

The Co-operator

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

STORE NEWS

Members' Extra Discount Days
Sundays: 2/15 & 3/15
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Check the front entrance for dates and times.

The Co-Operator Deadline
All submissions and ads are due 2/1 for the March 2009 issue.
For more information, call Member Services at 412.242.3598.

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

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EAST END FOOD CO-OP
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All Bottled Up with Somewhere to Go

By Lizandra Vidal

Bottled Up is a new project just finding its feet here in Pittsburgh. The main goal of Bottled Up is to reduce the overall number of plastic beverage bottles that people use in their daily lives. Other important goals are to increase public awareness of plastic bottle consumption and to increase civic engagement of recycling and reuse programs in Pittsburgh. Since the city has placed such a great focus on the recycling program, Bottled Up hopes to be a part of moving that agenda more deeply and successfully into the grassroots movement here in the city.

Bottled Up Inc. is in the process of becoming a 501(c)3 organization, and will also develop a 501(c)4 so the organization can lobby for environmentally friendly and sustainable legislation. The mission of the organization is to affect change toward more eco-friendly living practices, specifically around plastic beverage bottle usage, by leading through example and creating group excitement in sustainable movements.

Bottled Up finds its roots in a simple personal pledge that was borne of life practices that weren't gelling with personal values. I started Bottled Up, bottom line, because I buy and use plastic bottles frequently. There it is. In 2008 rarely if ever remembered to take with me a container to fill up for water. I certainly re-used plastic water bottles repeatedly, but still I

bought a whole lot of them. An embarrassing whole lot. You can be sure I felt crappy every time I did it, but I somehow became numb to feeling bad about it. The bad feeling just became an accepted part of the purchase.

At some point as I was thinking about changes I would like to make in 2009, and it occurred to me that this is one change that would be easy to do. I mean, not only are these things horrible for the environment, it was making me feel horrible every time I bought one. Looking at my overloaded recycling bin each week – my heart would be so heavy as I wondered what in the heck really happens

Green Bell. When we want to make change that grooves its way into our lives, we have to make sure that change is sustainable. We can do that by being realistic about our current practices, and being practical about the change that we are willing to make.

This was the approach that I took in my original pledge that led me to start Bottled Up Inc. I took a realistic look at my current "on-the-go" beverage practices. It wasn't pretty to look at, but I decided it was time to look at it for what it was. It isn't easy to look at ourselves sometimes, especially when we are looking at habit that are the source of some serious cognitive dissonance. I despise plastic bottles – there is no doubt that their existence and use are hurting our environment, but still I was buying them all the time. It had to stop.

From my personal pledge evolved a blog, and from there was born the idea of starting a non-profit that would create programs for people to make it easier and more fun to stop using plastic bottles. The first program will be a **Bottled Up Month** in April. Read more about **April is Bottled Up Month** in the next *Co-Operator*. In the mean time, if you have any questions about Bottled Up and it's missions or plans, please call or e-mail Lizandra directly at 412-302-5052 or e-mail at info@bottleduppittsburgh.org



with all that plastic that I take to Construction Junction. And so I decided to make the New Year's Resolution, which then became a personal pledge to **USE ONLY 30 PLASTIC BEVERAGE BOTTLES IN 2009.**

When we are talking about embracing new practices that make our lives more eco-friendly we really have to think about Sustainability. And I don't mean that in terms of the buzzword that rings our

APRIL IS BOTTLED UP MONTH!

DON'T MISS MEMBERS' EXTRA DISCOUNT DAY – FEBRUARY 15
MEMBERS RECEIVE 10% OFF SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates and times.





Rob Baran,
General Manager

rob's corner

Hello, folks! Welcome to the heart of winter. This is usually the busy time for us, as more people are staying in and cooking, or fighting viruses with herbs and supplements. We are playing some interesting games here at the Co-op these days and I want to talk about one of them.

The labor game is one I wish to discuss today. As in every grocery store, labor is always our biggest expense. A few short years ago we were paddling through troubled waters — we were not efficient enough with our labor usage and we were certainly not competitive on wages. Your Board of Directors issued a policy, shortly before I arrived in late 2005, that the general manager would define, and work toward having, a “living wage” for all staff. This was a bit daunting for me as we have never been the most profitable store, and we had lots of new competition around town.

The reality is that paying decent wages is simply the right thing to do. Not only is it a social justice issue, but after all, “you get what you pay for” is a truism for many things, the rapidly improving quality of work by our staff these days being a good example. The big question, of course, was how we could do it without raising prices.

The basic ratio to measure labor productivity in co-ops around the country is called “sales per labor hour” and it tells us how many dollars of sales we have for every hour of labor we use. For instance, if we did \$1000 dollars in sales and used 10 hours of labor to produce those sales, sales per labor hour would be \$100.

Now here is where being part of the National Cooperative Grocers Association really helps. As a member of the co-op of co-ops, we have access to detailed financial reports for over 130 other co-op locations. One of the most useful reports is one that compares us to the highest performing co-ops (the top 25% of co-ops our size and type) so that we can know what the ‘best’ are doing in each category.

In 2006 we measured ourselves in sales per labor hour and found we were wanting, hovering in the mid to low \$60s as opposed to high performing co-ops who were usually in the upper \$70s. So we put together an initiative, set some goals, engaged the organization in an ongoing conversation, and promised our staff that as we succeeded, some of that money would come back to them as we raised productivity. In my opinion, their performance has risen at least as much as their wages.

I am here now to report success as we ARE one of those high performing, top 25% co-ops. During the period from October through December 2008, we did over \$80 of sales per every hour of labor. This is the first time your Co-op has truly been

a national leader in any kind of operational efficiency. I must admit it feels really good from my seat, and is the kind of positive change necessary if we are to successfully expand in the coming years. **A shout-out to our staff is in order**, as you can not raise productivity over 25% in 2 years without serious commitment and buy-in from the people doing the work.

As we promised our staff, a significant portion of those labor savings have gone back to them in the form of raises and profit sharing. This fall, we gave our staff 10% of our \$58,000 profit (on \$7.1 million in sales) from the previous year. From 2006 to 2008, we raised our average wage almost 20% and our starting wage over 30%, while still lowering labor costs. Additionally in 2008, we defined a co-op living wage. Every staff member now makes a co-op living wage after their 90-day trial period ends and they are formally hired. Combined with our strong benefits package, I can almost say we are where we should be, but we do still have some competitors to overtake.

Another game we play that I want to mention is that our Co-op has, for years, been in the top third of our co-op group in “gross profit margin” (GPM is the difference between what we pay our suppliers for products and what you pay the Co-op for those products). In other words, 2/3 of the other co-ops in our group are making more money on the food they sell than we are. While I would not label us cheap, compared to many other co-ops, it’s clear we offer a certain value.

And finally, our last game to review is total operating expenses. If you subtract some of our promotional expenses such as the monthly Member Extra Discount Day (most co-ops do not give their members 10% off ANY day a month) we are solidly in the top half of co-ops our size and type in having the lowest total operating expenses (total operating expenses are all your expenses such as labor, rent, utilities, credit card fees, repairs, etc...) another sign we are running a good ship these days.

The next target for operating expenses will be to reach the top quarter as we continue to strive for operating the most efficient and cost effective co-op possible. For those of you who have made it this far, thanks for taking the time to read my whole article, as this kind of financial stuff can be a little dense if you are not familiar. I hope you are satisfied with the work your Co-op is doing for you. We are not yet the best in the co-op business, but we have a plan, and we are striving to someday be one of America’s great Co-ops. ♥

Until the next time...

Rob Baran
rbaran@eastendfood.coop

Think globally. Eat organically. Buy locally.

one percent wednesday

February 25

The Homeless Cat Management Team

Since 1998 Homeless Cat Management Team has been providing free and affordable spay/neuter/rabies vaccination services for stray and feral cats in Southwestern Pennsylvania. Feral cats are the offspring of stray or abandoned domestic cats that revert to a wild state. Raised without human contact, they are fearful of humans. Feral cats are successful survivors, especially in urban areas, where they scavenge off garbage, leftover food from restaurant areas, and feedings by sympathetic people. An estimated 60 million feral cats live in the United States.

Attempts to eradicate whole colonies of cats usually fail because the ecological vacuum created is soon filled by other strays. The humane alternative, the Trap-Neuter-Return method, has grown in popularity over the past 15 years or so since its introduction into the United States. T-N-R is the most humane and effective way of controlling outdoor cat populations. Under this method the cats are trapped by the caretakers who feed them, delivered to a veterinarian or a high-volume clinic like those offered by Homeless Cat Management Team, spayed/neutered and vaccinated, and then returned to their “colony” where they continue to be provided with food, water and shelter. The concept of a “managed colony”, where all the cats are sterilized and cared for, is the goal. Nuisance behaviors like territorial spraying, yowling during mating season, and continuous production of kittens are eliminated, making the cats much better neighbors. But they continue to provide the rodent-control service that is important and beneficial.

Homeless Cat Management Team, in partnership with the Western Pennsylvania Humane Society Veterinary Clinic, offers twice monthly clinics (one no charge, and the second low cost) for cats who qualify. Limited resources permit sterilization of only unadoptable feral and stray cats who will be returned to their colony and provided with care for the rest of their lives.

In addition to improving the lives of homeless cats, HCMT provides a unique service to the people who feed these cats. Over the past eight years, hundreds of colony caregivers have turned their rapidly expanding colonies into stable, healthy groups of outdoor cats through participation in HCMT clinics. Beyond the obvious benefit of free and affordable spay/neuter and vaccination services, these compassionate people will not have to worry about feeding more and more cats each breeding season.

To date, HCMT has treated 8,811 cats! The mission of the Homeless Cat Management Team is to humanely reduce the population and minimize the suffering of homeless cats through sterilization and the promotion of responsible colony management in Southwestern Pennsylvania. Volunteers are needed, welcomed and very much appreciated in the veterinary clinic setting as well as in outreach and pro-

member services message

by Kara Holsopple, Member Services

Members are what it is all about — that is why we are here. We want to provide the best services for our members. But we also want to provide an organization where members can feel connected. One of the ways we have tried to do this is with the Co-op Pages. It’s a directory of members who provide valuable services to the community. So if you would like to support other Co-op members first when you need a massage or other services, you know where to look first. We insert a printed copy in each newsletter twice a year, and they are available to our newest members in their Co-op starter packets. We also have plans to add them to our website.

The semi-annual Co-op Pages are due out next month. If you are a Co-op member with a business that other members may be interested in, why not place a listing in our Co-op directory?

Send the following information to memberservices@eastendfood.coop or mail it to EECF, c/o The Co-op Pages, 7516 Meade Street, Pittsburgh, PA 15208, along with your payment of \$10 made out to “EEFC.” Co-op membership is required.

Information to include:

- Member’s Name
- Business Name
- Business Address
- Business Telephone
- Business Fax
- E-mail
- Website
- A 25 word description of the services or products you provide.

If you have had a listing in the Co-op Pages previously and would like to make a change, please give Kara a call at 412.242.3598 or e-mail memberservices@eastendfood.coop and let us know. ♥

gram administration activities. Volunteers receive hands-on training for all jobs.

HCMT is currently in the planning stages for a local, high volume, low cost spay/neuter vaccination clinic, which will enable HCMT to spay/neuter five days a week, 7,000 cats a year. Donations can be sent to HCMT, P.O. Box 100203, Pittsburgh PA 15233. Or visit www.homelesscat.org and click on the “Donate Now” button. HCMT is a registered non-profit.

If you feed outdoor cats and want to see if your situation qualifies for Homeless Cat Management Team’s services, call 412.321.4060 and leave a message in mailbox #4. If you would like to volunteer, leave a message in box #2. If you don’t have a touchtone phone, you can leave a message after the final beep.

All proceeds for the 1% Wednesday will go directly toward spaying/neutering cats in Southwestern Pennsylvania. Stop by the HCMT table on February 25 for more information or to purchase cat related items for you and your kitties. ☺



ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY Definition

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

Values

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

Seven Principles

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

1: Voluntary and Open Membership

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

2: Democratic Member Control

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

3: Member Economic Participation

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

4: Autonomy and Independence

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

5: Education, Training and Information

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

6: Cooperation among Co-operatives

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

7: Concern for Community

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

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

Last updated: 2 June, 1996.

members SPEAK OUT



Comment Cards . . .

Soy lecithin? Can't this be supplied in smaller bulk quantities?

We currently have no supplier for this. We will continue to try existing distributors and also seek new ones.

— Ian Ryan, Bulk Foods Buyer

I think you should also phase out plastic bags in the bulk area.

I wish that we could. This would be contingent on all customers bringing in their own containers. Until that time, we need to supply bags and containers for those who do not bring their own.

— Ian Ryan, Bulk Buyer

Please sell Sea Burgers again!

They are on the February hot bar menu, as per your request! We will try to have them more frequently in the future. Thanks!

— Co-op Café Managers

Please don't move to Lawrenceville!

We have never considered moving the Co-op to Lawrenceville. We are investigating that community's potential to support a second Co-op location.

— Rob Baran, General Manager

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



the Corner Deli

Throughout this year, the East End Food Co-op Café will be featuring an **Ingre-**

dient of the Month. This month our focus will be quinoa. In the midst of the winter doldrums, quinoa, with its hearty texture and tremendous nutritional rewards, is the perfect food to fuel the body through a sluggish day!

Quinoa is an ancient crop grown in the Andes and has served as an important staple for the native inhabitants for the past 6,000 years. Commonly thought to be a grain, quinoa is actually the seed of a species of goosefoot plant. While there are over 120 species of the goosefoot plant, only three are cultivated: white or sweet quinoa, red quinoa, and black quinoa. The white and red varieties can be found in the Co-op's bulk department. Quinoa has a light, fluffy texture when cooked and a slightly nutty flavor. The nutritional value of quinoa makes it an appealing addition to almost any diet. It's high

in calcium, iron and protein. Quinoa contains all eight amino acids, so it is considered a complete protein.

Quinoa is easily prepared. In its natural state, this seed has a coating of bitter-tasting saponins, making it unpalatable. The first step in preparing quinoa is to remove the saponins. Soak the uncooked grain in water for a few hours. Change the water and resoak again. You can also rinse it in ample running water either in a fine strainer or cheesecloth. Boxed quinoa typically has been pre-rinsed for convenience.

A common cooking method is to treat quinoa like rice. Bring two cups of water to a boil with one cup of grain, covering at a low simmer and cook for 14–18 minutes or until the germ separates from the seed. The cooked germ looks like a tiny curl and should have a slight bite to it (like al dente pasta). Alternatively, one can use a rice cooker to prepare quinoa. To that end, one part quinoa should be combined with two parts water.

This superfood is super versatile. Serve

it cold as a salad or hot as a side dish or main entrée. Instead of oatmeal, have a bowl of quinoa with your favorite nuts, fruits, and honey or maple syrup. When it's ground into flour, quinoa makes an excellent gluten free baking ingredient. And if maximum nutritional value is what you're after, it can be sprouted and eaten raw.

This month the Café will be serving up several different quinoa recipes both on our hot bar (see our February Daily Specials menu) and in our deli case. Don't miss our recipe for quinoa and cornmeal blueberry muffins (see "What's Cookin' at the Co-op Café Kitchen!"). It's vegan and gluten free! Keep visiting the Café to see what's new. Each month we will highlight a different ingredient and add a few fresh and exciting recipes to our menu. Please remember that we welcome your feedback. Customer comment cards are available at our Customer Service Desk, our email address is cafe@eastendfood.coop, or you can always stop by and let us know in person. ♥

Learning to EnjoyourSelf

by Emily Bragonier

I recently met with Lakeisha Wolf, owner of **EnjoyourSelf**, to discuss her small business. With wellness at its core, EnjoyourSelf offers personalized gemstone jewelry and personal care products for hair and body. Founded in 2002, the business focused primarily on jewelry at its inception. However, LaKeisha's interest in natural healing led to the development of E-Ma's (or Earth Mother's) personal care line.

A Pittsburgh native, former EEFC employee and current board member for the EEFC Credit Union, LaKeisha draws her entrepreneurial inspiration from nature, evidenced by the careful selection of gemstones in her jewelry and by the all natural ingredients found in her E-Ma products. Additionally, Lakeisha's involvement in community organizing, social justice and empowering women has influenced her business practices, most notably through her use of fairly-traded shea butter from a cooperative in the small West African country of Togo.

Shea butter, a natural moisturizer and UV buffer, is high in fatty acids and vita-



mins A and E, making it perfect for skin care. It is harvested from the karite tree, most often by women, and rendered by crushing, grinding and boiling the tree's walnut-sized seeds. The Ameri-

can Shea Butter Institute, which upholds quality standards of the product, grades butters from A to F, with A indicating the highest grade. When the grade A shea butter arrives at LaKeisha's home, she further softens it and uses it in several E-Ma recipes. Pure shea butter is available unscented or with almond or lavender scents. EnjoyourSelf also offers hair and body butter scented with tea tree and lavender, lemongrass, and frankincense. A tea tree and comfrey foot scrub, to be used in conjunction with shea butter, offers customers a luxurious way to exfoliate and heal the feet. Each of these products is available at the EEFC, as well as other local businesses.

Personal touch is the heart of EnjoyourSelf. As the company's sole employee, LaKeisha makes all of her products in her home and hopes to grow her business in order to create jobs for area women. LaKeisha's goal is to create products that encourage us to enjoy who we are by overcoming the stresses and strains of modern living and focusing on ourselves. Designed to "energize, elevate and educate," the name says it all: Enjoyourself! For more information on LaKeisha Wolf and her products, or to place special orders, visit her blog at www.enjoy-ema.blogspot.com. ♥



the food YOU EAT

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

This time of year, deep into winter, our resolve for eating better can sometimes begin to falter. Valentine's Day becomes a month-long celebration, and our reward for slogging through snow and ice is a delicious treat. This month's recipe is a reminder that delicious does not have to be decadent or hard on your digestion. These muffins are good for breakfast or a snack, are whole grain, and are suitable for those who do not eat gluten or animal products. The lemon juice and blueberries give them a nice flavor punch, too. Enjoy!



quinoa & corn blueberry muffin

vegan & gluten free! makes 12 muffins

- | | |
|----------------------------|-----------------------------------|
| 11/2 cups quinoa flour | 1 banana, mashed |
| 11/2 cups yellow corn meal | 11/4 cups soy milk |
| 1 Tablespoon baking powder | 5 teaspoons lemon juice |
| 3/4 teaspoon salt | 1 teaspoon lemon zest |
| 4 Tablespoons canola oil | 1 cup fresh or frozen blueberries |
| 1/2 cup maple syrup | |

Preheat the oven to 350°F.

1. Line the cups of a 12-cup muffin tin with paper liners.
2. In a small bowl, mash one ripe banana and set it aside.
3. In another small cup or bowl, whisk together 11/4 cups soy milk and 5 teaspoons lemon juice and set aside.
4. Combine the quinoa flour, cornmeal, baking powder, and salt.
5. In a separate bowl, combine oil, maple syrup, banana, and soy milk with lemon juice. Stir the wet ingredients into the dry, being careful not to over mix.
6. Gently fold in the lemon zest and blueberries.
7. Spoon muffin mixture into muffin cups and bake for 25 minutes, or until the muffins start to brown and a toothpick inserted into the center comes out clean.

Good News for the Gluten-Free

by Robin Asbell

Celiacs and others who avoid gluten have always had to struggle. First for diagnosis, then for support from their doctors and community, and then comes the ongoing policing of the ingredients in their food. Gradually, though, things have been getting better, and experts estimate that the percentage of celiac sufferers who are diagnosed has risen from 1 to 5 percent in the U.S.

Some new research has been announced in the last year that seems to be making progress on the understanding and treatment of celiac disease. In Canada, a new in-home celiac



blood test is available from 2G Pharma, called a BioCard. It is expected to be approved in the U.S. in 2009, and will require only a few drops of blood from a fingertip to find the IgA antibodies present in celiac sufferers.

In July, a study done at the Center for Celiac Research at the University of Maryland School of Medicine was published in the magazine Gastroenterology. In the study, Dr Alessio Fasano pinpointed a receptor, named CXCR3, that is the gateway by which gliadin enters and starts the cascade of immune responses that characterize celiac disease. When gliadin binds to this receptor, it triggers the release of zonulin, a protein that makes the intestinal barrier become porous. In healthy people, this effect is short-lived, while in celiac sufferers, it lingers, leaving the gut open to absorbing things it should not, and triggers an immune response. Once the intestinal barrier is disabled in this way, antigens are free to pass into the system, causing problems all over the body. Researchers hope that identifying the gateway will enable them to find treatments.

The past year also saw promising trials on humans of drugs aimed at preventing gluten from having ill effects. Dr. Daniel Leffler, clinical research director at the Celiac Disease Center at Beth Israel Deaconess Medical Center in Boston, announced the results in July. In a study of 86 celiac patients, half were given an experimental drug, called AT-1001 (Larazotide) developed by Alba Therapeutics. Both groups ate gluten, and at the end, 20 percent of the patients taking the drug had symptoms, while 70 percent of the patients taking a placebo had symptoms. The researchers were encouraged enough to start a larger, longer trial. In October 2008, Alvine Pharmaceuticals announced that their new protease therapy, called ALV003, was showing great promise as well. The drug uses enzymes to break down the gluten into harmless particles, when taken with meals. Both drugs are meant to be taken to protect against accidental gluten exposure and are not expected to make eating large amounts safe.

So, we can expect that better diagnosis and testing will increase the

Rustic Amaranth Bread



Makes one loaf.

To make a round, crusty loaf, bake your gluten-free bread in a cast-iron pot. I used a Le Creuset casserole, but you could use any oven-safe baking dish with 4-inch-high sides.

- 3 tablespoons whole amaranth or cornmeal, for pan
Oil for pan
1 cup garb-fava flour
1 cup amaranth flour
1 cup tapioca flour
2 teaspoons xanthan gum
1 teaspoon salt
2 tablespoons agave syrup or sugar
1 tablespoon yeast
2 tablespoons extra virgin olive oil
1 1/2 cups warm water
1 large egg white

1. Use a quart-sized round casserole or cast-iron pan to bake the bread, about 8 inches across.
2. Oil the pan and sprinkle with whole amaranth or cornmeal to coat the sides.
3. In a stand mixer or large bowl, mix the flours, xanthan gum, salt, sugar and yeast.
4. In a cup, mix oil, water and egg white.
5. Mix the liquids into the dry ingredients, and beat on high for five minutes.
6. Scrape the dough into the prepared baking pan and cover with a damp cloth.
7. Preheat the oven to 400 degrees, and meanwhile let the bread rise for 40 minutes, until doubled.
8. Bake the bread on the bottom rack for 35–40 minutes, until it sounds hollow when tapped. The top should be dark golden brown.
9. Tip out of the baking pan onto a rack and turn upright carefully and let cool completely.

WITHIN REACH: ALL'S FAIR IN LOVE AND CHOCOLATE

by Chris Farber

Love it or hate it, Valentine's Day is here this month and among popular gifts for this holiday, chocolate takes the cake. While it might be a simple delight, it is not a simple product. Chocolate, like coffee and petroleum, makes our lives better and like coffee and petroleum it has an economic, social, and political past, present, and future. Chocolate was originally grown by the natives of South America and shortly after the arrival of the Spanish, became a commodity for export around the world. Like any valuable commodity there are political and social forces that have bent and shaped chocolate production to the world market's need. Indigenous producers have been shoved aside for large plantation



farmers, upsetting the delicate balance of the ecosystem in which chocolate was created.

Today, however, we have forward-looking people and companies like Equal Exchange and Global Exchange who use Fair Trade practices to help small family farmers. Fair Trade practices strive to pay better-than-market prices directly to farmers and producers. More money can restore health and vigor to their economy and help protect the rain forest that shelters so much more than just cacao trees.

I hope that as you walk the aisle in search of the perfect chocolate treat for your valentine, you will give full consideration to buying Fair Trade Chocolate whenever possible. ♥

What's New ... in the aisles

Aisle 2

- Real Wasabi Organic Ginger Sauce
- Organic Prairie Chipotle Beef Jerky and Classic Mild Jerky
- Lizi's Belgian Chocolate Granola Crunch
- Coconut Palm Sugar Crystals

Aisle 3

- Annie's Fruity Cereal Bunnies

Aisle 4

- Good Health Cracked Pepper and Rosemary and Olive Oil Potato Chips
- Mix 1 Drinks- Blueberry Vanilla, Lime, Tangerine

Aisle 5

- Nutiva Hemp Protein and Fiber and Organic Hemp Protein
- Glad Rags Natural Day Pads
- Derma e Cracked Skin Relief Cream
- Ecodent Between Dental Gum
- A. Vogel Soothing Pine Cough Drops

Aisle 6

- E-cloth, cleans with just water- General Purpose Cloth, Glass and Polishing Cloth, Kitchen Pack Cloths
- Real Pickles Organic, Raw Dill Pickles, Sauerkraut and Asian Slaw
- Ciao Bello Coconut Sorbet

Gifts

- Hugger Sticking Mats

numbers of people eating gluten-free, as well as look forward to better treatments for them. Of course, the number of people who are avoiding gluten for other reasons continues to grow as well. Manufacturers are paying attention, and we will see more gluten-free products in coming years.

For now, avoiding gluten entails seeking out foods that are safe, and learning to cook and bake without the offending protein. Your local food co-op is a great source of gluten-free flours, as well as prepared foods. For many years, white and brown rice flours were the only gluten-free flours that were easy to find. Now, teff, amaranth, quinoa, sorghum and buckwheat represent gluten-free whole-grain flours, and garbanzo and fava beans are made into wonderful fine-textured flours. Starch flours, such as potato, tapioca and cornstarch are also essential to making gluten-free baked goods with a good texture. Nut flours, like coconut, almond and hazelnut add their familiar flavors to baked goods. I often find that a starting point in developing a gluten-free recipe is a combination of at least three types of flour.

— Continued on Page 5

Television Recycle Event Coincides with Digital Switchover

WHO: A partnership between — PENNSYLVANIA RESOURCES COUNCIL (PRC), WASTE MANAGEMENT, and the CITY OF PITTSBURGH

WHAT: Recycling Collection Event for Television Sets

WHEN: Saturday, February 21st 2009 from 10am to 2pm

WHERE: CITY OF PITTSBURGH ENVIRONMENTAL SERVICES FACILITY
3001 Railroad Street, Pittsburgh, PA 15201
&
CONSTRUCTION JUNCTION
214 North Lexington Street, Pittsburgh, PA 15208

PRC is kicking off the new year with the *Don't Trash Your TV! Event*. This television recycling collection event will take place on February 21, 2009, from 10am to 2pm and will be held at two locations: Construction Junction and the City of Pittsburgh's Environmental Services Facility. With the upcoming digital switchover looming, more and more people are trading in their old TVs for new ones and PRC wants to ensure that the public has an environmentally and socially responsible method to dispose of their old TVs.

In 2008 the EPA estimated that 23.9 million Cathode Ray Tube (CRT) TVs were disposed of by Americans. With only 15-17% of these TVs being recycled - that left almost 590,000 to 605,000tons of TV waste entering our landfills! In order to improve these numbers, PRC is hoping that more residents will recycle their TVs instead of putting them out for the trash. TVs have many different toxic materials in them, including 4 to 8 pounds of lead, cadmium, flame retardants, and PVC plastics. These materials can leach into our groundwater and soil if not disposed of properly.

PRC will be working with local electronics recycler E loop llc (www.eloopllc.com) to recycle the TVs. During this event we will also be charging a reduced price for TV recycling due to a generous grant from Waste Management that will offset some of the recycling cost to the public.

The price structure is as follows:

TVs 19" & smaller	\$10 each	TVs 30" - 39"	\$25 each
TVs 20" - 29"	\$20 each	TVs 40" & larger	\$35 each

Check out www.prc.org for more information and associated fees, or call Sarah at 412.488.7490 ext. 236 or email at saraha@ccicenter.org. ♥

Outreach Calendar

Join the Co-op at these community events!



Farming for the Future Conference

Pennsylvania Association for Sustainable Agriculture

February 5-7 | State College, PA

Register at www.pasafarming.org

Mountain Pie Hike

Sponsored by Venture Outdoors

Saturday, February 21 | 10:00am – 2:00pm

Riverview Park in the Northside

\$16.50 Venture Outdoors members / \$27.50 for non- members / \$11.00 kids

Global Warming Conference: Making a Transition to a Just and Sustainable World

Sponsored by Citizens for Pennsylvania's Future (PennFuture)

Sunday, March 29 | 1:30pm – 6:00pm

Phipps Conservatory

Free for PennFuture members / \$10 for non-members

Farm to Table Conference

Friday and Saturday, April 3-4 | 10:00am – 5:00pm both days

David Lawrence Convention Center, Pittsburgh

\$25 for two days including Friday night food tasting

Speakers include Dr. Devra Davis of the Pitt Cancer Institute and Will Clower of Mediterranean Wellness

For more information, you can contact Chris Farber, Outreach Coordinator at extension 208 or at outreach@eastendfood.coop. ✂

East End Food Co-op Welcomes a Green Jobs Intern

My name is Lashawna Richards and I am an intern from the **Student Conservation Association (SCA)**. SCA chose five workers who showed independence and interest and gave us internships to experience something new out on our own. I was chosen out of hundreds of SCA workers for an internship and I was truly honored to be recognized. All five of us were put into environments where they thought we would work best and had shown interest. Before coming here, I worked outside on abandoned lots, making biodiesel from sunflowers and canola during the summer with GTECH. We also went to Blackberry Meadows Farm where we picked greens, garlic and tomatoes. They bring some of their organic vegetables to the Co-op to sell.

Working alongside Chris Farber, the Outreach Coordinator, I have the opportunity to do a presentation to 9th graders at Urban Youth Action about healthy eating and wellness. We taught simple exercises and healthy recipes for teens. By teaching them, I learned more about the cool foods here and about how much better it is to eat organic foods.

Something I really admire about the Co-op is that it is member-owned. Being a member you get all these wonderful opportunities not only here but with local partners, who provide discounts to Co-op members. Local partners include *Schoolhouse Yoga*, *East End Brewing Company*, *Birch Center for Massage and Healing*, and many more. By being a member in one place, a lot of doors open up for you. You can pick up the local partner brochure with a full list of businesses that provide discounts at customer service.

It has been an awesome opportunity writing this article to all the members, who know a good thing when it's in front of you. I couldn't have imagined doing my internship anywhere else except here, trying to spread the word about the Co-op. Have a great year in 2009! ✂

Good News for the Gluten-Free

— Continued from page 4




Once you have your flours, you will find that Xanthan gum is another standard ingredient. The reason for this is to replace the structure that gluten gives to breads, with a gum that will help trap the gases released by your leavening. That creates the bubbles and open texture in breads and cakes. Egg whites also perform this function, and using whole eggs adds the richness and familiar taste of eggs.

Try these recipes to get started with your whole-grain, gluten-free baking. Maybe while we are all whipping up better and better cookies and bars, science will find some solutions. We can always hope.

ROBIN ASBELL is a longtime contributor to the Mix, and as the former head chef of the Wedge Deli, she developed many recipes for popular foods still sold today. Her first book, *The New Whole Grains Cookbook (Chronicle 2007)* is available at local food co-ops, and her second, *The New Vegetarian Cookbook* is forthcoming from Chronicle in 2009. Robin writes for magazines like *Vegetarian Times*, *Better Homes and Gardens*, *Heart Healthy magazine*, *Experience Life* and *Health magazine*. Her popular cooking classes are offered around the region, and she travels to teach across the country. ✂


GIVE WHERE YOU LIVE



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

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

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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

Rob Baran, *General Manager*
 Jane Harter, *Administrative Manager/HR*
 Dave Headings, *Produce Manager*
 Kara Holsopple, *Marketing and Member Services Manager*
 Mark Perry, *Merchandising Manager*
 Allisyn Vincent, *Front End Manager*
 Thomas Murphy and Amber Pertz, *Café Managers*

EAST END FOOD CO-OP

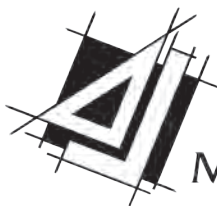
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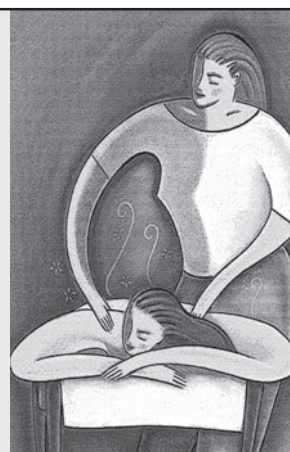


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The Co-operator

Kara Holsoapple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

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

We welcome letters to the editor.

Send your message (250 words or less) to —

Attn: Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: memberservices@eastendfood.coop

Submission Deadlines

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

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

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

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

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

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staff NEWS

New Hires

Jamaal Davis, *Café*

Tate Hudson, *Café*

Deborah Levine, *Café*

Christopher Mucci, *Front End*

Jamaal Davis is a senior at City High High School, and in addition to working at the Co-op, he works at a food bank as part of a school internship. Jamaal plans on attending college, and he loves video games in his free time.

His beautiful daughters Lily and Frakie are number one on his list about himself, and *Tate Hudson* is looking forward to raising them in this environment. Along with an organic farmer, Tate founded a farmer's Market in Savannah, Georgia. Besides good local food, he enjoys reading, visual art, and music.

Deborah Levine is back! She decided to return to work at the Co-op because she missed having co-workers and made a lot of friends here at the Co-op. She loves her cats, coffee, and heavy metal and of course, her friends and having fun. She hopes and dreams to rock out for the rest of her life.

Christopher Mucci is new to Pittsburgh, via Baltimore, and new to the Co-op, too. He is a nature lover, artist and musician. Christopher enjoys hiking, skateboarding, and talking about music, too.

Employee of the Month



Doug will be receiving a \$50 gift certificate to the store.

An interview with Doug Johnson

How long have you worked at the Co-op?

I was hired into the Co-op as a cashier in December of 2001. Before that I worked as the produce manager of a small independent health food store in St. Augustine Florida.

In which depts. have you worked? In what positions?

I have always been a Front End man. Serving the public directly and having that level of interaction with the people we are trying to help has always been a priority for me. I was a cashier for about a month before being promoted to Floor Manager, the precursor to the Manager-On-Duty position. I shifted gears in 2004 and took on the Head Cashier title, including training, office duties, and the residuals of some accounting tasks from when our accounting controller left. Recently I have been given the title of Co-op Sustainability Coordinator, a role that has yet to be clearly defined but I am excited about nonetheless.

What are your favorite things about working here?

I love my co-workers. They are all so brilliant in ways that they are not often acknowledged. I love the concept of the Co-op, the idea that people can come together to meet their needs in a way that is beneficial to everyone and to the world around us. I find Co-ops to be one of the hopeful points in a culture that often lacks hope.

Are there things that you wish you could change?

Sure. I mean, come on, doesn't everybody? I have made mistakes in my history here, questions I would have answered differently, interviews in which I would have been more assertive, situations I could have handled better, but all in all it has been a good run. I see the co-op and my place in it as an evolution. As long as I can wake up everyday and feel certain that I am making a positive impact on my world and on the working environment of my peers, no matter how small, I feel that I am doing my job.

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

I was pretty stoked. It is not often that one gets concrete approval from the people that they depend on daily. I appreciate the sentiment and it makes me hopeful that the effort that I put into my job does not go unnoticed by those with which I work. It is a pleasure and an honor to labor with each and every one of you. Thanks! ♥

DID YOU KNOW...

You can find new recipes and great tips at the Customer Service Desk every month- part of the Better Eating for Life Program!

This month the focus is on **PORTION SIZE**. The packet includes valuable information for changing old eating habits sensibly and gradually, including portion sizes and daily serving recommendations for each of the food groups, depending upon your age, gender and activity level.

DID YOU KNOW THAT 4 LARGE OLIVES = ½ TSP OIL = 2 G OF OIL?

Building on last month's **STEP ONE: GRAINS**, Choate includes information on everything from quick and easy breakfast choices to how chocolate can still be eaten and enjoyed on a healthy diet.

This month's **STEP TWO: PORTION SIZE** packet also includes recipes for:

☺ Cold Weather Soup

☺ Double Lemon Poppy Seed Muffins

☺ Ricotta Treat Spread

You can find the new installment of *Better Eating for Life* on the information rack near 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.

Spread the Word About Co-ops

When you tell your neighbors, friends or family that you are a member of a food co-op, do you ever get quizzical looks? Do you ever hear, "Food co-op? What is that? Some kind of buying club?"

Help spread that word about what IS and IS NOT a Co-op, and how great they are for communities, the economy and their members. Direct people to the **Go Co-op!** website at www.go.coop.

You'll find facts, stories and links about the remarkably wide world of co-ops. Go Co-op!

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MONDAY-FRIDAY

11 AM - 8 PM

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SATURDAY & SUNDAY

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Weekend Brunch Bar

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Hot Foods Bar and Soups

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Espresso	1.75	2.50
Cappuccino	2.75	3.50
Latte	3.25	3.75
Mocha Latte	3.50	4.00
Macchiato	2.25	3.00
Americano	2.00	2.75
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COFFEE

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

HOT DRINKS

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

TEA

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

Choice Teas price per bag **1.25**
Green: Classic Blend, Moroccan Mint, Ban-cha
Black: English Breakfast, Orange Spice,
Darjeeling
Decaf: Earl Grey, Mango Ceylon
Herbal: Peppermint, Chamomile, Wild Berry

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

Add hazelnut, caramel, amaretto, French
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One Percent Wednesday,

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February 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
WEEKEND BRUNCH BAR – 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! DAILY HOT FOOD BAR – 11 AM to 8 PM WEEKENDS 1:30 to 8 PM						
1 Chef's Choice	2 Quinoa Polenta w/ Roasted Red Pepper Sauce	3 Hunan Tofu w/ Broccoli	4 Burrito Bar	5 Spicy Peanut Tempeh	6 Pizza Dairy & Vegan	7 Honey Dijon Seitan
8 Chef's Choice	9 Seitan Stroganoff	10 Quinoa w/ Grilled Zucchini & Chickpeas	11 Cassoulet	12 Beer Braised Brats w/ Mashed Caraway Potatoes	13 Pizza Dairy & Vegan	14 Sausage & Mushroom Lasagna w/ Roasted Red Pepper Sauce
15 Chef's Choice	16 Seaburgers	17 Yam & Black Bean Quesadillas	18 Stirfry Bar	19 Huminta De Quinoa Al Horno	20 Pizza Dairy & Vegan	21 Haluski
22 Chef's Choice	23 Barley Risotto	24 Gumbo w/ Red Beans & Rice	25 Quinoa Gratin w/ Yams & Swiss Chard	26 Thukpa (Tibetan Noodle Soup)	27 Pizza Dairy & Vegan	28 Chickpea Curry

winter LECTURE SERIES

Thursday March 5, 7pm

Adventures in Kitchen
Farming:
Growing Sprouts at Home
With Amy Kennedy

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YOUR MESSAGE COULD GO HERE. An unclassified ad is an incredible value at \$20 AND... co-op members save 10%. 25-word limit (loosely enforced). Add up to 10 additional words for 25 cents each.

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MONTHLY member sales!

Organic Prairie Beef Patties selected varieties	\$4.99 reg price: \$6.49
Arico Cassava Chips 5 oz bags	\$2.49 reg price: \$2.79
DeBole's Pasta	\$1.99 reg price: \$2.29
DoGoodie Brownies	\$1.79 reg price: \$2.19
Dry Sodas 4 pk/12 oz	\$4.79 reg price: \$6.49
Ecover Hand Soap and other select Ecover products	\$3.99 reg price: \$5.49
Green & Black Chocolate 1.2 oz Impulse Bars	\$1.29 reg price: \$1.69
Henry & Lisa Canned Salmon	\$3.79 reg price: \$4.59
Milton's Snackers	\$2.99 reg price: \$3.59
Seeds of Change 13 oz Dressings	\$2.79 reg price: \$4.19
Sunspire Sundrops 1.19 oz bags	\$.99 reg price: \$1.29-\$1.49
Organic Valley 64 oz Orange Juice	\$6.49 reg price: 6.59
Organic Pecan Halves	\$11.99/# reg price: 16.29
Organic Red Lentils	\$2.69/# reg price: 3.19

February sales exclusively for
East End Food Co-op members. All month long!



Call for Cooks, Cooks and More Cooks!

Are you a professional or a home cook? Have you recently begun a new way of cooking for yourself or your family? Are you on a special diet and experimenting with new foods? Are there recipes in your repertoire from other cultures and countries? Do you enjoy cooking with local foods? Are you good at cooking on a budget?

If you answered yes to any of these questions, you may want to consider sharing your experiences with other Co-op

members and shoppers in a Co-op Cooking Class. Our members have always been on the forefront of using our wares to their best advantage, so we are putting a call out for members and shoppers who might be interested in sharing their knowledge (and recipes!) with others.

Co-op Cooking presentations are typically 1-1½ hours long, and are given on a weeknight here at the Co-op. The Co-op provides all of the ingredients and mate-

rials needed, including tasting cups and napkins. All you bring is your ideas, your experience, and of course, your enthusiasm for good food.

If you are a Co-op member, you can also receive volunteer credit for presenting a Co-op Cooking Class.

Interested? Contact Kara at 412.242.3598 or memberservices@eastendfood.coop to discuss your ideas and the details. We look forward to what you might be cooking up!