

# The Co-operator

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



## It's a New Year: Time to Go GMO Free

by Sara Heald of GMO Free PA

I have always been passionate about food, but it wasn't until recently that I started eating local, organic foods that aren't genetically modified. I used to eat a typical "healthy" American diet, which I believe caused my allergies and food intolerances. Through self-education I learned about genetically modified organisms (also known as GMOs) and decided to eliminate them from my diet. My allergies and digestive problems disappeared within weeks, and I grew determined to inform everyone I knew about the dangers associated with GMOs. When I learned of a group in Pennsylvania called GMO Free PA I was eager to join their movement.

GMO Free PA is a grassroots non-profit whose primary objective is to educate consumers about GMOs and to advocate for a labeling bill in Pennsylvania. This statewide organization aspires to have a chapter in every county. Since I undertook creating and building the Pittsburgh chapter in March 2013, our membership has been growing steadily. We have a substantial online following and a core group that meets monthly. We have also been attending and holding several monthly events in and around the Pittsburgh area.

Genetic engineering is a relatively new science, and little research has been done on the long-term effects of genetically

modified organisms on the environment and on our bodies. GMOs are believed to be linked to health issues such as migraines/headaches, allergies, acne, digestive problems, gluten related disorders, immunity diseases, autism, infertility, birth defects, Parkinson's Disease, cancer, and early death. In spite of the uncertainty surrounding the safety of GMOs, it's estimated that GM ingredients are now present in more than 80% of processed packaged products in the United States. Currently, the most prominent GM crops are sugar beets, soy, canola, cotton, corn, alfalfa, Hawaiian papaya, zucchini, and yellow summer squash.

As the production of GMOs increases, so too does the number of people who believe we deserve to know whether the food we are consuming contains genetically engineered ingredients. Roughly 65 other countries around the world have banned the production of GMOs, or label them because they have not been proven safe. Currently, more than 30 states have introduced mandatory labeling laws and Pennsylvania is one of them. Pennsylvania House Bill 1770 was introduced by Representative P. Daley on October 17, 2013. This bill, which proposes labeling of genetically engineered food, has been referred to the Committee on Agriculture and Rural Affairs for further consideration.



Map content adapted from Center for Food Safety.

If you are making a New Year's Resolution to improve your health, I would urge you to consider going GMO free in 2014. Since there is no mandatory GMO labeling law in effect today, here are some precautionary steps you can take in order to limit your exposure to GMOs:

1. Know where your food comes from (buy local when possible)
2. Make your favorite foods from scratch using whole foods
3. Buy 100% certified organic processed foods
4. Avoid any common GMO ingredients that are not verified as organic
5. Use a Non-GMO Shopping Guide (available at the Co-op) to learn more about brands that are Non-GMO Project Verified
6. Avoid hidden GM ingredients in processed foods, such as aspartame, vitamin C, citric acid, "natural" and "artificial" flavorings, high fructose corn syrup, monosodium glutamate (MSG), soy lecithin, sucrose, vitamins, and yeast
7. Avoid non-organic dairy and animal products (as they are most likely fed a GM diet)

64 nations already require genetically engineered foods to be labeled. The United States does not. Together, we can change that.

The process of going GMO free can be overwhelming at first, so focus on what is most important to you and consider what will be the easiest changes for you to make in order to get started. Whether you commit to making one change per week or do a complete overhaul in your kitchen, you should be proud of your effort to make healthy changes in your life. Keep focusing on the positive, and remember that you are ultimately responsible for what you consume.

*To learn more about genetically engineered food and how it might be affecting you, check out the books and DVDs available in the Co-op's Book Department. To learn more about GMO Free PA visit their Facebook page or website ([www.gmofreepa.org](http://www.gmofreepa.org)). If you would like to get involved with the Pittsburgh chapter, contact Sara Heald at [righttoknowpitt@gmail.com](mailto:righttoknowpitt@gmail.com).*

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### CO-OP DEALS FLYERS:

January 1st – January 21st  
January 22nd – February 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, January 20th at 7 PM.

### NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 x 103  
or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

### HOLIDAY HOURS:

The Co-op will close early on Tuesday, December 31st at 7 PM,  
and will be closed all day on Wednesday, January 1st.

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



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GM Report

by Justin Pizzella, General Manager

For many of us, a new year means a time of reflection and resolution. In this spirit, let’s take a look at our Co-op.

Reflection

In my first year as GM, I’m really excited and proud about where we are and our successes over the last year. Some examples include our monthly double-digit sales growth throughout the entire year, and our 15% member growth. We are now nearly 11,000 member households strong. Additionally, we continue to improve operations in all departments through continued refinement of our work processes and investments in our store infrastructure. Our staff are incredible and go above and beyond what is expected. All of these efforts and successes are truly an example of cooperation in action.

When I came to work at the Co-op, I spoke of the potential of our store in terms of a capacitor in an electrical system. Speaking in layman’s terms, a capacitor is a store of potential energy. We have incredible potential to impact our customers and members, our community, and the economy. We already have great impact now, yet the potential remains to accomplish even more. It’s simply a matter of making the right connections.

Resolution

“Resolution” may not really be the right terminology. I see our work more as strategic planning and continuous improvement. We’ve been focusing on a number of big initiatives in every area of the store. Some of these are:

- Creating and implementing a category management program. We have finalized a set of product guidelines by department.

(Visit the website or stop in at customer service to see them.) We are now in the process of evaluating the products we carry to ensure compliance with these guidelines, and phasing out those products that do not meet our standards. We are systematically working through the store, department by department, and expect this effort to take several months.

- Continuing to improve our processes and procedures in each department. This includes developing comprehensive training programs for our staff.
- Working on improving our branding and communications, through the website, *The Co-operator*, store signage, and other means.
- Implementing 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.
- Putting Open Books Management into practice. Open Books Management teaches everyone in the organization about the financial goals of the business and provides everyone opportunities to participate in achieving those goals. You can visit [www.openbookmanagement.com](http://www.openbookmanagement.com) for more information.
- We are currently in the initial stages of planning for the expansion of the Co-op. No sites have been finalized and we are still developing criteria and assessing feasibility of potential projects.

The above set of initiatives is just a short list of the work we have performed and are continuing. Our goal is to fulfill our Ends while delivering tremendous value to our members and customers. We’re a dynamic, growing organization with a diverse membership. In next month’s *Co-operator* article, I’ll delve more into who I think we are as a co-op and as a community.

Board Corner:

by EEFC Board of Directors

In the past, we’ve used the Board Corner to report on Board business, as well as general-interest topics. This year, our goal is to use this space to communicate more directly with our membership about what the Board is working on each month. This includes discussion of what we have covered during our monthly meetings and in other working groups.

Our monthly meetings consist of routine monitoring of our Co-op policies and ongoing learning and conversations about our Co-op’s growth. We have also held an ongoing dialogue about how to ensure we are best representing our diverse and growing membership in our governance. Another prevalent topic at recent meetings has been the role and purpose of our Annual Meeting, and that’s the topic we’d like to draw our members attention to at this time.

Our bylaws require us to present a couple of reports to our membership at every Annual Meeting, but the rest of the agenda can be whatever we feel best serves our Co-op and our community. We have worked hard to make our Annual Meeting a valuable, fun and informational event with opportunities for conversation between members and our Co-op staff and board. Many dedicated members attend year after year, but typical attendance is less than 1% of our more than 10,700 members at the meeting (approximately 50 - 100 people, including non-members). While we applaud the commitment of this group of members, we’d love to see higher attendance. Increased participation helps to build our community and provides a wider range of voices at the table when discussing Co-op business.

The Board has been discussing ways to increase attendance and engagement at the Annual Meeting including determining what balance of business and fun is optimal. We’ve considered moving the date of the meeting

from mid-October to a time that might be less busy for people, so they may attend. We’ve also been investigating what other co-ops around the country do, in an effort to gather new and unique ideas. As we continue to talk about growth and expansion, this is an especially important time for our community to work together to address our needs while reinforcing our Ends Policy Statement and values. As a Board, we want to be sure we are creating opportunities for conversation, and ensuring our decisions truly reflect the needs and values of our membership and greater community.

What do you think, members? Have you attended an Annual Meeting? If so, how could we make them better? If not, let us know what would help you get there, or anything else on your mind. As always, we invite and welcome your feedback, questions, concerns, and great ideas to help us in our role as the representative leadership of all our members, and as stewards of the Co-op. We welcome your input in person at our monthly Board Meeting (typically held the third Monday of each month), or via email at [boarddir@eastendfood.coop](mailto:boarddir@eastendfood.coop).

Winterfest Recap

The East End Food Co-op was pleased to host Winterfest on December 7th at the Jewish Community Center’s Irene Kauffman Building. Approximately 250 people joined us for this event and we extend our thanks to all who were able to attend.

This festive gathering benefitted the Greater Pittsburgh Community Food Bank, the organization elected as the recipient of Winterfest proceeds for the second consecutive year. The Greater Pittsburgh Community Food Bank collects and distributes food throughout 11 counties in Southwestern Pennsylvania. The Food Bank currently distributes around 27 million pounds of food each year. The Co-op was thrilled to support them by donating a grand total of \$1669!

We’d like to take this opportunity to thank our vendors for helping us to make this event possible. The Winterfest menu was provided by Tallulah’s Catering. We had East End Brewing’s craft beers and hard cider on tap. There was also an array of cookies provided by Glutenny Bakery, as well as some goodies from the Co-op’s Bulk Department.

You can check out the entire photo album on our Facebook page!

The musical line-up included some of Pittsburgh’s finest local entertainers. Several Conclusions featured guitarist Rob Gray, who was joined by local musician Jerry Dorn for several songs. Purple Tuesday, whose music is a blend of funk, jazz, hip hop and pop, rooted in improvisation and deep grooves, was a crowd pleaser. And DJ Chill Cosby kept the party going from start to finish with a blend of funky, invigorating tunes for the soul.

In addition to our vendors and entertainers, we’d also like to thank the generous donors who contributed items to the raffle all attendees were automatically entered in: *Table Magazine*, Phipps Conservatory, Body Harmony Massage, Barre, and American HealthCare Group.

We’d be remiss if we didn’t acknowledge that the crowd size of this event far surpassed our expectations, which resulted in some “good problems.” To give some perspective, last year our donated proceeds came out to be just over \$800 and the crowd size was estimated at about

150 – 175 people. Because of this large jump in attendance there were some unexpected issues, such as long lines and an inadequate supply of food. Our staff did their best to keep things moving and as the food supply dwindled we quit charging for entry and provided refunds to the folks requesting them. But we regret that these circumstances arose and are already looking ahead to what changes or improvements we can make for 2014.

Though our event planning will not be in full-swing for quite some time, we welcome your input for next year. Some considerations already underway include: selling tickets in advance, renting a larger venue, ordering more food (and having more vegan options), scheduling more staff on-site, and ensuring there are better microphones available for our speakers. If you have other suggestions or feedback, please email your thoughts to [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).

Again, we extend our gratitude to everyone who was able to attend, and we hope to see you all next year!







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!

*It'd be great if the hemp rose and hemp tea tree Dr. Bronner's soap came in bulk.*

We are reducing the varieties of bulk liquids due to decreasing sales of these items. If you'd like to special order either of these we could do that for you. They come in one gallon containers. Thanks for your suggestion!

**-Ian, Bulk Foods Buyer**

*Can we carry Spry Xylitol Mints in the large gum 108g size container?*

Thanks for asking! We now have the 240 count Spry mints near the registers with the 45 count cylinders.

**-Maureen, Grocery**

*Can you carry the flat parts of Ball jar lids in packages since the rings are reusable?*

We have had trouble selling enough of these items in the past, but we are able to special order these in for any customer who would like them.

**-Maura, Grocery Manager**

*There is a magazine called Sojourners which represents a lot of the demographic of Christians that shop at the Co-op, Christians who are environmentally aware with a heart for social justice. To me, as a member, astrology magazines ought not be here unless you also have titles like Sojourners.*

Thanks for the suggestion, Laurie. Because we lost a good portion of our magazine space this past year, we had to cut back on the number of titles we carry-and we continue to cull. *Sojourners* is not generally a strong-selling magazine but if we had more space I would give it a try.

**-Karen, Book Buyer**



JANUARY’S ROUND UP RECIPIENT: NINE MILE RUN WATERSHED ASSOCIATION



The Nine Mile Run Watershed covers 6.5 square miles in Pittsburgh’s East End. The organization Nine Mile Run Watershed Association (NMRWA) strives to give citizens and elected officials the information and tools they need to make positive changes in their local environment and to help protect the health of the watershed. By providing outreach and educational opportunities, as well as involving local volunteers in urban ecology initiatives, and acting as an information clearing-house for key issues, the NMRWA seeks to directly involve the community in the improvement of the watershed.

Nine Mile Run is home to numerous exciting initiatives, including the largest urban stream restoration in the United States completed by the U.S. Army Corps of Engineers. NMRWA believes that people and their daily activities are inextricably linked with the natural environment. So, in addition to offering educational workshops and events, the NMRWA supports community gardens and street tree plantings. They also strive to implement innovative solutions to stormwater problems, and they partner with groups such as StormWorks and the Clean Rivers Campaign to increase the vitality of our local watershed.

Since its inception as a project run by the Studio for Creative Inquiry at Carnegie Mellon University, the Nine Mile Run Watershed Association has focused on the need for urban residents to positively impact the natural world. For more information about this organization and how you might get involved, please visit their website at [www.ninemilerun.org](http://www.ninemilerun.org). And if you want to support NMRWA in their mission to educate and empower citizens to improve their local watershed, be sure to tell your Co-op cashier to Round Up your total this month!

*Your spare change can result in positive change!*

[www.ninemilerun.org](http://www.ninemilerun.org)

Growing in Cooperation

In the month of November we welcomed 51 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](mailto:memberservices@eastendfood.coop).



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## American Meat: an Event Preview

*American Meat* is a solution-oriented documentary chronicling the current state of the U.S. meat industry. Featuring Joel Salatin, Chuck Wirtz, Fred Kirschenmann, Steve Ells, Paul Willis, and farmers across America, it takes an even-handed look at animal husbandry. First explaining how America arrived at our current industrial system, the story shifts to the present day, showing the feedlots and confinement houses, not through hidden cameras but through the eyes of the farmers who live and work there. From there, the documentary introduces the revolution taking root in animal husbandry, led by the charismatic and passionate Joel Salatin. Stories are shared of farmers across the country who have changed their lives to start grass-based farms, and the film highlights everyday actions people can take to support healthy agriculture in the United States.

In 2006, *American Meat*’s Director, Graham Meriwether, read Michael Pollan’s book, *The Omnivore’s Dilemma*. In particular, Virginia farmer Joel Salatin, who is a main subject of Pollan’s book, caught Meriwether’s attention. The following year, Meriwether began visiting Salatin’s Polyface Farm and filming the Salatin

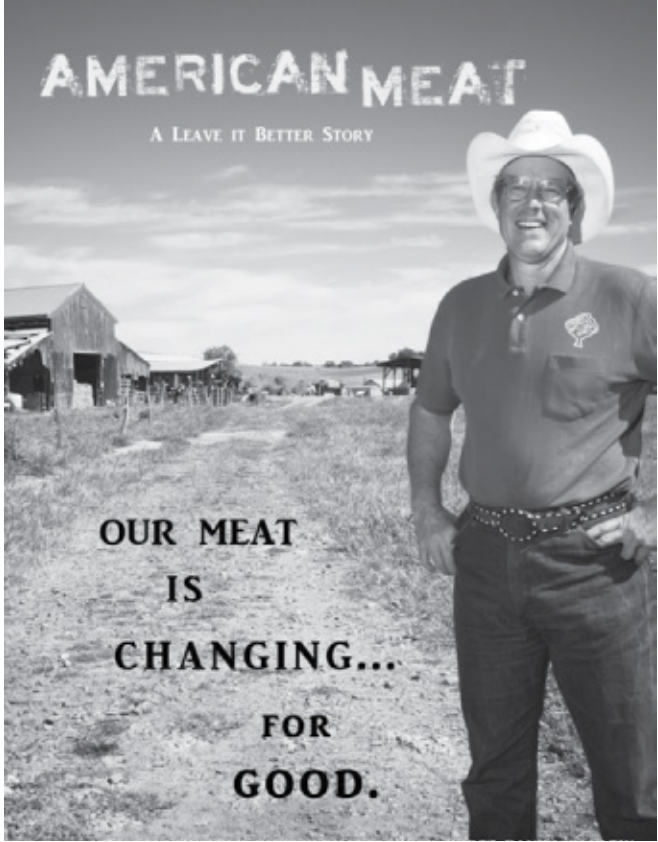
family. As Meriweather learned about the differences between a farm such as Polyface and other conventional operations, he knew he had to investigate the other side of the story.

Over the course of two years, Meriwether traveled around the country, filming conventional chicken, cattle, and hog farmers. This opened his eyes and changed his perspective. He realized that there are not “evil farmers” and “good farmers,” that all farms are indeed family farms, and that often farmers have

mixed emotions while signing contracts with large integrators. Usually, this option seems like the only way they can keep their family farm going. At the same time, Meriwether realized that there is a strong movement underfoot of young people who have left other careers for agriculture.

All in all, the production process occurred over the

course of nearly six years and the end result is a film that is both informative and inspiring. The film is now available on DVD and can be purchased at the Co-op for \$20 + tax. We are also excited to present a free screening of *American Meat* here at the Co-op on January 8th at 6:30 PM. The event will include a Q&A with the Co-op’s Meat Buyer, Jess Santacrose. We hope to see you there!



## Resolution Revolution

by Leah Lizarondo of *The Brazen Kitchen*

Happy New Year everyone! It’s the time of year that many of us look upon as an opportunity to start afresh and to start something new. There is something about the beginning of a calendar year, especially after a long season of celebration and revelry, that seems to inspire us to quiet down and take stock. Set goals. Get underway on projects. Make commitments. Some people make fun of it – especially New Year’s Resolutions – and for good reason. We’ve all seen the discouraging statistics: 25% of us will fail by the first week and only 8% of us will actually make it through the entirety of the year. These numbers may sound depressing but I see them as challenges, and an opportunity to approach resolutions differently.

In recent years, I have been setting goals not resolutions. What is the difference? Mainly, with a goal, you are able to set steps to get to that goal and with each step you may celebrate little victories. This is infinitely more motivating. Another factor that seems to make goals achievable is to believe in the reason behind the goal. For example, I see a lot of clients who want to “lose weight” – I always urge them to really reflect on why they want to. For me, I was better able to make changes to my lifestyle because I was wholly focused on the reason why I needed to do so: I was pregnant with my first child and I truly wanted to make sure that I was in the best health I could be for my son’s development. From the moment I identified that goal, I made baby steps.

The first step was to educate myself on what “health” truly means to me. There are many definitions of that out there depending on who you ask. And most certainly, we need to look at all perspectives. With that in mind, I invite you to watch one of the best documentaries I’ve seen on one of the first steps to good health: eating good, real food. Nourishing food. Food that heals. *Hungry for Change* is a film about “what’s keeping you from having the body and health you deserve and how to escape the diet trap forever.”

Escaping the diet trap is important. I discourage many clients from looking at health as hinging on a “diet.” Diets do not work for the long term. Some diets may not be all bad in that they can help you jumpstart something, but to be able to

sustain changes and improvements that you will keep with you all your life, you have to understand what makes you healthy. And that starts with plants, not “points.”

*Hungry for Change* features interviews with authors, doctors, naturopaths, nutrition experts, and stories from individuals who have achieved lasting transformation. The film does not espouse one dietary dogma but truly discusses the foundations of healthy eating. I hope you can join Ankit Goyal of Fresh from the Farm Juices, myself, and the East End Food Co-op in this evening of celebrating our health and doing what it takes to have a full, happy life. The free screening will take place on Friday, January 24th at 6:30 PM and will include a demonstration of some of our favorite healthy smoothies. We hope to see you there!



*Leah Lizarondo is a nutrition counselor and food writer. She writes at [www.BrazenKitchen.com](http://www.BrazenKitchen.com), for *Pittsburgh Magazine* at [www.pittsburghmagazine.com/BrazenKitchen](http://www.pittsburghmagazine.com/BrazenKitchen) and various other publications. She works with clients who have chronic illness including heart disease, diabetes, and autoimmune disorders—helping them heal through food and lead deliciously healthy lives.*

## Eggnog Custard Pie

### Ingredients:

- 1 pie crust
- 6 eggs
- 3/4 cup sugar
- 1/2 teaspoon salt
- 1 teaspoon vanilla
- 1/4 cup whiskey, bourbon or brandy
- 2 1/4 cup milk
- 1/2 cup cream
- 1-2 teaspoon nutmeg, freshly grated if possible

### Preparation:

1. Preheat oven to 450° F.
2. Beat the eggs with the sugar until combined. Try not to beat too much air into the mixture. Add salt and vanilla and blend.
3. Combine alcohol, milk, cream and nutmeg to make a quick eggnog. Stir eggnog mixture into egg/sugar mixture and set aside.
4. Roll out pie dough and form it into a 9” pie pan.
5. Pour mixture into prepared pie crust. Bake at 450° for 15 minutes. Then turn the oven down to 325° and bake until the custard is set, about 20-30 minutes.
6. Let cool completely at room temperature. Then either serve immediately or store in the refrigerator.
7. Garnish with a dollop of whipped cream and some freshly grated nutmeg if desired.

**Total Time:** 45 minutes  
**Servings:** 8

from [www.strongertogether.coop](http://www.strongertogether.coop)



## New in the Aisles

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## A Weedy Predicament

by Bob Madden of Garden Dreams Urban Farm & Nursery



By now most health-conscious gardeners know that nutritious foods come from soil that has been well-fed. One of the best and most well-known methods to feed your soil is making compost right at home. Generally it involves mixing kitchen scraps and yard waste, but there are other products you can add to create an enhanced finished product. There are a multitude of methods for composting, each having its own benefits and challenges.

Most of the methods that are practical and common for home gardeners produce a great final product to add to your soil or landscape, yet this homemade compost can often result in a variety of unwanted seedlings. Tomato, squash, and weed seedlings are the main culprits. Recently, both my mom and sister were eager to apply their freshly made compost, but they were soon disappointed to discover that they then had to weed it. Because I want to make gardening fun and efficient for both my customers and my community, I wanted to share a few tips to help you all overcome this weedy predicament.

### Overcome the weeds you already have

Some seedy things are exceptions that I am happy to add to my garden because I like being surprised by unexpected salad greens, such as mache, lettuce, spinach, arugula, and mustard, popping up here and there. But it's more often the case that the seeds that take root are weeds. To avoid this, pick weeds in your garden before or as soon as they start flowering so you know you're not putting seeds in the compost pile/bin. If you remove weeds that are already producing seeds don't put them in the compost, or start a separate pile. Since seeds need to be close to the top of the soil to germinate, that pile could be used for compost placed deep in the soil either when planting trees, filling buckets, or sheet mulching.

### Mulch, mulch, and mulch

If your garden tends to have a lot of weeds, whether from your compost, other additives, or just from the soil, I highly suggest a good mulch. It is much more efficient to take the time and energy to apply mulch in the beginning rather than

trying to stay on top of weeds all summer. Most people talk about weeds as if they are ashamed they aren't on top of it. Skip the guilt and mulch instead. If your garden is extremely weedy, use several layers of newspaper or one layer of cardboard, with 2-3 inches of an organic mulch (usually leaf mulch or straw) on top. You can mulch in between plants that are already there or you can mulch before you plant and use your hand shovel to cut into the paper (once it's wet) and plant right into it.

### No mulch on hand?

If you don't have access to mulch within a couple days of composting or working the soil, you can easily pick baby weeds by hand or use a claw, hoe, or rake. If you know that you won't mulch or plant there for a while, consider planting something temporarily to reduce weeds and prevent them from flowering as much. In the cool seasons spread (broadcast) rye or salad greens. Buckwheat works well in the summertime.

### Be wary of weedy spots

If you know that one area has had a lot of compost added, was previously overtaken by weeds, or had prolific seed producers like cherry tomatoes planted there, take mental note of it for the next year. Those areas would not be good places to start plants from seed because by the time they come up, the weeds will already be in advanced stages of growth and it will be a very painstaking process to remove them. On the same theme, it is good to use your homemade compost on large empty areas or just right around plants, so that you can easily get to any weeds that arise, rather than using the compost everywhere, resulting in weeds popping up in between plants.

Weeds are a natural part of gardening that can't be avoided, so each gardener must contemplate and develop a strategy to deal with weeds that works for them. I'm very interested in hearing how you deal with weedy compost, so please send me your stories, suggestions, and methods on Facebook, or email me at [gardendreamers@gmail.com](mailto:gardendreamers@gmail.com).

## Outreach Spotlight: Collard Greens Cook-Off

by Deon Archie, Kenez Singleton, and Autumn Wilson of The Braddock Youth Project

*This past November, your Co-op was proud to support the Braddock Youth Project's Collard Greens Cook-Off, both by tabling at the event and by donating organic pasta and a gift basket. In lieu of our typical Outreach Report, we have invited young people from the Braddock Youth Project to tell you about this successful community event themselves!*

The Braddock Youth Project (BYP) hosted its 3rd annual Collard Greens Cook-Off on November 9th. Ten cooks entered their special recipes, and everyone in attendance got to cast one vote for their favorite. Grow Pittsburgh's Braddock Farms provided discounted collards to Braddock-area cook contestants, and BYP youth cooked side dishes to accompany the collards, including mac & cheese, cornbread, and sweet tea. Raffle and silent auction items were provided by many local businesses and organizations. Auction items also included screen-printed artwork designed and produced by BYP youth in Braddock Library's Neighborhood Print Shop.

The Braddock Youth Project is a youth work skills training program that seeks to foster skills that will aid young people in establishing positive life situations, by engaging them in meaningful and sustainable community development projects. These projects, which are generated and maintained by the youth, seek to harness the energy and creativity of teenagers to promote positive, culturally relevant change in their community. The youth are engaged in activities to improve the community and bring people together: planning events for senior citizens, hosting community gather-

ings, taking on projects to improve the look of Braddock, and working as mentors to younger children in many different capacities. BYP youth come mostly from Braddock and surrounding boroughs, and they choose projects that they feel will be of the most benefit to their own community.

Proceeds from the Collard Greens Cook-Off will go toward funding garden projects in the 2014 season. BYP's Gardening Team recently installed a small garden at 4Kids Early Learning Center for pre-K children, and their ongoing efforts include maintenance of three garden sites they built in Braddock, as well as plans to build a garden at Ben Fairless Elementary School. These gardens beautify

the community, especially since they are built in lots that were formerly neighborhood eyesores, and they provide fresh, local produce to residents. People from the community are encouraged to pick vegetables from the gardens, and BYP youth use produce to test recipes for the Braddock Community Cafe. They also take some home with them to share with their families. The gardens are used, too, as outdoor classrooms for experimentation. When planting, the youth have the option to grow things they know and like, but they are also excited to choose interesting, rare varieties of all sorts of vegetables. BYP youth are paid a stipend for their hard work, but the program is more than a job for the participants - it is a family.

*Many thanks to all who attended or contributed to the Collard Green Cook-Off, which will support BYP's ongoing community efforts! More information on the Braddock Youth Project can be found at [www.braddockyouth.org](http://www.braddockyouth.org).*



## Sustainability Benefits in the Here and Now

By Heather Hackett, Marketing & Member Services Manager

The new year is a great time to consider the changes that we can incorporate in our lifestyle to make it more sustainable for our own benefit, as well as for the greater good. When we think about sustainability we often consider the outcomes on a global scale. We think of benefits that are experienced worldwide and help preserve the world that future generations will inherit. While this assessment is accurate, it overlooks the more immediate benefits that we as individuals experience from living a sustainable lifestyle, not to mention the positive impact it can have on our community.

### Energy Conservation

According to research conducted by the Breathe Project, at least one-third to one-half, on average, of our region's particulate pollution is from local sources. As a result, methods for decreasing energy consumption have immediate health benefits for us as individuals. For instance, if you turn the lights off when you leave the room and unplug your appliances when they're not in use, then you consume less energy, thus resulting in less consump-

tion of resources that result in particulate pollution in our local area. And if you ride your bike instead of driving, not only are you taking strain off of our city's traffic congestion and lowering local emissions, but you're also saving money and increasing the healthiness of your lifestyle.

### Preservation of our Water Sources

Water is one of our state's greatest natural resources. But just one of many threats to our water supply is our city's stormwater and sewage overflow issues. Although our city could implement changes to improve upon this problem, we as individuals can contribute to the solution too. The smaller the amount of water flowing through the sewer system, the less likely pollution caused by the overflow of raw sewage into our waterways becomes. When we conserve, we ease the burden on our system and lower the threat our rivers face. We can also lower our utility bills with simple acts like taking shorter showers, turning off our faucets in between tasks like brushing teeth and washing dishes, and checking for leaks in our home's pipes and faucets.

### Food Systems

The simplest, yet most important thing we can do as individuals to contribute to a sustainable food system is to shop locally. When we buy imported food there is an unseen cost we pay as a result of the emissions and pollution caused by the product's long-distance transport. The benefits of buying locally produced foods and eating seasonally are numerous. Often imported food has to be picked prematurely to ensure it lasts throughout its long trip to our homes, resulting in a lower amount of the vitamins and nutrients our body needs. Not to mention that locally sourced food is fresher, so it tastes better. It also benefits our community to purchase our food from local providers, because the money that we spend stays within our local economy.

### The Little Things

There is a common perception that living a sustainable lifestyle requires sacrifice. That's why I think the first step towards living a more sustainable lifestyle is to recognize that any effort we make is better than if we make no effort at all. You

don't have to jump right in and completely remove yourself from your comfort zone - even just small changes can make a huge difference. Below are a list of ways you could begin to introduce more sustainability into your life in 2014 for the benefit of yourself, your community, and the world!

- Recycle.
- Reusable bags, containers, everything!
- Buy secondhand goods when possible.
- Drive less; walk and bike more.
- Vacation close to home.
- Grow your own food.
- When and where possible, shop local!
- Buy whole foods and learn how to cook.
- Eat seasonal fruits and vegetables.
- Can, freeze, or preserve foods for use during the winter months.
- Buy organics to reduce the use of pesticides and genetic engineering.
- Buy foods in bulk to reduce packaging.
- Get a rain barrel or compost bin.



Featured Community Partner:  
The Big Idea Bookstore & Café

The aim of the Community Partners Program is to provide East End Food Co-op members great benefits while promoting local businesses. Because we are committed to bettering our local community, we truly value the partnerships we build through this program. Locally-owned businesses are a huge part of the infrastructure of our local economy and we firmly believe that we are all stronger together.

The East End Food Co-op is thrilled to partner with another cooperative venture, The Big Idea Bookstore & Café. Not only is The Big Idea “Your Friendly Neighborhood Radical Bookstore,” but they also strive to provide a healthy and socially conscious café alternative in Pittsburgh.

The Big Idea is a worker-owned cooperative dedicated to the active promotion of radical/alternative cultures through the distribution of literature and the operation of a safe and accessible space. They specialize in books on leftist subjects including progressive politics, feminism, labor, ecology, radical politics, history,

philosophy, sustainability, and cooperation. They also have a diverse used book section, and carry patches, stickers, posters, and zines, all with an independent or do-it-yourself slant. As a café, the Big Idea strives to serve food and drink from local, organic, seasonal, fair trade, and sustainable sources whenever possible.

The Big Idea Bookstore & Café is located at 4812 Liberty Avenue in Bloomfield. You can visit their website at [www.thebigideapgh.org](http://www.thebigideapgh.org) or find them on Facebook or Twitter. They can also be reached at 412-687-4323 or the [bigidea@gmail.com](mailto:bigidea@gmail.com). Fully paid EEFC members are eligible for 15% off of all food-related books. To take advantage of this discount, EEFC members must present their green plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services via email at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or call 412-242-3598 x 103. You can check out the full listing of your Co-op’s partners on our website at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program)



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](http://www.bodyharmonypgh.com), 412-871-5388.

**PERSONAL ASSISTANT** wanted to help me organize small home-office. No heavy lifting. Also able to drive me for occasional errands. Hours flexible. Good pay. Call 412-731-8214.

**PRIMAL FITNESS PITTSBURGH:** strength and mobility training at private, semi-private, and group rates. Unleash your strength and power! Join the Tribe! Call 412-980-4287 today!

**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.



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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.

DID YOU KNOW...  
...that you can now receive your  
Co-op receipts electronically?

Yes, it’s true, your Co-op is joining the growing number of retailers who offer E-receipts. We believe that this members-only option will benefit you both as consumer, and as a shareholder invested in the financial success of your Co-op. E-receipts have benefits for the environment as well!

- E-receipts benefit the consumer:**
- A receipt in a digital format lasts - it won’t tear, crumble, or crease
  - E-receipts are less likely to get lost in the ways paper receipts are known to go missing from your pocket, wallet, or home
  - E-receipts provide a digital trail of your purchases that could be advantageous in the instance of a return or dispute
  - The increased use of E-receipts will result in faster-moving lines at the registers since fewer shoppers will be waiting for their receipt to print

- E-receipts benefit the Co-op:**
- The use of less receipt paper will save us money. (The Co-op is currently spending approximately \$1400 annually on receipt paper alone!)
  - Printing fewer receipts will lower the maintenance requirements on our registers
  - Members will be happier, as many have requested this change

- E-receipts benefit the environment:**
- It takes approximately 15 trees to produce a single ton of paper, which means the use of paper receipts requires 9.6 million trees each year in the U.S.
  - Approximately 2,300 pounds of trash are produced while making a single ton of receipt paper
  - The amount of CO2 emitted in the production of one ton of receipt paper is equivalent to the amount of exhaust emitted from a car over the course of an entire year

- The amount of oil consumed in the production of a single ton of paper could fill 7,023,376 gas tanks
- What else you should know:**
- The option to sign up for E-receipts is a member-only benefit
  - Regardless of the number of household members included on your membership, only one email address per membership may be assigned as the recipient of E-receipts
  - All emails are sent at midnight, regardless of the time of day your transaction occurs
  - If you make purchases throughout the day in multiple transactions, you will receive a separate email for each transaction
  - You may still request a printed copy of your receipt when making your purchase at the store
  - Your privacy will not be compromised: your Co-op will only use your email addresses for this specific business purpose and offers the assurance that we will not sell or trade membership data with outside organizations
  - If you decide at any time that you wish to stop receiving E-receipts, please contact our Member Database Specialist at 412-242-3598 x138, leave a note at Customer Service with your name and membership number, or email your information and request to [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

If you’re interested in decreasing your carbon footprint while simultaneously bettering your Co-op economically, then consider signing up today! There are forms available at Customer Service that you may fill out anytime. You can also fill out the form below, cut it out, and drop it off at Customer Service on your next visit to the Co-op. Or if you prefer, mail it to: East End Food Co-op, Attention: Membership Database Specialist, 7516 Meade Street, Pittsburgh, PA, 15208.

E-Receipt Sign Up

Name: \_\_\_\_\_

Member #: \_\_\_\_\_

Email: \_\_\_\_\_

You may expect to begin receiving E-receipts in approximately 1 week.

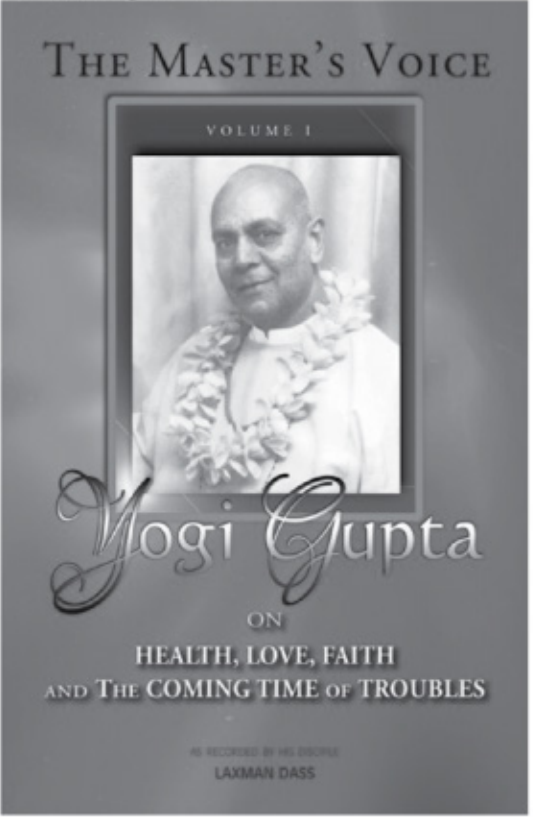
*\*East End Food Co-op only uses membership data for East End Food Co-op business purposes. We will not sell, or trade, membership data with outside organizations\**

**NEW! from Surya Press**

A must-read for all interested in physical, mental and spiritual nutrition; and wanting to survive the coming difficult years. 238 pages, \$19.95 + S&H at [SuryaPress.com](http://SuryaPress.com)

*In the Master’s own words:*  
“When you have faith in drugs then you can only hope for relief from suffering that they give, which is never more than temporary! Man is not made to ingest synthetic, artificial chemicals. This is like putting nails and pins and needles in your morning coffee to make you feel sharp!” 11/8/2012

“...a new day is dawning in America and ... throughout the world. Now is a time of transition, of change, which will affect all and everything.” 11/24/2012





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:  
412.242.3598  
8 AM - 9 PM Daily

Café:  
412.242.7726  
8 AM - 7 PM Daily

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

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Grocery Manager: Maura Holliday  
Front End Manager: eric cressley  
Café Manager: 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

NEW FACES

Shane Eazor

Produce

Having worked on two farms before coming to the Co-op, Shane strives to live a sustainable lifestyle and values having access to very fresh food. He is a fan of roof gardens, and would like to learn more about developing green urban spaces. In addition to his love of cooking and eating, Shane loves to spend time outside, enjoys visiting The Climbing Wall, and frequently attends live music shows.

Keith McGrath

Grocery

Keith is a Pittsburgher who lives in the East End. Before coming to work at the Co-op he worked primarily in warehouses and on loading docks. Keith spends a lot of his time doing outdoor work at his home and he also enjoys reading.

Caroline Hoyle

Front End

Caroline is a proud West Virginian who recently moved to Pittsburgh. She was interested in working at the Co-op because of her appreciation for the great foods that can be grown in our area. This summer she grew her first garden, but during her childhood she lived in a rural area surrounded by farms so she’s no stranger to local agriculture. Caroline likes history, old houses, and antiques. She also enjoys outdoor activities, including taking care of her 28-year-old horse.

Emma Lisak

Produce


Before her recent move to Pittsburgh, Emma worked as an apprentice crop manager at New Morning Farm, a 95-acre organic farm in South-Central PA. Emma grew up on an organic blueberry and produce farm, so healthy food has always been an important part of her life. In her spare time Emma likes to write, sketch and paint, bike, drink tea and coffee, and experiment with new recipes.

Curious About Working at the Co-op?

We are 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

From Everyone at Your Co-op:  
WE HOPE YOU HAVE A SAFE &  
HAPPY NEW YEAR!

EMPLOYEE OF THE MONTH



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

A. The incredible friendships I have made here. It’s all about the people.

Q. What is one thing you’ve learned about in your time working at the Co-op?

A. When I started here I was a total fast food junkie. Six years later I am trying to eat all organic foods, and only local and sustainably-raised meats. It has been a complete turnaround.

Q. What’s your favorite product at the Co-op?

A. Sunday Morning Bacon and Blue Cheese Coins.

Q. What do you like to do when you’re not at the Co-op?

A. Hang out with friends and socialize.

Congratulations to **Wendell Smith** who was chosen as the Co-op staff pick for December 2013 Employee of the Month!

Wendell has been working here for six years and is both a Produce Clerk and an IT Team Member.

Café Specials • January 2014

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Café Closed for Holiday	2 Quinoa & Winter Squash Bake	3 Pizza Dairy & Vegan	4 Tofu Tarragon Stew
5 Chef's Choice	6 Chickpea Curry	7 Enchilada Casserole	8 Burrito Bar	9 Barley Risotto	10 Pizza Dairy & Vegan	11 Kale & White Bean Stew
12 Chef's Choice	13 Baked Ziti	14 Vegetable & Potato Korma	15 Indian Kitchen	16 Black Eyed Peas with Butternut Squash	17 Pizza Dairy & Vegan	18 Tofu & Hard Cider Stew
19 Chef's Choice	20 Pasta with Beets & Greens	21 Mashed Parsnips with Sausage & Apples	22 North African Kitchen	23 Red Lentil Stew with Vegetables	24 Pizza Dairy & Vegan	25 Broccoli & Mushroom Quiche
26 Chef's Choice	27 Shepherd's Pie	28 Goulash	29 Pittsburgh Kitchen	30 Spicy Peanut Tempeh	31 Spaghetti Squash Casserole	

Café Hours

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

Hot Bar:  
Daily 11AM-7PM

Weekend Brunch:  
9AM-1:30PM

January Co-op Events

Wednesday, January 8th - 6:30 PM

American Meat Film Screening  
Jessica Santacrose, EEFC Meat Buyer

The average American eats 48 pounds of pork, 60 pounds of beef, and 82 pounds of chicken annually. This adds up to over 59 billion pounds of meat in total, with only 1 percent coming from animals raised outside, on grass. This 80-minute documentary argues that it is possible to have economically sound farms without sacrificing the health of animals or the environment, and challenges the audience to make the life choices that will ultimately determine the way our food is grown. Join us for a free screening of the film, which will be followed by a Q&A discussion with the Co-op's Meat Buyer.

Wednesday, January 15th - 7 PM

Exploring the Cheese Aging Process through  
Parmigiano Reggiano  
Caldwell Linker, EEFC Cheese Buyer

Don't just stand there at the cheese carousel salivating, come meet our Cheese Buyer! Caldwell offers a breadth of knowledge and enthusiasm for artisan cheeses that will inspire your palate. This class begins with a brief introduction to Parmigiano Reggiano, how and where it is made, and its importance in cooking and history. Attendees will taste 3 different ages (14-18 month, 24 month, and 36 month) and discuss how the aging process affects both the structure and the taste of the cheese. Come for a taste, leave with a sense of how to maximize the potential of your Parmigiano Reggiano.

Friday, January 24th - 6:30 PM

Hungry for Change Film Screening  
Leah Lizarondo, The Brazen Kitchen & Ankit Goyal, Fresh from the Farm Juices

Join us for a film that will change the way you think about food, dieting, and health. Featuring interviews with best-selling health authors and leading medical experts (including Jamie Oliver, Dr. Alejandro Junger, and Dr. Christine Northrup), plus real life transformational stories, this 90-minute documentary exposes deceptive strategies to keep you craving more and more. Hungry For Change provides practical and realistic solutions to help you get the body and health you deserve, and escape the diet trap forever. After the film, Leah Lizarondo and Ankit Goyal will sample juices and smoothies to get you started on the road to real health.

Wednesday, January 29th - 7 PM

Exploring Local Cheddars  
Caldwell Linker, EEFC Cheese Buyer

Cheddar cheese, made from cow's milk, is the most widely purchased and eaten cheese in the world. The Co-op's Cheese Buyer, Caldwell, is eager to share her passion for great, locally-sourced cheddars with all who attend this class. This class will offer a tasting of a variety of different cheddars from local cheese makers like (but not limited to) Clover Creek, Stone Meadows, Nittany Valley, Minerva, and God's Country. Participation and discussion of the cheeses will be encouraged, but is not mandatory. Come for a taste, leave with pairing ideas and a sense of what you're looking for in the Cheddar section.

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

Look for your Co-op at this upcoming event in your community:

Monday, January 20th, 1 PM – 4 PM: Grab your skates and come enjoy your day off at Venture Outdoors' 12th Annual Martin Luther King, Jr. Day in the Park at the Schenley Park Ice Rink. This free event is open to the public, and provides a wonderful opportunity to come relax in the park. Activities will include ice skating, snowshoeing, refreshments, as well as educational activities and art projects inspired by the legacy of Martin Luther King, Jr. To reserve a space for your group or for a registration packet with parental permission forms, please call 412.255.0564 ext. 0, or email: info@ventureoutdoors.org. See more at: www.ventureoutdoors.org/activities.aspx

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