

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

FINAL MEMBERS' EXTRA DISCOUNT DAY

SUNDAYS: 6/12
SHOP 8 AM - 9 PM

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.

Register with Outreach Coordinator Berry Breene, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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SPECIAL INSERTS:

6/1 – 6/14 CO-OP DEALS
6/15 – 6/28 CO-OP DEALS

EAST END FOOD CO-OP

7516 MEADE STREET
PITTSBURGH, PA 15208
412-242-3598

www.eastendfood.coop

BREW UP SOME SUMMER FUN

Culinary Medicine: Kombucha, and Fermented Foods (Part One)

By Deborah Uttenreither CHHC AADP

Fermentation is an ancient practice of food preservation and fermented foods can be found in many cultures around the world. The foods are considered to be part of the everyday meal. In the US the buzz about probiotics in commercial

advertisement these days concerns active cultures in yogurts and drinks. Interestingly, these food manufacturers advertise as if they invented these organisms. On the contrary, a healthy baby is born with these active cultures and a healthy adult will have about 7 pounds residing in there intestines. These microfloras help the body's immune system in preventing chronic and serious disease. They also help to extract nutrients from the food that is ingested. Poor diet, stress, antibiotics, and a toxic system are some of culprits for depleting these essential organisms. This often results in poor digestive health and other health maladies including chronic illness.

What is fermentation exactly? In a nutshell it can be described as the transformative process of bacteria on food or liquid. This transformation activity is the microorganisms breaking down the foods into a predigested state. Additional nutrients are generated in this process and the bioavailability of these nutrients is greatly increased. Fermented foods are high in B vitamins, enzymes and minerals. These live cultures are imperative for good digestion and radiant health.

Kombucha is a fermented tea and comes from an ancient tradition which is thought to have its origins in China. The "Symbiotic Culture of Bacteria and Yeast (or SCOBY for short) is a

round, flat, gelatinous-looking pancake. It is a living and asexual (yes, I said that) culture that reproduces babies. Making kombucha is a simple process and easy to learn. The culture is placed in sweetened black or green tea turning

the tea into a sea of health-giving acids and nutrients. The Kombucha culture feeds on the sugar and caffeine in the tea, and in exchange, produces other valuable substances which change the teas properties. The SCOBY can be described as a miniature biochemical factory. Among the substances are glucuronic acid, gluconic acid, lactic acid, vitamins, amino acids, antibiotic substances, and other products. Only minute traces of caffeine, sugar and alcohol can be found.

There are many claimed health benefits from ingesting kombucha. Claims have been made that it aids in cancer recovery. Healing of various disorders of the skin, digestive track, joints, hair regrowth and color restoration have been reported. This author has found it to be energizing as well as very helpful with client's digestive and joint issues.

Why make your own Kombucha?

It's fun and interesting to do and costs pennies compared to shelf brands (about a \$1.00 per gallon). Having control over quality and taste. Avoiding pasteurization, distillation, additives, flavorings, dilution, etc. is important. Come see a live SCOBY for yourself at the **Fifth Annual Kombucha Brewfest** June 23, 7 p, at the East End Food Co-op.

Reserve your seat. Call 412-242-3598 #5. See you here! ☺



NCGA Nurtures Love of Local Food with Eat Local, America!

IOWA CITY, Iowa (May 10, 2011) – Are you the first to show up at your local farmers market? Can you spend hours telling others about the unique flavors of a vine-ripened tomato? If you answered 'yes' to either of these questions, you might be in love with local food.

Don't worry, as far as love obsessions go, it's healthy, says National Cooperative Grocers Association (NCGA), a business services cooperative for 119 natural food co-op grocers nationwide.

And, as growing season takes root across the nation, NCGA encourages people to choose local by participating in the Eat Local, America! initiative online (www.eatlocalamerica.coop) and at their local food co-op.

Not sure where your love falls on the "local food" scale? Here are a few signs that you might just be obsessed:

1. You've invited your co-op's produce manager over for dinner, and then asked him to cook.
2. You don't own any shares of blue chip stock, but you are a proud owner of your food co-op and shareholder in your local farmer's CSA.
3. You have more pictures of your chicken coop than your family on your Facebook page.
4. After a stressful week, you treat yourself to "retail therapy" by buying pickling cucumbers by the bushel.
5. You inadvertently started a "grass-stained jeans" fashion trend by obsessively weeding your vegetable garden.
6. You've never changed your oil, but you have milked a cow.
7. You've had your picture taken with your favorite local farmer (or, at the least, asked them to sign your eggplant.)
8. You define "fast food" as handfuls of berries or sweet peas picked and devoured straight from the plant.
9. You've tried so many local cheeses that your co-op started a Cheese Club in your honor.
10. You signed up for your co-op's class on canning and preserving in a quest for that 'just-picked flavor' year-round.

Whether you're a seasoned locavore or just starting to explore the many benefits of local food, the Eat Local, America! initiative welcomes you!

Look for more information on how East End Food Co-op shoppers and member owners can participate in the next *The Co-operator*. ☺

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

East End Food Co-operative
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www.eastendfood.coop

and Vegetarian Cafe



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rob's corner

Rob Baran,
General Manager

Hi folks, nice to be back for an edition of Rob's Corner. I had to miss last month's newsletter, visiting California, helping out the western branch of the family who are going through some tough times. It was interesting stuff; I had forgotten we here in Pennsylvania land are considered "Back East" by those folks who relocated from here in the 60s and 70s. I also got to visit some great stores, including the largest natural grocery Co-op in the land, Rainbow Co-op in San Francisco.

This place has over the years taken on an almost legendary status for me, and is by now doing close to SIX times the business we have here at the East End Food Coop. Just walking in the door was a treat — the first person I saw (at the Customer Service kiosk) was the surprisingly familiar Pittsburgh face of Dave, the guy who manned the door at D's in the Southside throughout much of the 90s. So that was a lot of fun. I was really jealous of the huge Bulk Foods department, with the dozens of California products, such as grains and beans that we have a hard time finding around here. The Produce department was also pretty amazing, spilling over with all the local California fruits and vegetables.

I have to stop at this point though and give ourselves some props. We actually have a cleaner store than Rainbow had that day, and, much as I enjoyed interacting with their staff, it did not seem like there were a lot of smiles to be had, and not one person asked me if I needed assistance. Of course, that's something

we pride ourselves in here, and are ever working to improve. I also left feeling like our local Dairy department is superior to theirs in many ways, which was a pleasant surprise.

Ultimately it was a great experience, but I left wondering just how well those guys would be doing if they were HERE, in our Pittsburgh market. At the end of the day, I thought we stacked up pretty well, other than of course the access they have to a huge local food and farm economy, something we hope to help stimulate and enjoy someday down the road ourselves.

I will close on an area where they really out-did us: Parking. Rainbow Co-op has really nice parking facilities for their members, which of course has been an issue here at East End Food Co-op, especially on the weekends. That's all about to change though: We have recently created a new partnership with our neighbors at the Shadylane School around the corner. They are a wonderful and forward thinking organization, and have a pretty large parking lot that is normally empty on the weekends. Beginning in June, this lot will be utilized by the employees who work at the various businesses in The Factory (our building). This will free up a lot of parking spaces for Co-op customers in our adjacent lot. We hope this change addresses some of the parking problems many of you have had over the last few years. I would love to hear your thoughts on the matter if you care to bend my ear. See you next month. 🌱

Fresh Food Rites (from The Board)

by Jesse Sharrard

I grew up with fresh food as a part of my life. We had annual rites that surrounded the seasons as they related to available foods.

Each February we'd trek to the maple sugar shack for a pancake lunch and the procurement of fresh maple syrup. We'd watch the vat as the sap boiled down, and take hikes through the woods counting the buckets on the trees.

Each May we would plant two gardens: one at our house, and one at my grandparents'. Though I griped about weeding and maintaining the plants, I loved the harvest. I could never just pick the vegetables; I would have to taste them as I worked.

Each June, we'd visit a pick-your-own strawberry patch, where once again, I'd eat as I picked. The fresh berries right off the vine were so sweet and juicy, I could never get enough!

In July, I'd watch our blueberry bushes to see if they'd actually grow any thing that year. They never would, but that was okay because my mom would buy berries by the twenty-pound box from a nearby harvester of wild blueberries. I'd devour them by the bowlful fresh; and thanks to my mom's dedication to freezing the berries, we would enjoy blueberry muffins and pancakes all year round.

In August, we'd walk down to the vacant lot with plastic buckets and pick as many blackberries as we could get. They'd be turned into jelly, and sugared to top ice cream.

August also marked the start of our visits to our preferred local orchard, where I'd be given a free apple to eat while my parents shopped. We'd go home with bags full of fruit: in addition to apples (a variety so we could have pies, sauce, and fruit to eat out of hand), we'd also get peaches, plums, pears, or whatever else was in season. These visits would continue into October, so long as the apples kept coming in from the trees.

I still love to visit farms, and do so as often as I can. Not everybody has the time or the inclination to scout out the best and the freshest food, though that doesn't mean that everyone doesn't appreciate having access to it.

The East End Food Co-op serves as point of entry for many in our region to find, purchase, and learn about the tremendously varied local food options we have growing all around us. Our one store does pretty well; we have more than 9,000 active members in our cooperative!

That's why I'm so excited at the prospect of expanding to a second location: that will open the door even wider, giving our current members a second home and making our bounty that much more accessible to people who love fresh, wholesome food but who don't yet call themselves members. When we expand access to fresh, organic, local foods will make our region stronger for having greater options. We'll make our cooperative stronger by having more members in our extended family. 🌱

REDUCE, REUSE, RECYCLE!



Find My Goodies in the freezer section at the Co-op or at the Oakland Farmers' Market on Friday afternoons starting in June!



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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

FROM GROCERY!

I noticed Lucini's Rustic Tomato Basil Sauce missing from your shelves. Would it be possible to order more?

Sorry, Lucini's sauces didn't sell well at the Co-op. We've discontinued them. But you can still special order a case.

— Maureen Girty, Grocery Buyer

I buy organic canola spray elsewhere. Would prefer to purchase it at the Co-op. Can we get it?

Sorry, the only organic sprays that are available to us are coconut oil, sunflower oil, and olive oil.

— Maureen Girty, Grocery Buyer

Please get organic yeast.

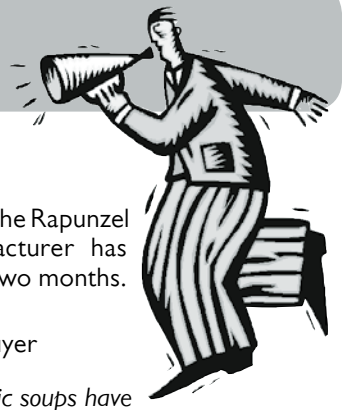
We do carry organic yeast. It is the Rapunzel Brand. However, the manufacturer has been out of stock for the past two months. Hodgson's yeast is not organic.

— Maureen Girty, Grocery Buyer

Do Pacific and other brands of organic soups have low-sodium versions?

One cup of their roasted red pepper tomato soup uses 30% of your daily sodium requirements. Health Valley Organic "No Salt Added" soups have as little as 1-2% of daily sodium values. We stock these soups in Aisle 2.

— Maureen Girty, Grocery Buyer



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

MEMBERS SERVICES MESSAGE

by Kara Holsopple

It's official—**SUNDAY, JUNE 12 is our final MEMBER EXTRA DISCOUNT DAY.** We'll see some of our members shopping on that day for a 10% discount and taking advantage of fun samples and snacks. But we won't see most of you. And that's why we are making the switch.

Having the choice to redeem your 10% discount on the day that YOU choose—instead of the day we pick to pack the store—is more convenient for you. And it's more fair for other members who can't shop on Member Extra Discount Days. Now all of our members have an opportunity to save. If the Co-op can afford to have more of these opportunities, we will. We'll be evaluating the program's success—and how many people are using their discounts—and you'll be the first to know.

Ready?

Here's how it works:

- Check out with your membership card. **The only way to activate the discount is with your card.** If you need a replacement card, check in at the Customer Service desk sometime before you plan to use your 10% discount to order one. You'll receive it in the mail.



- Let the cashier know when you want to use your 10% discount. When he or she swipes your card, the discount will show up on the register, and you will be asked if you want to redeem it.
- Use your 10% discount once per quarter. The dates for this year are —

July 1 through September 30, 2011
October 1 through December 31, 2011
January 1 through March 31, 2012
April 1 through June 30, 2012

If you miss your three month window, your Member Owner Bonuses don't stack up. You just get another opportunity in the next quarter, as other memberships do. There are no coupons, and no make-up dates.

We hope you will enjoy the freedom to use this discount when it makes sense for you. And we hope you will let us know how it is working—or not working—for you. Your feedback is critical in planning any member owner benefits here at your Co-op.

If you have comments or concerns about the new program, I'd love to hear them. You can reach me at 412.242.3598 or memberservices@eastendfood.coop. And we'll be posting your comments and questions about the Member Bonus program in upcoming issues of *The Co-operator*. ☺

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Hip Hip Hooray ... Get Your Rain Check Today!

Changing the Member Extra Discount Days has meant a few other changes, too—and we think you will like them!

In the past, we have only given out rain checks for sale items that were out-of-stock on Member Days. Starting June 1, 2011, rain checks will be issued on any day for out-of-stock sale items.

Rain checks will be:

- Good for 2 months from the date they are issued
- Limited to 5 of each out-of-stock item

Rain checks are only good for items on sale, and the sale price will be honored at the time of redemption.

Calling all seed savers...

Heritage Seed Collective is selling seedlings at the Co-op with the goal of teaching gardeners to save seeds. The varieties we are selling are all endangered foods. **We have 30 days** to raise money via Kickstarter to build an online tool to track where the plants are growing and to create a learning center to help gardeners and farmers learn from each other.

Please join our collective and support heirloom farming.

SOS — Save Our Seeds
heritageseeds.org

THE FOOD YOU EAT, THE BOOKS YOU READ

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



Did you know that almost all of the salads, spreads and sandwiches in the deli case are made right here in the Co-op's kitchen, from scratch? Recipes for old favorites like the Mock Tuna Salad have been passed down, while newer recipes, like this rice noodle salad, were whipped up out of inspiration. Green Noodle Salad is gluten-free, vegan and makes a great side. Add grilled tofu or chicken, and you have a light but satisfying meal. Enjoy!

Green Noodle Salad

4 cups water
7 oz. rice noodles
1/2 bunch scallions, chopped
1/2 bunch mint, chopped
1 cup sunflower sprouts or snow pea sprouts, cleaned & trimmed
1/4 cup pumpkin seeds
1 cup frozen peas, defrosted
1 Tablespoon toasted pumpkin seed oil
1/2 Tablespoon evaporated cane juice
1/2 teaspoon salt
1/2 bunch basil, chopped

1. Bring water to a boil.
 2. Remove boiling water from the stove top. Soak rice noodles in the water, covered, and stirring occasionally until they are rehydrated.
 3. When noodles are done, rinse them under cold water and drain them well. Put them in bowl.
 4. Add all other ingredients. Toss together.
 5. Serve cold.
- Serves 4-6 people.



How To Talk So Kids Will Listen, & Listen So Kids Will Talk

by Adele Faber & Elaine Mazlish

A Review by Claire Westbrook

Attachment Parenting, Simplicity Parenting, Authoritative Parenting, Zen Parenting, Helicopter Parenting...Bleh! I don't know about you, but if you're a parent, you're probably about as done with all the different styles of parenting out there (and all the pitfalls or weird fangled suggestions that come with them) as I am. I really just want the aforementioned title of this piece to play the biggest role in this adventure we're all having.

Yeah, well, guess what? You CAN have your cake and eat it, too, at least according to our quite experienced authors. From their own mistakes and lessons learned trying their techniques, to countless groups of parents and their kids going through the work /opportunity that's been presented, the reason that this national bestseller IS a bestseller is because it's true, grounded in respect, and SO EASY TO USE!

If you're like me, having a reminder for ways to practice being how I want to be (and how I am really but let's face it, we're not born parents, THAT does take practice!) when I'm around my children is not only helpful, but hopeful, because lately I've had some doubts about the way I'm going about this business of child-rearing.

The part of this book that has been most important to me at the stage I'm at right now is engaging cooperation. Some of the key points include things like describing what you see or how you feel and giving information. But even more helpful is the section on helping children deal with their feelings. I know that half the time I have trouble sorting out my own feelings, and I'm an adult. Imagine how my kid must be struggling at times! For this, there's listening quietly and attentively, giving feelings a name and acknowledging feelings with a word. That's right, not going off on a long explanation of trying to relate etc. but just a simple "Oh" or "I see" whenever your child is blowing off steam about something really can let them get what they need to get out of their system (without a bunch of unnecessary prattling or asking of questions like "Why do you think you feel that way?"). This section and its tips have exponentially improved the relationship I have with my 8 year old since I have been known to talk too much in response to something she's sharing with me.



We all want to be the best parents that we can be, right? I've faced that no matter how much I just want to let it all come naturally to me (as if I can inherit the good parenting I didn't experience growing up), it just 'aint gonna happen -at least not as quickly as I want it to. So not only will I be suffering, my kids will be, too, if I'm not as pro-active as I can be with regards to how I treat, not just the adults around me, but ALL children.

And just for lightheartedness, there are some fun cartoon examples of scenarios to play out, which really do hit the nail on the head. Got kids? Then help yourself to speak to what is best in your children- their intelligence, initiative, sense of responsibility and humor, and their ability to be sensitive to the needs of others. 🐼

The author with her two greatest challenges



NEW IN THE AISLES

Bulk

- ☉ Organic Black Quinoa
- ☉ Organic Pearled Farro
- ☉ Organic Quinoa Flakes

In the Bulk Cooler

- ☉ Organic Raw Cha Cha Chia Chunks or Energy

Aisle 2

- ☉ Deboles Organic Oat Bran Spaghetti

In the Deli Case

- ☉ Immaculate Baking Company, ready-to-bake Buttermilk Biscuits

Aisle 5

- ☉ Acure Skin Care Products, Body Lotion, Facial Cleanser and Toner, Facial Lotion, Night 8 Day Cream
- ☉ Aubrey Suncare products
- ☉ TwinLab Sport Nutrition Supplements, Creative Fuel and Electrolyte Fuel
- ☉ Burt's Bees Day Lotion with SPF 15 and After Sun Soother with Aloe and Linden Flower

Aisle 6

- ☉ Yves Veggie Corn Dogs
- ☉ Sukhis Frozen Samosas with Chutney and Vegan "Chicken" Chili with Naan
- ☉ LOCAL PRODUCT! Avella, PA— Manchester Farms Organic Whole Milk
- ☉ Uncle Matt's Lemonade and Grapefruit Juice

Science in a Straitjacket:

More Insanity in Genetic Engineering

by Theresa Sabatini

Chances are you've never heard of Arpad Pusztai. He's a biologist who worked for over 35 years for the Rowett Institute, a top research lab in Scotland. In 1995 he was working to create a safety testing system for GE (Genetically Engineered) foods for the European Union when he accidentally discovered that genetically engineered potatoes were causing widespread organ damage, precancerous cell growth, and smaller brains in rats. His reward for this surprising discovery? The loss of his job and the ruin of his reputation.⁽¹⁾

In 2005 Irina Ermakova similarly stumbled on disturbing results in her lab experiment when half the baby rats born to mothers fed GE soy flour died within three weeks of birth. The other group of rats eating natural, non-GE soy suffered only a 10% death rate. After repeating her experiment three times with similar results, Ermakova presented her results at a conference and was subsequently criticized and harassed; her lab was vandalized, papers set on fire, and samples stolen. A month later the feed supplier for the lab switched to GE feed for the whole laboratory system, and within two months all the scientists saw the infant mortality rate rise to over 55% in their experiments.⁽²⁾

There's a long list of such scientists including Andres Carrasco, Judy Carman, Terje Traavik, Allison Snow, Marc Lappe, Britt Bailey, and Bela Darvas.⁽²⁾ Each of them highly educated, respected experts in their fields who have made discoveries that prove harmful to the bio-tech food industry, and each has paid a high price in terms of professional advancement and reputation, some even threatened personally.

University of California at Berkeley professor Ignacio Chapela, says that scientists are punished for "asking certain questions and finding certain results." Dr. Chapela himself was the victim of a smear campaign after publishing his discovery that GE corn had contaminated crops in Mexico. His detractors turned out to be two fictional characters dreamed up by Monsanto's PR firm, who had posted damaging remarks on a listserve of scientists. "It's very hard for us to publish in this field. People are scared," says Chapela.⁽²⁾

Companies holding the patents on GE seeds have the power to require farmers and others buying the seeds to sign an agreement that they will not be used for research. Elson Shields of Cornell University, spokesperson for a group of 24 entomologists, wrote a letter to the EPA in 2009 about the scientific predicament of not being allowed to study the effects of the GE crops. In the letter they say, "as a result of restricted access, no truly independent research can be legally conducted on many critical questions regarding the technology."⁽²⁾

Dr. Charles Benbrook, former Executive Director of both the Subcommittee of the U.S. House Committee on Agriculture and the Board on Agriculture of the U.S. National Academy of Sciences has personally spoken with "dozens of scientists" who have suffered from "this backlash and these counter attacks that the industry unleashes on scientists that they view as a threat." He says, "The majority of them get out of the field. The majority of them will not



put themselves, or their families, or their career at that kind of risk again."⁽²⁾

In their August 2009 edition, the editors of Scientific American wrote about the "chilling" specter of private companies limiting the testing of their products: "Imagine car companies trying to quash head-to-head model comparisons done by Consumer Reports, for example. But when scientists are prevented from examining the raw ingredients in our nation's food supply or from testing the plant material that covers a large portion of the country's agricultural land, the restrictions on free inquiry become dangerous."⁽³⁾

Not only are these powerful bio-tech companies controlling their seed, the scientific inquiry and reporting about them, and the political framework charged with their oversight, but they are also controlling our right to know what's in our food. They have manipulated the law to ensure that there are no labeling requirements – GE foods are everywhere, with not one label in sight.

In the interview that cost him his job, Arpad Pusztai said of GE food, "If I had the choice I would certainly not eat it", and "I find it's very unfair to use our fellow citizens as guinea pigs."⁽¹⁾ **And here lies the heart of the matter: we don't have labels to inform our choices, so we are forced to be guinea pigs in a vast, unmonitored experiment.**

Way back in 1994, before the first GE crop hit the marketplace, Monsanto and its subsidiaries knew what consumer knowledge would do to their fledgling money-maker crops. Norman Braksick, President of Asgrow Seed, a Monsanto subsidiary said, "If you put a label on genetically engineered foods, you might as well put a skull and crossbones on it."⁽⁴⁾

So let's push for labeling and dig the grave for genetically engineered food with our strongest vote, really the only one that counts in this profit-driven political and scientific environment – our dollars. A consumer tipping point rejecting GE foods is what will drive this technology out of our homes and bodies and back to the labs for some real scientific study. 🌱

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3. <http://www.scientificamerican.com/article.cfm?id=do-seed-companies-control-gm-crop-research>, accessed May 10, 2011
4. Kansas City Star, March 7, 1994 as quoted in <http://www.organicconsumers.org/bytes/ob231.htm#SECI>, accessed May 10, 2011

MORE GOOD READING:

- Don Lotter, PhD Agroecology - <http://www.ijsaf.org/contents/16-1/lotter1/index.html>
- <http://www.grist.org/industrial-agriculture/2011-04-19-usda-to-let-monsanto-do-own-environmental-impact-studies-on-gmos>
- Charles Benbrook interview: <http://www.greens.org/s-r/40/40-01.html>
- <http://www.infiniteunknown.net/2011/03/11/msnbc-poll-96-want-gmos-labeled/>

Introducing...

Cherry Valley Organics



CERTIFIED 100% ORGANIC HERBAL TEAS

Cherry Valley Organics is a certified organic producer of a wide variety of agricultural products, located in Cherry Valley, Washington County, only 20 miles from downtown Pittsburgh.

Founded in 2001, Cherry Valley Organics has since grown into one of the premier producers of organic products in southwestern Pennsylvania, including several hundred varieties of specialty vegetables, greens, herbs, and cut flowers.

The most recent additions to this product line are 6 herbal teas, which are:

- **Organic.** Like all of their products, herbal teas are certified organic by USDA.
- **Local.** All of the herbs in the teas are grown and processed on land in Cherry Valley, in keeping with the principles of small-scale organic agriculture.
- **Environmentally Sensitive.** Packaging contains materials that are 100% biodegradable/compostable, including recycled paper fiber, plant-based cellulose, soy-based ink, and water-based adhesive. 🌱

CHERRYVALLEYORGANICS.COM

TOTE FOR PITTSBURGH

by Sue Kerr

The goal of The Pittsburgh Tote Bag Project (Tote4Pgh) is to connect gently used tote bags with clients of the region's food pantries. The project accepts individual donation, organizes formal drives and has worked with conferences to reclaim excess "swag" tote bags. In partnership with the Greater Pittsburgh Community Food Bank, the project directs the donated bags to the pantries most in need.

Often, clients must rely on paper and plastic bags which are not efficient when selecting bulky items or large amounts of produce. The tote bags will allow clients the dignity of transporting their groceries much like the rest of the public. Pantries will work with their clients to encourage them to reuse the bags on a monthly basis.

The project was conceived in July 2009 when a project member was observing a food distribution, noticed the struggle with the bags and realized that tote bags were a practical solution. Everyone had a few extra tote bags – why not collect them? She tweeted the idea while standing in the Food Bank's large distribution spot. Within minutes a local foundation responded with an offer to donate bags. The project was born.

The project encourages sustainability by allowing clients to get more food for their families, thus reducing waste of perishable items and strengthening the hunger safety net. From an environmental perspective, the project will keep potentially thousands of disposable bags out of the landfills and promote the idea that "greening" is not only for the affluent.

The public can support this project in numerous ways.

1. First, an individual can donate their excess totes or organize their own collection.
2. Second, coordinators of existing drives through faith communities, neighborhood groups and youth organizations can work with Tote4Pgh to incorporate the tote bag request into their drives.
3. Finally, the project hopes to work with area event planners and corporations to redirect excess tote bags to the Food Bank's larger projects.

"Our project is about reducing hunger and protecting the environment," said project member Sue Kerr. "We are excited to partner with the Co-op to give their customers the opportunity to contribute to the project."

Informal projects have already collected 300+ bags, attracting donations from bloggers, businesses, local unions and the Net-roots Nation conference.

Other project supporters include Greater Pittsburgh Community Food Bank, Allegheny Unitarian Universalist Church, K.S. Kennedy Florist, The Cotton Factory and The Pittsburgh Foundation.

Individuals and groups interested in organizing a tote drive or volunteering for the project can contact the project at tote4pgh@gmail.com 🌱



EAST END FOOD CO-OP

TOTE BAG DRIVE

**for The Pittsburgh Tote Bag Project
July 1-July 30**

Deposit new or gently used re-usable tote bags in the bin in the Co-op's entrance. Tote bags will be donated to The Pittsburgh Tote bag Project, so that food bank clients can tote home their groceries more efficiently and sustainably.

You can also buy Co-op Totes for \$1 in the store to donate. East End Food Co-op will also donate 100 of these new Co-op totes to The Pittsburgh Tote Bag Project.

un-classified ads

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

PITTSBURGH MOBILE YOGA — Let me bring Yoga to you! Private and small group instruction in your home. For information: www.pittsburghmobileyoga.com or 412-225-1452.

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.

ORGANIC GARDENS & LANDSCAPES. — Design, installation, & maintenance. No chemicals, no pesticides, no way! Friendly to pets, people, wildlife, & the environment. Visit kettlegardens.com. Spring is the perfect time to plant! Don't wait!

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

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

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

THERAPY FOR BUSY PEOPLE WHO NEED A BREAK — Deep Tissue massage or Shiatsu. Co-op member discount. More info at www.bodyharmonyppgh.com Marcia Smith. 412-871-5388.

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 — 5801 Beacon Street, Sq. Hill (next to Giant Eagle parking lot), es_message@yahoo.com, 412-855-1532. www.squirrelhillmassage.com. Relaxation and deep tissue massage. Increased flexibility and deep tissue work—there is nothing like it. \$15 off the first visit for Co-op members.



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

Free Yoga for Shoppers on Members Day!

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

Sessions begin in the Gemini Theater at 12:00pm, 12:30pm, 1:00pm and 1:30pm.

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

YOGA IS MY HEALTH INSURANCE

John Moore, Musician
Pittsburgh Symphony Orchestra
Photo credit: Laura Petrilla



GENERAL MANAGER
Rob Baran

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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*
Aaron Young, *Produce Manager*
Kara Holsopple, *Marketing and Member Services Manager*
Allisyn Vincent, *Front End Manager*
Thomas Murphy and Amber Pertz, *Café Managers*

EAST END FOOD CO-OP

7516 Meade Street
Pittsburgh, PA 15208
Store 412.242.3598
Café 412.242.7726
Credit Union 412.243.7574

www.eastendfood.coop
memberservices@eastendfood.coop

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.

*This ad space
could be yours!*



For advertising rates and details,
call Kara at 412.242.3598, ext. 103.

Or e-mail memberservices@eastendfood.coop

STAFF NEWS

The Front End welcomes **Jenny Johnson**. Jenny is a published poet, working on her first manuscript. When she's not working, she enjoys riding her bike and playing the role of sous chef in the kitchen.

The Co-op also welcomes **Justin Pizzella**, our new Operations Manager. Justin has had a variety of jobs that provide a good foundation for his work here—project management, inventory management and sales. Justin is married with two children, and when he's at home, he enjoys playing with his kids, cooking and gardening.

Welcome Jenny and Justin!

Employee of the Month

Congratulations to LaShaun Martin, our Employee of the Month for March 2011

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

A. Approximately 6 years.

Q. What are your favorite things about working here?

A. The fabulously friendly staff. Also, the great satellite radio music we can sing to.

Q. Are there things you wish you could change?

A. Member Extra Discount Day, which is already underway.

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

A. Acknowledged as an asset to the Co-op team.



DID YOU KNOW...

... that **Step Six** in the **Better Eating For Life** Program is **"Nibble Your Way to Great Nutrition"**

Smart snacking is a proven way to a healthier lifestyle. Many Americans find that they have neither the time nor inclination to prepare three big meals a day. Choosing wholesome snacks to stave off hunger or as mini-meals throughout the day can make a big difference in overall health and diet goals.

The Step Six packets includes tips for morning and afternoon snacks, as well as a comprehensive list of "evening edibles" that will satisfy without adding too many extra calories.

Recipes included in this month's packet include Potato Wedgies, Herbed Cheese Spread, Doubly Good Onion Rings and Best Bean Nachos. A list of snacking resources from the American Heart Association, as well as snack ideas for kids, 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.

Recipes, stories and Co-op community are available to you at

www.strongertogether.coop

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& Meat Options

36 Drafts

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Look for Eat Local America!

Tips, tools and workshops
for your Co-op
in the next issue of
The Co-operator!

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june classes

THURSDAY JUNE 9, 6:30PM

Food for Life — Introductory Cooking Class

With Janet Mckee, HHC, AADP

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

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

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

THURSDAY, JUNE 16, 6:30 PM

Worm Composting Workshop

With Pennsylvania Resources Council

Worm your way into composting with one of nature's most efficient recyclers, the lowly earthworm. Worm composting is an easy way of recycling organic kitchen waste into a valuable and nutrient-rich soil fertilizer. Learn about the benefits of composting with worms. Each participant or couple will be provided with a bin, instructions, and worms. You will go home with a complete, ready to use vermiculture system! It's easy, fun, odorless and produces a great soil additive! Class participants will learn how to house, feed, harvest and care for their own worms.

The cost is \$45 per person, \$55 for couples. To register go to <http://www.zerowastephgh.org/ZW-PRC-byvc.html> — Or call the compost hotline at 412-488-7490, x 226.

THURSDAY, JUNE 23, 7 PM

CULINARY MEDICINE, PART THREE

Fermented Tea and the 5th Annual Kombucha Brewfest

With Deborah Uttenreither, CHC, AADP of LIFE FUEL Nutrition

The fermented tea called Kombucha is detoxifying, healthy and delicious. Learn the health benefits and the ancient craft of making it at home. It's both fun and easy. If you are already a brewer, please come with your experience and samples of your brew. Kombucha samples and Kombucha making scobys and kits will be available.

july classes

TUESDAY, JULY 5, 7 PM

CULINARY MEDICINE, PART FOUR

New Fermented Drinks and Yogurt

With Deborah Uttenreither, CHC, AADP of LIFE FUEL Nutrition

Learn the ancient craft of making fermented yogurt, kefir and other drinks. Tasty yet healthy for digestion, these drinks will become a staple in your kitchen.

Fabulous, fun and easy—samples provided!

THURSDAY, JULY 7, 7PM

Businesses of spirit™ — Creating Success in Community

With David Park

There is a quiet revolution happening. Companies are weaving human factors into every aspect of life and business. They recognize that people are not messy, inconsistent inconveniences and should not be ignored or squashed in a drive toward success. People are the core of success. Such Businesses of Spirit™ have been emerging for some time now, although they have not been widely recognized. In this presentation we will briefly consider characteristics of Businesses of Spirit™ and how these characteristics support greater creativity and success.

David Park holds degrees from MIT, NYU, and CMU. He worked as a software systems architect, project manager, and sales person. He received leadership training in the Army National Guard.

In 2008, he suffered a severe stroke. Due to many years of meditation, he was able to maintain conscious awareness of his death process and chose to come back to life at the last moment.

David works as a writer and business coach and leads classes on a variety of topics. He lives in Pittsburgh, PA with his wife, son, and two dogs.

June 2011 ... hot bar specials

sunday monday tuesday wednesday thursday friday saturday



FLAG DAY
IS
JUNE 14

1 Burrito Bar	2 Buffalo Tofu	3 Pizza Dairy & Vegan	4 Greek Quiche
5 Chef's Choice	6 Tofu al Pastor	7 Potato Chickpea Masala	8 Indian Kitchen
9 Quinoa Polenta w/ Roasted Red Pepper Sauce	10 Pizza Dairy & Vegan	11 Sun-dried Tomato Cream Pasta	
12 Chef's Choice	13 Curried Red Lentils & Chickpeas w/ Swiss Chard	14 Spicy Peanut Tempeh	15 Stir Fry Bar
16 Summer Squash Gratin	17 Pizza Dairy & Vegan	18 North African Stew	
19 Chef's Choice	20 Ratatouille Pasta	21 Seitan & Yellow Split Pea Stew	22 Middle Eastern Kitchen
23 Herb Roasted Eggplant w/ Chickpeas	24 Pizza Dairy & Vegan	25 Tarragon Tofu Stew	
26 Chef's Choice	27 Sicilian Broccoli & Cauliflower Penne	28 Haluski	29 Pittsburgh Kitchen
30 Tempeh Tagine			

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!

ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

FIRST FLYER RUNS FROM
**WEDNESDAY, JUNE 1 TO
TUESDAY, JUNE 14**

SECOND FLYER RUNS FROM
**WEDNESDAY, JUNE 15 TO
TUESDAY, JUNE 28**

AND DON'T FORGET ABOUT
**MEADE STREET MADNESS
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MEMBERS' EXTRA DISCOUNT DAY SUNDAY, JUNE 12, 2011

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WITHIN REACH

by Berry Breene



Member owners requested the power of choice and it has been granted! With June 12th tentatively marking the end of our Member Extra Discount Days, I want to address the changes this will bring to volunteering. First and foremost I would like to thank all the dedicated MEDD volunteers for their efforts to make Member Extra Discount Day run smoothly; you have helped the staff and fellow member owners immensely! Secondly, Member Extra Discount Days will be replaced with a 10% off Member Bonus, **redeemable on the day of your choice**, four times per year, as explained in last month's *The Co-operator*. The good news is that our discounts are still "stackable," if you volunteer on the day your new Member Bonus is redeemed or if you have current volunteer hours when you redeem the Member Bonus, you can still receive 20% off purchases that day.

Shifting to the Member Bonus system emerged from requests by member owners. Many member owners actively avoided the chaos and stress of MEDD, or had a difficult time making it on the designated MEDD days to redeem their discount. Now instead of 1,500 people receiving an extra discount each month, 8,000 members will have the opportunity to shop at 10% discount four times a year. This process makes member economic participation, our third principle of cooperation, more equitable to our entire membership.

Remember, member owners can volunteer anytime — simply contact me in advance to schedule a volunteer shift. A two hour shift earns a week of 10% discounts any week of any month, all year long! For example if you volunteer for two hours on a Saturday, you will be able to shop at a 10% discount until the following Saturday! So if you really start to miss that monthly discount, contact me at outreach@eastendfood.coop and sign up to become a Co-op volunteer, or schedule a shift if you've volunteered in the past. Check out <http://eefcwithinreach.blogspot.com/> for current volunteer opportunities and more information on volunteering at your Co-op. ☺

café hours

daily

JUICE BAR
8 AM - 7 PM

SALAD BAR & SOUP
8 AM - 7 PM

HOT FOODS
11 AM - 7 PM

weekends

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS
1:30 PM - 7 PM

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