

The Co-operator

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



The Ills of Our Sweetened Society

by Nathan Riley of Sweat and Butter

Sugar has become an important topic of discussion in the health and nutrition world. The battle against processed sugar has been escalating over the past 20 years with the advent of low-carb, or Atkins, dieting. Whether you like it or not, the debate will probably continue for decades, or at least as long as diabetes and obesity continue to increase at alarming rates in our country. As a consumer, making healthy decisions while grocery shopping has become progressively difficult as a result of the media and health care industry switching from saturated fat to sugar to cholesterol to sodium as public enemy number one. You are not alone in your confusion about how to eat.



Sugar is indeed an important part of the diet, but we eat too much of it. In 1820, Americans consumed five pounds per person each year on average. In 2000, sugar consumption had grown to 110 pounds per year, a tremendous increase in the span of 180 years. This isn't difficult to believe, considering that these days sugar is snuck into nearly every meal. Restaurants often dip unsweetened items such as steak in

a sugary glaze in order to meet the demand of diners' palates. Even hospital cafeterias are serving vegetables and other dishes in a similar sugar-coated fashion.

Up through the 1920s, Americans' primary sugar consumption was in the form of table sugar. The 1960s, however, brought some significant changes. That's when Ancel Keys and other cardiovascular researchers stumbled upon what they thought was a direct correlation between saturated fat and heart disease. Indeed, the correlation existed according to the available data; however, too many confounding variables existed to conclude without a doubt that fat was bad for us.

Despite the inadequacy of the data, the government jumped on the published reports of Keys and his colleagues and the battle against saturated fat was born. Low-fat and fat-free foods were developed to line the aisles of supermarkets nation-wide. The problem with this strategy was that manufacturers of these fat-free foods replaced the fat with sugar. While browsing the aisles of a supermarket today, you'll notice that most packaged goods contain sugar.

The majority of grain-based processed food (like bread, pasta, boxed cereal and crackers) are metabolized in much the same way that your body handles a spoonful of sugar. These items are comprised almost entirely of polysaccharides, which are broken down into simple sugars by the intestines. Granted, there are also some complex carbohydrates such as fiber here and there, but otherwise these products are so devoid of nutrition that manufacturers commonly fortify them with vitamins and minerals to encourage consumers to overlook the fact that they are a far stretch from real food.

If your diet is high in carbohydrates and low in fat, then you are opening yourself to a host of medical problems. When you swallow sugar, your pancreas receives a signal to release insulin, a hormone that knocks on the door of many tissues around the body to urge them to take in the sugar from the blood stream. When your body's tissues are bombarded relentlessly with this insulin signal, they eventually stop responding to the call. This condition, known as "insulin resistance," is characterized by chronically high blood sugar due to the ineffectiveness of insulin to move the sugar from the blood stream to active tissues. If the sugar cannot get into working cells, it goes to adipose (fat) tissue for storage. It also accumulates in the liver, causing "fatty liver," a condition formerly thought to occur only secondarily to excessive alcohol intake. A high concentration of sugar in the blood is also directly toxic to various tissues around the body, including blood vessels, the vital organs, and even the brain.

With these pathologies in mind, it is apparent that our nation's addiction to sugar has important negative consequences. You, the consumer, have been living in a world that cherishes sweet foods, and the food industry has responded to meet that craving. So it is no surprise that many of us have developed a sweet tooth and perhaps gained some extra weight over the years as a result. However, it is possible through education and responsible decision-making to improve your shopping and eating habits.

At the grocery store, try to make the majority of your selections from the perimeter of the store where the freshest foods are typically found. In addition to containing preservatives, artificial additives and genetically engineered ingredients, processed food is often loaded with sugar. Reversing the metabolic syndrome that results from high sugar consumption is a challenge, but it's nearly impossible to accomplish without making better choices when shopping. Addressing sleep, stress, and exercise issues is also important to look and feel your best, but reducing sugar consumption and avoiding processed food are great steps in the right direction.

Nathan Riley is a 2014 MD candidate at Temple University School of Medicine who writes about topics such as food, relationships, and stress. Connect with him on Google+ or follow him on Twitter @BeyondtheMD. You can also attend a lecture with Sweat and Butter on February 19th at your Co-op, see Page 8 for more information.

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CO-OP DEALS FLYERS:

February 5th – February 18th

February 19th – March 4th

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by March 31st!

The next quarter goes from April 1st – June 30th.

BOARD OF DIRECTORS:

The next meeting will take place on Monday, February 17th at 7 PM.

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 x 103

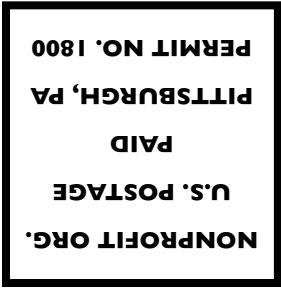
or email memberservices@eastendfood.coop

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



DO NO DELAY
DATED MATERIAL:

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



GM Report

by Justin Pizzella, General Manager

Early on in my career, one of my first jobs was as a buyer. One of the hardest lessons I learned in that role was that my personal preferences weren’t necessarily those of the people shopping. Ultimately, my success at this job came when the products on the shelf best matched what the customers wanted. Sounds pretty simple and basic, but the reality is that most of us go through our days looking through filters – our friends’ ideas, our beliefs, our education, and so on. These filters create the view of what we see and frame what we think reality is (or should be). I mention this because on a near daily basis I interact with you, our members and customers, and experience the diversity of opinions and misunderstandings of what the Co-op is about and who shops here. So who really makes up our Co-op?

When I discuss who comprises our Co-op, I often talk in terms of a Venn diagram. A Venn diagram uses overlapping circles to represent the logical relationships between different sets or groups. In a simplistic representation (see below), we could picture the Co-op as a large circle and then start to layer in different diets, for example, that represent our members’ lifestyles.



Just using three diets, you can start to see the relationships forming. If we were to identify more categories within our membership, such as all the different political and religious beliefs, or health concerns, you would come to find that even in spite of individual differences, at our core our members all have one thing in common: a desire for sustainably raised, clean food. This desire is demonstrated daily by the items that are purchased in the store. It also presents itself in member surveys and your comments to the staff.

Our purpose as a cooperative business is defined by our Ends Policy Statement. A year ago at this time,

our Board revisited and updated our Ends. The result is a really robust statement that captures who we are now and allows for a limitless future:

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

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

One of my primary jobs as General Manager is to interpret this Ends Statement and, in essence, structure the day-to-day operations so they become successful “means” to the “Ends.” The interpretation we have crafted for our operations is below. At our core is clean food, but we are also committed to being an organization grounded in excellence, with a focus on the long-term.

We accomplish our Ends by:

- 1. Thinking for the long-term.
- 2. Recognizing that our business is evolutionary and revolutionary.
- 3. Living our core values of integrity, having a positive attitude, accountability, teamwork/cooperation, excellence, innovation, and customer focus.
- 4. Continually striving to learn what our members and customers value, and delivering total satisfaction.
- 5. Creating an environment of teamwork and continuous improvement.
- 6. Dreaming big and having a never-ending search for a better way.
- 7. Working with our producers, vendors, and like-minded partners to create and sustain diverse, healthy sources of clean food as defined by our product guidelines. Generally this means that the food is grown without the use of pesticides or chemicals, is not genetically modified, is grown as close to the store as possible, animals are ethically raised, and everyone involved in the production of the food is paid a fair wage.
- 8. Being good stewards of our resources.
- 9. Eliminating waste in everything we do.
- 10. Investing in the personal development of our staff and promoting from within whenever possible.
- 11. Being educators and advocates for the food we sell and the producers who supply it.

In short, we exist to nourish our community.

Outreach Report: Sustainability EXPOsed

by Eryn Hughes, Outreach Coordinator

On December 10, 2013, Sustainable Pittsburgh brought several speakers from around the United States to the David L. Lawrence Convention Center to deliver presentations on their transformative approach to sustainability. Your Co-op hosted an outreach display alongside other community organizations and educational institutions, sharing information about our sustainability initiatives. As the Co-op Outreach representative, I attended and was impressed with all the great, new ideas from presenters and audience members alike. Presenters from around the world covered issues of agriculture, social equity, energy and water, the B Corporation movement, transportation, urbanization, air quality, technology, behavior, and much more.

Paul Hawken, keynote speaker, journalist, author, environmentalist and entrepreneur, delivered a moving presentation titled *Carbon: the Business of Life*, which I’d like to share about here. Hawken challenges our traditional attitudes towards nature, and points out that business is unknowingly dependent upon the greater web of life. Not many business leaders are aware that all living organizations and systems are connected and benefit one another – as a community - through carbon. If you’re a composter, this might already make perfect sense. Using case studies from nature alongside those from business, Hawken warns that our current infrastructure is not set up for climate change. Flooding streets and cracking pipes are indicators of the way weather is changing –and not in our favor. He juxtaposes the relationship between nature and business thusly: “Flora health is an economic paradigm.” He also says that “nature does not negotiate, it expresses itself.”

Hawken then challenged attendees to avoid getting hung up on going “carbon-free” since that is impossible – we ARE carbon. We need to attract quality carbon and not ban it entirely. Businesses that understand and celebrate nature support their communities and support each other. He uses a counterexample of this theory, with the Amazon forest’s history and detailed how its complex culture with millions of human inhabitants and agriculture industry flourished to the point of dis-

ease creation and deforestation. This resulted in resource depletion which is now considered uninhabitable by humans, while new, tolerant species are taking foot. To this day, the tropical rainforests of South America still contain the largest diversity of species on Earth, while the human exposure is all but forgotten. A native Pittsburgher might compare this to our former steel mills’ brown-fields being reclaimed by community farms, whose first step is lead-binding. This tests the modern, competitive business model to include a social benefit in order to retain its community value – and longevity. Consider the triple bottom line motto as an ecosystem: People, Planet, Profit. Sounds cooperative, doesn’t it?

In closing, Hawken shared the success story of the Stradivarius violin business working in harmony with nature. He attached a microphone to his iPhone to amplify a violin concerto performed by world-famous Joshua Bell on his Stradivarius violin. Many people have heard of Bell through his social experiments, while others know his talent. Few people though, know the true value of the \$3.5M violin that he has used to perform from concert halls to subway stations. The thinly wound, wooden rings from which the violin body is carved is from a tree grown during an era when cooler temperatures throughout Europe are believed to have caused slower growth, resulting in unusually dense wood. For violins, this density provides exceptionally high resonance of vibrations, producing an unmatched quality of sound. The wood was sought out based on the time period and conditions created in its ecosystem. As the piece came to an end, the audience of several hundred people rose in a standing ovation.

We encourage all of you Co-op members and customers to educate yourselves about sustainability issues and draw your own conclusions. Through community education, will come the innovation to build a thriving and sustainable world.

Sustainability EXPOsed presentations, including Carbon: the Business of Life, are posted in video forms on their website at www.sustainablepittsburgh.org/exposed.

THE NEXT TIME YOU’RE IN THE STORE
BE SURE TO CHECK OUT OUR
RECENTLY REVAMPED
BULK DEPARTMENT!

Shoppers can save money when buying in bulk, not to mention the environmental benefits of reducing the packaging used for these products.

Your Co-op’s Bulk Department features a number of specialty items including:

- Whole grains
- Beans
- Pastas
- Flours
- Organic, fair-trade coffees
- Teas
- Herbs (medicinal and culinary)
- Spices
- Dried fruits
- Nuts
- Granola
- Cereals
- Cookies
- Candies

We hope everyone enjoys this cleaner, safer set-up!





ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Members Speak Out!

Please get those holiday star cookies again.

This product does not fall under our Product Guidelines in regards to their ingredients. As a result, we didn’t bring these products back in. You can check out our Product Guidelines on our website at www.eastendfood.coop/co-op/policies.

-Maura, Grocery Manager

Book selection is excellent... The woman in charge has a mindful and embracing collection which I always visit.

Thanks! We appreciate your appreciation.

-Karen, Book Buyer

Will EEFC consider offering delivery to door service?

As we are in our initial phases for expansion, we are considering many alternative distribution models in addition to stores. Delivery is one of those. We’ll keep the membership posted of expansion plans and progression in the coming months.

-Justin, General Manager

I would like to see more vegan friendly events.

Thanks for the suggestion. We’ve had a few events that may be considered vegan-friendly, though we haven’t coordinated one specifically catered towards the vegan lifestyle. I’m sure this topic would be relevant to many of our customers and members, so we’ll see what types of presentations we can line up in the future.

-Heather, Marketing & Member Services Manager

Do you have a thought you’d like to share with the Co-op’s staff?

Then fill out and submit a comment card at customer service during your next visit!



FEBRUARY’S ROUND UP RECIPIENT: JUST HARVEST



By influencing public policy, engaging in advocacy, and connecting people to public benefits, Just Harvest mobilizes citizens of Western Pennsylvania to eliminate hunger, poverty, and economic injustice in our region. The organization is built on the belief that hunger is a symptom of poverty, which in turn is a product of economic and political injustice. By educating people about how to hold those in the public policy arena accountable for eliminating poverty and hunger, Just Harvest serves as a valuable community resource.

In addition to helping people receive benefits through the federal Food Stamp program, Just Harvest also aims to protect the privacy, dignity, and rights of the poor, and aspires to change the values that lead to hunger and poverty. They strive to meet food needs, to foster social, political, and economic equality as a means to ending poverty and hunger, to maximize the participation of poor people in the matters which affect their lives, and to empower local citizens to act on their own behalf.

Just Harvest is the region’s recognized authority on hunger and poverty issues, and their efforts dramatically reduce hunger in our community by empowering people in need to obtain the public benefits that are their right. If you would like to get involved, visit their website or contact a representative at 412-431-8960. And if you want to support them in their mission to eradicate poverty and hunger in Western PA, be sure to tell your Co-op cashier you want to Round Up this month!

Your spare change can result in positive change!

www.justharvest.org

Growing in Cooperation

In the month of December we welcomed 33 new members to our Co-op!

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

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



hear me
ROAR!



Self-Confidence & Self-Defense
February 11, 2014 6:00-9:00 PM
Union Project, Pittsburgh

Led by Best Selling Author & Food/Mood Expert, Lindsey Smith & Celebrity Nutritionist & Martial Arts Expert, Jennifer Cassetta.

SCHEDULE OF EVENTS

6:00 PM Mix and Mingle & All Natural Vendor Fair
7:00 PM Inspirational message & rap w/Lindsey Smith
7:30 PM Stilletos & Self Defense w/Jennifer Cassetta
8:15 PM Mix and Mingle & All Natural Vendor Fair

REGISTER

www.FoodMoodGirl.com
Tickets: \$20 thru 1/31 and \$25 after 1/31

A portion of the proceeds will benefit:
Pittsburgh Action Against Rape

TJ Guzy: Getting Creative in the the Co-op Café

The East End Food Co-op, Pittsburgh’s only member-owned natural and organic foods grocery store, prioritizes organic products and local sourcing whenever possible. This guideline also holds true in the Co-op’s Vegetarian and Vegan Café, where the ingredients used to produce the fresh, homemade soups, hot entrees, and prepared foods are predominantly organic and locally grown. The Co-op’s buyers work closely with farmers in our area to help them get organic certification when possible. For farming operations that cannot afford the expensive process of certification, our buyers verify that their growing practices are non-GMO and naturally grown.

In order to maximize the use of local ingredients, the Co-op Café revolves its menu around what ingredients are available through their vendors. They work with a number of local suppliers, including Allegro Hearth Bakery, Minerva Dairy, Nu Way Farm, and Smith’s Organic Farm. Their primary suppliers are Wilmington Gardens (located in New Wilmington, PA) and Clarion River Organics (located in Sligo, PA). These farming operations send out weekly emails announcing what recently harvested items are available to order, which the Café staff examine to create the weekly menu. Through this practice it is often the case that what customers are eating was still in the ground literally just a day or two ago!

Another outcome of this process is that the cooks often can’t finalize their recipes until the available ingredients are determined, so the kitchen is a place where creativity is beneficial. There is a regular infusion of new menu items created by members of the cooking staff, who are encouraged to experiment with recipes and variations of popular dishes. One employee who’s particularly flourished as a result of the

freedom in the Co-op Kitchen is TJ Guzy, a hot cook who has worked at the Co-op for about two years and was recently promoted to Kitchen Supervisor.

TJ cooked his way through college at Mercyhurst University in Erie, PA, and has experienced every type of kitchen from fast food to fine dining. It was during college that TJ first had the idea to open a restaurant of his own, which led him to attend the Le Cordon Bleu Institute of Culinary Arts in downtown Pittsburgh. His first job after completing his culinary training was at the Pines Tavern in Gibsonia, PA, where TJ received his first introduction to menus formed around local, seasonal produce – the chef had a three acre garden across the street where many of the restaurant’s ingredients were grown.

In addition to his appreciation for fresh, local ingredients, TJ also came to work at the Co-op because he wanted to learn more about vegetarian and vegan cooking. Although he’s a meat-eater himself, he felt that learning more about special diets and gaining familiarity with meat alternatives would help him to learn more about cooking in general. It was also a skill set he wanted to expand upon because it’s becoming an increasingly common requirement for chefs to be able to adapt their cooking to accommodate special diets.

“The biggest hurdle was, and still is, to bring flavor into these ingredients that don’t have much flavor on their own. But it is very easy to cook a lot of flavor into grains and beans. They’re like a blank slate and they absorb whatever flavors you cook with them. So it’s just a matter of finding the right ratio of seasoning, and that’s one of the interesting challenges [of vegetarian cooking].”

Tofu is an especially versatile meat alternative that TJ cites as being rather bland on its own, but when soaked and baked in a marinade it will take on any flavor profile a chef mixes up. TJ also discovered through his exposure to vegetarian and vegan cooking that a perfectly cooked grain can be extremely delicious and flavorful when well-seasoned. The Café acquires their grains from the Co-op’s own Bulk Department, where TJ notes the bins are marked with instructions and suggestions for how to best cook and prepare the grains.

The first recipe that TJ created and experimented with at the Co-op was grain-based. It was a black bean and bulgar dish, which includes corn and vegetables to create a flavorful and colorful dish that Co-op customers regularly enjoy on the Hot Bar. Since then he’s concocted a number of other popular recipes, including Pesto Mac n’ Cheese and his very own Candy Onion Parmesan Soup (recipe below).

From his experience with creating new dishes, TJ has one piece of advice for people trying to become more comfortable in the kitchen: let yourself be creative. “A lot of people don’t cook unless there’s a recipe, but if you just think about the flavors that you like and experiment with it, you can create all kinds of dishes without needing a recipe!”

About the Recipe

TJ created this soup last year after noticing Candy Onions on a farmers order list. TJ wasn’t familiar with the variety and decided to order a whole case to see what creative dish he could come up with. Upon tasting them he discovered that they were slightly sweeter than regular onions. He decided they’d work well in a soup and then became interested in how they would taste with miso. Since he wanted to accentuate the flavors

of the onion and the miso, he waited until the very end to throw in a limited amount of other seasonings.

The end product may look similar to French Onion Soup, but the flavor is quite different. The miso and onion are predominant, but it’s earthy and sweet compared to the saltiness and the amount of herbs typically used in French Onion Soup. TJ suggests topping the soup with shredded parmesan cheese and parsley. Serve the soup before a meal, or as a light lunch. Bread, crackers, or croutons will all make fine additions.

The recipe can be easily adapted in a number of ways. You can use packaged vegetable stock in place of making your own; TJ suggests Pacific Rim because it’s organic and has a good balance of flavors, plus it is packaged in a carton rather than a can so you can rest assured the packaging is BPA Free. You may also substitute other onions, such as Vidalia, when Candy Onions are out of season by simply adding a pinch of sugar along with the other seasonings at the end of preparation. Last but not least, you may try adding a spoonful of sour cream to the bowl when serving the soup to create a creamier broth.


For folks planning to make this recipe, TJ identifies the only challenge as giving the onions the time they need to properly cook down, which can take 20 or more minutes. If you’re in a rush, be sure to cut the onions in thinner strips so they will cook more quickly. You may also heat the onions at a higher temperature, but if you do so make sure to keep the onions moving by frequently stirring it.

**Excerpts from this article originally appeared in LOCALpittsburgh (City Edition, Issue No. 1)*

Candy Onion Parmesan Soup

Ingredients:

6 candy onions
3 tablespoons of olive oil
1/4 cup red miso paste
6 cups of vegetable stock (packaged or homemade)
1/2 cup of fresh parsley (minced)
parmesan cheese
salt to taste



Preparation:


1. Cut the ends off of the onions and cut in half, then peel.
2. Slice the onion into 1/4” slices (cut along the longitude of the onion to get strips instead of half-moon slices).
3. Heat olive oil in a 4-6 quart pot, add onions and cook on medium heat.
4. Stir onions occasionally for 15-20 minutes or more, to slowly cook the onions down and caramelize.
5. Mince the parsley while the onions cook.
6. Add miso paste and vegetable stock and bring to simmer for 5-10 minutes.
7. Add parsley at last minute, reserving some to garnish.
8. Season with salt to taste (remembering that adding the parmesan cheese to finish the soup will add some more saltiness).
9. Top with shredded parmesan cheese and parsley.

Yield: Approximately 6 servings

Vegetable Stock

Ingredients:

10-12 quarts water (2 1/2-3 gal)
1 pound of onions (quartered)
1/2 pound carrot (chopped 1-2”)
1/2 pound celery (chopped 1-2”)
2 bay leaves
1/2 teaspoons of dry thyme
1/2 teaspoons of black peppercorns
2 whole cloves



Preparation:

1. Bring to a boil, lower to a simmer, and cook 30-45 minutes.
2. Strain through a fine sieve to complete.

Yield: approximately 2 gallons

Additional tips for folks making their own Vegetable Stock:

• Various other vegetables can be used to achieve desired taste.
• Sweating the vegetables in olive oil for a few minutes can help mellow the flavors.
• Starchy vegetables such as potatoes, sweet potatoes, and winter squash can make stock cloudy (use only if clarity of product is not important).
• Some vegetables to avoid due to strong flavors: brussel sprouts, cauliflower, artichokes.
• Dark green leafy vegetables can develop an unpleasant flavor when cooked for a long time.
• Beets will turn a stock red.
• Vegetables can be tossed with olive oil and roasted before adding to water to create a deeper flavor.

Get Growing with Garden Dreams

by Hannah Reiff of Garden Dreams Urban Farm & Nursery

Interview with Michael Phillips of Lost Nation Orchard, Groveton, NH
Author of *The Apple Grower* and *The Holistic Orchard*

Hannah Reiff: Michael, you speak and write about growing trees in a holistic way to optimize health. What do you mean by this?

Michael Phillips: The parts of the “system” I want to manage holistically include the relationship of fruit tree roots with beneficial mycorrhizal fungi in the soil that deliver balanced nutrition to the tree. I also try to maximize the number of arboreal microbes (good guys) on the surface of the tree’s leaves and bark through my sprays, so there is no “open space” for diseased organisms to enter the tree. Plantings of flowering plants around the trees provide habitat for parasitic wasps whose young consume moth pests. Optimizing health is appreciating the sum of these parts. Flavorful fruit is simply a reward at the season’s end.

HR: You use *ramial wood chips* for tree mulch. What is this and where can it be found?

MP: Ramial simply refers to wood chips made from branches of deciduous trees, 2 ½ inches in diameter or less. It contains inner green bark, buds, and twigs which are far richer in calcium and so forth than the carbon-centered wood within the larger trunk. It is the best fungal food of all for putting beneath fruit trees, and mulching with it promotes the mycorrhizal fungi amongst the tree roots. Home orchardists can obtain it from landscapers or by laying down prunings from small trees on their property as fruit tree mulch without even chipping.

HR: What would you suggest for the city grower who wants to grow fruit and fruit trees but has limited space?

MP: Fruit trees on dwarfing rootstock fit nicely into the smallest lot. Espalier training against a wall or fence can even lessen the need for a third dimension. Learning to graft means you can even put several varieties of apple on a single tree. The will can find a way here ... just be sure to make all such plantings in a fungal duff ecosystem (planting area that uses woody mulches and encourages beneficial fungi).

HR: What are a few of your favorite apple varieties? Would you recommend any of them for Pittsburgh?

MP: Every apple has its moment when tree-ripeness brings full flavor to the fore. I tend to prefer the more complex-flavored apples with plenty of snap. Cox Orange Pippin, Golden Russet, and Akane certainly rate right up there. Other varieties of note that will do well in Pittsburgh include Arlet, Kidd’s Orange Red, Melrose, and Spencer. This will be a far longer list if you really get me going!

HR: What is one misconception or mistake people often make when growing fruit?

MP: That you must spray, and here I mean heavy-duty toxins, be they chemical or so-called “organic.” Worst of all are those “all-purpose sprays” you purchase at the garden store meant to free you of all responsibility of understanding why [you’re spraying in the first place]. All this shifts when you think holistically. Yes, I still use a sprayer to deliver nutritional and biological brews but now this tool is being used to steward good health. Breaking from symptom-oriented thinking is an important first step.

HR: Anything else you think would be helpful for new fruit-growers to consider?

MP: Take this encouragement to heart: You can do this! Get your hands in the dirt, make that pruning decision, thin off the poorer fruit so the better can grow. Mistakes will be made along the way, but heck, I’m only good at this after years of making all sorts of mistakes. You learn more each new season. Eventually you intuit plant understanding and the challenges become more like occasional blips. There’s a learning curve to be embraced much like that baby apple tree needs several years to grow branch structure before it fruits. You can indeed do this!

More information can be found at Michael’s websites: www.groworganicapples.com and www.herbsandapples.com.

Opening Up to a New Way of Relating

by Claire Westbrook

If you’re interested in reading a thought-provoking book about relationships this Valentine’s Day, my most recent search at the Co-op yielded quite the unexpected find in Tristan Taormino’s *Opening Up: A Guide to Creating and Sustaining Open Relationships*. Although I’ve been in both open and monogamous relationships, reading this book made me realize the many factors a person should evaluate when determining if an open relationship is right for them, and what structure their open relationship might take.

Simply stated, open relationships are the opposite of monogamous relationships. While some forms of open relationships can have monogamous components, the overall idea of an open relationship is just what it sounds like: open. Open to possibilities, suggestion, and ongoing interpretation.

Taormino begins the book by challenging monogamy and gives a brief recap of the history of the issues that can come with it, such as cheating and significant divorce rates. Then she offers a look at a common romantic mythology: one person is all that’s needed to satisfy anyone’s every emotional, physical, romantic, financial, sexual, and spiritual need.

That’s a pretty tall order, but, as the book progresses it becomes clear that there is a lot of work required to maintain any type

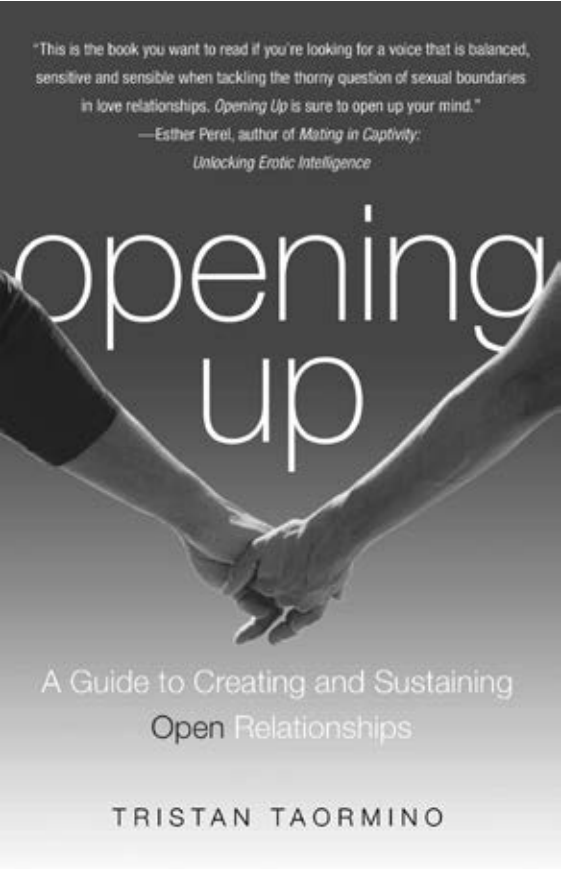
of relationship. In open relationships, it’s important to have a clear sense of self, honesty, and upfront communication so that no one feels confused or left out of whatever is happening at any given time in the relationship. This holds especially true when the number of people involved in the relationship increases,

as the author discovered after interviewing 126 people from various polyamory groups around the country. (Polyamory is romantic involvement with more than one person at a time).

Taormino found that there’s no specific recipe for successful open relationships. For instance, there is partnered nonmonogamy, a choice for committed couples who want other relationships, in addition to their own, that are not monogamous. But there’s also polyfidelity, which describes a multi-partner group of three or more people who have made

a commitment to be in a primary relationship with each other. Ultimately, everyone defines what they want differently.

Of course many technical issues are covered as well, such as sexual health, raising children, legal and practical matters, and finding community. All in all, whether you’ve been married for 30 years or you’re single and trying to determine just what you’re looking for in a relationship, *Opening Up* is a thorough and thoughtful piece of questioning and advice for anyone looking to open up their relationships. For more info, visit www.openingup.net.



Genetically Modified Trees – A Risk Too Great to Take?

by Sara Heald of GMO Free PA

Most likely you are aware of genetically modified crops and ingredients in processed foods, but it may surprise you to learn that biotechnology companies are also genetically engineering trees. Hundreds of acres of genetically modified (GM) tree test plots are already planted throughout 20 states in our country, and the United States Department of Agriculture (USDA), which oversees the approval and release of genetically modified organisms, is now considering approving requests to plant GM trees in the wild. Currently, papaya trees are the only GM trees being commercially grown, but test plots of apple, banana, plum, citrus, chestnut, poplar, pine, and eucalyptus are either being tested or have been submitted for approval.

The biotechnology industry claims that GM trees will grow faster, be better suited for paper production (contain less lignin), have improved wood quality and characteristics, restore and preserve endangered trees, and be disease and pest resistant. They believe biotechnology is necessary to improve plant performance (for example, drought tolerance and pest resistance), to mitigate environmental pollutants, and to improve productivity while reducing costs. But genetic engineering is a relatively new science, and these claims

of benefits by the biotechnology industry are based primarily on short-term scientific studies that seem to overlook the serious long-term risk associated with the potential contamination of GM trees spreading into the wild, which we know is possible based on contamination incidents that have occurred with other genetically engineered crops.

In addition to these concerns, a number of scientists actually believe GM trees to have less structural integrity in spite of the biotech industry’s conviction of their superiority. These scientists also find GM trees to be more susceptible to disease, animal browsing, and environmental stresses (such as wind); and to have an increased risk of insect infestation which therefore would lead to higher pesticide use. ArborGen, one of the leading developers of genetically engineered trees, whose plantation management practices for genetically engineered eucalyptus trees rely on excessive use of pesticides, is demonstrative of these counter-arguments. The level of pesticides their GM trees require could lead to lower soil and water quality. Soil in eucalyptus plantations, in particular, has been found to have lower levels of organic carbon than native forests, which increases the possibility of soil erosion.

Regardless of whether the benefits of these GM trees are real, imagined, or contrived, the long term consequences of introducing them into our ecosystems remain unknown. In addition to decreased soil quality, some other potential environmental concerns include a negative impact on climate change, increased water consumption, transgenic contamination, lack of biodiversity, and wildfire risk. In studies of genetically engineered eucalyptus, for example, it was shown that water consumption by the GM trees was greater than any of the surrounding vegetation, and the US Forest Service identified risks to water resources that could arise from planting genetically engineered eucalyptus plantations. More alarming still, the USDA has indicated it will not monitor for adverse effects after genetically engineered trees are commercially approved.

With these potentially devastating effects on our environment and the uncertainty surrounding genetically modified trees, we must consider whether their use is too great of a risk to take. According to renowned geneticist David Suzuki of The Suzuki Foundation:

We have no control over the movement of insects, birds and mammals, [or] wind and

rain that carry pollen and seeds. Genetically engineered trees, with the potential to transfer pollen for hundreds of miles, carrying genes for traits including insect resistance, herbicide resistance, sterility and reduced lignin, thus have the potential to wreak ecological havoc throughout the world’s native forests.

If you’d like to learn more, then join me at your Co-op for a screening of the film *A Silent Forest* on February 5th at 6:30 PM. This 45-minute documentary features David Suzuki and explores the potential danger to human and environmental health as a result of planting genetically engineered trees. You can learn more about this event in the event listings on Page 8. I hope to see you there!

To learn more about GMO Free PA visit their Facebook page or website (www.gmofreepa.org). If you would like to get involved with the Pittsburgh chapter, contact Sara Heald at righttoknowpitt@gmail.com.

References:
www.arborgen.com/
www.globaljusticeecology.org/
“Genetically Engineered Trees: The New Frontier of Biotechnology.” Center for Food Safety. www.centerforfoodsafety.org/files/ge_pages_final_nov-1_80728.pdf

Featured Community Partner: Dr. Rae & Associates

The aim of the Community Partners Program is to provide East End Food Co-op members great benefits and, at the same time, to promote local businesses. Because we are committed to supporting our local community, we truly value the partnerships we build through this program. Locally-owned businesses have a huge impact on the infrastructure of our regional economy and we firmly believe that we are all stronger together.

Your Co-op is happy to partner with Dr. Rae Baum and her associates at the Baum Group. Dr. Rae & Associates offer stress management programs designed to help you, your family, and your business develop a profile of stress indicators (symptoms) and stressors (causes). By teaching about stress, they help patients avoid the stressors that trigger unwanted reactions and assist them in overcoming the symptoms of stress. Their association of personal coaches, professional consultants, and bioenergetic analysts focus on your well-being, help you live the life you want to live, and contribute to your quality of life by helping you to invest in yourself with less distress.

While their signature services are “Getting a Handle on your Stress” and “Your Stress Matters,” many other individualized pro-

grams are available. These include topics like marketing, organizational effectiveness, entrepreneurship skills, and strategic growth for businesses; couple, family, and marital programs for individuals; and general stress management programs that focus on awareness and choice as vehicles to manage the changes of daily life.

Dr. Rae & Associates have been changing the world with care by helping businesses, families, and individuals since 1972. Their offices are at 5703 Elmer Street in Shadyside, and Co-op members receive a 30% discount on products and services. For more information on how they can help you, call 412-441-7650 or visit them online at www.yourstressmatters.com.

To take advantage of this discount, fully paid Co-op members must be sure to mention their membership when scheduling an appointment and present their plastic green membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services by email at memberservices@eastendfood.coop or call 412-242-3598 x 103. Check out the full listing of your Co-op’s partners on our website at www.eastendfood.coop/co-op/community/community-partners-program.



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The Green Energy Collaborative is a program of CITIZEN POWER, Inc. For more information call your local CITIZEN POWER office at 412-421-7029.



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DID YOU KNOW...

...that your Co-op is a great place to work?

We are a growing business that serves over 10,700 members and countless other customers. We are currently staffing over 85 employees in five departments. We realize that the treatment of our employees is important to our membership, so we'd like to take this opportunity to acknowledge how our business strives to see that the needs of the staff are met.

There are a number of ways that we compensate our staff:

- **Wages:** we are committed to offering a livable wage at every level of our organization. Starting wages for our entry-level positions begin at over 20% above the state/federal minimum wage. Our remaining positions are also competitive with other grocers in our area.
- **Discounts:** all staff members receive a 20% discount on their purchases, as well as a discount on their special orders.
- **Paid time off:** we offer this benefit to all of our part-time and full-time employees. Employees begin accruing PTO immediately upon starting to work, and can begin to take paid time off after the completion of a 90-day trial period.
- **Healthcare options:** each full-time employee working an average of 30 hours or more per week, who completes a 90-day trial period, is eligible to sign up for a generous health/dental/vision plan. The Co-op pays 75% of an individual employee's monthly insurance premium, and 40% of family members'/domestic partners' monthly premiums. In addition, everyone enrolled in the Co-op's health insurance plan is eligible to receive a 50% reimbursement on all co-pays.
- **Retirement Plan:** all employees are eligible to participate in the Co-op's plan after earning \$5,000 within a calendar year. Employees can elect to meet with the Co-op's Investment Adviser Representative to direct part of their income into the investments of their choice. The Co-op will match dollar for dollar up to 3% of an employee's gross wages that are directed into this plan.

The Co-op strives to provide a safe and comfortable work environment:

- During each employee's introduction they are required to watch a minimum of five safety videos before they are permitted to perform any of their job duties. The Co-op is committed to providing a safe workplace and proper training, so we have partnered with Argo-Grocers Insurance to provide our staff with the best safety training avail-

able for grocery employees.

- We have an Employee Suggestions Database that allows all staff members the opportunity to offer their input on processes and procedures.
- Our Task Force/Safety Committee is comprised of staff members who monitor the employee suggestion database and present staff concerns to management.
- Improvements in the process and regularity of our floor monitoring have created a safer environment with less workplace slips, trips, and falls.
- Zero tolerance of harassment in the workplace affirms the dignity of all employees and the necessity of mutual respect among individuals.
- In addition to offering federally required break times, the Co-op gives each employee extra paid time for breaks during each shift to permit rest and relaxation during the workday.

The Co-op is committed to professional development of our workforce:

- In keeping with Cooperative Principle #5 the Co-op strives to provide opportunities and resources to educate and develop our staff, which include consultations, trainings, and more.
- A newly instated review process emphasizes collaborative goal-setting so that employees can work with their department manager to gain skills that will better enable them to advance.
- The Co-op emphasizes promoting from within as positions become available.
- Implementation of Open Books Management will entail financial trainings and provide the opportunity for experience in reading financial statements, budgeting, and forecasting.
- The Co-op will soon introduce a developmental program to help staff realize their dreams. The program will focus on helping individuals learn, grow, and accomplish their goals by providing them with skills and resources.

Curious about employment opportunities at your Co-op?

Available positions may range from entry-level to management. It is important for the Co-op to have energetic, cooperative, and committed employees who enjoy helping others through exceptional customer service and who share a love of good, healthful food. If you are interested in employment opportunities with us, please visit our website at www.eastendfood.coop/co-op/employment to learn more about the application process.

Unclassifieds:

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

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ASSEMBLE'S MAKE IT SMART! introduces students to Arduino, laser cutting and 3D printing. Workshops held every Saturday 10 AM – 12 PM, 5125 Penn Avenue. For more info: julia@assemblepgh.org

ULTRA-GREEN and healthy house for pre-sale, Squirrel Hill, customizable new construction, 3 BR 1 1/2 BA, \$409k-\$439k. See more details at <http://pittsburgh.craigslist.org/reo/4242360272.html> or call 412-681-0483.

IMAGINE YOURSELF HERE! Classified ads available in The Co-operator for only \$35/month. Member and contract discounts available. For more info contact memberservices@eastendfood.coop or call 412-242-3598 x 103.

THE CO-OP

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

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

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

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

Store:	Café:
412.242.3598	412.242.7726
8 AM - 9 PM	8 AM - 7 PM

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

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Marketing & Member Services: Heather Hackett
IT: Erin Myers
Grocery: Maura Holliday
Front End: eric cressley
Café: Amber Pertz

THE CO-OPERATOR

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

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

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

Contact Us:

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

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

Email: memberservices@eastendfood.coop

Phone: 412.242.3598 x103

EMPLOYEE OF THE MONTH



Congratulations to **Amber Pertz** who was chosen as the Co-op staff pick for Employee of the Month. Amber has worked here for 11 years and is the Café Manager.

Q. What’s your favorite thing about your job here?

A. The people! I love all of the staff. I love being able to help our customers. Helping people be healthier is very rewarding.

Q. What are your favorite products here?

A. Jamison Farm Lamb and La Quercia Speck from the Meat Department, Pecorino Foglie di Noce from the Cheese Department, maple walnut cookies from the Bakery, green meat radishes from the Produce Department, and hazelnut mushroom wild rice pilaf from the Café, just to name a few.

Q. If you could change one thing about the Co-op, what would it be?

A. I would like for more people to know about us and better understand who we are. I want more people to know that they don’t have to be a member to shop here.

Q. How did you feel when you found out you were the Employee of the Month?

A. Surprised and honored to be selected by the staff! I am really proud to represent my department – I couldn’t do it without all of them.

NEW FACES

Shawn McCullough

Administration

Although our newly hired Finance Manager, Shawn, is a new addition to the Co-op’s staff, he’s been our auditor for the past seven years and is no stranger to our world of finances! Prior to graduating from Duquesne University with a degree in Accounting, he also studied Russian and Spanish at Ohio State University. Shawn’s language skills served him well in the countries abroad that he’s previously called home, including Russia, Mexico, and Switzerland. Outside of work he most enjoys spending time with his wife and four children, in addition to playing racquetball and watching films.

Curious About Working at the Co-op?

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

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Café Specials • February 2014

SUN	MON	TUE	WED	THU	FRI	SAT
						1 SWEET & SPICY TEMPEH WITH QUINOA
2 CHEF'S CHOICE	3 MAPLE GLAZED TOFU WITH YAMS & CRANBERRIES	4 BUTTERNUT & WALNUT LASAGNA	5 BURRITO BAR	6 MOROCCAN CAULIFLOWER & LENTILS	7 PIZZA DAIRY & VEGAN	8 PASTA E FAGIOLI
9 CHEF'S CHOICE	10 EGGPLANT PARMESAN CASSEROLE	11 SEITAN INDIAN LENTIL VINDALOO	12 INDIAN KITCHEN	13 YAM & BLACK BEAN ENCHILADA CASSEROLE	14 PIZZA DAIRY & VEGAN	15 SOUTHWEST QUESADILLA
16 CHEF'S CHOICE	17 SEITAN MUSHROOM MARSALA	18 PEANUT SESAME ORANGE TEMPEH	19 THAI KITCHEN	20 TATER TOT CASSEROLE	21 PIZZA DAIRY & VEGAN	22 GREEK QUICHE
23 CHEF'S CHOICE	24 SPICY PEANUT TEMPEH	25 CURRIED QUINOA WITH CASHEWS	26 PASTA BAR	27 SUN-DRIED TOMATO CREAM PASTA	28 PIZZA DAIRY & VEGAN	

Café Hours

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

Hot Bar:
Daily 11AM-7PM

Weekend Brunch:
9AM-1:30PM

February Co-op Events

A SILENT FILM SCREENING
Sara Heald, GMO Free PA

WEDNESDAY, FEBRUARY 5TH, 6:30 PM

Join us for this award-winning documentary that explores the growing global threat of genetically engineered trees. Featuring renowned geneticist David Suzuki, this 46-minute film by Ed Schehl details the unknown and possibly disastrous consequences of improperly tested GE methods, and explains how farmers and indigenous people may lose their way of life in the face of biotech-friendly science and legislation. After the film, Sara Heald will lead a discussion on crucial legislation in our area.

ROMANTIC CHEESES
Caldwell Linker, EEFC Cheese Buyer

WEDNESDAY, FEBRUARY 12TH, 7:00 PM

What is a better Valentine's Day gift than sharing good food with someone you love? Come meet our Cheese Buyer, Caldwell, and learn about the most decadent and romantic cheeses your Co-op has to offer. Attendees will sample creamy, sensuous cheeses that are made to be enjoyed with someone special, and discuss ideas for perfect pairings that will take your enjoyment of these lovely cheeses to the next level. Come for a taste, leave with romantic notions of a candlelit cheese board.

BEATING THE SUGAR BLUES
Vanessa Alberts, Stephanie Telep & Nathan Riley, Sweat and Butter

WEDNESDAY, FEBRUARY 19TH, 6:30 PM

Do you want to permanently change your relationship with sugar? Join the certified holistic health coaches of Sweat and Butter as they explain the common causes of sugar cravings and give you practical tools and methods for dealing with them. Curbing your cravings is not necessarily about deprivation; it's about freedom – the freedom to eat the foods you love and have sweetness in your life, without the negative side effects or the guilt.

GREENHORNS FILM SCREENING
Greg Boulos, Blackberry Meadows Farm

WEDNESDAY, FEBRUARY 26TH, 6:30 PM

This 50-minute documentary explores the lives of America's young farming community. Filmmaker Severine Von Tscharner Fleming hopes that broadcasting the stories and voices of these young farmers will inspire those considering a career in agriculture. The production of *Greenhorns* is part of a larger grassroots nonprofit campaign for agricultural reform. After the film, Greg Boulos will share first-hand experiences of getting started in farming and talk about work-shares, internships, and apprenticeships on his farm!

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

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

February 5th – 8th: Join your Co-op at the premier sustainable agriculture conference on the East Coast: the 23rd Annual PASA Farming For the Future Conference. An event not to be missed, this conference will take place at the Penn Stater Conference Center in State College and brings together thousands of farmers, local food activists, backyard gardeners, sustainable ag industry partners, and experts from the field. Together we will explore this year's theme, Letting Nature Lead. Your Co-op is proud to be a Guardian Sponsor, and our representatives will be performing presentations, as well as distributing information in the expo. More information and registration: www.conference.pasafarming.org.

Saturday, February 8th, 7 PM: The inaugural eat.drink.PITTSBURGH event will be held at the Wyndham Grand Kings Garden Ballroom, downtown. The event, hosted by CBS Radio, is expected to attract both connoisseurs and novices seeking to experience some of the region's best food and drink. Guests will sip and savor a variety of cuisines and refreshments available from Pittsburgh establishments, including your Co-op. The evening will feature live entertainment, and guests will be asked to rate their favorite fare. CBS Radio personalities and special guests will be on-site to meet and greet the guests. More information and registration: www.pittsburgh.cbslocal.com/2014/01/15/eat-drink-pittsburgh.

Tuesday, February 11th, 6 PM – 9 PM: Join us at the Union Project for Hear Me Roar, described as an evening of divine feminine power, community, confidence, and self-defense. Best-selling author and food/mood expert, Lindsey Smith, will kick off the evening with an inspiring talk on self-confidence and how to overcome media messages to embrace your body. Lindsey will be joined by martial arts expert and celebrity nutritionist, Jennifer Cassetta. Jennifer teaches women the ABC's of self-defense and will guide attendees through her "Stiletto's & Self-Defense" program. Look for your Co-op's table in the vendor expo! More information and registration: www.foodmoodgirl.com/test/portfolio/hear-me-roar.

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