

July 2012

Volume 23: Issue 7

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 September 30, 2012.

The next quarter goes from October 1, 2012 through December 31, 2012.

BOARD OF DIRECTORS

MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

The next meeting will take place on Monday, July 16 at 7pm.

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.

INSIDE THIS ISSUE

CO-OP NEWS.....	2
MEMBERS SPEAK OUT	3
NEW IN THE AISLES	3
THE FOOD YOU EAT	4
IN YOUR COMMUNITY, ON YOUR PLANET	5
EMPLOYEE OF THE MONTH	7
CO-OP BULLETIN BOARD	8

SPECIAL INSERTS:

7/4 - 7/17 CO-OP DEALS
7/18 - 7/31 CO-OP DEALS

EAST END FOOD CO-OP

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

Hunger in America!

by Co-op News Service

When the words “hunger” and “starvation” are mentioned, most of us tend to think of developing countries. And for good reason. According to the World Food Programme, of the nearly billion people in the world going to bed hungry tonight, 98 percent of them live in developing countries. But the problem of hunger is closely tied to poverty, and there is no shortage of examples in America. Hunger in America is a growing problem.

In 2010, 49 million Americans (including 16 million children) were not able to get enough food on a regular basis, according to the USDA's 2010 report, *Household Food Security in the United States*. That translates into food insecurity for about one in six people -- and about one in four children -- at least some of the time. (A food secure household is one in which the family has access at all times to enough food for an active, healthy life for all household members.) This is the highest recorded level of food insecurity since 1995, when the first national food security survey was conducted.

The problem of hunger is especially critical for children. Children who go hungry are less healthy and more susceptible to learning difficulties and behavioral and emotional problems than children who are getting enough to eat.

Single working mothers are bearing a larger hunger load than average. Many of them work in low-paying jobs and are forced to choose between food, rent, gas for the car, health care, or clothing for their children. “Millions of American women who face this predicament will feed their children and go without meals themselves,” concludes the USDA.

America's seniors are making difficult choices, too, often between food, medicine, and utilities. In 2009, 7.8 percent of seniors living alone were food insecure. And a recent report by Meals on Wheels (a free food-

delivery service for seniors) estimates that as many as 8.8 million seniors are now facing the prospect of not getting enough food to eat. Hunger rates have more than doubled in recent years for poor seniors, and the problem is not improving for this group, the fastest growing population sector.

In fact, things are not improving for any group, though in the U.S. the number of people who went hungry last year did not grow which federal officials attribute to an increase in food aid (and which will decrease if food aid budgets are cut as part of deficit reduction measures). In their Hunger Study 2010, Feeding America reported they are now providing food to 37 million Americans, an increase of 46 percent over 2006, when they were feeding 25 million Americans. (One in eight Americans now relies on Feeding

America for food.) As poverty grows, so does food insecurity. In poor areas, many people don't have the money to buy food or the land to grow their own food and for those on the very edge of sustenance if disaster strikes -- in the form of a hurricane or drought or an economic crash -- there are little to no reserves to fall back on.

Experts agree that America can produce enough food to feed its citizens. In fact, there's enough food in the world to feed everyone. According to World Hunger Education Service, world agriculture produces 17 percent more calories per person today than it did 30 years ago, even though the population has increased 70 percent.

What's being done to address hunger in America and how can you help? Here is some of the work taking place:

Community food aid. Community kitchens, food pantries, and emergency food assistance programs are providing food for the hungry. You can donate money or food directly to these programs or give through food drives. You might also look for opportunities to help through your local schools, churches, and food co-op.



Education to help establish food security. Some programs are teaching people about nutrition, how to garden and farm, breed animals, and put up food safely. These inspire self-reliance while offering training in specific skills. Others are spreading the word about hunger in America by sponsoring hunger awareness events and providing service opportunities. Check out volunteer opportunities in your area.

Governmental level. Those working to combat hunger in America point to the need for solid economic solutions to combat poverty, support for local agriculture, respect for environmental resources, and careful management of food systems. Contact your state and federal representatives and share your support for ending hunger in America.

To find out more about the hunger in America, visit:

World Hunger Education Service, Hunger in America: 2011 United States Hunger and Poverty Facts, http://www.worldhunger.org/articles/Learn/us_hunger_facts.htm

Feeding America, <http://feedingamerica.org/hunger-in-america.aspx>

Share our Strength, No Kid Hungry, http://www.strength.org/childhood_hunger/?gclid=CNHntMWliqsCFcJrKgodEjUYtw

USDA Become a Champion to End Hunger, <http://www.fns.usda.gov/ech/>

Why Hunger, Campaign 2015: Ending Childhood Hunger in America, <http://www.whyhunger.org/about-why/the-american-dream/644-campaign-2015-ending-childhood-hunger-in-america.html>

And to find out more about the fight against hunger in our area:

The Pittsburgh Tote Bag Project, tote4pgh.com/2012/05/28/summer-hunger/

The Greater Pittsburgh Community Food Bank, www.pittsburghfoodbank.org/programs/SummerFood.aspx

Just Harvest, www.justharvest.org

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. The next meeting will take place on Monday, July 16 at 7pm.



WE OWN IT - CO-OP

Dated Materials — DO NOT DELAY

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



NONPROFIT ORG.
U.S. POSTAGE
PAID
PITTSBURGH, PA
PERMIT NO. 1800

bottom line with the board

Well-Being

by Guy Miller

From as far back as when humans started organizing for their mutual benefits, to 1761 and the Fenwick Weavers' Society, to 1844 and The Rochdale Society of Equitable Pioneers, cooperatives have been formed to help individuals. As we continue to celebrate 2012 as the Year of the Cooperative, we'll talk this month a bit about "well-being" and how the East End Food Co-op helps individuals in this respect. Included in our Ends policy is serving the need for physical well-being.

But just what does the term physical well-being mean? Physical freedom? Emotional balance? Disease free? All three? This can be a tough term to define. Although there is no universal definition of well-being, a couple of examples could include:

1. A multiple state of being describing the existence of positive health in an individual as exemplified by their quality of life.
2. An active process of becoming aware of and making choices toward a more successful existence.

From a physical stand point, the foods you choose to eat and the way they are

produced contribute to your physical well-being. The East End Food Co-op strives to provide the best. We buy from local farmers, we buy organic foods, and we look for sustainable practices. All of these factors contribute to your well-being (in addition to the planet's well-being!).

In the last year, 116 local vendors contributed an estimated 11% of our total sales. We continue to look for local farmers with sustainable practices to support from both a physical and environmental well-being perspective.

Our Co-op also houses a terrific vitamin and personal care area. In addition to that, look around within the store or within *The Co-operator* and you'll find various types of classes offered related to your well-being, from agriculture to yoga, and most letters in between!

The results speak for themselves. We can all take pride in knowing that our Ends policy is taken seriously by our members, workers, managers and board and in realizing that each of us in our daily interactions with our Co-op contributes to the well-being of each other and our environment.

Member Services Message

by Kara Holsopple

Things have been changing quickly here with the renovation and the many initiatives that the Co-op is taking on both here and in the community. But in my thirteen years working at the Co-op, change has been the only constant. As a co-op, I think we are built for it. We're as dynamic as our members, market and neighborhood need us to be. Our model makes it possible.

More changes are coming, most specifically for me. I'm hanging up my Marketing and Member Services hat at the end of this month. I'll be moving on in a different direction, but I'll keep my East End Food Co-op membership card in my wallet, and will use it often.

I can't say in just a few paragraphs how much I've appreciated my time as an employee at the Co-op. There has been great satisfaction in growing the Member Services department and doing more each year for our members and community. Our membership numbers have grown by the thousands, and

our sales by the millions, and I'm really proud to have been a part of that.

The best part about working at East End Food Co-op is, as you can probably imagine, the people. Talented, kind, funny, dependable, smart, cooperative—only a few words to describe the finest co-workers on the planet. Add the many interesting and diverse members, vendors, shoppers and community partners I have worked with over the last dozen years, and it equals one special workplace that will be hard to leave, and easy to miss.

From my desk today I can see the many good things that are coming to the Co-op over the next months and years, and I'll be checking my *The Co-operator* from my mailbox to find out how it's all unfolding. Thank you for allowing me to serve you and the Co-op over these last years—I'm taking away so much more than I could have known when I first walked in the doors of our Co-op looking for red lentils and a job.

"Kiss Lead Goodbye" Campaign News

Congratulations to Iona Pelovska from Toronto! She's the Kiss Lead Goodbye Contest winner for her video which was part of an animated film called "Beauty, Beware". Her video went beyond demanding that L'Oreal get the lead out of lipstick; it called out the entire broken cosmetics regulation system. Kudos to Iona!

The FDA study that inspired this contest found lead in 400 lipsticks tested, with higher levels than ever reported in some of the most

popular brands. The US Centers for Disease Control recently stated that there is no safe level of lead exposure for children. The worst offender award goes to: L'Oreal USA. L'Oreal makes five of the 10 most contaminated brands in the FDA study.

Watch the video, and learn more at www.safecosmetics.org.

And shop for natural cosmetics — lead-free — at your Co-op in Aisle 5!

Where Everyone Counts

by www.strongertogether.coop

Credit unions are financial institutions founded on the idea that people are worth more than money. Like conventional banks, credit unions offer services for savings and lending. Unlike a bank, a credit union is a cooperative, owned and controlled by its members. Decisions about what to do with the money are not made by far-away shareholders but by people in local communities. Like many cooperative communities worldwide, credit union members enjoy the benefits of both economic and social capital. All customers are well-served at the credit union, not just those with means.

Lots of people love their credit unions because of the fast, friendly service. Most

credit unions are open to anyone who lives or works in the area where one is located. And not one penny of insured savings has ever been lost by a member of a federally insured credit union. To find a credit union in your area, go to http://www.findacreditunion.com/Home_Page_2.html.

SUNDAY JULY 15, 2012

19th East End Food Co-op Federal Credit Union (EEFCFCU)

Annual Meeting

Lunch: 1:00 pm, Meeting 2:00 pm

Westinghouse Park, Point Breeze

Look for your Co-op at this FREE summer event:

SATURDAY AUGUST 25, 8:15 AM

Run Around the Square

Regent Square/Fern Hollow, Frick Park

The 1.5 mile Fun Run/Walk takes place on the charming streets of Regent Square. The family dog can also join in on the fun. Dogs may be registered for ONLY the 1.5 Mile Fun Run/Walk. The dog must be leashed and a dog owner/handler must be registered with every dog, no exceptions. The Fun Run/Walk starts at 8:15 a.m. at the Environmental Charter School on the corner of Henrietta and Milton.



Happy 4th of July!

IT'S YOUR GO-OP!

Run for the
East End Food Co-op
Board of Directors!



Elections held at the Annual
Meeting in October. Candidate
Information packets available at
the Customer Service Desk.

application deadline is

JULY 25TH



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

I just wanted to say how pleased I am with everything at the EEFC. I also wanted to note that I enjoy reading the newsletter.

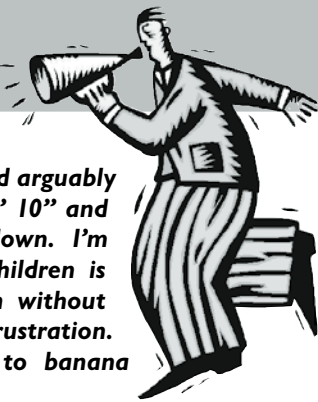
Why thank you! Thanks for your support—we're glad that you are getting something good out of your Co-op membership.
— Kara Holsopple, Marketing and Member Services Manager

I love your biscuits in hot foods bar, but I am allergic to soy milk and soy products. I noticed the Cheddar Chive Biscuits contain dairy and soy milk. Could this recipe be changed to dairy milk since there is already dairy in the recipe? Much appreciated!

Thank you for your input. You've raised a good point and we've let our cooks know. We'll occasionally offer dairy biscuits.
— Thomas Murphy, Co-op Cafe Manager

The "Banana Tree" is terrible and arguably borders on discriminatory! I'm 5' 10" and have difficulty getting them down. I'm not sure how a mother with children is supposed to get a bunch down without assistance or feeling a little frustration. Please seek a better solution to banana presentation.

We are working with our contractors to either lower it or have longer hooks made so that the bananas are reachable by all. In the meantime we are making a concerted effort to keep bananas stocked on the display tables for easier purchase. Thanks for your feedback
— Justin Pizzella, Operations Manager



book review

On Food and Abundance/Obesity: Nourishment/Needs vs. Comfort/Cravings

by Claire Westbrook

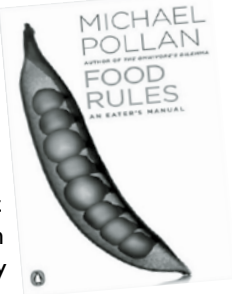
The one thing that my father and I shared more than anything else as I was growing up was our love of food. While I shared this sentiment the other day with someone I was talking to in regard to his eventual struggle with obesity the piece of all this writing came together in the "What does it really mean to love food?" realm that I'd been toying with in my head. Now mind you, my father (like any person) has his own food history that influenced how he raised me and what he thought was good enough for me but fortunately I had the fate of several eye opening experiences of my own to set me on a different path that while I'm still on, has led me to a convergence with my father again.

Food is life. For the love of food. Food is love. So many little sayings and mindsets out there that we may really not even be thinking about consciously but that we've adapted, accepted, without question into whatever that means to justify the end that is our ego (and subsequently our body) makes it clear to me that it's high time for examining our relationship with food. When it comes to love and food though, my father (as well as anyone else who's suffered from and overcome obesity) has managed to put his life back together after having undergone gastric bypass surgery years ago. However, it's been more than a decade since then and he still eats foods that aren't good for him. He still pushes the limit of what and how much he can eat which makes it obvious to me that we're not really talking about love here. I'd say it's something more along the lines of addiction.

It's interesting to think about how cravings and addictive behaviors develop because there really do seem to be any number of reasons why people get into patterns with food and /or drink. What comes to mind with my reflections of my youth and how I went on a different food path than my father is how easy it can be to confuse nourishment with comfort, needs with cravings, even if one is at a reasonable weight, which it appears less and less people are these days.

Ideally, it seems that what both my father and I (and probably just about everyone else I know) continue to seek in our lives is what won't be found in food, but in the relationships we have with everyone that has anything to do with what we're eating, whether it's something as simple as a biscuit from my grandmothers kitchen OR one from KFC. Or in what else in life that we experience as filling, be it art or music, books or gardening.; often perhaps not thought of as food but indeed, anything we're putting into our very being COULD be considered food. So there's the obesity of the mind to consider as well. Lovingly prepared anything, but mostly food, nourishes more than the body and thankfully so. To be inspired, swept down memory lane, completely surprised or alternately disgusted, overwhelmed with joy or sadness (or guilt), or falling in love all because we have to live, to eat, is so subtle and yet so powerful.

But when I see books like *Food Rules* or *The Blood Type Diet* I find that while the authors are merely appealing to the health oriented side of an individual's mind, I get frustrated about food, in whatever form, since I feel like I'm doing the best that I can at this time in my life, but there's this little something pushing me to do better. Always. Enter nourishment. I don't think there are too many people in our country who are eating to live, mostly it seems it's the other way around or that



people are just starving for one reason or another. This is where those various books can be useful and I do own them because I'm interested in all the kinds of ideas about eating, not necessarily to create any more unnecessary limits on what I already have placed on my consumption habits (practically all organic or local, not a ton of red meat, or sugar, or alcohol, or wheat etc. etc. etc.), but because I often feel like I'm toeing the line with what's good for my body, supporting me on a physical level, and what I just want because something in my brain is designed that way. Or because something is comforting. Like a frosty from Wendy's.

Food, whether it's edible, visible, audible, physical, or sensual in any other way, is everything and everywhere, in between all the comforting, challenging, exciting, tiring, sweet, observing nourishing. Enter abundance, or obesity, if you will. How much do we really need to survive? To thrive? Is it really that great a gap? How in the world did we get here anyway? I've been growing more of my own food for a several years now because I love the experience, and the good feelings that go along with having my hands in the dirt, with trying new things and seeing the literal fruits of my labor ripen before my very eyes.

I've made peace with all the questions, concerns, resistances, angers, and uncertainties mostly through everything that comes to and through me with food, in all its glorious forms. I am not obese and don't ever plan to be. My father certainly didn't plan on it either; I don't imagine that anyone has that as a goal in life. And while there are, again, plenty of reasons for why people can become obese, one would have

to think that to some degree it's because of the sheer abundance with which we are constantly plied with no matter where we go. There's not a ton of food growing in my garden, I don't have as many choices, but that's liberating to me. I HATE seeing 20 different kinds of dressing at the store, I can't even begin to understand why there are 15 different kinds olive oil on the shop shelves. With abundance (or privilege, really) comes a responsibility that perhaps some or a lot of folks just aren't prepared for or even want to bear. I see it though, and feel it, when I'm not being responsible when it comes to what I put in my body. For all the ways of being with food that I've tried and am still trying in the end it's really all just a balance.

We don't have to have so much food everywhere, on our bodies, stacked by the caseload in our basements, falling out on us from the cabinets every time we open them, we just have to have enough to nourish us, perhaps comfort us, but most importantly, to remind us that we really are what we eat. So let's eat well.



What more do you want from your house?

Improve comfort and efficiency.
Create more living space.

 **AJ Stones**
Master Green Remodeler

Older houses our specialty • Consulting and Remodeling

ajstones.com
412-241-6042

THE FOOD YOU EAT

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



Have you stopped by the Co-op café on Burrito Bar Day? It's one of a handful of themed Wednesdays in the Co-op Café. Check the back page of your The Co-operator newsletter for the schedule of others. Spicy Seitan, House-made Refried Beans, and Mexican Rice are staples of Burrito Bar Day—and then there are the toppings. We've got Guacamole, Vegan and Dairy Sour Cream, Mexican Cabbage Slaw, and of course, Salsa. This Roasted vegetable Salsa would fit right in. How will you use it?

Roasted Vegetable Salsa

Yields About 1 Pint

INGREDIENTS

6 each tomatoes	2 each Ancho or Poblano peppers
6 each tomatillos	2 each wax peppers, yellow
1 each onion, large	1 ½ TBS olive oil
½ cup peeled garlic cloves	½ tsp salt
2 each Serrano peppers	½ tsp cumin seed
2 each jalapeno peppers	¼ cup cilantro, chopped

INSTRUCTIONS

1. Combine the peppers, tomatoes, tomatillos, onion and garlic in a large bowl and toss with the olive oil.
2. On a lined or greased sheet tray, roast the oiled vegetables at 350° for 40 minutes.
3. Cool and remove seeds and peels from the peppers.
4. Place the cooled, roasted vegetables into a food processor or blender and puree.
5. Add cumin, salt and cilantro and puree again.

Let Us Eat.

by Eryn Hughes

Sounds simple enough, right? Almost all of us make concessions in healthy food choices at one point or another - due to time constraints, budget or even location. Compound those challenges and it becomes very difficult to keep healthy food into our daily regimen. Food choices (or lack thereof) can also impact lifestyle and well-being.

The Aztec, Inca and Mayan civilizations grew corn more than 5,500 years ago, as a hybrid grain that could be stored for several months, providing a lasting complete protein source. At some point, the people realized that gave them responsibility to negotiate the distribution of cornac to mitigate hunger, which continues to be leveraged as a form of currency and power. The threat of starvation poses a threat to survival and as such, is a political vulnerability. Who can argue with a hungry stomach?

In Pennsylvania as of May 1, 2012, the USDA reinstated an asset test to determine eligibility for SNAP (food stamps). Under this policy, income-eligible households' assets would have to be below \$5,500 (\$9,000 for households with seniors or those who are disabled) in order to qualify for SNAP benefits/food stamps. Other investments, includ-

ing a second car, would now contribute to the determination of eligibility. This change may affect access to healthy food, farm production and our community as a whole - which is your Co-op's business.



People have banded together to empower themselves and their community for years, and continue to do so. We encourage you to support our partners and get involved with the following organizations dedicated to ensuring everyone has access to good food: Jubilee Soup Kitchen, Just Harvest, Kretschmann's CSA, North Hills Community Outreach, Food Is Elementary, and Pittsburgh Food Policy Council.

Gardening In an Unknown Climate

by Bob Madden — Garden Dreams Urban Farm and Nursery, mygardendreams.com

I am often asked, "Is it the right time to plant this?" With most crops, it should be an easy answer based on the weather patterns of past years. The current reality is that, here in Western PA, we experience dips and spikes in temperature that can last for a few days or for several weeks. This greatly effects how and what we should plant. Each type of vegetable has a range of temperatures that it can tolerate and a smaller range of temperatures in which it can thrive. Also, high temperatures like we have seen this year, usually increase the intensity and types of pests that we will encounter. Since predicting long term weather patterns seems to be outside the reach of current technology (and crystal balls), gardeners can use a few techniques so that our gardens are fruitful in the face of unforeseen temperatures, drastic weather, and pests.

Diversify

Another easy way to prepare for the unknown is to plant a wide variety of crops, "A little of this and a little of that." Since different types of plants can handle different temperatures and pests, it is a good idea to mix it up. Try new crops or at least stick a few reliable crops like collards and kale. They are such amazing plants because they do well in the heat and the cool weather and are ready for harvest when you are ready! If it stays this hot all summer plant your fall crops like lettuce, broccoli, and spinach in the shade of your tomatoes, corn or other tall guys. Another option is rigging up some kind of shade cloth, possibly an old white bed sheet.

I really enjoy planting ancient plants like mustards and wild edibles such as purslane, amaranth and lamb's quarter, because they are generally more resilient to stress than most of the veggies we eat today. Perennial fruits and vegetables are also great because once they are established, they are generally less effected by droughts and temperature spikes because they have a deep root system that can access deeper water in the ground.

Severe Weather

Lastly, hail, torrential down pours, and freak freezes can do a lot of damage in a short time. If you have baby veggies in trays, keep them in a somewhat covered spot so they don't get totally mashed. And for tender babies in the garden, as well as basil and other wide leaf crops, you could cover them if you have time before a coming storm with upside down cardboard boxes, trash cans, and storage tupperwares (with a rock on top to secure it).

I have heard a lot of heartache from gardeners this year, and I have written this to help you stay positive and ahead of the game, whether you are growing for fun, freshness, food security, or sustainability. Take it easy!



If you are going to plant a lot of one crop, start by planting a few or even half of what you plan to plant. That way, if the weather drastically shifts or there is some serious pest, you still have some of your plants and/or money. If the first planting survives, it will be a joyous early harvest and if it doesn't, you will still have some plants left to plant. This is really important with cilantro, lettuce, and other salad greens because they all bolt so easily with even a couple days of warm weather, so when it seems that there will be 4-6 weeks of cool weather, I try to sprinkle in a small patch every 2-3 weeks. Cucumbers and squashes really benefit from several plantings because they usually are taken by pests or disease when temperatures and conditions are not perfect.

NEW IN THE AISLES

New Products on Our Shelves

Deli

Co-op Café Green Salads — Signature with Lemon Tofu, Southwest, Vegan Southwest, and Tempeh Bacon

Co-op café Pickles — House-made Dill and Bread & Butter

At the Registers

LOCAL PRODUCT! Pittsburgh, PA--Gluten-free Cookies, assorted flavors

Aisle 1

Just Coffee Fair Trade, Organic Summer Early Bird Blend

Aisle 3

Earth Balance Coconut Peanut Butter Spread

Just Great Stuff Brand Powdered Peanut Butter

Aisle 5

McGurts Family Farm Soaps—Goats Milk, Beeswax, Rise and Shine Peppermint

Aisle 6

Kalona Super Natural Organic Sour Cream, Cottage Cheese and Reduced Fat Cottage Cheese

Immaculate Baking Company Ready-bake Pie Crusts

Viana Vegan Veggie Gyros, Veggie Mediterranean Sausage, and Chick'in Nuggets

Sophie's Kitchen vegan Crab Cakes



BIRMINGHAM
ACUPRESSURE
CENTRE

SHIATSU THAI YOGA BODYWORK
412.401.7447 theacupressurecentre.com
82 S. 15TH St. SOUTHSIDE

IN YOUR COMMUNITY, ON YOUR PLANET

To Weed Or Not To Weed: Delicious Nutritious Purslane

by Melissa Sokulski, L.Ac

Many plants which grow wild and are considered weeds are not only edible but are also delicious, nutritious, and even medicinal. Wild purslane (*Portulaca oleracea*) which many consider a weed is actually a green vegetable with the highest amount of heart-healthy Omega 3-fatty acids of any green. Purslane is also used extensively in Chinese Medicine.



Purslane is widespread across the United States, growing in fields, lots, lawns and gardens. It spreads along the ground, and it has fleshy leaves and a slightly sour taste. It is high in iron and vitamin C and has appreciable amounts of omega 3 fatty acids, which are more commonly found in foods like flax seed and fish. In fact, purslane contains the EPA (eicosapentanoic acid) form of Omega-3, which is the type of Omega-3 found in fish and is rare for a plant source of fatty acids.

Purslane has a thick sometimes reddish stalk, which often creeps along the ground. Its succulent leaves are slightly sour. You'll find purslane all summer and into the fall. Be careful of its poisonous look-alike, spurge, which likes similar environments and often grows with purslane. Spurge is wiry however, not succulent and thick-stalked like purslane. Spurge also has a milky white sap when broken and purslane contains clear fluid.

Purslane is excellent when used fresh in salads, and it can also be used in cooking: soups or stir-fries. I prefer it raw because it does get mucilaginous when cooked, similar to okra. I like adding it to dishes like potato salad. A simple salad of purslane, tomatoes, chopped onion, lemon juice, feta cheese, salt and pepper is another of my favorites.

In Chinese Medicine purslane is known as Ma Chi Xian. According to The Chinese Herbal Medicine Materia Medica by Dan Bensky and Andrew Gamble, it is commonly used to treat dysentery, urinary infections, sores, and abscesses, and it is even used as an antidote for snakebites. More recently it has been used to treat post partum bleeding.

Bensky and Gamble list extensive clinical research has been done on purslane in China, and it has been found to have extraordinary results including:

- Antibiotic and antifungal effect
- Increases uterine contractions
- Prevention and treatment of dysentery: purslane was found as effective as sulfa drugs, over 90% effective in acute cases and 60% in chronic cases.
- Kills parasites: in one study of 192 patients, 80% were cleared of parasites in one month of treatment.
- Treats appendicitis: a decoction (strong tea) of purslane and dandelion (known as pu gong ying in China) treated 31 cases of clinically diagnosed appendicitis (only 1 needed surgery; all others recovered with no medical intervention).

People are beginning to become more aware of the edible and medicinal uses of plants which in this country are known commonly as weeds. Purslane is turning up in farmer's markets, so keep an eye out. When weeding your own garden, look for this delicious plant. It will be in any wild edible guidebook. The one I use most is Edible Wild Plants by Thomas Elias and Peter Dykeman. There is also a lot of information and pictures on our website, www.FoodUnderFoot.com. Next time when you pull it from the garden, place it in the colander instead of the compost pile and toss it in to your next salad.

Melissa Sokulski is an acupuncturist and herbalist at the Birch Center on Pittsburgh's South Side. She is also the owner of www.FoodUnderFoot.com, a website about edible and medicinal uses of wild plants. See her website for walk schedule, pictures, harvesting tips and recipes. You can also sign up to receive her informative monthly newsletter and ebooks. She can be reached by email: Melissa@FoodUnderFoot.com.

Learn about trees!

Become a Tree Tender to learn about urban forestry practices, tree biology and health, proper planting, pruning, and maintenance, and organizing tree plantings and tree care events. Tree Pittsburgh is offering three Tree Tender classes this summer:

July 28th, 8am to 4pm
Millvale Community Center
416 Lincoln Ave, Millvale

September 15, 8am to 4pm
Western Pennsylvania Conservancy
800 Waterfront Drive, Washington's Landing

To pre-register or find out more, please visit <http://treepittsburgh.org/become-tree-tender>.

Apply for trees in your neighborhood!

Communities and other groups within Allegheny County can submit applications to the TreeVitalize program twice a year, in spring and fall, to receive free trees for their neighborhoods or projects. If your application is approved, TreeVitalize will then work with you to recruit volunteers and plan a tree planting event in your community. Learn more about how to apply by attending an application workshop:

Monday, July 16th, 6:30 to 8pm
Allegheny Public Library
1230 Federal Street, Pittsburgh, PA 15212

To pre-register: (412) 586-2386 or trees@paconserve.org

We're looking for a few good artists...

The Co-op Art Harvest is BACK!
Sunday September 23, 2012
12-5pm

Handmades, Art-making, Local Food, and Live Music —
right in front of Your Co-op!

2012 East End Food CO-OP ART HARVEST REGISTRATION

Name _____
Name for Promotion _____
Address _____
Phone # _____
E-mail _____
Circle one: Member/Non-member
Member #: _____
Describe items to be sold _____

Please attach a photograph or example of your work.

Sunday September 23th, 2012 12-5pm

In front of East End Food Co-op
7516 Meade Street Pittsburgh, PA 15208
412.242.3598

Registration Deadline: Monday August 20, 2012

Participation fee: \$25 EEFC members/\$35 non-members
Fee due with registration. Make checks payable to "EEFC"
Fee includes one table and chair under the big Art Harvest tent

Vendors bring all table coverings and signage, and change needed- Co-op cannot provide change.

All arts for sale must be handmade, and participation will be based on quality of work.

Artists will be notified by August 31st about participation.

East End Food Co-op reserves the right to determine product acceptability. No cancellations after September 10, 2012. East End Food Co-op is not responsible for stolen or damaged artwork.

Please return this form to Customer Service, mail to EEFC, 7516 Meade Street, Pittsburgh, PA 15208, or e-mail to coopartharvest@gmail.com by Monday August 20, 2012.

Questions? Call 412.242.3598 or e-mail coopartharvest@gmail.com



Volunteer to plant trees! Tree plantings are a great opportunity to interact with your neighbors, visit new neighborhoods, or fulfill service hour requirements. You can volunteer to plant trees on your own or as part of a group during our spring and fall planting seasons. To find out about upcoming events please call (412) 586-2386 or email trees@paconserve.org.

For more information about any events or programs, please call (412) 586-2386 or email trees@paconserve.org. You can also visit us on the web at www.treevitalize.org or find us on Facebook!

★ EAT BECAUSE ★
WOODSTOCK™
★ IT'S GOOD! ★

Enter
FOR A CHANCE TO WIN
A Weber
One-Touch® Silver
CHARCOAL
GRILL



Enjoy
The Taste of
Summer
with Woodstock™!

ALL-NATURAL LUMP
HARDWOOD CHARCOAL

Summer is not complete without
Woodstock Organic Condiments!

No purchase necessary to win. Void where prohibited.
Entry forms available at participating Co-op Deals Stores.
Prize will be awarded at each Co-op Deals Store at the end
of the promotion. Woodstock is an official sponsor of
American Farmland Trust and will be raising awareness
and funds on behalf of this non-profit organization.
American Farmland Trust (AFT) is dedicated to
preserving land for sustainable farming.

Save the Land
 **Proud Supporter of**
American Farmland Trust

©2012 Woodstock www.woodstock-foods.com

un-classified ads

SHORT-DISTANCE DRIVERS NEEDED — Excellent pay. Local appointments and shopping in East End during day. Some evenings and occasional weekends. Willing to hire different drivers for different days and times. Must be reliable. Call 412-731-8214 with contact info.

ORGANIC ARTWORK — Bring the beauty, tranquility, and inspiration of nature into your home or office with an original 'Organic Mixed Media' painting. These paintings are created using natural materials such as sand, shells, stones, and flowers, and are infused with the love and energies of Mother Nature. To purchase or inquire about ordering a custom piece, please contact Jill at 412.513.5509 / jill.lena.ford@gmail.com / www.JillLenaFordArt.com

DR. C. GARDNER PH.D, HD (R. Hom), D. Hom, C. Hom, MH., — is accepting new cases for chronic disorders in adults, children and animal companions. Contact: www.cindeegardner.com for information. 412-646-4151

TIRED OF CHOOSING MAKING A LIVING OVER MAKING A DIFFERENCE? Work from home supporting renewable energy. Your earning potential is up to YOU! Find out how: Allison / (412) 606-4169 / asburyam@gmail.com

pittsburghecotours.com — Five entertaining walks through the best of Pittsburgh's East End. Explore parks, gardens, shops, food, museums, architecture, history, lovely neighborhoods, culture & art in guided walking tours without cars.

HOLISTIC PSYCHOTHERAPY, PERSONAL COACHING — Natural, highly effective approaches (EMDR, TFT, plus more) to stress, anxiety, depression, panic attacks, trauma, PTSD, relationships. Over 15 years experience. CO-OP member discount. Michele Bertini, Med, PhD. 412-365-2020.

DE-CLUTTERING FOR THE WHOLE YOU — Creating openness and breathing space in your home and in your life. It's not just "straightening up" one more time. Co-op member discount. Jude Goldstein, M.A. in Counseling, 845.641.7908 / judegoldstein@yahoo.com

JIN SHIN JYUTSU, BODYTALK AND BOWEN BODY WORK combined in a "Light Up Your Wellness Session." One time intro rate \$40. 724-863-1183 stayingwell@comcast.net. www.lightupyourwellness.com

PIANO INSTRUCTION, children or adults. Also composition, harmony, musicianship. Curiosities fed, mysteries revealed, according to your needs. David Mahler, experienced, nurturing teacher. Squirrel Hill. 412-681-0575. dmahler@nwlink.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.

DR. DONALD MANTELL, MD, ND, Natural Health Solutions, Treats All Cancers. Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysville, PA 15668, 724-327-5604.

EDGAR CAYCE, Father of Holistic Medicine in U.S. — Lectures, classes and study groups on holistic health, dream study, meditation and spiritual growth. (412) 661-5947 or (724) 443-2576.

GOT CLUTTER? Get organized with the non-judgmental help of In Its Place...Specialists in organizing your stuff, optimizing your space, transforming your life. Call Jody Adams, Certified Professional Organizer® at 724.850.7282 or visit www.in-its-place.biz

EDDIE SHAW, MASSAGE THERAPIST — New office space at Maxon Towers, 6315 Forbes Avenue, Across from the Starbucks at Forbes and Shady in Squirrel Hill. es_massage@yahoo.com, 412-855-1532. My deep tissue massage and gentle stretching will relax and elongate tight muscles, leaving you feeling balanced and at ease. Mention this ad and receive a one-time \$20 discount.





Look who's raising
a new standard in green.

Taking root at Phipps is a revolutionary new building, the Center for Sustainable Landscapes, conceived to achieve the world's highest green building and landscape standards. Learn more at phippsCSL.org.





PHIPPS

fresh.local.milk.



*Our local farmers pledge:
NO ARTIFICIAL GROWTH HORMONES

*Proud to bring fresh, local, "rBGH free" milk to the Co-op.

www.turnerdairy.net



BOARD OF DIRECTORS

Torey Verts, **President**
Sarah Aerni, **Vice-President**
Mike Collura, **Treasurer**
Mark Frey, **Secretary**
Guy Miller '12
Mark Frey '12
Dirk Kalp '12
Cortney Seltman '14
Christine Allen '14
Dennis Schauer '14

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

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
Credit Union 412.243.7574

www.eastendfood.coop
memberservices@eastendfood.coop

**SHAKE IT UP,
BABY.**

Introducing

MANCHESTER-FARMS

LOCALLY PRODUCED, ORGANIC
**CREAM-ON-TOP
MILK**



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 McCall Scott who was chosen as the Co-op staff pick for June 2012 Employee-of-the-Month!



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

A. I've been at the Co-op since August 2011.

Q. What are your favorite things about working here?

A. I work with an amazing group of people and feel so grateful for that. I also love that we do our best to support our local farmers/growers and small businesses — This is of great personal importance to me.

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

A. Sure - I'd love to see us in a different location where we could be easily accessible to more communities around Pittsburgh.

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

A. I am so honored and flattered. Thank you!

DID YOU KNOW...

Step Seven in the Better Eating For Life Program is "Got Calcium?"!

Depending on age and stage of life and health condition, everyone has different needs when it comes to calcium intake. From dairy, fortified products and supplements and foods like beans and leafy greens, most people can get all of the calcium that their bodies need for everything from strong bones to keeping blood pressure in a healthy range.

The Step Seven Better Eating for Life Packet contains recommendations for daily calcium intake based on information from the Institute of Medicine, as well as a chart of calcium "heavyweights", foods naturally rich in calcium, like Romano cheese, sardines and tofu prepared with calcium sulfate.

Also included in the packet are tips to fit more calcium dense foods into your existing diet and calcium absorption and lactose intolerance information. There are also recommendations about how to get enough calcium without eating dairy.

The recipes in the "Got Calcium?" packet are Amaranth with Kale Italiano, Spinach Dip and Berry Fruity High Calcium Bread Pudding, among other tasty takes on traditional favorites. Web resources and information on cookbooks is also provided.

You can find a new installment of Better Eating for Life at the Customer Service Desk each month. Previous months' installments are also available by request.

Better Eating for Life is a twelve part educational program for incorporating healthy eating into any diet, created by Mary S. Choate, M.S., R.D., L.D., Food and Nutrition Educator at Co-op Food Stores, Hanover and Lebanon, NH.

The Front Café
Coffee * Cuisine * Cocktails * Community

**Fresh Daily & Delicious
VEGETARIAN 'N
VEGAN VITTLES**

Quiche, Butternut Squash Lasagna, Award-Wining Chili, Mock-Rueben, & More
Eat-in or Take-out
Wine, Spirits, and Pennsylvania Craft-Brews

Bar, Restaurant & Courtyard Dining

Mention Ad for 1/2 off coffee, tea, or PA Craft-Brew

www.facebook.com/thefrontcafe

216-218 East Eighth Avenue, Homestead, PA 15120 ph.: 412.461.4615

In Historic Homestead near the Waterfront

Open Tuesday - Saturday: 10 a.m. - 9p.m.

Sunday Brunch: 11a.m. - 3 p.m. * Closed Monday

NEXT TO

Annex Cookery

A Select Collection of Housewares and Design

Lisa Gardner
DOG WALKER / PET SITTER

Bow-Wow, Meow
DOG WALKING AND PET SITTING

412.260.4568
PITTSBURGH, PA
LAG356@AOL.COM
WWW.FACEBOOK.COM/BOWWOWMEOW1



Specializing in Heathy Dishes, Raw Vegan Cuisine and Fresh Juices
Open for dinner
Mon, Wed-Sat and
Sunday Brunch

735 Copeland st. Pgh Pa
15232
412 802 7070
edenpitt.com

BermanChiropractic

Our office offers both:

**Traditional Spinal
Adjustments**

and

**non-manipulative
procedures as well.**

We work with you to
provide a safe and
comfortable Chiropractic
experience.

Give us a try!

Next to the Squirrel Hill Library
Most insurances accepted

**412-521-3632
5819 Forbes Avenue
Squirrel Hill**

SAVE MONEY! SAVE THE EARTH!



Join the Green Energy Collaborative (it's free) and switch to a
100% Pennsylvania Wind Energy Plan offered by TriEagle
Energy. It's the lowest fixed electricity price in Pittsburgh.*

LowCostWind.com

* According to the PA Power Switch website (6/14/12).
The Green Energy Collaborative is a program of Citizen Power, Inc.
For more information call 412-421-7029.

New Faces...

Keith Duff, Front End — a musician/songwriter who enjoys music, nature and fitness. He likes hiking with his girlfriend and dog, and he'd love to get his songs out there.

Meg Graham, Front End — loves growing edible and non-edible plants, cooking and brainstorming new recipes, and drawing and painting. With three other framers, Meg's running the small urban farm—Knotweed Urban Farm. She'd like to have her own herbal herb farm in the city, and offer community supported health care.

Nick Keppler, Produce — owns more than 300 books, and stores them from tallest to shortest. Nick is also a freelance journalist, and kayaks whenever he gets the chance.

Welcome new staff members!

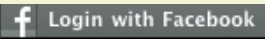
BULLETIN BOARD



NEW MEMBER BONUS QUARTER:

thru SEPT. 30, 2012
Don't forget to get your
10% OFF discount on the
order of your choice!

**The next quarter goes
from October 1, 2012
thru December 31, 2012.**



Show how much you "LIKE" us
on Facebook. Find our Fan Page
by searching for East End Food
Co-op, and give us the thumbs
up today!



Follow us on Twitter
@EastEndCoop for special
deals, store news and Co-op
community happenings!



Find us on Google+ and add
us to your circles!



Follow us on Pinterest!
Pin and Repin from our East
End Food Co-op boards!

WE OWN IT-



July 2012 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Chef's Choice	2 Buffalo Chickpea Potato Skins	3 Vegan Spaghetti Carbonara	4 Cafe Closed Independence Day	5 Big K's Killer Kielbasa	6 Pizza Dairy & Vegan	7 Sweet & Spicy Tofu
8 Chef's Choice	9 Tempeh Adobe	10 Stuffed Poblano Peppers	11 Burrito Bar	12 BBQ Tofu	13 Pizza Dairy & Vegan	14 Spicy Red Tempeh
15 Chef's Choice	16 Kung Pao Tofu	17 Tandoori Tofu	18 Indian Kitchen	19 Coconut Curry Tofu	20 Pizza Dairy & Vegan	21 Beer Braised Brats
22 Chef's Choice	23 Curried Red Lentils & Chard	24 Cha Siu Bao	25 Stir Fry Bar	26 Joney Dijon Seitan	27 Pizza Dairy & Vegan	28 Quiche Florentine
29 Chef's Choice	30 Broccoli Parmesan Fritters	31 Gumbo	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



**Cooperative enterprises build
a better world.**
More at <http://social.un.org/coopsyear/>

Summer Workshops at the Co-op

Eat Local, America! Workshops

THURSDAYS IN AUGUST, 6:30PM

All FREE, just call 412-242-3598 to
reserve a spot!

August 2 - GARDENING: Need
tips on getting your garden ready for
Fall, (and keep it productive)? Join
Robert Madden from Garden Dreams
Urban Farm.

August 9 - FILM SCREENING: Vive la good food! Join us
for a screening of the French film, "Food Beware", about what
happens in once French town when organic food comes to the
school cafeteria.

August 16-PRESERVING: How do you preserve your sum-
mer harvest without canning? By fermenting, of course! Debo-
rah Uttenreither will show you how.

August 23-CHEESEMAKING: Sponsored by PASA, learn
how to make Middle Eastern cheese balls and quark from local
raw milk with Jackie Cleary from Aubrey Meadow Farm. This is
a beginner's class: focus is on dairy products easily replicated at
home with no expensive or specialized equipment. Take home
cheese-ready milk, recipes and ideas for making your home-
made cheese part of everyday meals

August 30-POTLUCK!: Bring a dish made with your favorite
local ingredients, and share a meal with other shoppers who
have been participating in Eat Local, America! Events. Please
name your dish when you call to reserve.

Learn more about co-ops joining in and going local around the
country at <http://strongertogether.coop/fresh-from-the-source/eat-local-america-celebrates-local-foods-2/>



ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!



FIRST FLYER RUNS FROM
WEDNESDAY, JULY 4 TO TUESDAY, JULY 17

SECOND FLYER RUNS FROM
WEDNESDAY, JULY 18 TO TUESDAY, JULY 31

AND DON'T FORGET ABOUT
MEADE STREET MADNESS WEEKLY SALES —
TEN NEW ITEMS EACH WEEK, AT DELICIOUSLY LOW PRICES!

CHECK THEM OUT IN-STORE OR IN THE NEWS FEED ON OUR WEBSITE —
www.eastendfood.coop

**REDUCE
REUSE
RECYCLE**

SHOP CO-OP EVERY DAY — 8 AM - 9 PM / 412-242-3598 CREDIT UNION — WED 6 - 8 PM / SAT 11 AM - 3 PM / 412-243-7574