

# The Co-operator

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

## STORE NEWS

**Members' Extra Discount Days**  
**Sundays: 1/16/11 & 2/13**  
Shop 8 am - 9 pm

**Board of Directors Meeting**  
All members are welcome.  
Check meeting times in store entrance for next meeting.

**The Co-Operator Deadline**  
All submissions and ads are due 1/10/11 for the February 2011 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 Berry Breene, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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

rob's corner

## A Bright Future

One of the projects we have been working on as members of the Pittsburgh Food Policy Council has been the development of new zoning codes for urban agriculture in Pittsburgh. I had a number of members who contacted me after seeing my testimony before City Council last month on television, and one suggested I write about it — so here you go.

**Your Co-op at work trying to improve our lovely city:** that is what we were talking about with the Council last month.

These are crossroad times for the city of Pittsburgh. In other regions, our image is still predominantly founded upon the economic and environmental legacy of Western PA's steel industry, and most recently of bankruptcy and budget cuts. But there is also a much more positive story being told: *Pittsburgh as a progressive leader of the new millennium; Pittsburgh as a clean city, a green city, a safe city, an affordable city, a region of great opportunities for those willing to work hard for their dreams.*

This is the new image coalescing, and becoming possible for the place we call home. It's an image that can lead directly to better times for us all, as people both young and old are beginning to select Pittsburgh as their new living destination. Things are changing, and if we are to grow Pittsburgh into a bright future, it is imperative we stand upon those core values that so attract new people in the new millennium: CLEAN, GREEN, SAFE, AFFORDABLE.

And so we come to these — the proposed urban agriculture zoning codes. Urban agriculture is clean and green; it usually greatly enhances the aesthetics of a community, and improves property values. It's safe. When urban ag comes to town, crime almost always goes down. It's affordable, helping to feed families, and creating small

income streams in many communities that desperately need them. And finally, among the young, the hip, and the educated, urban agriculture is cool. It's fun and it makes people feel good about their communities. It puts safe, healthy food in their bellies.

We at East End Food Co-op applaud City Planning and the Zoning Commission for investing scarce time and resources into ensuring our urban farming community can continue to grow and prosper in the light of day, with rules and regulations to protect themselves and their communities. For the most part, the new codes are well thought out, reasonable, and fair. They compare favorably to many other progressive American cities with budding green images such as ourselves.

There is one problem though — a BIG problem. The fees associated with the proposed Administrative Exception Zoning Hearings are not affordable. They require our residents to learn our zoning code jargon and then spend \$300 to go to a hearing to make their case just to have three chickens in the back yard, or to sell a few vegetables. This is not reasonable. It will only serve to inhibit this important and growing sector of the green economy we are building for our city's future. Most folks will not be able to justify these fees, and will either not do it, or break the law and not register. Either way, our city loses out.

Pittsburgh, please don't make our growers pay high fees to sell a few hundred dollars of healthy, quality food to their neighbors. They can't afford it, and most just won't do it, inhibiting a movement vital for the future of our city. These necessary zoning changes are really close to the mark. Now make that work count, and ensure that urban agriculture in Pittsburgh remains affordable, and not just a hobby for the well-off.

## Waste not, Want not!

by Jeff Newman, President and Co-founder Steel City Soils LLC.

In December 2010, the East End Food Co-op will begin composting pre- and post-consumer food waste in the ComposTable Program from Steel City Soils LLC.

The ComposTable program is a collaborative tool; identifying and connecting multiple organizations who participate in regional organic-nutrient cycles. So far, we have worked with sustainable farms and restaurants to recycle approximately 2 tons of organic food waste. We expect this contract with East End Food Co-Op to increase our capacity to approximately 1-2 tons of food waste per week recycled into multiple streams which build local food-producing soil.

The ComposTable Program forms a business ecosystem which currently combines resources from these organizations: Blackberry Meadows Farm, The Quiet Storm Restaurant, Organic Wealth LLC, Grow Pittsburgh, and Steel City Soils LLC. In addition to on-farm use, our effort results in a line of bagged garden soil amendments, MoBitty Bits, sold on the plant shelf at the East End Food Co-op and other retail locations around Pittsburgh.

Steel City Soils is a small startup company dedicated to grassroots food-growing efforts. With our holistic approach we act as a catalyzing link in a new green economy. With the ComposTable program we complete the connection between food waste and farm soil.

We look forward to developing our relationship with the East End Food Co-op and continuing to support local food projects in Pittsburgh. Thanks!

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items. Check meeting times in store entrance for next meeting.



Dated Materials — DO NOT DELAY

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

www.eastendfood.coop

and Vegetarian Cafe



Nonprofit Org.  
U S Postage  
PAID  
Pittsburgh, PA  
Permit No. 1800



## 5% Wednesday Update

January 26, 2011— Kullu Valley Bike Project

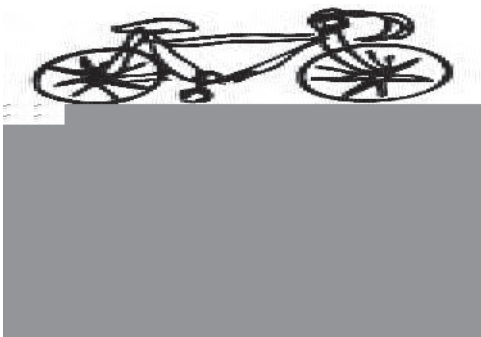
In partnership with Kullu Orphanage, Kullu Project, and Pittsburgh East Rotary Club, Kullu Valley Bike Project(KVBP) strives to bring education, sustainability, work place skills and joy to the orphans and the Kullu community via bicycle riding and repair that will be demonstrated through the development of a bike cooperative and an adventure biking eco-tourism program.

The Kullu Valley is the backbone of the Indian state of Himachal Pradesh, in the Western Himalayas. The Beas River runs down the middle of the valley, which is around 80 kilometers long. Its striking Himalayan landscape makes it a popular tourist destination. Traditionally, its economy has been based on agriculture; it is famous for its apple orchards. It is also well known for its hand-woven shawls and caps. It has a diverse mix of cultures, including Tibetan and Nepalese community.

The Kullu Valley Bike Project's work in the valley is based in and around two towns – Kullu and Manali. Kullu is the administrative centre of the valley. It is a busy market town, with a handful of hotels and guesthouses where volunteers can stay. Manali is a smaller town, about an hour and a half further up the valley. However, it has a myriad of hotels, restaurants and guesthouses to cater to the large number of tourists that visit. Bringing bicycles to Kullu Valley will enhance opportunities for ecotourism – while taking people for a ride that will change their life.

Accordeing to founder Grady Minnis, The Kullu Valley Bike Project started out as a dream dreamed long ago, a calling to India. The dream manifested itself, bring bikes to children and teach them the joy of bike maintenance and riding. You can be part of the dream by volunteering on the KVBP Street Team.

Becoming a KVBP Street Team member may be just what you're looking for-they tell you where to go and you tell us them cool events that you think KVBP should attend and either man a KVBP info table



or walk around and hang out talking up KVBP. Or if you're someone who is just as passionate about the issues, projects, & events and loves letting people know about it but you prefer to do it behind the scenes — preferably behind a computer screen or your cell phone — no problem. KVBP still need you on the KVBP Street Team. Instead of hitting up events and taking it to the streets, you'll be Blogging, Tweeting, FaceBooking, FourSquaring, and YouTubing your little heart out.

Or you can also help out by:

- 🚲...Hosting a car wash
  - 🚲...Hosting a benefit concert with some of your favorite bands
  - 🚲...Getting some sweet stuff donated and sell raffle tickets
  - 🚲...Hosting an item drive (a drive for bike helmets, gently worn kids shoes, bicycle tools, frequent flier miles.)
  - 🚲...Hosting a bake sale! Everyone loves cookies, right?
  - 🚲...Hosting a spaghetti dinner at your church or fire hall
  - 🚲...Hosting Penny Wars at your school, office, or church group! It's a really fun and competitive way to fundraise!
  - 🚲...Contacting KVBP Volunteer Coordinator Holly McIntosh at [holly@kvbp.org](mailto:holly@kvbp.org) for more details about becoming a KVBP Volunteer!
- KEEP UP WITH KULLU VALLEY BIKE PROJECT HERE:**
- 🚲...Twitter: [kulluvalleybp](https://twitter.com/kulluvalleybp)
  - 🚲...[www.facebook.com/kulluvalleybikeproject](https://www.facebook.com/kulluvalleybikeproject)
  - 🚲...Or visit their table at the Co-op on January 26 to learn more!

**THANK YOU FOR YOUR SUPPORT!**

## member services message

by Kara Holsopple, Member Services

### E-mail Us

We need something from you, from many of you, that is long overdue—***your e-mail address!*** Most of our newest members over the last four or five years have provided us with their e-mail as a form of contact on their membership application. It's pretty standard these days. But we have no or few e-mail addresses for our members who have been invested longer. We hope to change that soon!

Why do we want your e-mail address? We aren't planning on using it weekly to ply you with sales offers or abuse your trust with spam. But we would like to periodically keep you up-to-date with exceptional Co-op announcements that members need to know or get your input on Co-op store operations and policies.

The Co-op already has a Privacy Policy—it's posted in the store, on our website, and you can see a copy below. We only use contact information-cyber or otherwise-for our own purposes. And you can ask us to remove your e-mail from your membership card, or not to use it at all, any time.

**E-mail [econtact@eastendfood.coop](mailto:econtact@eastendfood.coop) and put “Keep me in the Co-op loop” or something like that (we'll take the hint) in the subject line if you would like to take your membership into the 21st century and be added to our e-mail list.**

Thanks, in advance, for your consideration. We hope to see you in our inbox soon! For more information contact the Member Services Manager at 412.242.3598 or [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).

### East End Food Cooperative Privacy Policy — July 1, 2007

#### OUR MEMBERSHIP RECORDS

East End Food Co-op only uses membership data for East End Food Co-op business purposes. We refuse requests to sell, or trade membership data with outside organizations. East End Food Co-op authorizes select employees to access membership records in our membership database, and those employees are directed not to disclose private member information, including but not limited to, names, phone numbers, street addresses, and e-mail addresses, to anyone outside East End Food Co-op.

#### OUR POINT OF SALE REGISTER SYSTEM

East End Food Co-op does not sell or trade information collected in the operation of our POS (Point of Sale) register system with other organizations. Technical support contractors sign a confidentiality agreement with East End Food Co-op. Information collected through the use of this system is used for East End Food Co-op purposes.

#### OUR WEBSITE

East End Food Co-op does not sell or trade any information about visitors to our website including browsers, operating systems or IP addresses. East End Food Co-op website does not create or use any cookies. East End Food Co-op does not sell or trade e-mail addresses which consumers provide to us, and we use this information for East End Food Co-op business only.

MADE STREET  
MADNESS

TEN NEW ITEMS ON SALE EVERY WEDNESDAY

## board corner

By Sarah Aerni

FOR THIS EDITION THE BOARD CORNER, we conducted an interview with **Mark Kastel**, one of the founders of the **Cornucopia Institute**. The Cornucopia Institute is based in Cornucopia, Wisconsin. Their missions statement reads, *“Seeking economic justice for the family-scale farming community. Through research, advocacy, and economic development our goal is to empower farmers – partnered with consumers – in support of ecologically produced local, organic and authentic food.”* The interview was conducted on Nov. 26, 2010.

**Q. What is the Cornucopia Institute?**

**A.** Cornucopia is an advocacy and educational non-profit that operates at the in-

tersection of the environment, humane treatment of animals, fair treatment for the people who grow our food, and our health. Most members are concerned with one, or maybe all, of those things. Cornucopia acts as the political and policy arm for many food Co-ops. Some Co-ops have a staff member who pays attention to these things, and some don't, so Cornucopia is out there every day doing these functions. They are a watchdog of the organic movement. The 275 food Co-ops across the country were instrumental in pioneering the organic movement. Although farmers started promoting the concept of “organic”, but there was no viable way to connect with consumers in many communities until the food Co-ops got involved. Cornucopia builds a bridge between the farming community and consumers.

Co-ops are right in the middle, on the bridge too.

This group championed “whole foods” before organic was a buzzword. Now the focus is on organic and local. Many supermarkets now carry organic, but Co-ops distinguish themselves by being sophisticated buyers as well as offering authentic, real local food. Cornucopia supports Co-ops and consumers so that they know that they are getting what they're paying for in terms of organics, authenticity, legality and ethically produced food. Authentic in this case means that the story behind the food is true.

**A.** We know why people first come to organics... It's selfish. There's nothing wrong with that. It's very instinctual. We want good food, especially for our families and children. There is an instinct to

provide safe food that is as highly nutritious as possible. Focus group research clearly indicates people consider organic food to be expensive, and that there is a bit of hesitancy on the part of many consumers to spend the extra money for it. This research also shows that people buy organic to support the environment, promote more humane animal husbandry practices and support economic justice for family farmers. Cornucopia acts to ensure that the term “organic” continues to have this meaning. An example is their scorecard for organic egg producers. This tool looks for real organic farms where the chickens are outside all day, really living the good chicken life versus factory farms where chickens may be able to go outside (or not at all due to a doctor's note). In addition to egg producers, they have

— Continued on page 7





#### 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 ...

**Please carry other rolled grains. I'm looking for barley and rye, and all you have is 20 kinds of oats.**

We currently do not have space for these items in Bulk. We can special order 5 pound bags of barley or rye flakes if you like.

— Ian Ryan, Bulk Foods Buyer

**There are too many times when I've come here and have found a dog tied up outside. Please do not do this. You would not tie up a 2-year-old outside for so many reasons. This is wrong. A dog could get stolen, hit by a car, attacked by another dog, etc. And for those who are afraid of dogs, they have to go into the street to get away from your dog. Please respect your dog and others and follow a simple rule—if you can't bring your dog in with you, leave him or her at home.**

Thanks for your comments. We also would encourage customers to leave their dogs at home if they can, for many of the same reasons. Of course, we welcome customers who use service or therapy dogs to bring them in to the store. But other dogs and animals, including tea-cup varieties that fit neatly into purses, are not allowed in the store. Thanks, again, for your concern.

— Kara Holsopple, Member Services Manager

**Please put a sign on the bulk raisins asking people not to put the scooper back in the raisin barrel. It's unsanitary.**

Thanks for the idea. We will make signs to help with this issue.

— Ian Ryan, Bulk Foods Buyer

**Not enough items on sale, especially not the items I need!**

Thanks for letting us know about the limitations of the new sales program for you. It's true that there are fewer items on sale over the two week period, but there are more items on sale over the course of the month through the Co+op Deals flyer. It does benefit members and shoppers more who shop more often. Though we don't have much control over which items are featured in the Co+op Deals flyer, we do select our Meade Street Madness weekly sales items each week. So if you let us know which kinds of products are most important to you, we can try to make the Meade Street Madness deals more reflective of that.

— Kara Holsopple, Member Services Manager

**Bulk raw sunflower seeds are directly under a bin containing wheat ingredients, and therefore, probably contaminated (with wheat). Cleaning and moving the sunflower seed bin would allow access to those needing to eat gluten-free.**

Thank you for bringing this to my attention. We are in the process of moving the bin and cleaning it. The organic sunflowers are not near wheat ingredients and are available until the commercial ones are moved.

— Ian Ryan, Bulk Foods Buyer

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

## board corner — continued from page 2

similar scorecards for rating dairy and organic soy food. Through these efforts, the Cornucopia Institute empowers consumers and wholesale buyers (Co-op staff) to vote with their pocketbook.

**Q. Our GM says that you are the watchdog group for our organization. How do you carry out this work?**

**A.** Our website offers our scorecard tools and policy analysis and is the place to search for the most up-to-date issues. Cornucopia also works in the regulatory government realm to pressure the USDA to do their job and protect consumers. Outcomes of their efforts include education which causes a shift in market share. For instance, almost every food Co-op dropped Horizon products when it was discovered that they were using giant farms to provide their product. Almonds are another example. Certain brands were being marketed as "raw" but they were not raw because they were being treated with a toxic fumigant, which is banned as carcinogenic in many countries. Other brands were being steam-heated. Cornucopia helped discover these violations and spread the word to food Co-ops and to other advocacy groups.

**Q. For members who are interested in consumer boycotts, how do you feel they work to cause change in the food infrastructure?**

**A.** I am more into "buycotts" than boycotts. I think the way we spend our money has power. As consumers, and as Co-ops, we should be very pragmatic about how we spend our money. When companies are caught taking shortcuts with their products, some Co-ops (and consumers) drop these products from their shelves. Other Co-ops don't boycott the product,

but rather educate their consumers. A strategy I've seen work is to let consumers make their own choice. Co-ops are able to place a label on the shelf educating consumers on the product issues and then letting consumers make the decision with their pocketbook. There are very few things that we do in life that have more impact on the earth than what we chose to eat. When we choose to eat organics, we are supporting not only a reduction of chemicals in the environment, but also a model of farming that protects the environment and supports biodiversity. It also does a lot for the families of farmers and for farmers ourselves.

Co-ops invest in the knowledge base in this field by hiring good people and training them about the importance on their work on the food infrastructure. Even if food is a little cheaper at a big box store, the Co-op play important other roles in promoting a healthy food system that go above the food. There may be no one in power at a big box store to notice, for instance, when non-organic food is labeled as organic. This would never happen at Co-ops because so many workers buy there and are educated and conscientious about these issues. The Cornucopia Institute helps Co-ops blow the whistle on improper marketing and other false claims. They visit stores in multiple states to follow up

and check back on claims of false advertising for organic products. There's no comparison for the integrity of the products that you will find at a food Co-op.

**Q. What are two changes you would recommend consumers make to better protect family farms and the food supply in the US over the course of the next year?**

**A.** Obviously if people are shopping at the Co-op and buying organic, they are already doing a lot to support a healthy food infrastructure. People can also use Cornucopia scorecards covering soy, dairy and eggs to identify good producers of these products. In 2011, they will be releasing additional scorecards for organic beef and poultry.

The other thing I'd recommend is that everyone start a garden in their backyard. If we were to recreate the food pyramid, at the top would be local and organic. And the very tip top would be the backyard garden. There is an expression in the Upper Midwest, "don't pick the sweet corn from the garden until you have the water boiling on the stove." When we eat food from our own backyards, we know exactly how it was grown, and how fresh it is. For many families, we find an increased spiritual connection with the earth and with the creator from being conscious about our foods. Just a few generations ago, if it didn't rain on time, people starved to death. Now we often don't think about food at all. Food is the perfect teaching opportunity for our children, and it gives us the chance to make a difference in the world.

The EEFC Board thanks Mark for taking the time to speak with us, and for the good work that the Cornucopia Institute does on behalf of consumers wanting organic, safe and ethically produced food.





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



It's time to warm up the oven, pop a casserole in the oven, and bask in it's delicious simplicity. This casserole incorporates the best vegetables of the winter season and pantry staples. It's comfort food you can whip up for yourself in the morning, and heat up later. You can leave this dish as it is, or put the finished dish in a casserole pan, sprinkle with breadcrumbs or chopped nuts, and heat for 10-15 minutes in the oven. Enjoy!



Long Winter's Casserole

The Broth

- 2 cups apple cider
- 1 cup water
- 1 ½ teaspoon onion powder
- 1 ½ teaspoon garlic powder
- 1 ½ teaspoon celery seed
- 1 ½ teaspoon dried parsley
- 1 ½ teaspoon dried thyme
- ¾ teaspoon salt
- ½ teaspoon pepper

- there are no instructions for the broth... Make broth in advance

The Grains

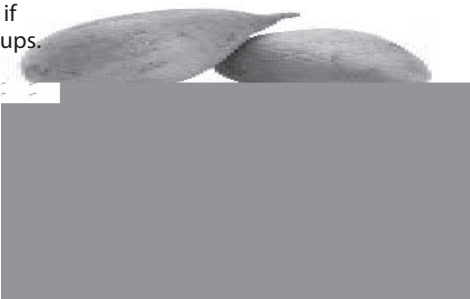
- ½ cup wild rice
  - ½ cup barley
- Split the broth recipe in half and use to cook the wild rice and barley grains separately. There should be roughly 1½ cups of broth for each.
  - Add rice to 1 ½ cups boiling broth in a heavy bottomed pan. Return to boil and stir. Reduce heat and simmer, covered, about 30 minutes or just until kernals puff open. Add more water, if necessary. Uncover and fluff with a spoon. Simmer five additional minutes. Drain any excess liquid. Rice should be tender but not "rolled back" or "mushy." Some kernals will be open, but others will be just tender. For chewier texture cook less time. Yield: about 1 ¼ cups of cooked wild rice.
  - Add barley to 1 ½ cups boiling broth in a heavy bottomed pan. Bring back to boil. Reduce heat to low, cover and cook for about 20 minutes or until barley is tender and liquid is absorbed. Add more water, if necessary. Makes about 1 ¼ cups.

The Vegetables

- 2 cups onions, diced
  - 2 cups mushrooms, sliced
  - olive oil
  - 2 cups yams, cubed ¾ in
  - 2 cups butternut squash, cubed ¾ in
  - 2 cups parsnips, sliced
- Grill or sauté onions and mushrooms in olive oil.
  - Roast yams, parsnips and squash separately. They will cook at different rates. Use olive oil, salt and pepper to roast each in a pan in a 350 degree oven.
  - Salt and pepper, to taste

Putting it together

- Combine grains and all vegetables and season to taste.



What's New ... in aisle 5

Supplements and Wellness

- Montana Emu Farm Unscented Body Lotion
- Montana Emu Farm Unscented and Peppermint Lip Therapy
- Montana Emu Farm Cinnamon Facial Scrub
- Logana Eye Makeup Remover
- Nature's Plus Vitamin C, K<sub>2</sub>, D<sub>3</sub>, Bone Support, Calcium and Liquid Vitamin D
- Animal Parade Children's Vitamins Cherry Flavor
- Olympian Labs Pea Protein Packets
- Mega Food Men's Multi Vitamin
- East End Food Co-op Peppermint Enzyme
- East End Food Co-op Omega-3 Once Daily
- Solgar 1000mg Vitamin C

Celebrating Food as a Journey

— by Claire Westbrook

Starters – Youth, Fruits, Japan

As someone who grew up raised by a father that didn't have more than being from the south for his culinary past, I rejoice about where I have ended up on the food map as an adult. As I traversed the lands of TV dinners, fast food carnage and the occasional fine dining experience (which for where I grew up meant a trip to a steakhouse), I was oblivious to a whole world that included REAL gratins (not from a box) and vegetables that didn't come from a can. I had feelings and thoughts to go with my then favorite meals, just as I do now. The difference is that now I know I've actually been traveling, and I really love, more so than I think I could've ever loved then, where I am now.

I recall the first time I was in a grocery store as a kid and discovered a pomegranate. I was completely smitten with it, and later I remember coming across star fruit. It was love at first bite. I was in my adolescence at this point and awakening to the rest of the world. And it wasn't long before I leapt belly first into a friendship with a girl at my school that was from Japan. My life became forever-changed in regards to food and I'm pretty sure I never ate anything by La Choy after that point.

Mixed in with so many experiences from life are the billions of meals I've ingested and fortunately not so many memories of them, of course, since so many, for so long, were anything but memorable. That brings me to Kevin Sousa — his food journey and my inevitable intersection with it. I discovered his Alchemy dinners at the **Bigelow Grill** after reading a write-up in a local publication, and immediately thanked the food deities for bringing him into my world. The dinner exceeded any expectations I had (though I didn't have many since I didn't want to be disappointed). I became a bona fide devotee. It would be practically two years before I could get a better handle on just who it was behind the delicious, mysterious, but completely approachable meal I'd just become one with.

Mains – Coffee, Vision, Potatoes

It's 11 a.m. and Kevin Sousa's already in the weeds. As Dinosaur Jr.'s J Mascis moans over the sound system with guitars competing to be heard, it's clear that I won't be sipping a hot Aldo French press while waxing romantic about food with Salt of the Earth's owner. No, this will be a working interview, only now the question is: Will I get to prep, too?

Several days after Salt's opening, the man behind the counter moves quickly, whether out of necessity or habit doesn't matter so much, since he's quite adept at wielding the knife that slices through several onions for something that's sizzling on the stove behind him. As I watch him unpacking and shelving tofu and chestnuts from the morning's purchasing, I shift into third gear and discover, with the glee of a child, how so much deliciousness comes together.

It's amazing really. Whether it's an outfit, a story, or a meal, I almost always enjoy the end result of an idea, whether it's mine or someone else's. Of course not everyone (or every company) is like this,



and as far as restaurants in Pittsburgh go, most have very clear definitions of what the end result should be and that's usually trying to please everyone. Fortunately Kevin is not trying to please everyone. You won't find decaf coffee (to my dismay) or every conceivable kind of liquor at the bar (it's not very big to begin with). But what you will experience is the very crux of the restaurant's name.

A phrase that's been tossed around and used for everything from movie and song names, Salt of the Earth first got its mention in the Bible, and even though it has several interpretations, today it references someone who is humble and lacking pretension. It fits not only the restaurant, but Mr. Sousa, as well. As I get the skinny on some of the greatest tools and methods which Kevin is using to benefit his clientele (the Paco Jet does wonders with some coconut milk and sugar), the familiar sensation of shared love for creating and partaking in something simple like food resonates along with the exhaust hood. I continue questioning what it is that brings any one of us to a place of food deliverance.

From his father's restaurant growing up, around the world and back again to the city of his birth, Kevin's journey with food has raised the bar for the diners of Pittsburgh with the creation of his first Alchemy dinners (and other stints at a number of places in town). It was just a matter of time before his own restaurant would become a reality. Stumbling blocks aside, I can now spoil myself any night of the week but Sunday with the most lovingly crafted drinks and food this side of the Mason-Dixon line. The menu changes at a pace that I haven't been able to keep up with. It features locally-sourced (when available) ingredients (including Boyd & Blair's potato vodka), paired with a setting that invokes comfort, and where no holds are barred except that the experience is exceptional in all ways. It would make some question their willingness to forgo their habitual favorites at other restaurants. But for those who can't quite get past the menu's layout that lists only what the dish consists of (and most times there's something in each dish that I find myself asking what it is) and no other explanation, well, TGI Friday's it is.

Fast forward to about a week after the opening and I'm sidling up to the chef's table (literally a bar that faces the line so practically every preparatory detail can be glimpsed) with a friend when I decide that there's no other place I'd rather sit since



# ey with Salt of the Earth

questions could be answered about anything I witnessed happening. As someone who's interested in the process, as well as the end result, I felt even more honored as a guest that I could be so imposing with all my curiosity.

### End – Destination, Pudding, Gifts

Which brings me back to taste. During my numerous dining experiences (even for the guerilla dinners before the restaurant officially opened) the efforts of everyone involved in the operation of the place shone through as part of what really makes a chef, his team, AND the food top ratings lists and stick to the memories of foodies alike throughout the world.

For example, the current offerings for “Ends” are cheese or pudding. Granted, the pudding doesn't smoke or walk into your mouth or do anything mystical, but just try to imagine what (or how) chocolate, goji berry, coconut, hazelnut could come together to make pudding. The very name (and presentation) of this dish will forever change your perception of what pudding can be and how it can taste, feel, and invoke. But this is what is missing from practically every menu out there these days. Food isn't just about energy or pre-

sentation over taste, price or even where you have to go to get it, rather it's about expanding, evolving, and extracting the very essence of every ingredient to enlighten. This is what Kevin has truly mastered. Even if you're not sure about pine needle dashi or Falernum, you can relax and enjoy asking, learning, and experiencing something that you're likely never going to get to have again (the menu changes happen multiple times within a season).

Being able to walk along the same path (even if it's only for dinner at this time) with the folks at Salt of eating, seeing, talking about, and sharing food that is created with the reverence of our enlightenment is a gift that all of us need to give ourselves if we're to nourish more than just our stomachs. It is because of what Mr. Sousa has created over a number of years with his loyal following that I hope others will come to agree is tantamount as breathing or sleeping. Now if he would just open for breakfast, brunch, lunch, and on Sundays we could all stop cooking forever!

Salt of the Earth is located at 5523 Penn Avenue in Garfield. For more info: [www.saltpggh.com](http://www.saltpggh.com) or 412.441.7258 city. ☺



## within reach

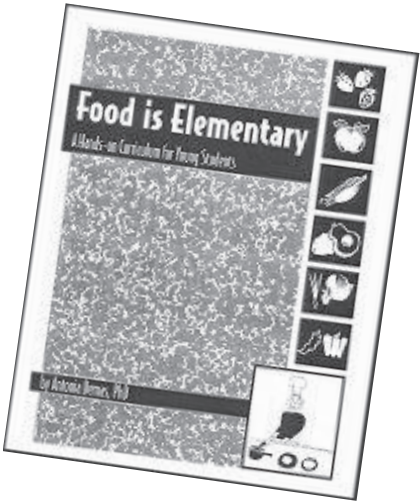
by Berry Breene

### Food is Elementary — Update

The dietary ignorance of young Americans can be shocking. Tell a child a potato grows underground and they may be appalled that their French fries were once buried underground in the form of a potato (that's if they know their French fry was cut from a potato). Ask a child where meat comes from and many will answer: “a grocery store.” Urban youth in particular are often uneducated regarding food origins. Fast food and TV dinners dominate our culture and the distance from farm to table in schools and at home is scary; nutrients and colorful, energizing food have become a luxury. Obesity, diabetes, artherosclerosis, high blood pressure and high cholesterol once only plagued adults but are ever increasingly found in children. The Food is Elementary program is a practical, innovative approach to addressing these problems teaching children about healthy, low-fat, high-fiber food in a sensory based way. After learning about the USDA food guide pyramid, vitamins and hygiene, children participate in creating entrees from various cultures: Apple/Squash Pudding for Thanksgiving, Rice Pudding for Christmas in Sweden, Soul Stew for MLK day, Stir Fry for the Chinese New Year, Pasta Primavera for the First Day of Spring. They sample the entrée in class and take the recipe home to their parents.

Run monthly by Rosemary Traill at three local schools, the Food is Elementary program is one of our ongoing community education sponsorships. Rosemary has a degree in early childhood education and implemented the program voluntarily. Several certified Food Is Elementary Educators, passionate about advocating healthy, nutrient rich foods, help teach the curriculum in participating schools. The FIE curriculum was developed by Dr. Antonias Demas who recognized when children participate in the cooking process they are more willing to actually eat the food they make. The Co-op donates ingredients to the classes at Lincoln Elementary second grade in East Liberty and the Helen B. Faison Arts Academy kindergarten classes in Homewood.

I happily attended each of our sponsored classes this November. It was inspiring to see our donations put to use and witness the dramatic dietary acceptance of diverse healthy foods! The students helped to make butternut squash pudding made from local, organic squash from Clarion River Organics, sweetened with maple syrup and vanilla, washed down with local Apple Cider from Kistaco farms in Apollo, PA. Many students found the raw, cut squash, as well as the cooked, pureed squash, unappealing and most students tried the pudding with apprehension. Watching students slowly realize they enjoyed the food was magical. Inaccessibility to healthy options in low income neighborhoods that lack grocery stores



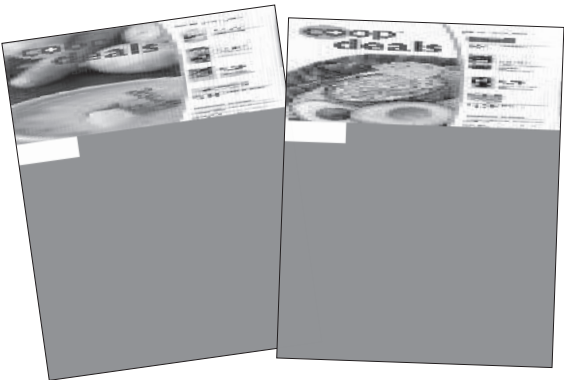
but have an abundance of minimarts full of high fat, high sugar and High Fructose Corn Syrup options does not help the maintain a healthy community. Teaching children to eat healthfully at a young age can change their lives forever. If children want healthy food and ask their parents to buy and prepare it, a shift in demand can occur and maybe even the minimarts will start to carry healthier options, or the parents may drive the extra mile to buy fresh organic produce from the Co-op!

We are happy to educate our neighbors and sponsor the Food Is Elementary program, helping to build a stronger local food economy and a healthier community. We're grateful for steadfast educators/volunteers like Rosemary Traill who donate their time and effort to educate children in ways that our schools alone cannot. Food is Elementary will run through the end of the school year. Hopefully funding will be procured in order for the program to grow throughout the city of Pittsburgh, creating a healthier, more vibrant future for Pittsburgh youth.

If you are interested in teaching or would like to see this program in your school and would like to attend a workshop with Dr. Demas, please contact Rosemary Traill at 412-741-5167 or email: [macrorose@msn.com](mailto:macrorose@msn.com). For more info on Dr. Demas, go to [www.foodstudies.org](http://www.foodstudies.org). ☺

Shipping problems have caused us to come up short on Co+op Deals flyers over the last months.

If you don't find one in your *The Co-operator* this time, you will soon!



A student helps instructor Rosemary Traill during a Food Is Elementary session.



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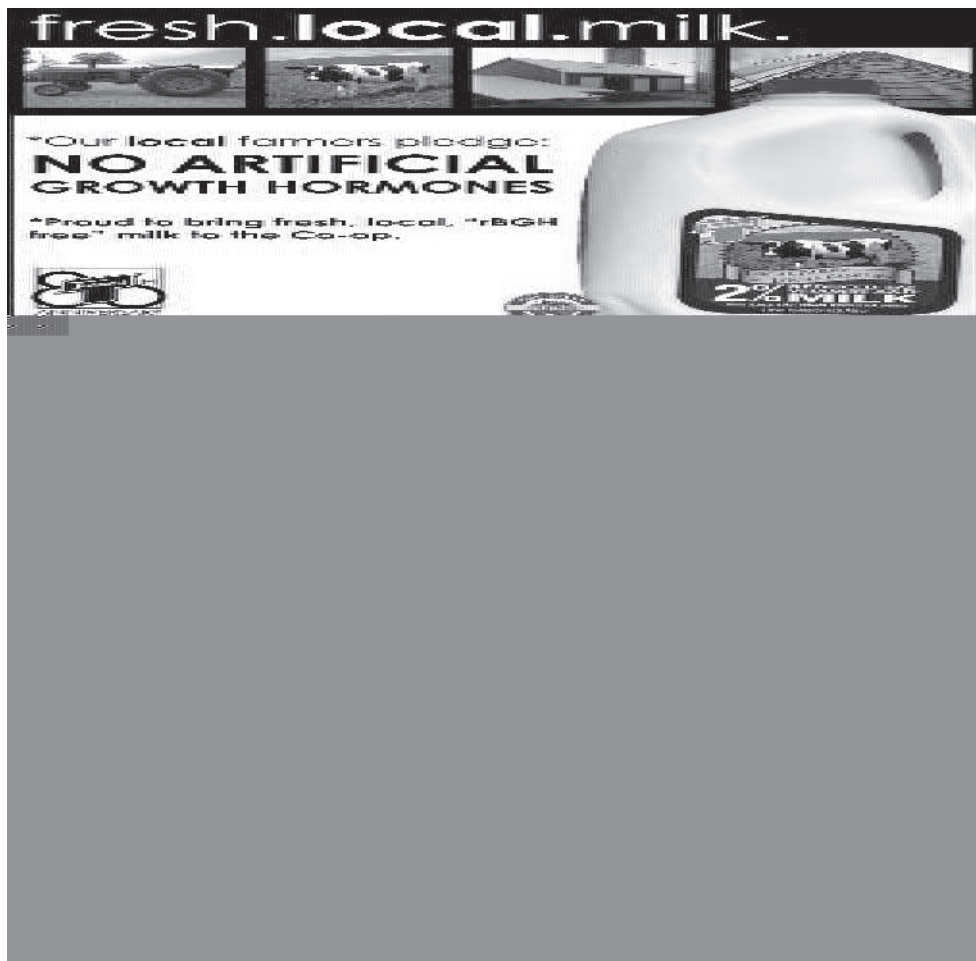
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### WHO WE ARE

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

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

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

### MANAGEMENT TEAM

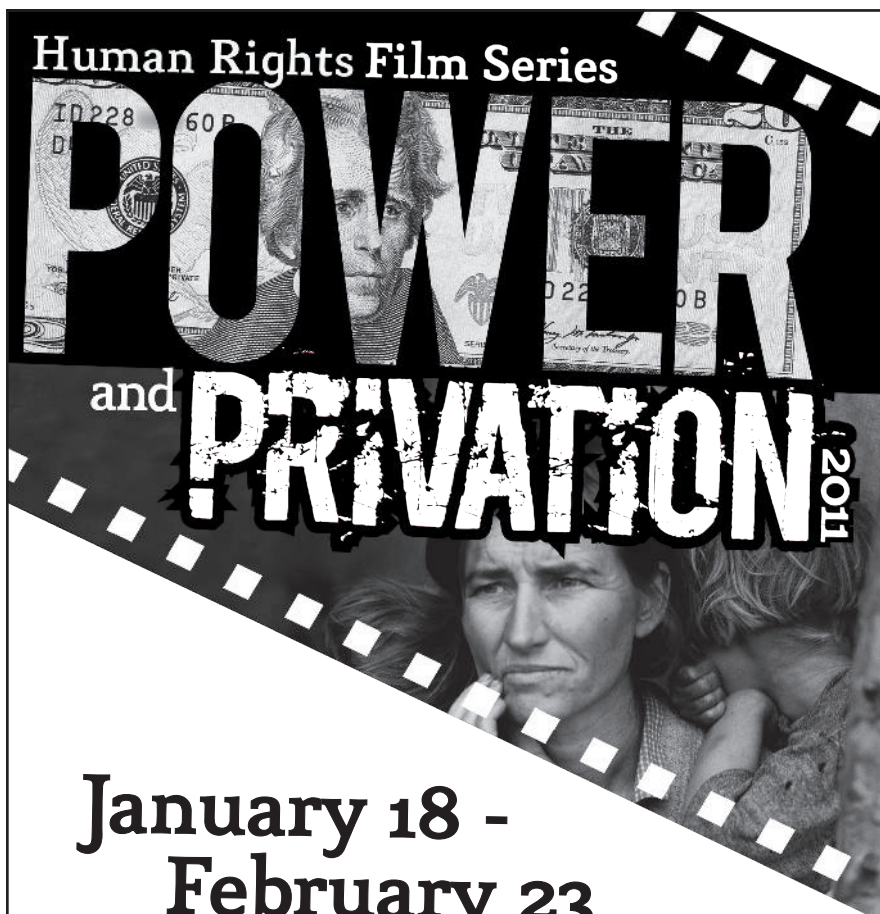
Rob Baran, *General Manager*  
Jane Harter, *Administrative Manager/HR*  
Aaron Young, *Produce Manager*  
Kara Holsopple, *Marketing and Member Services Manager*  
Allisyn Vincent, *Front End Manager*  
Thomas Murphy and Amber Pertz, *Café Managers*

### EAST END FOOD CO-OP

7516 Meade Street  
Pittsburgh, PA 15208

Store 412.242.3598  
Café 412.242.7726  
Credit Union 412.243.7574

[www.eastendfood.coop](http://www.eastendfood.coop)  
[memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)



**January 18 -  
February 23**



**The Age of Stupid**  
Tuesday, January 18



**They Killed Sister Dorothy**  
Monday, January 24



**Food, Inc.**  
Tuesday, February 1



**Crossing Arizona**  
Wednesday, February 9



**Afghan Star**  
Tuesday, February 15



**Crude**  
Wednesday, February 23

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# The Co-operator

**Kara Holsopple**, 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: EEFC Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

## Submission Deadlines

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

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

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

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:

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

Or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

## staff NEWS

### NEW HIRES

Khalifah Al-Akili, *Stockroom*

Jesse Bisping, *Café*

Josh Park, *Café*

James Steiner, *Produce*

**Khalifah Al-Akili** describes himself as a devout Muslim who believes in peace among all mankind. He has travelled the world, and says he has worked in the retail world for most of his life. In fact, he is also self-employed, selling body oils, incense and organic, natural soaps. He enjoys travel and studying history and theology.

**Jesse Bisping** once ate over 40 pierogies in one sitting. While he may not be able to do that again, he hopes to continue to eat well and see the world. He also enjoys skateboarding, bicycling, walking and hanging out with friends.

A new transplant from New York City, **Josh Park** is also an intern at Fossil Free Fuel, a company in Braddock that converts cars to run on waste vegetable oil from restaurants. He is interested in locally and sustainably harvested foods, and has been exploring Pittsburgh on his bike.

Welcome back to **Jim Steiner**! Jim loves to perform, produce and record music. Camping, hiking and swimming are some of his interests, as well as staying home to cook and bake. Starting family soon is something he hopes for in the near future.

Welcome to all of our new cooperative staff members!



## 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.

One Month, Two Flyers, More deals than ever!

First flyer starts Wednesday, December 29  
and ends Tuesday, January 11.

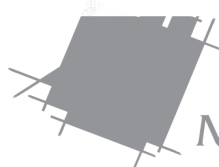


Second flyer starts Wednesday, January 12,  
and ends Tuesday, February 1.



What more do you want from your home?

Improve comfort and efficiency.  
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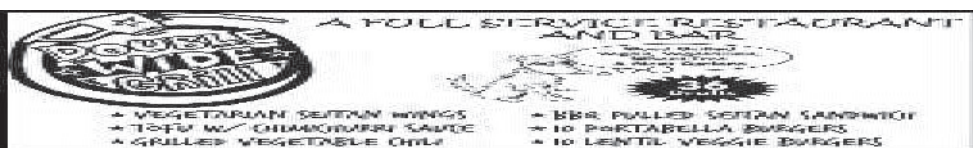


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## CAFÉ HOURS

### DAILY

JUICE BAR  
8 AM - 7 PM

SALAD BAR & SOUP  
8 AM - 7 PM

HOT FOODS  
11 AM - 7 PM

### WEEKENDS

WEEKEND BRUNCH BAR  
9 AM - 1:30 PM

HOT FOODS  
1:30 PM - 7 PM

## Free Yoga for Shoppers on Members Day!

Come in your street clothes for 15 minutes of gentle chair yoga. This Yoga Is My Health Insurance session is great for all body types and mobility levels.

Sessions begin in the Gemini Theater at 10:00am, 10:30am, 11:00am and 11:30am.

Yoga Is My Health Insurance is dedicated to improving health and wellness through partnership, community development and education.





january classes

Thursday, January 6, 7pm

Healing Foods

With Rosemary Traill, Natural Health Food Counselor and Cooking Instructor

The newest USDA Food Pyramid guidelines recommend that plant foods make up at about 2/3 of our diet, but what are these foods and where do you find them? Join Rosemary Traill, Natural Health Food Counselor and Cooking Instructor for a FREE mini tour of the East End Food Co-op and a discussion of the healing properties found in whole grains, such as brown rice, barley and millet. Hear about beans as well as the soybean products, including tofu, tempeh and miso. Learn about the nutritional value of leafy green vegetables including kale, bok choy, Chinese cabbage and collard greens. Sea vegetables will also be covered in this very interesting and informative class!

Thursday, January 13, 7pm

How to Recycle Sweaters Workshop

With Carrie King of ‘round again knits’ by Carrie, local artist and teacher whose recycled hats are sold at the Co-op

Ever have a great knit item that doesn’t work for you to wear any more? Learn the joys of knit picking and give yourself the gift of cozy winter projects and the planet the gift of recycling.

Just show up and the materials and tools will be there for you to learn. Or, if you have some knitted items to recycle, bring them. Anything we can’t use can be donated to Goodwill.

Learn how to take apart and reassemble knit items to reuse the fabric and yarn to make pillow-cases, hats, dog sweaters, extra yarn and more.

There will also be a gallery of other projects for your inspiration or for sale. A portion of the proceeds will be donated to Animal Friends.

Open to anyone who wants to make old sweaters into clothing, household items or yarn. Any basic sewing and crocheting skills needed will be taught.

Thursday, January 20, 6:30pm

Food for Life Introductory Cooking Class

with Janet McKee, HHC, AADP

Sponsored by PCRM (Physician’s Committee for Responsible Medicine) and their subgroup, The Cancer Project.

This cooking class will teach you about foods that prevent and reverse disease, help to balance and lose weight naturally, and promote energy, vitality and wellbeing.

The cost of this class is \$15 at the door, and includes a light meal.

Tuesday, January 25, 7pm

Healing Nutrition for Kids with Developmental Delays

With Patricia S. Lemer, author of “EnVISIONing a Bright Future: Interventions that Work for Children and Adults with Autism Spectrum Disorders”

The author will speak on special diets that are really helping those with autism and related disorders. They include gluten-free and dairy-free options, many of which can be found at the Co-op. The Body Ecology diet, and how to use the young white coconuts, and a yeast-free, sugar-free diet, will also be discussed.

Thursday, January 27, 7pm

10 Things Every Woman Should Do Before Becoming Pregnant

With the Midwife Center for Birth and Women’s Health

Learn what to do to be as healthy as possible before starting (or expanding) a family. Helpful tips and information from a Midwife Center staff midwives.

January 2011 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
<div><div>WEEKEND BRUNCH BAR 9 AM to 1:30 PM</div><div>WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE!</div><div>HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS</div></div>						1 <div>Closed on New Year’s Day</div>
2 <div>Chef’s Choice</div>	3 <div>Spicy Red Tempeh</div>	4 <div>Indian Spiced Potato &amp; Mustard Green Quesadillas</div>	5 <div>Burrito Bar</div>	6 <div>Kale &amp; White Bean Stew</div>	7 <div>Pizza Dairy &amp; Vegan</div>	8
9 <div>Chef’s Choice Herb Roasted</div>	10 <div>Eggplant w/ Chickpeas</div>	11 <div>Vegan Shahi Paneer</div>	12 <div>Indian Kitchen</div>	13 <div>North African Vegetable Stew</div>	14 <div>Pizza Dairy &amp; Vegan</div>	15 <div>Gumbo</div>
16 <div>Chef’s Choice</div>	17 <div>Mediterranean Tofu &amp; Mushroom Stew</div>	18 <div>Chinese “Beef” Noodle</div>	19 <div>Stir Fry Bar</div>	20 <div>Mashed Parsnips w/ Sausage &amp; Apples</div>	21 <div>Pizza Dairy &amp; Vegan</div>	22 <div>Curried Red Lentils &amp; Chickpeas w/ Swiss Chard</div>
23 <div>Chef’s Choice</div>	24 <div>Sea Burgers</div>	25 <div>Brown Sugar &amp; Cider Glazed Seit-“Ham”</div>	26 <div>Country Kitchen</div>	27 <div>Spicy Cauliflower w/ Sesame &amp; Rice Noodles</div>	28 <div>Pizza Dairy &amp; Vegan</div>	29 <div>Cheesy Spinach Strata</div>
30 <div>Chef’s Choice</div>	31 <div>Tofu &amp; Hard Cider Stew</div>					

Employee(s) of the Month(s)

Congratulations to **Wendell Smith**, our **Employee of the Month for October 2010**.

How long have you worked at the Co-op?

1 ½ years.

What are your favorite things about working here?

Burrito Bar Day!

Are there things that you wish you could change?

More bacon.

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

Elated.



Congratulations to **Maura Jacob**, our **Employee of the Month for October 2010**.

How long have you worked at the Co-op?

A little over 2 yrs.

What are your favorite things about working here?

My co-workers and good food.

Are there things that you wish you could change?

More green outside.

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

Surprised and thankful.



Congratulations to **Jamie Schratweiser**, our **Employee of the Month for November 2010**.

How long have you worked at the Co-op?

It has been three years this past Thanksgiving.

What are your favorite things about working here?

My co-workers! I would not be here without them!

Are there things that you wish you could change?

For us to find more faith in the Co-op. Throw away the idea of trying to compete with others. Find strength in our values and reexamine why we choose to shop here. We need to be more grateful for our food and where it comes from.

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

I wanted to celebrate!



— Interviews by Jessica Johnson

february classes

Wednesday, February 2, 6:30pm

Co-op Screening of the film “Gasland” by Josh Fox

It’s the most divisive and pressing environmental issue in our region—Marcellus shale gas drilling. Join us for a free viewing of “Gasland”, the film that looks at the issue from the filmmakers perspective. When filmmaker Josh Fox is asked to lease his land for drilling, he embarks on a cross-country odyssey uncovering a trail of secrets, lies and contamination. Come watch it with fellow Co-operators, and stay for a panel and group discussion on how gas drilling is effecting people and the environment in our area.

Visit <http://gaslandthemovie.com/> for more information on then film and director.

\*\*\*\*\*

All presentations are FREE unless otherwise noted. Please call 412-242-3598 to reserve your seat.

un-classified ads

**ANJALI YOGA TEACHER TRAINING** – Share what your love while you deepen your practice. Become a Yoga Alliance 200 hour certified Yoga Teacher at our beautiful retreat center located nearby. Starting April 2011. See <http://anjaliyogateachertraining.com> for details.

**STEREO RECYCLERS** – We buy old speakers, receivers, tape decks, turntables, etc. and put them back into circulation. We can repair and rebuild your worn out speakers. Don’t let unused stereo components sitting in storage end up in landfills. 412-244-0337; [shos15218@comcast.net](mailto:shos15218@comcast.net)

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**SELF-ESTEEM COACH** and psychotherapist, Anne Forrest, MSEd. Increase your self-esteem with a workshop or individual coaching! Sliding scale available. (412)400-7159, [www.selfesteemworkshops.com](http://www.selfesteemworkshops.com)

**GUITAR LESSONS IN POINT BREEZE**, two blocks from the Co-op. Let’s tug on the roots of American music together! Call David at 412-812-8131.

**THERAPY FOR BUSY PEOPLE WHO NEED A BREAK** — Deep Tissue massage or Shiatsu. Co-op member discount. More info at [www.bodyharmonypgh.com](http://www.bodyharmonypgh.com) Marcia Smith. 412-871-5388.

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