

January 2012

Volume 23: Issue 1

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Get 10% off the order of your choice, now until March 31, 2012.
The next quarter goes from April 1, 2012 through June 30, 2012.

BOARD OF DIRECTORS MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

Check meeting times in store entrance for next meeting.

Check out the weekly deals for MEADE STREET MADNESS on our website:

www.eastendfood.coop

CO-OP ORIENTATION

Join us for an orientation and learn the secrets every member wants to know — Tuesdays at 7pm.

Call 412.242.3598 ext. 103 to register.

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SPECIAL INSERTS:

1/4 - 1/17 CO-OP DEALS
1/18 - 1/31 CO-OP DEALS

EAST END FOOD CO-OP

7516 MEADE STREET
PITTSBURGH, PA 15208
412-242-3598
www.eastendfood.coop

The Future is NOW

by Eryn Hughes

The New Year is upon us and while many of us are steadying ourselves with resolutions and evaluating the previous year, some of us are also jiving with “the Future is Now” metaphor. This couldn’t embrace the spirit of Cooperatives any more directly. In my experience with various co-ops, shared ownership comes with shared accountability. Sometimes, it may take a bit longer to come to a decision, but it is a thoughtful one in the end and little back-tracking needs to be done as a result.

Speaking of accountability, the United Nations General Assembly has declared 2012 as the **International Year of Cooperatives**, highlighting the contribution of cooperatives to socio-economic development, particularly their impact on poverty reduction, employment generation and social integration. The East End Food Co-op is working with the **National Cooperative Grocers Association (NCGA)** and local coops to promote the IYC campaign. After attending a planning meeting at the **Big Idea Cooperative Bookstore**, I benefited from some resourceful speakers and community activists as we exchanged ideas and started a communication network.

We are clearly not the only ones concerned with our future. With new future-forward campaigns popping up all over the place, companies, organizations and individuals everywhere are finding ways to support their local community with new habits. The idea is

to think bigger by starting small. Keep it local and simple.

Here are some pro-active examples we’re getting involved with:

The **League of American Bicyclists** has acknowledged the East End Food Coop with the prestigious “Bicycle Friendly Business” Bronze award. **Bike Pittsburgh** also just renewed the Co-op as a Business Member, and we installed an outdoor rack as well as new indoor bike parking. There has been ongoing feedback with these racks, and as the store continues with its reset plans, we will be working with Bike Pgh and the City of Pittsburgh to expand our bike parking options even more. Stephen Patchan, who works as the **Bike and Pedestrian Coordinator** for the City of Pittsburgh Planning Department, enjoys riding in the winter more than any other time of the year!

The **Pittsburgh Food is Elementary** cooking classes with Rosemary Traill is a unique learning opportunity for children and adults alike. I was lucky to support Rosemary’s November class at Colfax Elementary School where 1st- and 2nd-graders learned how to make squash pumpkin pie pudding. Students who initially crinkled their noses at the idea of squash had certifiably changed their minds by the end of the class, asking for seconds of the prepared food that they had mixed. It is my hope that these students develop good relationships with food — and their bodies — and then take home their lessons to share with friends and

family. With some planning, I am hoping to deliver food to Lincoln Elementary School by bike for Rosemary’s January cooking class for an additional impact.

Finally, the **Pittsburgh Food Policy Council** is hosting another **Local Food Showcase** in March 2012, and we’re hosting a vegan cook-off that includes recipe submissions selected by the public to be judged by professional chefs. The Co-op is providing the ingredients for the finalists for the final show-down. Of course, this vegan theme is a personal favorite — a work inspired by the **Peace Action Network’s** Vegan Pledge happening all around the country. Since meeting PAN at the **Building Change Convergence**, I’ve been brain-storming ways to bring new groups of people together using food as the source for sustenance.

What are other creative ways we can share how to eat, thrive and live simply, with those who aren’t already indoctrinated with these habits? Specifically, how can we engage and include the food deserts around us to share these campaigns for their own benefit? I would like to hear your ideas and suggestions; send them to ehughes@eastendfood.coop



▲ Learn more about the United Nations Year of Cooperatives

“Cooperatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility.”

— United Nations Secretary-General Ban Ki-moon

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.



WE OWN IT - CO-OP

Dated Materials — DO NOT DELAY

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Rob Baran,
General Manager

rob's corner

When we did our long-term strategic planning process last year, we found that the strongest commitment possible to our core product values of **healthy, local, sustainable, and organic** was a concept that resonated throughout the Co-op. "This is who we are, and this is what we should aspire to be better at!" is what you told us loud and clear. Our current remodel work is driven by that commitment to core values.

Below are some of the changes under way to improve the Co-op's ability to provide more products that live these values during our last 5 or 6 years in this location.

PRODUCE: We are replacing the main display cooler that has the misting system that keeps our greens and other highly perishables vegetables fresh. This unit has not aged well and would otherwise require a complete rebuild. We are also adding a new display cooler to increase capacity, as well as new dry tables to better display our non-refrigerated fruit and vegetables.

BULK: Our Bulk department fixtures are old and beat up. We are replacing just about everything, with an eye toward improving the ease of shopping this core value department.

CAFÉ: Major change is coming to this department. We are building a smaller more efficient juice bar along the back wall near the door to the stock room, installing a new linear hot/cold bar along the wall where the juices and sodas currently live, and then installing a multi-deck walk around cheese cooler in place of the existing hot/cold bar. A bakery case and new coffee station is also in the works.

DAIRY/REFRIGERATED: Our dairy coolers are some of the oldest equipment in the store. We are replacing them, while adding twenty feet of new coolers into the space that has housed the Buyers office in recent years. The Buyers office is being relocated into the Health and Beauty Aids (HBA) office.

HBA: We are installing wood shelving in this department to bring us in line with what just about everyone else in the industry is doing. We scored a fantastic deal this summer on quality used wooden fixtures from a Borders Bookstore closing. Also, we are moving the HBA offices right next to the department where Customer Service has been these last 5 years.

FRONT END: We are remodeling the office, and moving Customer Service (CS) next to the produce department. A new desk will be built re-using the existing CS counter tops. This will allow us to put CS right near the front door and utilize the existing space to move the HBA staff offices closer to their department.

We are also making significant operational improvements to the "back-of-the-house," making it easier and more efficient for staff to work in our stock rooms, and moving office space around to accommodate the expansion of the refrigerated department. All of this work is being done by one of the leading construction companies in the business, a company that specializes in keeping stores open to shoppers during construction, most of which will happen overnight.

member services message

International Year of Cooperatives— and You

The United Nations Year of Cooperatives is finally here! But the countdown to events continues.

For starters, you don't even have to leave your couch to join the celebration. On **Saturday, January 21, 2012 at 8 pm EST**, tune in online to take part in a virtual "premiere party" streaming the first three videos in the thirteen-episode series featuring co-ops from Vermont to California at <http://strongertogether.coop/premiere/>.

Here's the line-up:

A Community of Shared Values: Seward Co-op Grocery & Deli and Backyard Harvest Minneapolis, MN

Grow Where You're Planted: Valley Natural Foods Co-op and Gardens of Egan Minneapolis, MN

Celebrity Farmers: Just Food Co-op and L&R Produce Northfield, MN

An additional video from **The Perennial Plate**, the online documentary series that follows the culinary, agricultural and hunting explorations of chef and activist Daniel Klein, captures the visits the show makes to various co-ops throughout the year.

Following the premiere, new videos will be released online every other Monday from February 6th through mid-June.

And stay tuned right here to *The Co-operator* for East End Food Co-op events after our winter remodel is complete. Check out <http://social.un.org/coopsyear/calendar.html> for a schedule of events happening all over the world, and in your own community. The Pittsburgh organizing group for the International Year of Cooperatives (IYC) is working on events for our own region.

So much to be excited about—and get involved in—and we invite the world to learn more about what we already know: **co-ops are where it's at!**



bottom line with the board

Living our Ends

by Mark Frey, Secretary, Board of Directors

In every Co-operator, we publish our Ends Policy Statement. Though it consists only of a single sentence, it defines our Co-op — what it does, how it does it, and who it impacts.

"East End Food Co-op, 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 these ends."

The Board of Directors publishes a Board Corner article each month to inform and connect the membership with the Board's work — whether it is something we are working on, an important decision coming up, how the Co-op

affects our lives, or how our experiences influence our participation in the Co-op. When planning these articles, we seek a common thread to tie them together. This year, the Co-op is engaged in a major remodel. We face important decisions about expanding our community and its goals through a second store. With this in mind, we have chosen "Living our Ends" as that theme.

What does it mean to "Live our Ends"?

With so much change afoot and so many important decisions to be made on behalf of the Co-op as a whole, the Ends policy serves as our guiding principle. We hope to illustrate the connection between the Board's decision-making process and the who/what/how of the Co-op as a whole. We also hope to open

the door for members to participate in this process — by providing thoughts, ideas, suggestions, expertise to help grow our Co-op's reach and fulfill these Ends.

Eye on Expansion

Why grow the Co-op? A second location would provide many more Pittsburghers with the access to healthy, sustainable, local, and organic foods the Co-op provides, in addition to growing our community with others in the region. The conversation about expansion is directly focused on the who, what, and how of the Co-op, and for each month in 2012, we'll reflect on how our topic reflects this.

Member Engagement: Get Involved!

Our membership IS our Co-op. We welcome participation no matter how big or small.

Each month, we'll seek to point out some ways members can participate in the Co-op's governance process. Members can email or mail the Board suggestions, comments or ideas. Members are encouraged to attend the monthly Board meeting, held on the third Monday of each month from 7-9 pm. Members' open session provides time for members to interface directly with the Board each meeting. We also encourage committed members to participate in the Board's Member Linkage committee — a committee charged with communication between membership and the Board and accountability of the Board to the membership. Interested members should contact eefc.member.linkage@gmail.com.

REDUCE, REUSE, RECYCLE



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

GT's Synergy has a new product that would be a hit—it's called "Cherry Chia". Can you get it in?

We now have Cherry Chia and Grape Chia in the Kombucha cooler. Thanks for the suggestion.
— Maureen Girty, Grocery Buyer

Observing some people shoveling foods in their mouths, eating in a hurry—I offer a suggestion: simple signs like, "Enjoy your meal" And "Eat Mindfully."

A good reminder for all of us that slow food is best eaten more slowly—for the health of our bodies and minds. We've hosted workshops here at the Co-op with a similar idea in common—perhaps we will do that more in the future. Thanks for taking the time to write.
— Kara Holsopple, Member Services Message

I'd like NuGo Slim Bars. They are new.

Thank you very much for the suggestion. We now have the NuGo Slim Bars in Aisle 3.
— Maureen Girty, Grocery Buyer

Add East End Brewing to the Art Harvest vendor list. Or add various wines and beers.

That's an interesting idea. We're always looking for ways to grow the local vendor list for the Co-op Art Harvest, and East End Brewing is certainly a local business. We'll certainly consider it for next year. Thank you for the suggestion.
— Kara Holsopple, Member Services Manager

What happened to the 2oz. package of Wild Atlantic Kombu?

Maine Coast Kombu had been out of stock for an extended period of time by the manufacturer. We are now able to stock it and you will find it in Aisle 2.
— Maureen Girty, Grocery Buyer



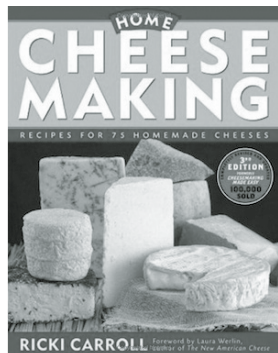
COMMENT CARDS and the Comment Card Box can be found at the CUSTOMER SERVICE DESK.

book review

A LITTLE D-I-Y TO START THE NEW YEAR RIGHT Making cheese at home with Ricki Carroll

A review by Claire Westbrook

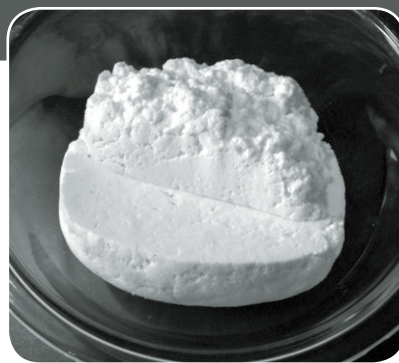
For those of you who caught the profile I did with Arsenal Cheese several months back, you may have been inspired to dabble in some of your own curd experiments — I know I was. It just took me until now to get around to finding a book that made the whole process seem a little less daunting than what I experienced on the larger scale that Arsenal's Jonathan Gaugler's operating on. Lo and behold, the Co-op has a few different titles to choose from in the book department, and after perusing through each of them, **Home Cheese Making** was the one that seemed to offer a good variety of easy-sounding enough recipes and all the pertinent information one would need regarding equipment and hygiene safety in a friendly and concise form.



The book has surpassed my expectations, to say the least, and with interesting tidbits of history and some enlightening, albeit at times amusing, images of cheese presses and other related items. I felt like I was making cheese with a bunch of folks, not just little ol' me in the kitchen. To start, there are 75 different recipes to play with, and at the time of this writing I've made three kinds of soft

cheeses that have all been excellent. The soft cheeses are the Queso Blanco, Lactic (think Boursin), Ricotta, and Quark while Mozzarella, Derby, Haloumi, and Colby are the hard kinds. Looking at these may be a little confusing since, as some of you may know, Queso Blanco generally holds its shape after it's made and can be heated without melting, similar to Haloumi. So what is the difference, really, between soft and hard cheeses? Taste and generally, harder cheeses require time for their flavors to develop. Plus if you are selling cheese in the U.S. made with raw milk, a period of at least 60 days of ageing is required due to concerns about potentially harmful pathogens present.

While I haven't yet started on my hard cheese making adventure, the soft cheeses I've tried have been incredibly easy, have required very little equipment, and are so tasty that I'm proud to say I'll never have to buy Boursin or Haloumi again (unless of course I want some and I'm pinched for time). Something else that was delightful with one of the recipes I tried (the Lactic) was that the end result was perfectly fine even though I completely forgot about heating the milk indirectly. It's recommended to place the milk (in a container) in a hot water bath to bring it to the desired temperature for a more even distribution. While I've got this piece of advice solidly stuck in my head now, I can't help but love the forgiving nature of the milk, in this instance, with my folly.



▲ A versatile soft cheese, Queso Blanco can be substituted for tofu in many recipes ... yum!

But to get on with the actual steps of one of the easiest recipes in the book, I first suggest that you get some butter muslin (a thicker, stronger cheesecloth) at a cookware store or through Ricki Carroll's website www.cheesemaking.com, since regular cheesecloth won't be woven tightly enough to retain your curds while they are draining. And you'll need a food grade thermometer. Then, get yourself a quart of kefir, plain or flavored—doesn't matter—and let it sit on the counter until it comes to room temperature (about 72 degrees Fahrenheit or around there). Then line a colander with enough of the butter muslin to have some hanging over the sides and pour the kefir into the colander. Tie the corners of the muslin into knots to secure the kefir in the muslin and hang from a hook (I hook mine onto the handle of the kitchen cabinet) with a pot under it to catch the whey that will drain from the muslin bag. Let the bag drain for 12-24 hours or until the cheese has stopped draining and has reached the desired consistency. Place it in a bowl and add salt or herbs (I split mine into two batches and did one with salt and one with honey) to taste and keep covered in the fridge for a week or two. Voila!

It's the Co-op Vegan Cooking Challenge —

ARE YOU UP FOR IT?

Professional and non-professional chefs! Are you trying to break into the culinary world of vegan cooking? Looking for an opportunity to flex your creative vegan cooking skills? Do you like challenge and competition? If this interests you, please submit your name and vegan recipe for a main entree to ehughes@eastendfood.coop between **February 10-17** to be included in an online poll, where the top 3 finalists will be provided with ingredients and cooking facility by the East End Food Co-op to make their vegan recipe, judged by local food industry professionals.

THE FOOD YOU EAT

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



For some of us, winter is a joyful time. For others—it feels longer than the other three seasons combined. What we can all agree on is that warm, wholesome comfort food is just what we need this time of year. This casserole combines whole grains, seasonal veggies, and dried herbs that are easy to pull out of the spice rack. You can cook the components separately and combine them when you are ready. Heating in the microwave or in a warm oven in a greased casserole dish isn't out of the question, either. Top with cheese or bread crumbs for a fancier affair. 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

THE GRAINS

- ½ cup wild rice
- ½ cup barley

THE VEGGIES:

- 2 cups onions, diced
- 2 cups mushrooms, sliced
- 2 cups yams, cubed 3/4"
- 2 cups butternut, cubed 3/4"
- 2 cups parsnips, sliced
- Olive oil



INSTRUCTIONS

1. Combine broth ingredients and split in half. Use one half of broth to cook barley, and one half to cook the wild rice separately.
2. Bring ½ of the broth to a boil in a heavy bottomed pan. Add rice, return to boil and stir. Reduce heat and simmer, covered, about 30 minutes or just until kernels 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 kernels will be open, but others will be just tender. For chewier texture cook less time. Yield: about 1 ¼ cups of cooked wild rice. Set aside.
3. Bring last ½ of broth to a boil in another pot. Add barley, and 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. Set aside.
4. Grill or sauté onions and mushrooms in olive oil until soft in a sauté or frying pan. Set aside.
5. Preheat oven to 375 degrees. Combine yams, parsnips and squash in olive oil, salt and pepper, to taste. Roast on a baking sheet for 30 minutes, or until tender.
6. Combine grains and vegetables in large casserole. Season to taste with fresh herbs, flavored salt, or seasoned croutons.

I'll take a case of Brassicaceae (pronounced brahs-see-KAH-keh-eh OR brass-ih-KAY-see-ee)

by Bob Madden

It is said that this is the season to celebrate our families, so we wanted to share one of our favorite families of vegetables, the Brassicaceae family! Some veggies are easy to place into families but others are more difficult. In the grocery, you can compare two veggies by the appearance of the leaves. Better yet, compare the flowers or seeds of plants in your garden. This is the easiest way because families of plants generally have very similar reproductive parts.



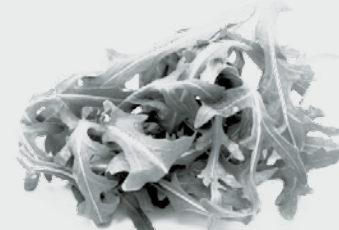
They also usually have similar soil preparation, growing habits, solutions to disease and pests, as well as similar storage, nutritional value, and preparation. Just like human families, families of veggies have the occasional odd cousin of interest, which we will discuss as well. With most families, the more ancient versions have a stronger taste, smaller stature, and higher concentrations of important medicinal properties.

Brassicaceae In the Beginning

This family, also called the mustard family, cabbage family, and cruciferous vegetables, stretches from the ancient roots of **mustard** and **watercress** to the more modern **broccoli** and **kohlrabi**. It has been cultivated for so long, it is unclear as to where it came from. Today, wild mustards grow all along the Mediterranean, and throughout Europe and western Asia, so it is hard to pinpoint the origin. It is believed that people started using them as food 5000 years ago. Several species were and are still used for cooking greens, cover crops, home remedies, animal feed, seasoning, and oils. All the veggies in this family have varying degrees of vitamin C, several cancer-fighting agents, and mucilaginous substances that are great for digestive problems.

Three species descended from these ancient mustards and have been in wide use since before the age of the Greeks (before 500B.C.). Brassica rapa is a single species that includes turnip, napa cabbage, broccoli-rapha/lini/pini, tatsoi, mizuna, and pak choi. All of these have varying degrees of the characteristic pungency of mustard. Brassica oleracea, also known as wild cabbage grows along the limestone shores of Western Europe. Kale is a close descendant, but also within the same species, are broccoli, cauliflower, cabbage, collards, kohlrabi, and Brussels sprouts. They are all varieties of the same species! (Brassica oleracea) They all have less sinigrin, the stuff that gives mustard its smell and taste. Brassica napus is a cross between B. oleracea and B. rapa. Included in this species are rapeseed (canola oil) and rutabagas. Neither one is commonly grown in the home garden but rapeseed produces 12% of the world's vegetable oil.

All of the above veggies are in the genus Brassica. They have several cool cousins that are still in the Brassicaceae family but in different genera. These also have a long mysterious history dating back before the written word. Radishes and arugula are two peppery cousins with quick returns in the garden. Horseradish and wasabi are two spicy relatives. Horseradish is easy and fun to grow in the home garden. Watercress is yet another. It is one of the earliest known foods and it is perennial. Garden cress and wild cress are two other edible cress. Rock cress and sweet alyssum are often used as ornamentals.



I love this family. When I figured out I needed to eat vegetables to live past 30, this family became a cornerstone. I steam or sauté one of these ever couple days. They are great in curries, sautées, and ferments. Young leaves or sprouts go in any salad. Kale and collards are awesome to have in the garden at all times, so I can cook up some greens when I run out of other veggies. I really shred my greens so there is less chewing required. Also, you can sneak a few leaves (chopped) into any soup. Overall this family has a long list of uses and a rich history. They keep my garden productive and me happy!

Garden Dreams Urban Farm & Nursery
806 Holland Ave. Wilkinsburg, PA 15221
www.mygardendreams.com

Find more recipes for every occasion by visiting
strongertogether.coop

where you'll also find timely articles on seasonal food and a whole community of people joining the conversation about sustainable food and living.



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FOOD FIGHT ...

Yesterday's Freedoms, Today's Battle

By Theresa Barton Sabatini

My father-in-law, John, will turn 92 this month. He remembers the flavors of his mother's garden, the eggs from their backyard chickens, the milk from the neighbor's place, and the fabulous, homemade wine from their own grapevines. My mother-in-law, Marge, has stories, too. Her parents grew and preserved all their own produce, feeding their family right out of the backyard garden plot. And once or twice a year they got a pig from the farmer up the road and made the best sausage and salami. Marge remembers climbing out her bedroom window onto the porch roof to eat cherries right off the tree that grew next to the house. She says she can still taste those cherries!

John continues to keep a garden with green beans, tomatoes, swiss chard, chicoria, and more, and he's always asking me to get him a chicken that "tastes like the old days." I keep trying, getting heritage breed chickens from local farms, but they're never as good, never the same. And the cherries nowadays just don't have the sweet, tart cherriness of childhood memory.

Marge recalls how the women around the neighborhood were friends, "like sisters," how they cooked with each other, canned with each other, traded vegetables and shared abundance. John remembers playing cards around the kitchen table with the neighborhood guys and how the loser always paid for the home-made moonshine his parents were famous for.

They laugh, and we all smile around the table as we listen, but I can't shake off the cloud, the cloud of my knowing how far we are from those days. And not just far from the quality of the food, the taste and liveliness of the vegetables and fruits, and the "chickenness" of the chickens. But how far we are from that sense of community too, and of the freedom of those days — freedom to share food and gardens and life with each other.



We showed a film recently at the Co-op, "The World According to Monsanto," and one of the farmers who had been stung by Monsanto and their "seed police" said that he and all the neighboring farmers used to be friends, sharing information and experience, swapping stories and seeds. But since patented seeds and Monsanto's "800" line for anonymous tips about farmers "illegally" using the patented seed, the farmers around his parts aren't friends anymore. They live in fear of each other and of Monsanto.

I heard Dr. Vandana Shiva speak recently, and she too talked about the losses that came from patented seeds — losses of life, losses of freedom, losses of community. Monsanto moved into the countryside of India, buying up all the local seed companies, sending out

the local reps into the villages asking at each household, "What are you doing with those OLD seeds? Give me those, and I'll give you NEW seeds." And the villagers gave their seeds up thinking that next year, if they didn't like the new seeds, they could get the old ones back. Those old seeds were everywhere, hundreds of varieties: Aunts, Grandmothers, sisters, brothers — everyone had them. But Monsanto went everywhere, gathering up all the old seeds. Now all that's left are the patented BT cotton seeds. The Genetically Engineered (GE) ones that are illegal to save. The ones that don't grow well without irrigation, heavy fertilizer, and chemical treatments. A quarter of a million farmers in the cotton belt of India have committed suicide as a result of BT cotton debt, crop failure, and the resultant despair. You know — a quarter of a million — 250,000 — that's people. Individual human beings with wives, children, moms and dads. Each one an individual tragedy. Each one a blow to the community, a pall hanging over the whole culture.

That pall doesn't stop there. It's not confined to India or to our own commodity crop farm belt. I saw *Farmageddon* at the beginning of November, a movie screened in Pittsburgh on the opening night of the Three Rivers Film Festival. The idyllic world of my in-laws, a place where neighbors shared their abundance, bought milk and meat from each other, made their own wine and sausage and salami, and sold some on the side to neighbors — that world is gone. The startling reality of *Farmageddon* is that small family dairy and other farmers — yes, moms and kids — are being raided and held at gunpoint, are being watched by covert FBI operatives, are being terrorized by our own government and the regulators supposedly in charge of ensuring our safety.

Don't believe it? Couldn't be? When Kristin Canty, *Farmageddon*'s creator and director, started telling people what she knew about these raids, no one believed her. She couldn't sleep, kept waking up in fright for the farmers and for our country and for her friends' and neighbors' naïve disbelief. So she made the film to actually show it. And it's powerful.

And as I'm writing, I click an email link and watch a YouTube video that shows a private farm-to-fork picnic being raided by Nevada health official, Mary Oakes, PhD¹. She declared that the food was unfit for human consumption because some of it was certified organic in another state, and the food that had been cut and prepared by a certified chef before she arrived to inspect was a "biohazard". It had to be thrown out and bleach poured on it. They couldn't feed it to the pigs or compost it, they had to pour bleach on it. Well, they complied, but made a call to the Farm to Consumer Legal Defense Fund and were advised to ask the official if she had search and arrest warrants. She didn't, so they asked her to leave their private property and private function. She left, yelling and threatening to come back with the police, which she did. But the officers had nothing to cite, apologized, and left.²

So what's with the war on food? What's with organic farmers being targeted? Why is unadulterated milk, and the cheese and butter made from it, a contraband substance? Why do they care what we're eating? Some say it's a matter of safety, and we need regulators to ensure that dirty farmers can't hurt people. I buy much of my food directly from farmers. I check them out, have a conversation with them, visit their farms, meet their families. I know what I'm getting, and it's my choice. Is it that they think I, or you, are not intelligent enough to take care of ourselves? Is it really about safety?

The recent outbreaks of food-spread illness and death have come from large, factory

operations that lack the human attention and care of a small family farm. We do need regulators for that stuff. It'll kill you! But these small farmers that I visit, they're part of the community. They feed what they produce to their own children, elderly parents, and neighbors. It's in their interest to make sure it's clean and disease free.

So what's this persecution really about? Well, if you've been reading along with me these months, you've been learning, as I have, how wed the government and industry are, how the regulators and those they regulate are in fact one and the same. And while the market share being captured by local, raw, and organic foods seems like small potatoes, it's hurting the big guys, and they're lashing out.

Monsanto's not the only one with a vested interest in controlling the food supply. The commercial food industry is highly concentrated, held in just a few corporate hands, and they're in it for profit, profits made on "value added" food. That means food not in its raw form but processed and packaged and advertised. Foods made from heavily subsidized (with taxpayer money), cheaply available commodities like corn, soy, cottonseed, and canola, created to last almost forever in a colorful box, on a shelf, in a big box or grocery store near you.

Jeffrey Smith, of the Institute for Responsible Technology, says that all we need is 5% of consumers — that's 5.6 million households

— to consciously and vocally choose non-GE foods, and we'll create a tipping point, a point where the losses to the manufacturers hurts enough for them to go "NON-GMO".

Kristin Canty says that present raw dairy consumers may represent a 1% or 2% market share, but some estimate it higher at 4% or 12 million people.³ So if Jeffrey Smith is right about the economic tipping point, this is a serious, livelihood-threatening issue for the factory dairy industry.

Let's keep tipping! As outrageous, and fundamentally unconstitutional as these attacks on our food-freedom are, perhaps they're a sign that we're doing something right. If the industrial food powers are worried enough to engage in such outright, despicable actions, they must be worried. Please visit the Farm to Consumer Legal Defense Fund: <http://www.farmtoconsumer.org/> Read about what they're doing and learn how you can support small farmers everywhere.

¹ <http://www.youtube.com/watch?v=mUFSdSffCgQ&feature=youtu.be>

² <http://www.farmtoconsumer.org/quail-hollow-farm-dinner.htm>

³ <http://www.thecompletepatient.com/journal/2011/3/13/open-letter-to-fdas-dairy-head-john-sheehan-why-hide-serious.html>

NEW IN THE AISLES

Aisle 2

Annie Chun's
Brown Rice Maifun and
Pad Thai Noodles

Aisle 3

Gillian's Gluten-free
Homestyle Stuffing



Aisle 4

Tyrell's English Vegetable Chips,
Sea Salt and Cider Vinegar
Kinnikinnick S'moreables
Gluten-free Graham Crackers

Deli

Rumiano Family
Grass-fed, Organic
Mild Cheddar and
Monterey Jack Cheeses

Aisle 5

Terra Essential Scents
Aroma Roll ons

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Aisle 6

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Imported French Butter

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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**
Justin Pizzella, **Operations Manager**
Jane Harter, **Administrative Manager/HR**
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

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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.

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

WRITE TO US ... We welcome letters to the editor!
 Send your message (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

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.

STAFF NEWS

Employee of the Month

Congratulations to Keith Osborne who was chosen as the Co-op staff pick for November 2011 Employee-of-the-Month!

The staff member nominating Keith Osborne noted: "Keith is a workhorse. He works ALL the time in Stock and Front End and is well deserving of a nomination!" Interview with the Keith Osborne by Sharna Tingle

Q. How long have you worked at the Co-op?

A. 13 ½ months

Q. What are your favorite things about working here?

A. I really enjoy the people I work with. I also really enjoy being surrounded by good food and people who lead healthy lifestyles.

Q. Are there things that you wish you could change?

A. Yes, I would like to see the cheese department expand.

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

A. I was touched and would like to thank the person who nominated me.



David Park holds two BS degrees from MIT and an MS in Social and Decision Sciences from Carnegie Mellon University. He has over 25 years of study and practice of leadership in academia and various organizations from small startups to large, well established firms, as well as in the US Army, and is currently pursuing a PhD in Positive Psychology. He can be reached at david@dchpark.com.

DID YOU KNOW...

What's in a Serving — Grains

The Better Eating for Life Plan: 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.

Spring Workshop at the Co-op

TUESDAY, MARCH 13, 7PM

Shamanic Healing

With David Park

Shamanism has been defined as the use of journeying and other techniques to gain information about and effect changes, such as healing, in the physical world. Every culture has a healing tradition that recognizes and works with the natural world in this way. In some cultures this traditional wisdom has been preserved or even built upon while in others, it has been effectively lost.

As first recognized by noted anthropologist Michael Harner, certain elements of traditional practices are common to traditions from all parts of the world. What's more, these common elements alone are very effective, easily accessible to even the most sophisticated urban dweller, and form the core of modern shamanism. Using modern shamanic techniques, it is possible to travel easily and safely between the waking world of everyday "reality" and spirit worlds, gain access to assistance and wisdom, and recognize and heal injuries and illnesses.

In this hour, we will discuss:

- the history of modern shamanism and how it differs from traditional modalities
- journeying and what it is
- three worlds that are commonly used in journeying – the Lower, Middle, and Upper worlds
- the twelve senses and how they can be used
- different types of spirit allies, such as power animals, plants, crystals, and fairies

Time permitting, we will also take a first journey into the Lower world to meet your power animal.

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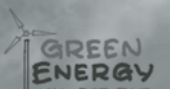
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For more information call 412-421-7029.

JOB POSTING:

East End Food Co-op is seeking to engage a **TRAINER /HR ASSISTANT** to provide organization-wide trainings. Part time to full time in time.

Purpose: to plan, direct and/or coordinate training and development activities for staff at the East End Food Co-op, including in-house and outside training classes with an eye to providing excellent service to our shoppers.

Basic responsibilities include:

- Institute key training programs with measurable results.
- Help to unpack our orientation training program.
- Work with departments to develop and maintain our employee's skills.
- Introduce proven training methods and systems across all departments.

Qualifications: excellent communications and teaching skills; experience teaching small and large group of adults, preferred; exceptional organization; skilled computer user, and flexible schedule.

If you are interested, please fill out an Employment Application and submit it with a resume to Customer Service by Friday, January 20, 2012.

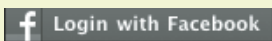
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WE OWN IT-



January 2012 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Closed on New Year's Day	2 Pasta w/ Kale, Currants, Walnuts & Brown Butter	3 Tarragon Tofu Stew	4 Burrito Bar	5 Quinoa Polenta w/ Roasted Red Pepper Sauce	6 Pizza Dairy & Vegan	7 Quiche Lorraine
8 Chef's Choice	9 Mashed Parsnips w/ Sausage & Apples	10 Curried Spinach w/ Tofu & Cashews	11 Indian Kitchen	12 Savory Bread Pudding	13 Pizza Dairy & Vegan	14 Kale & White Bean Stew
15 Chef's Choice	16 Black Bean & Yam Quesadillas	17 Peking Seitan	18 Stir Fry Bar	19 Black Eyed Peas w/ Butternut Squash	20 Pizza Dairy & Vegan	21 Tempeh w/ Winter Squash & Roots
22 Chef's Choice	23 Brown Sugar & Cider Glazed "Seit-Ham"	24 Pasta w/ Beets & Greens	25 Pasta Bar	26 Red Lentil Stew w/ Vegetables	27 Pizza Dairy & Vegan	28 Coconut Lemongrass Tempeh
29 Chef's Choice	30 Cassoulet	31 Butternut & Walnut Lasagna	Serving DAILY vegetarian and vegan specials, vegetable and grain side dishes — all made from scratch in the Co-op Café. Also featuring fresh soups, a salad bar, and deli sandwiches and salads. Don't forget your made-to-order smoothie, juice or Fair Trade espresso drink!			

café hours

weekends
WEEKEND BRUNCH BAR
9 AM - 1:30 PM
HOT FOODS
1:30 PM - 7 PM

daily
JUICE BAR
8 AM - 7 PM
SALAD BAR & SOUP
8 AM - 7 PM
HOT FOODS
11 AM - 7 PM

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seating area during the
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We're doing everything we can to minimize any inconveniences through careful planning. But please let us know if you have questions or concerns as our remodel progresses.

Call **412-242-3598 ext. 103**, or email memberservices@eastendfood.coop.

And thank you, as always, for your cooperation!

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