

# The Co-operator

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

## STORE NEWS

**Members' Extra Discount Days**  
**Sundays: 3/15 & 4/19**  
Shop 8 am - 9 pm

**Board of Directors Meeting**  
All members are welcome.  
Check the front entrance for dates and times.

**The Co-Operator Deadline**  
All submissions and ads are due 4/1 for the May 2009 issue.  
For more information, call Member Services at 412.242.3598.

**Join us for a Co-op Orientation Night**  
Learn the secrets every member wants to know Tuesdays at 7pm.  
Register with Outreach Coordinator Chris Farber, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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## APRIL IS BOTTLED UP MONTH!

**EAST END FOOD CO-OP**  
7516 Meade Street Pittsburgh, PA 15208  
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## Urban Retrofit Cohousing Coming to Pittsburgh

By Pat Buddemeyer

In August of 2008 a group of individuals met in an abandoned East Liberty apartment building in hopes of making it their new home. This would not be just any home but would be the first *cohousing development* in the Pittsburgh area. Their dream is to convert an abandoned twenty-unit apartment building — constructed in the 1960s — into a cohousing residence containing 12 to 14 condos and utilizing environmentally responsible rehab techniques and materials.

The condos — ranging from efficiencies up to three bedrooms in size — will each have a private kitchen, living room and bath, and residents will share a common living room, a dining room/kitchen area that will accommodate all community members for shared meals, and a laundry facility. The outside of the building will also have shared space, including ground and rooftop gardens and patios. A planned add-on elevator tower will make all levels accessible.

Most people who find cohousing attractive have a high level of environmental consciousness. Sharing common spaces makes great ecological sense, allowing the residents to live in relatively smaller units but giving everyone the opportunity to utilize the common areas when the need or desire arises. Recycling an existing building will keep tons of debris out of landfills. Many community amenities are within walking distance or are an easy bicycle ride away, and public transportation is close by.

The target purchase price range is \$100,000 to \$150,000 per unit.

While the following six characteristics aren't always true of every cohousing com-

munity, together they serve to distinguish cohousing from other types of collaborative housing —

- Future residents participate in the design of the community so that it meets their needs.
- The physical layout encourages a sense of community.
- Common facilities are designed for daily use, are an integral part of the community, and are always supplemental to the private residences.
- Residents manage their own cohousing communities, and also perform much of the work required to maintain the property. They participate in the preparation of common meals, and meet regularly to solve problems and develop policies for the community.
- Leadership roles naturally exist in cohousing communities, however decisions are usually made in a non-hierarchical fashion. As people join the group, each person takes on one or more roles consistent with his or her skills, abilities or interests. Most cohousing groups make all of their decisions by consensus.
- The community is not a source of income for its members. Occasionally, a cohousing community will pay one of its residents to do a specific (usually time-limited) task, but more typically the work performed will be in lieu of that member's contribution to the shared responsibilities.

The East End Food Co-op will host a presentation about East Liberty Cohous-

## Stone Meadow Farm

By Emily Bragonier

On a cold and snowy afternoon I visited with *Brian Futhey*, owner of *Stone Meadow Farm*. Located near State College, in the small, Amish farming community of Woodward, PA, Stone Meadow is a beautiful, unassuming agricultural wonder, and its farmer a unique and talented cheesemaking artisan. Raised on a conventional dairy farm, Brian became interested in sustainable dairying and cheesemaking after attending a Pennsylvania Association for Sustainable Agriculture (PASA) workshop in the mid-1990's. In 1997, he sold the remaining assets of his family farm and, a few years later, acquired the nearby 142 acres that make up Stone Meadow.

Brian adopted the traditional New Zealand style of dairying on his new farm, in which cows are inseminated, freshened and grazed on a seasonal basis. The goal in this sustainable system is to match lactation with the growth of new grasses.

— Continued on page 3

ing on Thursday, March 26, 2009, at 7:00pm. There will be representatives from East Liberty Development (the developer), Lab|8Designs (the architect), and a number of the individuals who have been meeting since August to make this dream a reality. If you are not able to join us for the presentation, please contact Ken at kenprus50@hotmail.com, Pat at buddem@att.net or Kendall at 412-361-8061 for more information.

Additional information about cohousing can be found at [www.cohousing.org](http://www.cohousing.org).



**DON'T MISS MEMBERS' EXTRA DISCOUNT DAY – MARCH 15**  
MEMBERS RECEIVE 10% OFF SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates and times.







Rob Baran,  
General Manager

## rob's corner

I just came back from the best business conference I have ever attended. The National Cooperative Grocers Association (NCGA) brought in some top notch financial analysts to show us what happened to our economy, what happened to the grocery industry, and what is happening to our cooperative grocery industry. We had some real data to work with (we even got a hold of some of our competitors budgets), and those analysts made some interesting predictions for what the future holds. Then we spent a day brainstorming with Walden Swanson.

Walden was my finance professor way back when at the Cooperative Management Institute at the University of Wisconsin. He created the common cooperative financial reporting systems we use in NCGA. He is also in demand all over the world as one of those brilliant and creative business minds that big corporations the world wide pay a gazillion dollars to consult with. Thankfully, Walden eats and breaths co-ops, so we get a pretty steep discount.

Anyway, we had an amazing day, 90 general managers and Walden, figuring out what is happening now, what the future holds, what opportunities are out there for us, and how important it is to prepare for the worst, even if you don't necessarily think it is going to happen. Kind of like what you all are doing right? Most of you are still doing o.k. but you have cut back your spending to prepare for the worst. Our model here at the Co-op is now to plan for the best, and prepare for the worst. We're in the same boat now as you are of course.

Things could be worse; at least we live in one of our nation's top cities to ride out a deep recession. Most of the stories I have read analyzing the best places to live in troubled times have Pittsburgh at or near the top 5. And they tell us we have one of the best job markets in the country right this moment. Not that that's saying a lot of course. So I guess the next question is, what's does the future hold for you and your Co-op? But first, let's take a moment to lay some groundwork.

We really got our act together the last 15 months before the economy crashed! If not yet profitable, we at least stopped the hemorrhaging in our Café/Deli. Thomas and Amber have really made a lot of progress improving the food, organization, and systems- which is a new thing for us. We are one of one of the most productive and efficient co-ops in the country- that's really new. We have a lot of money in the bank to ride out tough financial times- that's also pretty new. We have been consistently making money the last year- that's definitely a new thing. We have great credit-

that's not so new. Also not so new is that we don't have a lot of debt to pay. So we are pretty well positioned to ride out any potential multi-year crises'.

Don't get me wrong, we really need to make some significant changes here to ensure we are taking good care of you, our member/owners. We also need to make sure we don't lose too much money the next year or two doing it. When things start to get better; we want to be able to jump right into expansion. So let's talk for a minute about tactics and strategies.

Tactically, we have an obvious need to address pricing. Things are tough right now, so we need to look out for you. We are developing a new pricing plan for the store that will have a focus on steep price reductions on some of the basics to help folks ride out tough times. You have probably noticed this already happening. Also tactically, we are tightening the belt on spending across the board. We have a number of small improvements planned for the store this spring that we will have to take a hard look at as well.

Strategically, we are going from yearly business planning to quarterly business planning to address the likely ongoing volatility of the economy. Our current business plan was written early last summer and bears little resemblance to our new reality. We are reducing sales and profit projections significantly. I think we still have a good chance of breaking even in 2009, and with more improvements to operations, might even make a few dollars.

Also strategically, we are slowing down our expansion planning process. We will keep working on it so that we are ready to act when the economy begins improving, but we certainly won't be signing any agreements the next 6 months.

There is plenty more, but I am running out of room for this article. I must admit, we thought we might be immune to this recession as sales were still really strong through October, and we had usually grown faster during previous recessions as folks ate out less. But of course this one is different. So just like you, we have to be different. Whatever happens with the economy, I can assure you service and pricing are two key areas we will improve on in 2009. I think the next Rob's Corner will be a little more fun as we talk about the "Pennsylvania Sustainable Agriculture Business Leaders of the Year Award" we were given recently, proof positive that we are fulfilling our mission to help grow the local food economy and support sustainable farming and eating practices throughout the State..Until the next time...

Rob Baran  
rbaran@eastendfood.coop

## one percent wednesday



March 18

### Nine Mile Run Watershed Association

A stream that exists mostly underground and flows through the East End of Pittsburgh, *Nine Mile Run* is an urban stream that is seen above ground in Frick Park, before it flows into the Monongahela River. Because much of the Nine Mile Run watershed is covered with blacktop, concrete, and sidewalks, rainwater flows very quickly over these surfaces into storm drains, and carries with it everything that it picks up along the way to the antiquated storm drains of the city, and then to the stream. In most of the city, storm water and sewage flow in the same pipes, and even in smaller communities like Wilkinsburg and Swissvale where more updated sewer systems separate sewage and storm water, sewage finds its way into the stream through sewer pipes in need of repair or citizens who mistakenly connect downspouts to sewer drains.

Begun in 1999, a \$7.7 million dollar stream restoration sponsored by the City of Pittsburgh and the Army Corps of Engineers will address some of the problems that the Nine Mile Run watershed faces. The Nine Mile Run Watershed Association sees the restoration of the watershed as a community issue in which the citizens can do their part to compliment the municipal work being done. Their mission is to involve citizens in the restoration and protection of the Nine Mile Run watershed through education, advocacy, and stewardship programs.

Incorporated in 2001, the Nine Mile Run Watershed Association grew out of the Nine Mile Run Greenway Project run by the STUDIO for Creative Inquiry at Carnegie Mellon University. That project focused on the need for urban residents to reconnect with the natural world, and the desire for that work to continue led to the creation of the Watershed Association. Their year-round programs and advocacy initiatives continue to engage people of all ages to connect with the watershed. Please support the Nine Mile Run Watershed Association by shopping at the Co-op on **Wednesday, March 18**.

### UES SOIL AND WATER WORKSHOP Saturday, March 28, 2009, 10am – noon Riverview Park, Activities Building

Join local soil scientist John Buck, urban ecostewards, and other interested volunteers to learn about different types of soil and how they are affected by water. Register by calling Jeff at 412.371.8779, ext. 14 or email [jeff@ninemilrun.org](mailto:jeff@ninemilrun.org)

### RESTORATION RUN Saturday, March 28, 2009, 11am Meet in the soccer field in Lower Frick Park, use the Lancaster Avenue entrance.

See the amazing transformation of Nine Mile Run, learn about the future of this unique project, and then join other watershed runners on a leisurely jog through parts of the restoration and Frick Park.

Choose between a 3 mile or 5 mile route

## member services message

by Kara Holsopple, Member Services

### Peanuts, Your Co-op and You

More than ever, consumers are concerned about food safety, and with good reason. The food safety scares over the past years involving green onions, spinach and tomatoes, to name a few, have shaken our basic belief that our food is wholesome and that government regulation can keep us safe. Trust in our food system has gone from dwindling to dive-bombing.

Now we add peanut products to that list. The recent product recalls as a result of the *Salmonella* outbreak caused by the Peanut of America Corporation's Georgia processing plant were a shock to East End Food Co-op shoppers. How could some of our favorite natural foods products be involved? As more products were recalled, including organic products, due to the same company's Texas processing plant closure, the questions became more grave. What has happened to the integrity of organic certification?

These questions are frustrating for all of us, consumers and retailers alike. We are all disappointed. On our end, we are monitoring the recalls carefully to ensure that our product selection is safe. We hope that this recall threat will underscore the need for a stricter, more comprehensive inspection process, and that the Obama administration will help lead us in that direction.

As a locally-owned business which emphasizes local food sources, we also see this *Salmonella* outbreak as evidence of our vulnerability in the face of a centralized food system where one small processing facility can effect so many across the nation. Strengthening local and regional food economies by investing in locally produced food could help reduce this risk. Locally produced food is easier to track back to its origin and has more limited distribution, making it easier to address food safety concerns more quickly.

The fact that organic products were included in this last recall is troubling, but has nothing to do with the fact that they were organic. Again, the hugely centralized food processing system and their poor handling of food is to blame- for organic and conventional foods.

So what can you do?

You can continue to support locally and regionally supported foods and products with your dollars and by talking them up to your family friends. You can educate your self and stay educated about food safety issues, and share information with your family and any community to which you belong- where you live, go to school, play or work. You can also get involved by writing and calling your legislators to let them know that you are concerned about organic and food safety issues.

Let us here at the Co-op know your thoughts, too. The more input we have about our products and our customers'



Think globally. Eat organically. Buy locally.

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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



### Comment Cards . . .

*I am glad you have washable mugs, plates and silverware! Amen! Plus — this is the kindest, most relaxing grocery store in all of Pittsburgh. Yummy Indian food today, too.*

We agree. Thanks! We appreciate the positive feedback.

— Thomas Murphy, Café Manager

*Why are carts allowed in the Café? It's so tight as it is.*

We do recommend that customers park their carts outside of the seating area. If you ever find it getting too crowded, please ask at Customer Service or the registers for the Manager on Duty. We can ask that carts be moved. Thanks for bringing this to our attention.

— Allisyn Vincent, Front End Manager

*I am appalled at the price of "regular," not-organic walnut pieces in your bulk department. They are \$2 more per pound than your competitor's price.*

I apologize for the price. They are from the United States, which may explain the price difference. This price reflects the higher price we pay our distributor for them.

— Ian Ryan, Bulk Foods Buyer

*Can we carry raw, organic pistachios?*

I will take your suggestion into consideration for the future. Thanks.

— Ian Ryan, Bulk Foods Buyer

*The gluten-containing and wheat flours should be on the bottom shelf so they don't get sprinkled all over everything below. I am a celiac and hate gluten in my rice.*

We have moved the rices away from the flours. I hope this solves the problem. If you have any other concerns or suggestions, please do not hesitate to let me know.

— Ian Ryan, Bulk Foods Buyer

*We have been out of tomato linguini for too long. When is it coming in?*

Unfortunately, the company that makes this product is on the verge of going out of business.

— Ian Ryan, Bulk Foods Buyer

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

## Stone Meadow Farm

*Continued from page 1*

Reproduction is timed so that calves are born in the spring, when they can enjoy the peak of grass season, which occurs in May and June. This timing is in line with natural cycles, creating less stress for heifers and more economical sense for the farmer, supplying high quality feed when the cows most need it.

Recognizing that cheese has more value and is easier to distribute than milk, Brian started cheese production in 2005. His business has grown steadily, with about 5,300 lbs of cheese being produced in 2008. Brian sticks to standard, well-known cheeses, including Cheddar, Swiss, Colby and jalapeño Jack, because the local market demands them, though he does dabble in slightly more exotic varieties,

like Camembert, Brie and a delectable cave-aged Cheddar. Brian has been selling his cheeses to the EEFC since 2005.

Stone Meadow has approximately fifty head of cattle, some of which are beef cows that are processed by a local butcher and sold at various farmers' markets in the region. Dairy breeds include Jersey and Milking Shorthorn, while Red Devon is the primary beef breed. Without doubt, all of the cows, regardless of breed, are happy and well-fed, and surprisingly friendly. Several greeted us, presumably hoping for acknowledgement and a few strokes on the head, as we chatted next to the barn.

Brian views farming as a lifestyle and cheesemaking as inspirational, though it is evident that he also thoroughly enjoys



having his winters off. However, he tells me that he's striving to be "a purveyor of nutritious, quality food." You can be certain that when spring rolls back around and the cows are sent out to graze, Brian will be hard at work, contributing to his local foodshed. And with new cheese varieties like Tallegio and Gouda on the horizon, it's sure to be a delicious season of local eating. 🐄

### DEPARTMENT OF THE MONTH:

*by Thomas Murphy*

## The Co-op Café

These days everyone is looking for a value including at the dinner table. The Co-op offers a terrific bulk section which provides a good tool for smart shoppers. Bulk beans and grains offer a nutritious and tasty solution to consumers concerned with price. One of the best examples is lentils. That is why the Café will feature the red lentil as March's **INGREDIENT OF THE MONTH**. Red lentils are nutritious, tasty, easy to prepare, and a good addition to anyone's diet.

The lentil is an annual plant belonging to the legume family. It is grown for its seeds which grow in pods. Originating in the Near East, lentils have been a part of the human diet since Neolithic times. Lentils come in variety of colors; the most common being green or brown lentils. The featured red lentil actually has its skin removed before being packaged for consumption. Lentils are sold in many forms including various colors, with or without skins, and whole or split. We chose red lentils because they are very easy to prepare and offer a vibrant color that create an appetizing compliment to any dish.

Lentils provide 26 grams of protein in every 100 gram serving which is the third highest amount of protein found in a plant based food aside from soybeans and hemp. Besides high levels of protein, lentils also contain dietary fiber, Folate, vitamin B1, and minerals. When mixed with grains such as rice and bulgur a complete protein results. *Health* magazine has selected lentils as one of the five healthiest foods.

Because of their health benefits, red lentils are actually being tested as an energy food for athletes at the university level. A team of researchers from Kinesiology, Plant Sciences and Pharmacy and Nutrition at the University Of Saskatchewan are testing the effects red lentils have on athletes. It's the combination of high protein and low carbohydrates that seems to give athletes a good amount of energy which lasts for a longer period of time than a energy bar full of sugar. The study is set to conclude in the spring.

Red lentils are easily prepared. They have a short cooking time, especially varieties such as red lentils which have

the husk removed. When lentils are prepared, they are inspected for stones and damaged lentils. They are then rinsed with water until the water is clear. Some believe that soaking lentils and discarding the water prior to cooking will remove substances thought to cause indigestion. The lentils than can be cooked in broth or water on the stove top or in a slow cooker. Often more water will need to be added as the lentils cook down in order to reach the required consistency. Red lentils are often served pureed.

This month the café will feature several dishes on the March daily special calendar including curried red lentils, chick peas and swiss chard. The Café will also be serving a nutritious alternative to a cold weather favorite with red lentil chili. Please check back in upcoming months to see what ingredients are featured in the future. As always, we welcome your feedback. Customer comment cards are available at customer service desk, our email address is [café@eastendfood.coop](mailto:café@eastendfood.coop) or you can always stop by and let us know in person.



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

Gluten-free, a taste of spring mint and the promise of warmer weather to come — what could be better? **Green Noodle Salad** is easy to prepare and combines some usual natural food ingredients to create an unusual dish. Fresh, local sprouts, that natural foods staple, add crunch and mouth appeal to the delicate flavors of the dish. If you don't have toasted pumpkin seed oil, or don't want to go to the expense of buying some for this dish (though it is delicious and worth a try!), you can substitute toasted sesame oil, instead. Enjoy!

**Gluten Free!**



### Co-op Café Green Noodle Salad

- |  |                                 |
|--|---------------------------------|
| 4 cups water   | ¼ cup pumpkin seeds (pepitas)   |
| 7. oz rice noodle  | 1 cup frozen peas               |
| 1/2 bunch scallions, chopped   | 1 Tbsp toasted pumpkin seed oil |
| 1/2 bunch mint, chopped  | ½ Tbsp evaporated cane juice    |
| 1 cup sunflower sprouts, or snow pea sprouts, cleaned and ends trimmed | ½ tsp salt                      |
|  | ½ bunch basil, chopped          |

Bring water to a boil. Remove boiling water from the stovetop.

Soak rice noodles in the water, covered, stirring occasionally until they are rehydrated.

When tender, rinse noodles under cold water and drain well.

Place noodles in bowl and add other ingredients.

Toss together and serve chilled.

Serves 4-6

## WITHIN REACH: EATING HEALTHY ON A BUDGET AT THE CO-OP

by Chris Farber

Stretching your dollar is a concern more than ever in this tough economic climate. Your Co-op has a mission of both providing healthy affordable food to our diverse neighborhood, and supporting local, sustainable farms. Sometimes these values can seem to conflict.

Everyone deserves access to healthy food. At the same time, the farmers, farm workers, truck drivers, and many others that work to bring that food to our stores and our plates deserve to get paid enough to make a decent living. Hunger is a real concern in our urban neighborhoods, but did you know that many family farmers are themselves relying on food stamps? Along the way, we've got to grow and transport this food in a way that protects and enhances our environment. Having all of these things together is my definition of a sustainable food system. I know that one little grocery cooperative can't achieve all this on our own, so what can we do?

Part of what we do as a co-op is educate our owners and shoppers. This newsletter has articles that touch on some of what's driving the increase in food prices, and on how nutrition, community, and affordability intersect. We face extra challenges as a small store with less access to volume discounts or the ability to price some things at or below cost and make it up in other parts of the store. This is kind of similar to what small farms face when selling to brokers and wholesalers.

In the U.S. we do spend such a small part of our budget on food (an average of about 10% post-tax in 2007, 19-25% for low-income families) compared to the past (an average of 30% in 1955, with low-income families spending 50% or more.) Once I learned that, it really changed how I thought about my own

food budget and the value I place on food. However, it doesn't change the fact that while food prices may have been kept artificially low, the cost of other necessities like housing and transportation have gone up a lot and more and more people are struggling to put food on the table. Education gets us a little ways at the Co-op in understanding and explaining why food costs what it does

In the long run, we can work in cooperation with our networks to build strong local economies with living wage jobs for everyone and to create more sensible national food policy. In the short to medium-term, we can support food banks, cooking and food preserving classes, community kitchens and gardens, farmers markets, and CSA farm share scholarships. As member-owners we can hold potlucks and supper clubs and share our incredible collective knowledge and our delicious low-cost recipes. Right now in the store, we can continue working to grow and advertise our Co-op discounts. We can talk with our community about the different ways that we really do believe folks of limited means can afford to shop here. I asked my coworkers to share some of their tips for shopping at the Co-op on a budget. The biggest thing is both simple and challenging: actually cooking at home with real, whole foods. A lack of time, knowledge and sometimes basic equipment are barriers to overcome for many of us. We have lots of ideas here at the Co-op that we will be sharing with you in the coming months, and I'm excited to hear more of yours. You can always write or call me at the store. Together in cooperation, we can achieve the vision of healthy, affordable food for everyone in a food system based on justice and care for the earth. 🌱

outreach@eastendfood.coop

## End-of-Winter Brunch

by Erica De Angelis, Co-op Member and Volunteer

At the time of writing this article, I just learned that Punxsutawney Phil saw his shadow. While six more weeks of winter sounds like a very long time, the ever-lengthening daylight makes even Phil's prediction doable. One of my resolutions for 2009 was to become more of a human being and less of a human doing. To that end, my strategy is to spend more free time with friends and family, and less time overbooking myself for activities that bear a striking resemblance to painful obligations. I'd rather look back on my life one day and see lots of time spent with loved ones, not more meetings and things that feel like work.

With that in mind, and following my lead, why not celebrate the promise of spring? Usher in the longer days, the end in sight for seasonal affective disorder, or even the abundance on the horizon of a greater variety of seasonal vegetables.

The menu below makes for a fairly simple reason-to-celebrate brunch, and no gift-giving or going into debt is required. Garlic, rhubarb and mangoes are all found on the seasonal fruits and vegetables list for March, and so are potatoes. While potatoes are one of the most versatile foods on the planet, our family has eaten more than its share in the past four months, and we're ready for something else. If you're looking for a delicious way to usher them out of your winter menu, try the torte.

In any case, gather some friends, relax, and enjoy an affordable alternative to hard work or "should-ing" yourself to death.

### Pineapple Rhubarb Crumble

Vegetarian, Serves 8

#### FILLING

- 5 tablespoons butter
- 5 tablespoons flour
- ½ cup agave nectar
- 1/8 tsp. nutmeg
- Dash of salt
- 3 cups rhubarb, sliced thin
- 3 cups pineapple, crushed

#### TOPPING

- 1 cup flour
- ¾ cup oatmeal
- 1/3 cup agave nectar
- ¼ cup melted butter
- 1 teaspoon cinnamon

1. Preheat oven to 400 degrees.
2. To make the filling: In a saucepan, melt butter, and then stir in agave nectar, flour, nutmeg and salt.
3. Add water and cook over medium heat, stirring constantly, until thickened. Add rhubarb and pineapple, and stir until well mixed, then remove from heat.
4. Pour fruit mixture into a 9x13 pan and set aside.
5. To make the topping: In a bowl, combine flour, oatmeal, agave nectar, butter and cinnamon. Sprinkle the topping over the filling, and then bake for 30 to 40 minutes.

Serving suggestion: Serve with a scoop of your favorite vanilla ice cream (dairy or vegan), or a fruit sorbet, and garnish with several sprigs of fresh mint.

### Mango Mimosa

Vegan

- Mango juice
- Chilled champagne (with or without alcohol)
- Fresh mint

1. Pour equal amounts of mango juice and champagne into a chilled champagne flute or goblet.
2. Garnish with a sprig of fresh mint.



# in the COMMUNITY

## BOARD CORNER

by Mike Collura

This year will mark the 53rd anniversary of the Consumer Cooperative Management Association (CCMA) conference and it will be held June 11 – 13. CCMA exists solely for the purpose of holding this conference which brings together over four hundred participants from near seventy cooperatives from all over the country to communicate, celebrate, and learn from various speakers, consultants and each other.

The coops represented are of varying sizes and ages, and represent a wide range of businesses that even include a cooperatively owned and run brew pub! The meeting is held in different regions each year to cover various host cities in the western, central, and eastern United States. Last year our Coop applied for, and was chosen to host CCMA here in Pittsburgh.

This conference starts out with a day for all for the attendees to socialize and get acquainted with each other, and for the hosting coop to show off its hometown pride by organizing several excursions around the city. Some ideas that have been discussed for this year are tours of our local farms, some kind of water sport on the rivers, a trip to falling water, and of course a visit to our coop.

The next two days are a bit more formal, having workshops on several different tracts that are facilitated by guest speakers, Cooperative Developments Services (CDS) consultants and leaders in our industry. CCMA is known for its mix of practical information, new and innovative ideas and cooperative visioning. Some examples of past tract themes are “Thinking Outside the Coop”, “Excellence in the Board Room”, and “Field Guide to Coop Startups”. For as diverse and helpful as these workshops are, no amount of training could make up for the value attendees get from sharing their experiences, problems and solutions with each other. Mixed in with these workshops are

several opportunities for one-on-one interaction with other cooperators from around the country. There are usually two keynote speakers that address attendees throughout the conference and impart their experience and inspiration. These special guest speakers are well respected leaders from many industries encompassing the Green Movement, Cooperatives, Economics and more.

What does this mean for our directors and staff? This is an opportunity to make real world business contacts with folks who are going through, or have been through some of the toughest issues we face as a consumer cooperative, and allows us to find tools to face some of these issues cooperatively.

One of our biggest strengths as a coop is our network of peers. Our coop is not just a solitary store in Pittsburgh. We are a member of the National Cooperative Grocers Association (NCGA), which is a part of the greater cooperative business movement. CCMA allows us to exercise this advantage we have over our competitors.

What does this mean for the membership as a whole? There will be volunteers needed to help with events such as planning and organizing tours and assisting with the administrative portions of keeping the workshops running smoothly. Members who are interested in attending the conference workshops are very welcome to join us! It is a great opportunity to learn about what is going on at the Co-op and the cooperative community as a whole. As soon as this year's tract themes and speakers are set, we'll be letting everyone know. There is a fee associated with attending the workshops, but it is greatly reduced for the host coop. Please talk with our General Manager, Rob Baran, for more information, and to see what you can do to get involved this year. ☘

## Outreach Calendar

Join the Co-op at these community events!

### Pittsburgh Home and Garden Show

PA Association for Sustainable Agriculture will be hosting East End Food Co-op at their table on March 6!

**March 1-8 | Hours vary, check [www.pghhome.com](http://www.pghhome.com) for details**

\$10 for adults / \$4 for children age 6-12 / Free for children 6 and under

### Fine Chocolate Tasting Hike

Sponsored by Venture Outdoors

**Saturday, March 7 | 2:00pm – 5:00pm | Riverview Park in the Northside**

\$16.50 Venture Outdoors members / \$27.50 for non- members

Registration required, visit [www.ventureoutdoors.org](http://www.ventureoutdoors.org) or by calling 412-255-0564

### Global Warming Conference: Making a Transition to a Just and Sustainable World

Sponsored by Citizens for Pennsylvania's Future (PennFuture)

**Sunday, March 29 | 1:30pm – 6:00pm | Phipps Conservatory**

Free for PennFuture members / \$10 for non-members

Registration required, visit [www.pennfuture.org](http://www.pennfuture.org) or call 412-258-6680

### Farm to Table Conference

**Friday and Saturday, April 3-4 | 10:00am – 5:00pm both days**

**David Lawrence Convention Center, Pittsburgh**

\$25 for two days including Friday night food tasting

Speakers include Dr. Devra Davis of the Pitt Cancer Institute and Will Clower of Mediterranean Wellness

### Earth Day Celebration at the Frick Environmental Center

**Saturday, April 18 | 11:00am – 4:00pm**

**Frick Park entrance on Beechwood Blvd, Squirrel Hill**

Open and free to the public, featuring kids activities and entertainment

For more information, you can contact Chris Farber, Outreach Coordinator at extension 208 or at [outreach@eastendfood.coop](mailto:outreach@eastendfood.coop). ☘

## What's New ... in the aisles

### Aisle 1

- Lucini Salad Dressings, Tuscan Balsamic, Fig and Walnut, and Cucumber Shallot

### Deli

- Teese 10oz Soy Cheeses
- PA Product! Wills Valley 100% Organic Fermented Beets and Sauerkraut

### Aisle 3

- Ghirardelli Bitter Sweet Cocoa Chips
- Sunspire Organic Bitter Sweet Chocolate Chips
- Nature's Path Organic Gluten Free O's Cereal

### Aisle 4

- Unique Brand Sprouted Whole Grain Pretzel Splits
- Season's Baked Multi-grain Cheddar Flavor Chips
- Go Raw Brand Super Chips, Pumpkin and Spirulina flavors

### Aisle 5

- Natures Way Umcka Cold and Flu Berry Syrup, Berry Chews, and Orange Chews
- Sambucol Black Elderberry Tabs
- Just Soap Gentle Lavender Scent
- Masada Mineral Bath Lavendar Salts

### Aisle 6

- Organic Prairie Ground Chicken
- Stahlbush Island Farms Diced Frozen Sweet Potatoes
- Naturally Clean Carpet Cleaner formula

## member services message

Peanuts, Your Co-op and You

— Continued from page 2

concerns, the better we can serve you.

Some resources for following the most recent recall and supporting local and organically produced food:



### Food and Drug Administration

<http://www.fda.gov/oc/opacom/hottopics/salmonellatyph.html>

### Centers for Disease Control and Protection

[http://www.cdc.gov/socialmedia/blogger\\_graphics.html](http://www.cdc.gov/socialmedia/blogger_graphics.html)

### Organic Consumers Association

[www.organicconsumers.org](http://www.organicconsumers.org)

### Pennsylvania Buy Fresh Buy Local

<http://www.buylocalpa.org/> ☘

## one percent wednesday

— Continued from page 2

(all paces and abilities are welcome). Please register for this event by calling Lisa at 412.371.8779, ext. 15 or email [lisa@ninemilerun.org](mailto:lisa@ninemilerun.org).

More information at [www.ninemilerun.org](http://www.ninemilerun.org) or 412.371.8779. ☘

## “BUILDING SUSTAINABLE FUTURES”



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**WHO WE ARE**

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

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

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

**MANAGEMENT TEAM**

Rob Baran, General Manager  
 Jane Harter, Administrative Manager/HR  
 Dave Headings, Produce Manager  
 Kara Holsoapple, Marketing and Member Services Manager  
 Mark Perry, Merchandising Manager  
 Allisyn Vincent, Front End Manager  
 Thomas Murphy and Amber Pertz, Café Managers

**EAST END FOOD CO-OP**

7516 Meade Street  
 Pittsburgh, PA 15208

Store 412.242.3598  
 Café 412.242.7726  
 Credit Union 412.243.7574

[www.eastendfood.coop](http://www.eastendfood.coop)  
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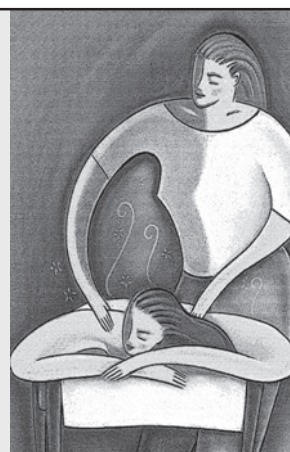
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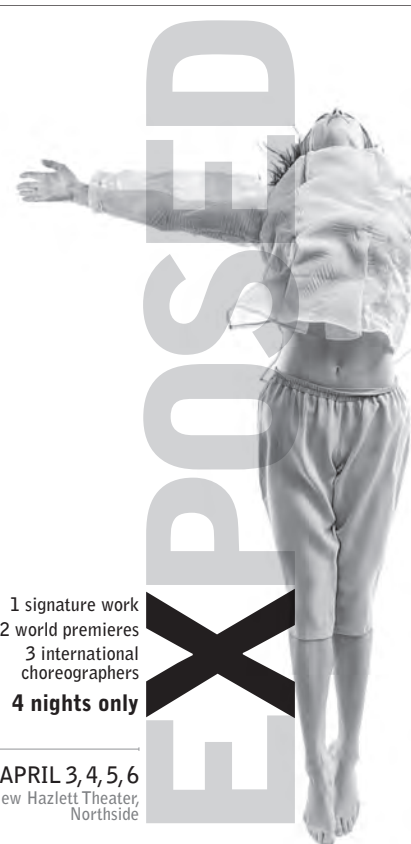
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# The Co-operator

**Kara Holsopple**, Editor/Advertising Sales

**Linda Raden, LR Design**, Design, Layout & Production

The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.

We welcome letters to the editor.

Send your message (250 words or less) to —

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

## Submission Deadlines

All submissions, including articles and advertisements, must be received in the Co-op office by the first of the month for the following month.

The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.

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

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

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:  
Kara Holsopple, Member Services, East End Food Co-op,  
7516 Meade Street, Pittsburgh, PA 15208.  
Or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

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## staff NEWS

### Employee of the Month

by Jessica Johnson

Congratulations to Aaron Young, who was chosen as the Co-op's staff pick for January Employee of the Month!

The staff member nominating Aaron noted that he's "Carrying a department on your back for 8 years is quite the burdensome task. Get this guy \$50.00 worth of Tiger Balm already."

Aaron will be receiving a \$50 gift certificate to the store.

AN INTERVIEW WITH AARON YOUNG

**How long have you worked at the Co-op?**

2,715 wonderful days.

**What are your favorite things about working here?**

My favorite things? I wouldn't know where to begin, not a clue.

**Are there things that you wish you could change?**

Yes!

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

Stunned, ecstatic, shocked, euphoric. I already felt like everyday is a dream land, to have this honor given by my co-workers whom I think so highly of is just too much for one man. I'm just a simple guy who loves good food and sarcasm. Can life get any better? I don't think so.

## Thank you

for supporting the  
Homeless Cat Management Team in February.

When you shop on One-Percent Wednesdays,  
your dollar goes farther by supporting  
organizations in our community.

## YOUR AD HERE!

Call Kara at 412.242.3598, ext 103,  
to learn about our special  
advertising rates for members!

## DID YOU KNOW...

**STEP THREE in the *Better Eating for Life* program is INVINCIBLE VEGGIES!**

This month's packet of information includes tips for getting more vegetables into your diet, even if vegetables are not your best friends or you are known as a "vegetable hater" by family and friends.

What's a serving of vegetables? You may be surprised:

- ☺ 1 cup raw or cooked vegetables
- ☺ 1 cup vegetable juice
- ☺ 1 cup cooked greens
- ☺ 2 cups raw leafy greens
- ☺ 1 cup cooked dry beans and peas
- ☺ 1 cup of bean soup or 1 cup vegetable soup each count as ½ cup from the vegetable group.

Some of the recipes included in the INVINCIBLE VEGGIES packet include *Three Cheese Spinach Squares*, *Pumpkin Pie in a Cup*, *Vegetable Hater's Cauliflower* and *Tangy Bean Salad*.

You can pick up your new packet of information in this series at the Customer Service desk. Past month's installments are also available if you missed any step in the series. Look for a new packet of information each month in 2009!

*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.

## REDUCE, REUSE, RECYCLE!

## Spring Savings Coming Soon!

Spring is a great time to rejuvenate and re-energize as we prepare for a season of celebrations, including Cinco de Mayo, Mother's Day, Memorial Day and countless graduations. And there's no better way to celebrate than with good food.

That's why we're offering another great Co-op Advantage coupon book. It's full of big savings on some of your favorite brands.

This coupon book is just one small way for us to say "thanks" to you, our co-op member-owners. Your continued support makes our co-op more than just another grocery store. Your investment, patronage and input help us better serve you, support our local community and build connections with other communities across the country and around the world.

Watch your mailbox in late March for this special offer. Coupons are valid through May 31, 2009.



Photographer: Vince Noe

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SHOP CO-OP EVERY DAY  
8 AM - 9 PM

## SPRING LECTURES

Thursday March 5, 7pm

Adventures in Kitchen  
Farming:  
Growing Sprouts at Home

With Amy Kennedy

If you're looking for a way to eat locally produced food, look no further than your own kitchen. Sprouting is a great way to add home-grown greens to your diet year round with minimal time, effort and cost. This presentation will give an overview and demonstration of the many methods for growing sprouts at home.

March 31, 7pm

Healthy Quick Cooking  
on a Budget

With Deborah A. Uttenreither CHHC  
AADP, Certified Health and Nutrition  
Coach, LIFEFUEL Nutrition

These days everyone is on a budget. You do not have to let your nutrition suffer. Come and learn some budget friendly recipes that use whole foods, taste good and, YES, they really are quick and easy!

Wednesday April 1, 7pm

Are You...Bee Curious?

If you have ever thought about becoming a beekeeper but didn't know where to start, this is the event for you! Join the founders of Burgh Bees—the hippest (and only!) beekeeping organization in Pittsburgh—for an informal conversation about bees and beekeeping.

The evening is aimed at helping the “bee curious” learn about the possibilities of keeping bees in urban settings. We'll talk about basic bee care, equipment, time and expense. We'll also sample a variety of local honeys.

Starting Sunday, April 4th, Burgh Bees is also offering a beginning beekeeping course. For more information about that course, contact burghbees@gmail.com.

Thursday April 2, 6:30-8pm

Celebrate the Rain!

Rain Barrel/Watershed Workshop at  
the East End Food Co-op

Presented by the Pennsylvania  
Resources Council

Learn how to construct a rain barrel and protect your watershed and water quality.

\$30 non-members of PRC, \$40 per couple

**Someone will win the rain barrel used in the workshop. You must attend the class to win. For more information and/or to register call Nancy at (412) 431-4449, x247.**

Take advantage of this free source of precious water while at the same time contributing to improved water quality in our rivers and streams and reducing your contribution to combined sewer overflow (CSO), flooding and polluted urban runoff. Learn how to practice watershed protection and conservation in your own backyard. It's easier than you think!

PRC's Watershed Awareness/Rain Barrel Workshop will raise your awareness of watershed issues, demonstrate how to assemble and install a retrofitted 55-gallon drum/rain barrel, and offer other rainwater harvesting options. Participants will receive the necessary hardware to assemble and install a rain barrel for rainwater harvesting and on-site usage.

The Pennsylvania Resources Council's mission is to promote conservation of our natural resources and protection of scenic beauty through public education and outreach in a collaborative effort with government agencies, business, charitable foundations and other nonprofit organizations.

## March 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Chef's Choice	2 Curried Red Lentils and Chickpeas with Swiss Chard	3 Chimichurri Tofu	4 Burrito Bar	5 North African Stew	6 Pizza, Dairy and Vegan	7 Two Peas in a Pasta
8 Chef's Choice	9 Tofu Tarragon Stew	10 Mock Tuna and Noodles	11 Indian Kitchen	12 Green Orzo	13 Pizza, Dairy and Vegan	14 Red Lentil Chili
15 Chef's Choice	16 Arugula, Mushroom and Leek Quiche	17 St. Patrick's Day Special	18 Stir Fry Bar	19 Red Lentil Mulligatawny	20 Pizza, Vegan and Dairy	21 Jamaican Jerk Seitan
22 Chef's Choice	23 Pasta Primavera	24 Spelt Risotto with Mushrooms and Artichokes	25 Anatolian Red Lentil Stew	26 Curried Spinach Tofu and Cashews	27 Pizza, Dairy and Vegan	28 Tempeh Adobo
29 Chef's Choice	30 Linguini with Carrots and Lemon Ginger Butter	31 Masur Dal Aur Band Gobi	WEEKEND BRUNCH BAR – 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! DAILY HOT FOOD BAR – 11 AM to 8 PM WEEKENDS 1:30 to 8 PM			

Thursday April 16, 7pm

Discover the Ultimate Solution to America's Health Care Crisis

With Dr. Christopher Powell of Powell Chiropractic

Health-care has become sick care. Why? Because the focus of our system is on money, not what each patient needs. Come join us as we “Discover Wellness,” the ultimate solution to America's healthcare systems.

You'll learn the methods that today's leading Wellness-Doctors use for themselves and their families.

Join Dr. Powell for a discussion on ways to reduce your risk from the common conditions that are part of the cause of America's health care crisis, and information on how you can put the “health” and “care” into your healthcare. This is the first in a series of presentations on how to take control of your health.

UNLESS OTHERWISE NOTED, ALL LECTURES ARE FREE, BUT PLEASE CALL 412.242.3598 TO REGISTER.

## CREDIT UNION HOURS

6 to 8 PM: Wed. 11 AM to 3 PM: Sat.  
412-243-3598

## un-classified ads

**DR. DONALD MANTELL, MD, ND**, Natural Health Solutions, Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysville, PA15668, 724-327-5604.

**PSYCH-K BASICS** — A 2-day class, April 18 -19 in Pittsburgh. Looking for peace, joy, success? Learn to rewrite the “software” of your Mind and change the “printout” of your Life. For details call 412-571-1223.

**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

**LAKE SIDE COTTAGE FOR RENT.** Off season discount. Beautiful roomy cottage. On Keuka, heart of the Finger Lakes. Quiet, near wineries and restaurants. Rent 2 nights, get one free. Mention ad for additional 5% off. See and make reservations at fingerlakespremier-properties.com. 9371 Crystal Beach Road, Keuka.

**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.

**EDDIE SHAW, MASSAGE THERAPIST** — 5801 Beacon Street, Sq. Hill (next to Giant Eagle parking lot), 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.

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

One Percent Wednesday,  
*March 18*  
will benefit  
Nine-Mile Run  
Watershed Association.

## CAFÉ HOURS

**DAILY**

**JUICE BAR  
8 AM - 7 PM**

**SALAD BAR  
9 AM - 7 PM**

**HOT FOODS & SOUPS  
11 AM - 7 PM**

**WEEKENDS**

**WEEKEND BRUNCH BAR  
9 AM - 1:30 PM**

**HOT FOODS & SOUPS BAR  
1:30 PM - 7 PM**

WE OWN IT-



CO-OP

### MONTHLY MEMBER SALES!

Clif Builder Bars 2.4 oz	3/\$4.00 reg price: \$1.99
Debole's Corn Elbows 12 oz	\$2.29 reg price: \$2.59
Fruitabu Smooshed Fruit .4 oz	\$1.45 reg price: \$1.59
Iceland Spring Water 1 Liter	\$1.69 reg price: \$1.99
Larabar Jocalat Bars 1.7 oz	\$1.29 reg price: \$1.79
Kashi Promise Cereals 17.5 oz	\$3.79 reg price: \$5.49
R.W. Knudsen Juices 32 oz	2/\$5.00 reg price: \$5.49-\$4.99
Metromint Waters 16.9 oz	3/\$4.00 reg price: \$1.49
Mestermacher Breads 1 Liter	\$2.49 reg price: \$2.79
Mountail Valley Spring Water 1 Liter	\$2.49 reg price: \$2.69
Natural Choice Sorbets 16 oz	\$2.99 reg price: \$3.49
Organic Planet Pastas 8 oz	\$2.49 reg price: \$1.79

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