

The Co-operator

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

STORE NEWS

Members' Extra Discount Days
Sundays: 1/11 & 2/15
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 1/1 for the February 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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Special Inserts:
January Co-op Advantage
2008 Annual Report

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

Menu Planning Basics: WHAT TO DO About WHAT'S FOR DINNER

By Susan Jane Cheney

Deciding what to eat is an unavoidable thrice-daily dilemma—problem or pleasure—for all of us. Advance planning will help you avoid a mad scramble just to get something on the table and, chances are, what you put there will be more nourishing, appealing, satisfying and even creative. You will become better organized, streamline your shopping, take better advantage of seasonal foods and store specials, and make better use of leftovers. As far-fetched as it may sound, as you are assigning yourself yet another task, menu planning will save you time in the end.

Nutrition should be central to meal planning, but you're not likely to eat a healthful meal—enthusiastically, anyway—unless it looks and tastes good or be satisfied unless it fills you up. Color, flavor, texture and substance obviously are important, too. Effective menu planning also addresses the specific diners, setting, time of day, occasion (everyday dinner, formal party, picnic), season, weather, cook's skills, shopping, preparation time and leftovers.

The who, where, when and why considerations are straightforward: figuring out what to serve is trickier. Grasp the underlying principles, then play with meal configurations and you will be ready to design specific meals.

Planning Principles

Variety and moderation are keys to a sound diet. Build your meals around healthful foods, starting with a broad selection of vegetables, fruits and whole grains. Foods high in complex carbohydrates, vitamins and minerals are the foundation of nutritious meals because they are your most efficient source of energy and fill you

up. Include a modest amount of protein: lean meats, fish, nuts, seeds, beans, tofu, tempeh, eggs, cheese and other dairy products. Go easy on sweets, fat, and especially refined and processed products. As Michael Pollan succinctly advises in his compelling new book, *In Defense of Food*, "Eat food. Not too much. Mostly plants." He differentiates "real" food—that which "your great grandmother would recognize as food"—and highly processed foodlike products.

Tune into the season, and weather, both for planning dishes and choosing ingredients. Think robust soups and stews, baked vegetables and casseroles when it's chilly. Switch to quick stir-fries, salads, sandwiches, cold soups and grilled items when temperatures soar. Though most produce is available year-round, fresh locally grown seasonal fruits and vegetables are best tasting and often most economical, too.

Five flavor categories—sweet, salty, sour, bitter, and spicy or pungent—work together in mysterious ways and the tastiest meals seem to include at least bit of each. Weave a variety of flavors through your meals, making sure they are compatible rather than competitive. If you are featuring an intricately seasoned dish, keep the others rather plain. Ethnic cuisines are helpful guides to integrated flavor schemes.

Differing textures make meals more appetizing. While some of us seem to prefer either creamy or crunchy foods, most would agree that contrasting textures enhance a meal. Sprinkle toasted seeds or nuts on hot cereal, croutons in puréed soups. Pair crisp crackers and raw vegetables with smooth dips and spreads,



and drizzle velvety sauces over lightly cooked vegetables.

Unquestionably, color is a meal planner's ally, and food provides a rich palette. Avoid monochromatic meals: Just think how much more appetizing cauliflower appears garnished with slivers of orange carrot and red bell pepper than unadorned on a white plate.

Balance meal components

Plan simple accompaniments for a hefty main dish and fruit or sorbet for dessert. Conversely, lighten up the main course when serving substantial side dishes or a healthful filling dessert, such as rice pudding or stuffed baked apples.

Sandwiches aren't suitable at a formal dinner, nor are several fancy courses for

— Continued on page 7

DON'T MISS MEMBERS' EXTRA DISCOUNT DAY – JANUARY 11
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.





WE OWN IT - CO-OP



East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208
www.eastendfood.coop
and Vegetarian Cafe
FOOD • CO-OP
EAST END



Rob Baran,
General Manager

rob's corner

Hello, Co-op shoppers. Welcome to an interesting edition of Rob's Corner. The foundations of our Co-op have never been stronger with a large and growing ownership base, improved and more efficient operations, improved pay for staff, better service, positive sales growth, and money in the bank. Additionally, we have become a regional leader on issues such as local food security, and sustainable neighborhood development. All of this has occurred in the face of ever increasing competition. While we still have a ways to go before we truly become one of America's Great Co-ops, we are making steady and consistent progress toward that goal.

In addition to planning more significant improvements at our existing store, we have begun **Expansion Planning** to: A) open a second location in one of the neighborhoods that is vying for a new East End Food Co-op location, or, B) to relocate into a better location within our present neighborhood. Moving our existing store to some far away neighborhood has never been under consideration. Carnegie and Lawrenceville appear to want a second location the most at present.

There are many benefits to having a new store close by. There are also many benefits to opening a second location. We have commissioned a **Market Study** to help us determine what our best options are. The market study will accurately predict what sales we could expect in a new, larger co-op here in our neighborhood, or in a second co-op in a new neighborhood. Whatever we decide is the best option, East End Food Co-op will likely receive some strong financial support for expansion from local and state government as Pennsylvania is truly breaking ground on supporting neighborhood grocery stores in communities that need them.

Whatever we decide, a new store or 2nd location would not likely open until 2010 or 2011. Now entering my 4th year back at the Co-op, I brought with me a track record of success having personally developed two very successful private natural food stores in 1996 and 2002. In addition, our CO-OP OF CO-OPS, the National Cooperative Grocers Association (NCGA) has opened a new Development Co-op to provide expert advice and services to the many co-ops around the country like us planning to expand into new or second locations. And last but not least, our Co-op, and co-ops in general, have a certain track record over the years of doing better than just surviving recessions. For instance, during the last recession, we actually had a large increase in sales (restaurants usually get hit hardest when their business starts cooking at home to save money). While growth has slowed a bit recently, we expect it to at least stay positive this coming year, barring a return of the Great Depression, that is.

So we have great expansion resources at hand, some strong experienced senior managers, a group of talented up-and-coming managers, as well as a general manager who believes passionately in the cooperative movement, has expansion in his blood, and plans to be around for many years. Coupled with the desire of the state and certain local communities for more and better neighborhood grocery stores, this is the right time for Co-op expansion planning. We will be asking for members' opinions on this subject in early 2009, although we have already received a ton of letters and emails as well as some comment cards. Thanks for your input if you are one of those people who already contacted us. Any further questions can be addressed to me at rbaran@eastendfood.coop or you can fill out a comment card at the store.



one percent wednesday



Emmaus Community of Pittsburgh
January 28

The **Emmaus Community of Pittsburgh** is a relatively new, local, non-profit which provides residential homes for persons with intellectual disabilities and promotes public awareness of their needs. Their mission is:

"The Community, inspired by Faith and a desire to help others, seeks to improve the quality of life for persons with developmental disabilities. In living, working, and breaking bread together, people with and without disabilities enjoy fellowship by sharing who they are and what they have with one another. Strengthened by its spirituality and prayerful direction, the Community helps all members grow and become whole."

The non-profit was started in 1990 by Lorraine and Ken Wagner, whose daughter had a developmental disability. As a result of their letter-writing campaign and subsequent meetings and discussions about how to better serve those with mental retardation, the first Emmaus House opened on the South Side in 1993.

The Emmaus Community of Pittsburgh now has three houses, a respite center, and two supervised apartments. All of the Emmaus homes are based upon a "family model" in which well-chosen members of the staff live in the residences with the people they serve. They foster a simple way of life, share meals family style — and most importantly — share their lives. Through One Percent Wednesday, they hope to do what they strive to do daily: help their residents to grow, this time by educating them about sensible and sustainable nutrition while educating the public about what the needs of the intellectually disabled are.

More information at www.emmauspgh.org

member services message

by Kara Holsopple, Member Services

We are making this new year all about refinement in the Member Services department: tweaking our brochures, including the Gluten-free Guide, and adding more informational brochures; updating our website with additional and easy-to-find information; creating easier ways to receive your member benefits. Let us know which services are most important to you, and what you would like to see new in the coming year. Call Kara at 412.242.3598 ext. 103 or e-mail member-services@eastendfood.coop.

In these tougher economic times, the NCGA has come out with a new brochure* for us about **"Shopping on a Budget."** Parts of it have been excerpted for you and continued on page 23. Enjoy!

THE DIRTY DOZEN

According to the Environmental Working Group, these conventional produce items have the highest concentration of pesticide residue.

FRUITS

- | | |
|--------------------|----------------|
| ■ Apples | ■ Peaches |
| ■ Cherries | ■ Pears |
| ■ Grapes, imported | ■ Raspberries |
| ■ Nectarines | ■ Strawberries |

VEGETABLES

- | | |
|----------------|------------|
| ■ Bell peppers | ■ Potatoes |
| ■ Celery | ■ Spinach |

This list comes from EWG's rating of nearly 43,000 produce items tested for pesticides between 2000 and 2005.

A full list is available at www.foodnews.org

☞ Thanks to **Liz McMann** of Mississippi Market in Saint Paul, Minnesota, for writing this brochure.

board corner

The Slowing Economy and our East End Food Co-op

By Sarah Aerni

When you feel worried about your job or your pension, you naturally look for places to cut expenses out of the monthly budget. This is true for individuals and households, as well as institutions like the Co-op.

According to our GM, the Co-op has been working for the past few years to be more accountable to ourselves and to increase productivity. We have improved our sales per labor hour while instituting a living wage for all employees. We are continuing to work on customer service initiatives so that coming into the Co-op is an enjoyable experience for everyone. Please let us know if you have any suggestions or comments to help us along.

The Board has also been thinking about this, and I thought that as the New Year of 2009 dawns for all of us, I'd share a few of my recent thoughts on the importance of supporting our local economy with your limited shopping budget. This year, all nine of us read a book called *The Small-*

Mart Revolution by Michael Shuman. It opened my eyes to many ways in which our government and our national policies are not written to support local institutions and businesses, instead offering financial incentives to large corporations with economic development dollars.

As a way to counter many of these actions, the book advocates for increasing participation in local economies. This is an initiative that the Board and the Co-op staff have been promoting and considering all year. How can we use the resources we have to increase the strength of our local community?

Examples that have been undertaken in the store include increased local produce offerings, educational programs about local food, the BALLE group for local businesses, and support for local farmers in many ways. The Twin Pines Endowment Fund is a new initiative that will provide financial resources to social and environ-

mental organizations in our area. We are members in the Pennsylvania Association for Sustainable Agriculture, which is a group that works to encourage new small farmers and provides education on the ways citizens can make a difference. As Shuman says, "the small steps we take as individuals matter, both because others pay attention to our exemplary behavior and because modest changes by many people can quickly add up to significant shifts in the entire economy."

Shuman also talks about the importance of consumers to the process of making decisions:

"Unlike political elections, which are so rare and irrelevant that most eligible voters in this country have stopped participating, economic elections never stop. Everyone is always eligible to participate, even children. Every single day, every hour, every minute we are opening our wallet and casting our ballots."

Even though the beginning of this quote is not quite relevant in light of the recent national election, the end of it is an empowering statement and provides me a reason to continue shopping at local businesses, like the Co-op, that can make a real difference to our communities. Even when money is tight, it pays to shop here because we keep a much greater percentage of that money in the local community (in the form of wages, prices paid to farmers and donations to local groups). It may feel like the only way to withstand a tough time is to buy everything as cheap as possible at a big box store, but if you look a little closer, it may be more beneficial to those around you to put your money into local products and businesses. Get involved in the Co-op and see how you can make a difference to Pittsburgh and the region!

EEFC Website: www.eastendfood.coop
Contact the Board at boarddir@eastendfood.coop



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 . . .

I love the raw milk. Any chance you could get raw butter?

Unfortunately, it is not legal for us to sell raw butter, cream, yogurt, etc. Only raw milk and cheese are permitted.

— Fran Bertonaschi, Perishables Buyer

Café: Great job on the French Toast!

Thank you! We will continue to offer this on occasion in the Brunch Bar rotation.

— Thomas Murphy, Café Manager

For the last two times I have visited the Co-op you have been out of Green Noodle Salad. My suggestion is to increase the amount prepared daily.

We ideally like to have all of our possible selections in the case, but sometimes, due to a variety of circumstances, we will be out of a salad or sandwich. In this situation, please ask the Café counter staff if there may be any in the back, or you can always special order by calling ahead with 2 days notice.

— Thomas Murphy, Café Manager

Could the Co-op have a place, such as a section of a notice board, devoted to news related to health alerts or bills or action alerts? I get e-mail newsletters which sometimes alert me to things that I think other members would like to know about and also relates to the Co-op by-laws.

As a matter of fact, we have moved the poster boards from our front entry way to make it neater and make more room for extra product and notices about Co-op events. The boards have been moved to our back hallway, which leads to the public restrooms, and we hope to add even more for just this purpose. Thanks for the suggestion!

— Kara Holsopple, Member Services Manager

Please, please, please take over the former Giant Eagle space in Lawrenceville!

We are considering it. First we are doing a market study to find out if there are enough sales. We have already started this, and should know the results in February.

— Rob Baran, General Manager

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



the Corner Deli - Winter Bleus

This January the East End Food Co-op deli will be featuring blue cheeses. Spotted or veined throughout with blue or blue-green mold, blue cheeses can be made from cow's milk, sheep's milk, or goat's milk. During the cheese making process, *penicillium* spores are either injected in before the curds form or are mixed in with the curds after they form. The cheese is then aged in a temperature-controlled environment, traditionally a cave.

Though several blue cheeses may share some production processes, many countries take blue cheese making quite seriously and have gone to great lengths to legally protect the names of their individual blues. For example, *Roquefort*, *Gorgonzola*, and *Stilton* are all "protected designation of origin" cheeses in the European Union, meaning that each cheese can only bear its name if it has been produced in a particular region in a certain country. Though there are a num-

ber of bilateral agreements with the European Union, there is no unconditional protection for these names on products both made and sold outside the E.U.

Here are three of the Co-op's most popular blue cheeses!

Gorgonzola (gor-gohn-ZOH-lah) is a pasteurized cow's milk cheese traditionally produced in the Lombardy region of Italy. (Many cheese producers in the U.S. legally make their own versions of Gorgonzola because there isn't currently unconditional name protection outside the E.U.) This cheese is known for its pronounced spicy, earthy flavor and powerful, cheesy aroma. In addition, Gorgonzola can be sweet (*dolce*) or aged (*naturale*). A sweet Gorgonzola is usually soft, mild, and smelly, and an aged Gorgonzola is firm with a more assertive flavor and aroma. Gorgonzola is great with fruits, salads, pasta sauces, pastries, pizzas and desserts. Try it with pears and figs. Big Italian red wines and dessert wines such as Marsala make superb accompaniments for this blue cheese.

Stilton (STILL-tun) is a cow's milk blue traditionally produced in Leicestershire, Nottinghamshire, and Derbyshire, England. This cheese has a pronounced full, rich, creamy flavor with a huge, spicy aroma. Its texture should be moist, firm and crumbly. Though this cheese is great for any occasion, try serving it after dinner with port or any robust red wine, good bread, and sweet fruit.

Bleu d'Auvergne (bluh-doe-VAIRN) is a pasteurized cow's milk cheese produced exclusively in the Auvergne region of France. Its flavor is rather sharp and rustic. Bleu d'Auvergne is a high quality "basic" blue cheese that is suitable for any recipe. It's perfect as a snack, fine on a salad, and great after dinner when served with sweet, moist fruit or a fortified wine. Try pairing it with Chateaufort-du-Pape, Sauternes, or red Bordeaux.

These are just a few of the blues we'll be featuring, so be sure to stop in and see the assortment which will hopefully include some sheep and goat's milk blue cheeses and maybe even a brie-like blue!

Shopping on a Budget

— Continued from page 2

Make a realistic budget

- Track your purchases to get a baseline measurement
- Set a goal to meet your needs
- Try setting aside a cash allowance for your grocery purchases
- Check out the USDA's food plans and other resources at www.cnpp.usda.gov

Change your patterns at home

- Wash and prep veggies and fruits to encourage usage
- Use a fridge message board to note perishable items
- Cook staples in larger batches for "planned-overs"
- Eat together as a household to reduce use of convenience foods

Plan before you shop

- Donate expired or undesired food items from your kitchen
- Take a cupboard inventory before planning meals and shopping
- Plan meals around perishables
- Keep a running grocery list (consider using a grocery list template with only necessary items listed—just check items off as you run out)
- Remember to pack your grocery bags, bulk jars, and egg cartons!

Shop Wisely

- Look for sales on items already on your list
- Only use coupons if the item is already on your list

- Be flexible with recipes—adapt them for the season
- Focus on whole, unrefined, and bulk foods
- Mind the Dirty Dozen when choosing organic vs. conventional produce
- Join the co-op for additional sales and coupons

Reevaluate your methods

- Try any plan you make for two months before adjusting as needed
- Keep tracking your spending!

Other things to consider

- Ask your entire household to get on board with the budget
- Consider starting a garden to produce some of your own food
- Consider reducing the amount of money you spend eating out.

Why are food prices rising so high?

- Oil is at a record-breaking price, and most produce travels an average of 1,500 miles to get to a grocery store. (Just another reason to eat local!)
- Increased demand for corn for ethanol production means that the price of corn has doubled in the last year. (Let's hear it for grassfed cows!)
- Increased demand for meat and dairy products from our quickly growing and developing world population means a greater demand for grain feed. (Eat your veggies!)
- Organic farmers do not receive federal tax subsidies, so organic prices reflect the true cost of producing food, while preserving our resources, land, and environment for future generations.

A USDA guide to healthy, thrifty meals can be found at www.cnpp.usda.gov/USDAFoodPlansCostofFood.htm

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

This month's CHILLY WEATHER CHILI is a pantry recipe — almost all of the ingredients can be grabbed quickly off the pantry shelf to pull together a quick weeknight dinner or a lazy Sunday meal. Frozen diced peppers either from the grocery or from last year's garden or farmer's market make it even easier. Spices from the Bulk Herbs department mean you don't have to buy a lot to get the freshest flavor and the most bang for your buck. If you want to get fancy, garnish with chopped fresh cilantro. Serve with more goodness from the Bulk Foods department by steaming brown rice or making some quick-cooking quinoa. And enjoy!



Chickpea Chili

- | | |
|--|-------------------------------------|
| 1 15 oz. can chickpeas, drained and rinsed | 2 Tablespoons chili powder |
| 1 15 oz. can diced tomatoes | 1 teaspoon chipotle chili powder |
| ½ red onion, diced | 1 teaspoon coriander |
| ½ red bell pepper, diced | 1 teaspoon cumin |
| ½ yellow bell pepper, diced | 2 Tablespoons evaporated cane juice |
| ½ green bell pepper, diced | 1 teaspoon salt |
| 3 Tablespoons olive oil | 1/8 teaspoon pepper |

Saute onions, peppers, and spices in olive oil until tender. Add tomatoes, chickpeas, cane juice, salt, and pepper. Simmer on low heat, stirring frequently for twenty minutes. Add water or tomato juice if necessary to thin consistency.

Serves about 6 people.

VOLUNTEER SPOTLIGHT: JOSEPH WILK

Q. What do you do as a volunteer at the Co-op?

I mostly bag groceries and smile and sing to people, though I'm known to occasionally refill spice jars or sort coupons in the coupon cave.

Q. How did you get started volunteering?

Being an active member of things I believe in and have a stake in is important to me, so I filled out a volunteer application form. I bounced around a little bit and ultimately settled on bagging, which is where I am thankful to see you every Sunday morning.

Q. Do you have any favorite stories from your volunteer time here?

I love the looks on people's faces when you go above and beyond by helping push their cart or carry their groceries to the car. Co-op shoppers can be a very kind, thankful bunch, and it makes it all the more worthwhile to serve people who you know appreciate it. Also, I recently underwent surgery for a mounting series of health issues. One day shortly afterward, I received a card full of get well wishes. It was very touching.

Q. Have there been any benefits of volunteering that you didn't expect when you started?

I didn't expect the incredible special order discount (5% above cost). It's been instrumental in helping me save and stay on my feet (so to speak) in the wake of non-stop medical bills. And it has really challenged me to find new recipes for chickpeas.

Q. Do you have any advice for new volunteers to the Co-op?

Keep communicating if you feel that you could be more helpful doing something other than what you're originally assigned. Chris is a very creative person and can work with you to find a task where you can apply yourself. Also, don't be afraid to have fun and make friends with the staff and customers!

Q. What do you do when you are not at the Co-op?

I work at the Carnegie Library of Pittsburgh, as a teen specialist, as well as other sundry library-related activities.

Q. What do you like to do in your free time?

I like to write poetry, write and record music, create video art, attempt small home repairs, dance to ridiculous music, and appreciate the many moments and people who make this life worthwhile.



A Taste of Britain

Debi Sciranka, Co-op Member and Volunteer

I have just returned from a trip to visit a dear friend in London and one of the highlights of my time there was shopping in British food stores – particularly the “Co-op” natural food types. I was especially drawn to all the typical English biscuits that the Brits always have on hand to go with their tea. And, their tea sections are definitely the most comprehensive that I have ever had the privilege of exploring!

I have always loved shopping in food markets and include a food market trip wherever I go. There is no better way to get to know a region or country than by browsing what they eat, and you typically don't even need to speak the language to enjoy the shopping trip. Part of the fun is being able to figure out what is in the package by the image on the front.

One of the most diverse food markets I visited in London was Harrod's giant food hall. As I strolled through the many rooms of specialty foods, my attention was drawn to an exceptionally long line at one of the stations and you can only imagine my surprise when I discovered it was for Krispy Kreme donuts! This discovery goes hand in hand with the fact that the most popular bottled beer in London is Budweiser. It is what all the “mates” were drinking in the pubs while they enjoyed their football games.

Next to food shopping on my list of highlights was taking the time to enjoy afternoon tea with my friend at all the local tea rooms (of which there are plenty!). Tea in the afternoon is a very old British tradition and what a lovely civilized practice it is! The tradition offers a pleasant break in the day to enjoy conversation in a relaxed atmosphere sipping a cuppa.

Just how did the afternoon tea tradition get started? Well ...

According to legend, one of Queen Victoria's (1819-1901) ladies-in-waiting, Anna Maria Stanhope (1783-1857), known as the Duchess of Bedford, is credited as the creator of afternoon teatime. Because the noon meal had become skimpier, the Duchess suffered from “a sinking feeling” at about four o'clock in the afternoon. At first the Duchess had her servants sneak her a pot of tea and a few breadstuffs. Adopting the European tea service format, she invited friends to join her for an additional afternoon meal at five o'clock in her rooms at Belvoir Castle. The menu centered around small cakes, bread and but-

Barbara's Nut-Topped Vegetable Casserole

- 1 large sweet potato, cut in 1" cubes
- 10 small red potatoes, halved
- 3 each carrots, sliced 1" thick
- 1 medium onion, sliced thin
- 2 teaspoons dried thyme
- 4 cups green beans, trimmed
- 1 can diced tomatoes, drained
- 1 cup sherry
- 4 tablespoons butter, melted
- 1 cup grated cheddar cheese
- 1/2 cup grated parmesan cheese
- 3/4 cup chopped pecans

1. Preheat oven to 375 degrees.
2. Mix potatoes, carrots and onion with thyme and place in an 11 x 8 inch casserole dish sprayed with cooking spray. Top with the green beans and diced tomatoes. Add the sherry.
3. Cover with aluminum foil and bake for 45 minutes.
4. Combine melted butter, cheeses and pecans and crumble over top of casserole.
5. Return to oven and bake uncovered for an additional 20 minutes.

ter sandwiches, assorted sweets, and, of course, tea. This summer practice proved so popular, the Duchess continued it when she returned to London, sending cards to her friends asking them to join her for “tea and a walking the fields.” The practice of inviting friends to come for tea in the afternoon was quickly picked up by other social hostesses.¹

Although shopping in foreign food stores and enjoying afternoon teas at numerous teahouses are enjoyable, nothing beats home cooked-food prepared by a friend with love. This is a recipe by my friend, Barbara Vaughan, who was my host in London, which she prepared for me one evening. The recipe creates this saucy, fragrant mass of vegetables topped by a crumbly, nutty, cheesy crust. The smell when it is baking in the oven is heavenly!

1. <http://whatscookingamerica.net/History/HighTeaHistory.htm>

What's New ... in the aisles

Aisle 1

- Jungle Shortening, Non-hydrogenated, made from sunflower and palm fruit oils
- Southern Homestyle Tortilla Crumbs, Gluten-free

Aisle 4

- Wings of Nature Mild Organic Salsa, Garden Style
- R.W. Garcia Classic Blue Corn Tortilla Chips
- Michael Seasons Baked Cheese Curls, Hot Chile Pepper Flavor

Deli

- Teese Vegan Cheese-Nacho, Cheddar and Mozzarella flavors
- Bel Gioso Unwrap-A-Roll Fresh Mozzarella
- Stone Meadow Farm Jalapeno Jack Raw Milk Cheese
- One Cashew Juice

Produce

- Gardening by the Moon 2009 Planting Guide and Calendar

Aisle 6

- French Meadow Hemp Bagels, Yeast Free
- Eberly Organic Free Range Chicken, Drumsticks
- LOCAL PRODUCT! Juz Desserts Individual Cheesecakes, All Natural, assorted flavors
- Matter of Flax Flax Krisps, Herb Garden and Greek Flavors

in the COMMUNITY

community highlight

FINDING YOUR FOODSHED:



PASA's 18th Annual Farming for the Future Conference
February 5-7, 2009

Penn Stater Conference Center Hotel, State College, PA

Keynote Speakers Raj Patel, author of *Stuffed and Starved*, and Bernard W. Sweeney, Senior Research Scientist for the Stroud Water Research Center.

Workshops, Awards Banquet, Exhibits, Ag Job Fair, Sustainable Tradeshow and Marketplace, Live Auction, PASA Annual Meeting, Regional Foods, Babysitting and Youth Programs

Visit www.pasafarming.org to register online, download a PFD of the brochure and registration materials, or to learn more about pre-conference tracks and workshops. 🌱~

Outreach Calendar

Join the Co-op at these community events!



Soup of the Month Hike

Sponsored by Venture Outdoors

Sunday, January 18

10:00 am – 1:00pm

Schenley Park

\$20 non-members of Venture Outdoors

\$12 Venture Outdoors members

Register at www.ventureoutdoors.org

Featuring Café soups!

Martin Luther King Jr. Day in the Park

Sponsored by Venture Outdoors

Monday, January 19

1:00 pm – 4:00 pm

Schenley Park Ice Rink

Free “make your own trail mix” provided by the Co-op!

11th Annual Summit Against Racism

Sponsored by the Black and White Reunion

Saturday, January 24

8:00am – 4:00pm

East Liberty Presbyterian Church

\$25 Adults, \$10 youth and limited income

Register at www.blackandwhitereunion.org

Farming for the Future Conference

By the Pennsylvania Association for Sustainable Agriculture

February 5-7

State College, PA

Register at www.pasafarming.org

More information at left: Community Highlight — Finding Your Foodshed

Mountain Pie Hike

Sponsored by Venture Outdoors

Saturday, February 21

10:00am – 2:00pm

Riverview Park in the Northside

\$27.50 for Venture Outdoors members

\$16.50 Venture Outdoors members

\$11.00 kids

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

Rippling Brook Farm

by Emily Bragonier

Two hours north of Pittsburgh rests Rippling Brook Farm, idyllic home of Aaron Schwartz and his family. My drive there has a never-ending quality, but the trip is worth the trouble. When I arrive, I find Aaron at the neighbors' house, using the telephone. He is a sturdy man with a sharp wit, sparkling conversation skills, a passion for farming and a seemingly unquenchable thirst for knowledge. His 80-acre farm, operated solely by his thirteen-member family, is an exemplary model of sustainable agriculture at work.

Aaron's fields are worked using draft animals, namely Belgian horses, which aid in decreasing soil compaction and undoubtedly do not run on fossil fuels. The soil is fertilized with manure and specialty nutrient mixes, which support the soil by balancing mineral levels. Irrigation is of the drip-tape variety, sourced from a spring-fed pond on the property. In addition, the farm is Certified Organic.

The Schwartz family moved to Pennsylvania eight years ago and, with marketing help from area farmer Don Kretschmann, began selling produce to the East End Food Co-op in 2001. Rippling Brook raises goats and chickens and grows a wide assortment of vegetables, supplying the

Fields of green: brussel sprouts



co-op with broccoli, cabbage, cauliflower, cucumbers, zucchini, lettuce, and an array of greens, melons, tomatoes, peppers, and potatoes. Bi-weekly deliveries are made using the services of Local Exchange, an area farm-retail intermediary. Aaron also sells his crops to Blackberry Meadows Farm, Penn's Corner Farm Alliance, the Tuscarora Growers Co-op and a number of local East End Food Co-op competitors. There are plans to expand the business by selling raw goats' milk products, once a viable market for these goods is verified.

Aaron and I talk for several hours about farming and sustainability. When the conversation turns to green building, he tells me that he's not sure what the term means. A short while later we tour the farm's packing shed, a sizable building with an enormous walk-in cooler. Struck by the sheer immensity of the cooler, I ask if I can have a look inside. Aaron pries open the heavy door and we enter a cold room packed to the brim with potatoes. “We had a bumper crop,” he explains. When I inquire about how the space is cooled, Aaron grins and quips, “Didn't you see the lines outside?” It takes me a moment to realize that



Rippling Brook Farm

he's joking, suddenly remembering that I am on an Amish farm. He goes on to tell me that the cooler was partially filled with winter ice that was harvested from his pond two years ago. As time passed, the ice slowly melted and more potatoes were added. Today, a portion of that same ice remarkably remains and continues to keep the potatoes cool. All this from a man who claims not to be familiar with green building!

The equation at Rippling Brook Farm is a simple one:

healthy soil + healthy crops = healthy people

In his humility, Aaron expresses an interest in stressing this farm-food-community connection. This small, simple farm is a place of great beauty and love of the land. Never have I been more enthralled or awestruck by a brief encounter and short conversation with a farmer. On the way back to Pittsburgh, I reflect on this adventure, feeling peaceful and fortunate for an unforgettable experience.

Editors's Note: Are you interested in purchasing local, raw goat's milk products? Rippling Brook is trying to gauge consumer interest, so please drop an e-mail to Zeb Bartels at zebbart@gmail.com with the subject “Local Goat Milk Products” and let him know your interest.

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WHO WE ARE

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

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

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

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EAST END FOOD CO-OP

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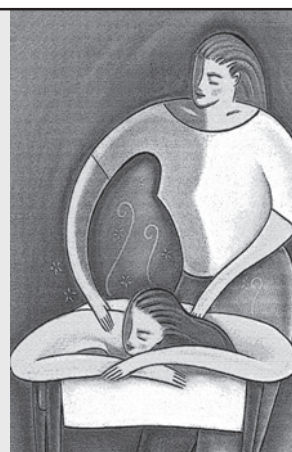
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The Co-operator

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:

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staff NEWS

New Hires

Elizabeth Kievens, Cafe

Elizabeth Kievens is excited about becoming part of the Co-op community. She has a background in alternative medicines/healthcare and organic gardening/farming. Elizabeth brings a love of healthy, tasty cooking to the Co-op, as well as the knowledge of raising a family with a diversity of dietary needs. When she isn't working, Elizabeth loves mountain biking, visual arts, cooking and baking.

Employee of the Month



Congratulations to Saprina Pickett, who was chosen by the Co-op Staff as November's Employee of the Month! The staff member nominating Saprina noted that the reason for recommending her was that "...she rocks. This lady conducts a fine symphony at Customer Services. And with a smile,

to boot!" Saprina will be receiving a \$50 gift certificate to the store.

A brief interview with Saprina Pickett —

How long have you worked at the Co-op?

I've worked here since August of 2005.

In which departments have you worked? In what positions?

I work in the Front End. I started as a cashier and then moved on to Customer Services. I've been in C/S for the past two years.

What are your favorite things about working here?

Helping the customers and making sure they get what they need from the Co-op. We have a great support system here. It's almost like a family.

Are there things that you wish you could change?

I try to accommodate all customers to help them get what they need and keep them satisfied with the service. But it's hard to do that when they are sometimes not so friendly.

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

I never thought I would win. I was excited. I want to thank all the staff who have supported me during my time here. It's because of them that I'm able to do what I do.

Menu Planning Basics

— Continued from Page 1

a casual lunch. Time of day and ambiance are other factors in the meal-planning equation. Yet there is room for unorthodoxy: Elegant candlelit picnics and gourmet camping fare aren't out of the question. Likewise, certain foods aren't limited to breakfast, lunch or dinner: Cornmeal waffles with refried beans and salsa hit the spot for a light dinner; a savory soup takes the chill off a frigid morning.

Be realistic about preparation time. If you begin cooking an elaborate casserole at 6:00pm, diners are likely to be famished by the time it comes out of the oven. Also, unless you have a sous chef, don't plan on more than one dish that requires much last-minute attention.

Finally, regard leftovers as launching pads for future meals. In fact, form the habit of preparing "extras" for that purpose: Double the amount of a casserole, soup or stew; cook more grains, beans and vegetables than you need for the meal at hand. In other words, think ahead.

Pulling it All Together

What makes a meal? Mention "dinner" to a meat-and-potatoes person and a clear image pops up: meat in the spotlight, surrounded by potatoes or another starch, a vegetable side dish, and maybe salad and dessert. A vegetarian meal, too, may have a central focus: lasagna, quiche, stuffed vegetables, bean burgers and the like. Add a salad or greens, perhaps some bread, and the meal is complete. Stir-fries with rice, another grain or noodles and grain- or noodle-based salads can be full meals unto themselves.

Serving several dishes of approximately equal weight is another prototype. A number of ethnic cuisines follow this model. Indian

DID YOU KNOW...

What's in a Serving?

The Better Eating for Life Plan — GRAINS

The Grains group includes all foods made from wheat, rice, oats, cornmeal, barley and other grains, and includes bread, pasta, oatmeal, breakfast cereals, tortillas and grits. Choose whole grains for at least half the grains you eat.

In general, the following servings each count as a one-ounce equivalent from the grains group:

1 slice bread

1 cup of ready-to-eat cereal

½ cup cooked rice or pasta or cooked cereal

Each month this year you can pick up new recipes from the *Better Eating for Life Plan* that can help you to get and stay on the right track with healthy eating. Some of the recipes featured will include:

- ☺ Whole Wheat Biscuits
- ☺ Amaranth Kale Italiano
- ☺ Veggie and Cheese Quesadillas
- ☺ Doubly Good Onion Rings
- ☺ Banana Breakfast Muffins
- ☺ Spinach Dip
- ☺ Gingered Strawberry Sauce

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.

meals often consist of an assortment of vegetable, meat and bean dishes, pilafs, fresh breads, chutneys, cooling yogurt raitas, and other condiments. Middle-Eastern appetizers, including dips and spreads with pita, stuffed grape leaves, tabouli and other salads, and phyllo pastries with savory fillings make a delectable meal. The salads, marinated vegetables and beans, frittatas, little tarts, and the like that appear on Italian antipasto tables and Spanish tapas bars provide other ideas. A collection of Mexican snack foods—tacos, tostadas, tamales and turnovers—is another possibility. Go all out for a party or keep it simple for everyday.

Soup, salad and bread are a classic, and classy, combo, whether you're starting with a steaming chunky stew-like concoction, smooth purée, or light hot or icy broth. Salads can be grand combinations or simply dressed greens. Choose complementary bread: chewy rye or pumpernickel with mushroom, cabbage, beet or potato soups; cornbread with spicy bean or tomato soups; pita with marinated grain and vegetable salads.

Whatever blueprint you follow, remember that planning doesn't preclude flexibility and improvisation. Maybe you won't always know exactly how a meal will shape up until you start cooking, but you'll have at least a mental sketch of a menu and ingredients on hand.

bulletin BOARD



CAFÉ HOURS

EVERY DAY

8 AM - 8 PM

Juices, smoothies, coffee bar,
salads and sandwich bar

MONDAY-FRIDAY

11 AM - 8 PM

Hot Foods Bar and Soups

SATURDAY & SUNDAY

9 AM - 1:30 PM

Weekend Brunch Bar

1:30 PM - 8 PM

Hot Foods Bar and Soups

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6 to 8 PM: Wed. 11 AM to 3 PM: Sat.
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ESPRESSO DRINKS

	Single	Double
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
Shot in the Dark		

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
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Caffeinated: Yerba Mate
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One Percent Wednesday,

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january 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
WEEKEND BRUNCH BAR – 9AM TO 1:30PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! DAILY HOT FOOD BAR – 11AM TO 8PM WEEKENDS 1:30 TO 8PM				1 Closed New Year's Day	2 Pizza, Dairy and Vegan	3 Red Curry Tofu
4 Chef's Choice	5 Gumbo	6 Roasted Root Vegetable Gratin	7 Burrito Bar	8 BBQ Seitan with Mac and Cheese	9 Pizza, Dairy and Vegan	10 Halluski
11 Chef's Choice	12 Mock Tuna and Noodles	13 Cassoulet	14 Indian Kitchen	15 Shepherd's Pie	16 Pizza, Dairy and Vegan	17 Indonesian Seitan Satay
18 Chef's Choice	19 Curried Red Lentils and Chickpeas w/ Swiss Chard	20 Roasted Vegetable Tofu Loaf	21 Stir Fry Bar	22 Pierogi Lasagna	23 Pizza, Dairy and Vegan	24 Mock Chicken and Biscuits
25 Chef's Choice	26 Greek Quiche	27 Roasted Vegetable Lasagna	28 Middle Eastern Kitchen	29 Baked Chili and Cornbread	30 Pizza, Dairy and Vegan	31 Pappardelle Pasta with "Bolognese"

MONTHLY member sales!

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reg price: \$5.99

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Crystal Geyser 50.7 oz Water

33.8oz sport bottle on sale 4/8/5

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reg price: \$1.19

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reg price: \$3.59

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\$1.89
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Henry & Lisa's
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reg price: \$6.99

Ecover 100oz

Laundry Detergent

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reg price: \$15.29

Zico 330ml Coconut Waters

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reg price: \$1.69

Miso Master 16oz Misos

\$5.99
reg price: \$7.29-\$7.99

Fantastic Foods
Soup Cups

3/\$5.00
reg price: 2.29

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

winter

LECTURE SERIES

Saturday, January 10, 10am

Roasting Tour of La Prima Espresso!

Pgh Produce Terminal — The Strip District
20th and Smallman St. Pittsburgh, PA 15222

The Co-op and La Prima Espresso are inviting you to a roaster tour and coffee class where you can learn how to buy coffee, how to store it, and the best way to brew. Learn about different coffee types, the basics about espresso, organic coffee as well as fair trade. You will even get to see a roast first-hand. La Prima's roaster will show you the step-by-step process from green beans to a batch of perfectly roasted coffee. Tour is FREE but space is limited. Please reserve your spot by calling the Co-op Customer Service Desk at 412-242-3598 x101. by January 8.

The tour will last about an hour and a half.

Sunday, January 11, 6pm

The "Holy Cooperation!" Book Tour

With Andrew McLeod

Join us for a presentation on how cooperatives can contribute to an economy of justice, and sample book reading that focuses on McLeod's recently published book on Christianity and cooperation. More information about the book is available at http://wipfandstock.com/store/Holy_Cooperation_Building_Graceful_Economies

McLeod will be joined by Marina Pancheri and Eddi Fontanari from the Trentino Cooperative Federation in Italy. They will be presenting in detail about how cooperatives have transformed their region's economy. For more information on their system and its faith-based origins, please see the online presentation at <http://www.oecd.org/dataoecd/20/23/37741957.pdf>

More information about the tour at www.holy-coop.wordpress.com.

Lecture is FREE, but please register at 412.242.3598.

Thursday, January 22, 7pm

Sensible Funeral Planning for Consumers

Join representatives of the Funeral Consumers Alliance of Western Pennsylvania for a presentation on the important, practical decisions we all have to make for the end of our lives.

The Funeral Consumers Alliance is a nonprofit, nonsectarian membership organization established to help individuals and families who believe in simple, dignified, and economical funeral arrangements in planning appropriately for death.

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