Pizza Dairy & Vegan	8 Mushroom Swiss Quiche
9 Chef's Choice	10 Ginger Cilantro Tofu & Kale	11 Tea & Ginger Soaked Chickpeas	12 Indian Kitchen	13 Pumpkin Lasagna	14 Pizza Dairy & Vegan	15 Reuben Mac n' Cheese
16 Chef's Choice	17 Fanesca	18 Eggplant Parnesan Casserole	19 Taco Bar	20 Canellini's in Tomato Ragu	21 Pizza Dairy & Vegan	22 Maple Glazed Tofu w/ Yams and Cranberries
23/30 Chef's Choice	24/31 Cafe Closed for Christmas Eve	25 Closed for Christmas	26 Pasta Bar	27 Mushroom & Kale Noodle Kugel	28 Pizza Dairy & Vegan	29 Sesame Orange Tofu
30 Chef's Choice	31 Italian Sausage w/ Lentils & Kale					



café hours

weekends

WEEKEND BRUNCH BAR

9 AM - 1:30 PM

HOT FOODS

1:30 PM - 7 PM

daily

JUICE BAR

8 AM - 7 PM

SALAD BAR & SOUP

8 AM - 7 PM

HOT FOODS

11 AM - 7 PM

Cooperative enterprises build a better world.

More at <http://social.un.org/coopsyear/>



Your December Co-Op Events

SATURDAY, DECEMBER 15 6:30-9:30PM

Winterfest 2012

Jewish Community Center in Squirrel Hill

Levinson Hall of the Irene Kaufmann Building

Use Darlington Road Entrance.

Parking at 5738 Forbes Avenue, Pittsburgh, PA 15217

\$5 donation for members, \$7 donation for the public

Kids under 12 are free.

Please join us!

Disclaimer: This event is not sponsored by the Jewish Community Center of Greater Pittsburgh.

**REDUCE
REUSE
RECYCLE**

Spiced Winter Squash Bread

by Robin Asbell

INGREDIENTS

1 1/2 cups whole wheat pastry flour

1 cup unbleached flour

1 teaspoon baking soda

1/4 teaspoon salt

1 teaspoon cinnamon, optional

1/2 teaspoon allspice

1/4 teaspoon nutmeg

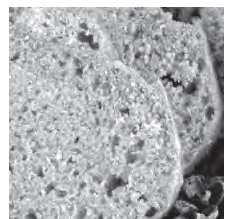
1 cup butternut squash, pureed* (prepared in advance)

1 cup brown sugar

2 large eggs

1/2 cup fat-free yogurt

1/4 cup vegetable oil



INSTRUCTIONS

1. Preheat oven to 350 degrees. Oil a loaf pan. In a large bowl, stir together flours, baking soda, salt, cinnamon, allspice and nutmeg.
2. In a medium bowl, whisk the squash puree, brown sugar, eggs, yogurt and oil until smooth. Pour the squash mixture into the dry mixture and stir just until combined.
3. Scrape the batter into the loaf pan. Bake loaf for 50-60 minutes, until a toothpick inserted in the center of the loaf comes out with no batter on it. Cool on rack for at least 10 minutes before slicing. When completely cool, wrap tightly and store in the refrigerator for up to a week.

* Squash Puree

4. Preheat the oven to 400 F.
5. Halve the squash, scoop out the seeds, and place it cut side down on an oiled sheet pan.
6. Roast at 400 F until tender when pierced with a paring knife.
7. With a metal spoon, scrape out the cooked flesh and puree in a blender or food processor or mash with a potato masher until smooth.

ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

FIRST FLYER RUNS FROM

WEDNESDAY, DECEMBER 5 TO TUESDAY, DECEMBER 18

SECOND FLYER RUNS FROM

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