

# The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

**Members' Extra Discount Days**  
**Sundays: 3/14/10 & 4/11/10**  
**Shop 8 am - 9 pm**

**Board of Directors Meeting**  
*All members are welcome.*  
**Next Meeting:**  
**Monday, March 22 ~ 7-9pm**

**The Co-Operator Deadline**  
*All submissions and ads are due 4/10 for the May 2010 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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**EAST END FOOD CO-OP**  
7516 Meade Street Pittsburgh, PA 15208  
412-242-3598  
www.eastendfood.coop

Member Services Message

By Kara Holsopple

Pennsylvania Resources Council (PRC) conducted a feasibility study on the implementation of Food Waste Collection and Composting for the Allegheny County Health Department in 2006. Based on the successful results of the 2006 study, PRC began work to implement a food waste composting pilot in collaboration with local food waste generators.

East End Food Co-op participated in PRC's original feasibility study for implementing food waste collection and composting. PRC did a waste audit of the Co-op's pre-consumer food waste. The three-day study included participation from the Café and Produce managers and their staffs.

At the time, most food waste generated at the Co-op was sent to a landfill. We are happy to report that this is no longer the case! Since November 2009, food waste generated from the produce department has been composted with neighborhood business AgRecycle. The Café followed this February. Now it is your turn!

During the initial study, the Co-op's staff was asked how they felt about participating in this program. Most felt that it was "easy" and would simply require a breaking of "old habits" to throw food waste and garbage in separate containers. They were also excited for the potential of the Co-op to begin composting food waste and realized the benefits of the process. There was no contamination and they felt the signs were helpful. We hope our member owners and customers will feel the same. Doug Johnson, the Co-op's Sustainability Coordinator, has worked to create signage for the Café seating area that clearly defines what

Reuse, Recycle, Rot!

should be disposed of in each bin. You can find photos and descriptions below. Doug and our staff are also working on finding more compostable and recyclable options for our disposable Café take out containers.

In addition to breaking habits, we have had other concerns. Our Factory building owner was fearful of a rat problem with the storage of food waste, but has come on board. A rodent-proof container is located in our trash collection space, and is emptied by AgRecycle three times a week. We will also be collecting data in order to provide measurable outcomes on how much organic waste the Co-op is diverting from the landfill, as well as savings/increase on waste costs.

The Co-op and local landfills will not be the only beneficiary. The benefits of compost are numerous. It improves soils and promotes plant growth. Compost-rich soils retain more nutrients, rather than being leached out or washed away. They also retain more water: a 5% increase in organic material increases a soil's water holding capacity by 400%! Compost also adds air spaces so roots do not 'drown.' Compost-rich soils are alive with beneficial microbes, worms, and insects. Some help aerate the soil; some make nutrients more available; some deter diseases and pests. Compost makes acidic and alkaline soils more neutral, more hospitable to plant growth.

According to Pennsylvania Resources Council, these qualities of compost have a range of larger environmental benefits. Compost reduces the need for synthetic fertilizers and pesticides. These end up in groundwater, drinking water, streams, lakes and rivers, damaging our health

and the health of other creatures. It reduces erosion of soil and run-off from both urban and rural sites. This runoff includes particulate matter, fertilizers and toxic chemicals: a primary source of water pollution. Reducing it further improves the quality of our waters and our region's health. And compost helps detoxify ('remediate') soils that have been poisoned.

These benefits are increasingly appreciated by a range of compost users, including home gardeners; nurseries; greenhouses; highway departments and others interested in controlling erosion; farmers moving towards more sustainable intensive production; groups that remediate, green and redevelop degraded land like vacant lots, brownfields, and abandoned mines. Your Co-op is proud to be part of this movement.

**Here's How You Participate:**

In the Café, follow the descriptions on the refuse bins to get all of our waste going in the right direction.

**Reuse**

The Café's clear plastic salad bowls and cups, metal silverware, and black plastic bowls and plates. You would be surprised at how much of this re-usable tableware gets thrown away or attempted to be recycled!

**Recycle**

We recycle glass bottles, aluminum cans, and #1-#5 plastics. Our paper cups and cartons are not recyclable at this time, as they are lined with plastic.

**Compost**

All of your food scraps and our paper napkins are compostable!

And trash the rest! **Thank you!** ■



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.  
Next meeting: Monday, March 22 ~ 7-9pm



Dated Materials — DO NOT DELAY

East End Food Co-operative  
7516 Meade Street  
Pittsburgh, PA 15208  
www.eastendfood.coop  
and Vegetarian Café  
FOOD • CO-OP  
EAST END





Rob Baran,  
General Manager

## rob's corner

Hello, Co-op people!

Don't know about you, but I usually love the winter. I cannot wait for this one to end, however. This has surely been the worst weather for business in all my twenty years in the industry. Enough with the gloom, now let's get on to something interesting. I have several topics for you today.

We just finished our annual audit, and the Co-op ended up making about \$73,000 last fiscal year on 7.3 million in sales, after taxes and employee profit sharing. Not a bad year at all. Some of our full timers got as much as a \$600 profit share, with the amount based on the number of hours worked in the year. As I am sure you know, this kind of money can make a big difference for folks making on average about \$12/per hour, and I wish to publicly thank our Board of Directors for authorizing this generous and much needed acknowledgement of the fine work our staff does running your Co-op. We were able to get this money out to folks at the end of November, good timing indeed for those trying to get by through the holidays.

I must say, if you have not been by the Co-op Hot Bar recently, you are missing something wonderful. We have some new cooks in the kitchen, and as I take most of my lunches with them, I can certainly attest to some really good stuff coming out of the Café lately. And how about our newest Supervisor in the Café, Jared Evanoski? That guy is something special, and is surely one of our most productive employees.

## BOARD CORNER

by Mike Collura, Treasurer

Each month you may notice that we include the eleven cooperative principles in the body of *The Co-operator* in the form of the Statement of Cooperative Identity. For those of you who do not know, these principles actually come from an interesting and innovative group called the **Rochdale Society of Equitable Pioneers**. Founded in England in 1844, these weavers and other artisans were pushing for social change for the betterment of their community. With core principles based on fairness and openness, they challenged the notion of accepting the status quo.

In England around 1800s, the mechanization caused by the Industrial Revolution was forcing skilled artisans into poverty. The gap between the rich and the poor was rapidly growing as the people who controlled land and factories gained power. In addition, the shop traders, who were mostly made up of the factory owners, were taking advantage of the lower class by charging inflated prices for their inferior products. The selling of adulterated food was common: sand was mixed with sugar, chalk with flour, and plaster of Paris with bread.

Finally, this group of twenty-eight weavers and other artisans decided to band together, against great odds, to take a stake in improving their quality of life. Over many months, they set aside money that would later be pooled together and used as a greater purchasing power than any of them had individually. With their

Congratulations on the promotion, Jared!

We are now working on our very first long-term plan for the organization right now, and by the summer, we plan to have a five-year business plan and a ten-year vision document that will define what we want the end results of our existence as a business to be. I will be hosting several Focus Groups with you to incorporate your thoughts and visions into the long-term plan. How should the Co-op change over time, how should we expand, and what do we want our impact in the community to be? These will be the kinds of things we will be discussing and getting your input on.

In classic focus group fashion, each meeting will be limited to ten members. We will meet in the Co-op Board Room, which is upstairs above the Climbing Wall, and can be entered through the door in the corner of the parking lot. You must register in advance, and events will be held at 6:30pm on **Tuesday, March 16**, and **Monday, March 29**, as well as a noon meeting on **Saturday, March 27**. This should be a lot of fun as we bring together the perspectives of our Board, Management Team, Staff, and Membership, to create an inspiring vision for the future of East End Food Co-op. Meetings will be two hours long, and will be facilitated by yours truly. If you can make one of these dates, please contact me via email or phone to register. [rbaran@eastendfood.coop](mailto:rbaran@eastendfood.coop) / 412 242 3598 ext. 117. ■

collective capital, they opened a small shop which sold butter, sugar, flour, and oatmeal. They ensured that their community had the opportunity to access healthy foods from a trustworthy source with clear motives. Within months they were able to expand their inventory, and within ten years the British cooperative movement had grown to nearly a thousand cooperatives.

Surprisingly, these principles are still relevant today. In today's grocery stores we see produce that has been treated with chemical pesticides and waxing. Food items contain artificial substances to "enhance" flavor, shelf life, and appearance. People with dietary restrictions now have to be diligent in reading ingredient labels to ensure that other cheaper foods or food byproducts are not mixed in with their selection.

The cooperative movement seeks to be the advocate of its members and surrounding community by conducting itself in a fair and open way. Consumer food cooperatives offer organic produce, affordable options (including bulk purchasing), and the ability to participate in ownership. Rather than keeping our community from knowing our business practices, beliefs, and goals, we try to educate everyone about the importance of local, sustainable, and healthy living. Our goal, like that of the Rochdale Pioneers, is to take a stake in improving our community and our world. ■

## Supplements News

### NPA: Cardiology Journal's Risk Assessment on Herb, Pharmaceutical Interactions "Does Not Add Up"

Reprinted from 2010-02-03 – Natural Products Association

The association concluded the data reported are not scientifically significant.

WASHINGTON, D.C. (February 2, 2010) — A research review released on Monday in the Journal of the American College of Cardiology stated that taking widely used herbal supplements may be risky for people on heart disease medication, especially the elderly. The research team concluded that some herbal remedies may increase the potency of prescription drugs for heart disease or make them less effective. The report said that use of herbal supplements among elderly patients is especially concerning because these patients typically have more than one disease, take multiple medications and already are at greater risk of bleeding.

The Natural Products Association analyzed the review and issued the following comment:

**"The authors fail to understand that the risk needs to be attributed to the riskier product, which all would agree is the pharmaceutical. The risk they speak of, while nice in theory, in reality does not add up," said Daniel Fabricant, Ph.D., vice president for scientific and regulatory affairs at the Natural Products Association.**

**"When considering the Food and Drug Administration's adverse event reporting (AER) system being in place for dietary supplements, and the amount of counseling both physicians and pharmacists are required to undertake on all things that interact with cardiovascular medications, if there was a verifiable increased risk, data would exist that clearly points to such. Without such data, any article of this nature is as scientifically significant as Chicken Little's assessment of the sky."**

The Natural Products Association (NPA), founded in 1936, is the largest and oldest non-profit organization dedicated to the natural products industry. The Natural Products Association represents more than 10,000 retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. As the leading voice of the natural products industry, the Natural Products Association's mission is to advocate for the rights of consumers to have access to products that will maintain and improve their health, and for the rights of retailers and suppliers to sell these products. ■

PENNSYLVANIA BUY FRESH BUY LOCAL

# GOOD FOOD NEIGHBORHOOD

linking local food, farms and people

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- Online Tools

Visit the Good Food Neighborhood booth at the **Farm to Table Conference** at the **David L. Lawrence Convention Center** on **March 26 & 27** and receive a discount on annual membership.

## Conference Tickets

Tickets to the Farm to Table Conference can be purchased online by going to [www.PathwaysWellnessProgram.com](http://www.PathwaysWellnessProgram.com).





#### 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 wanted to send someone information about Co-op membership, including volunteer opportunities. But in "Volunteer Opportunities", under the header "Why Volunteer" etc., the second bullet says, "volunteers gain the opportunity to special order cases for 5% above cost." Sounds like the privilege to whitewash Tom Sawyer's fence!*

I am not great with literary references, so I am not exactly sure what you mean! Because *all members receive a 20% discount off shelf price on case orders*, the Co-op gives volunteers, who volunteer their time and talent for the good of the Co-op, an even deeper discount on special order cases — *5% above the cost the Co-op pays for the product*. This may not be clear enough in the wording of that benefit. Thanks for bringing this to our attention. If that is not what you mean, please let me know. Thanks!

— Kara Holsopple, Member Services Manager

*What happened to Newman's Own Orange Chocolate Chip Cookies?*

Thanks for the reminder. I'll see if they are still available and if so, we'll bring them back.

— Maureen Girty, Grocery Buyer

*There are two kinds of spoons mixed in the Bulk Herb section. One kind is more like a soup spoon and works a lot better...*

Thank you for your comment. Some people prefer the smaller spoons because they are easier to use when filling small spice jars, which is why we stock both.

— Hope Anne Nathan, Herbs Buyer

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

## WITHIN REACH by Chris Farber

The outreach program of the Co-op is off to a bustling start in 2010. This year we are continuing with the many events and programs that we have been working on for the past few years as well as expanding our reach. You will still find a Co-op table at many of the fun family events in our area this year, including *Earth Day* at the Frick Environmental Center and Carnegie Library's Summer Reading Extravaganza. The Co-op will lead the third annual *Eat Local! Challenge* later in the year and tours of the store for youth involved with the *Student Conservation Association*. Additionally this year we are spearheading a few projects that will expose new audiences to the Co-op and position us to be a better hub for initiatives in surrounding communities.

One of the most exciting new ventures is the *Food Is Elementary* curriculum that Rosemary Trill is leading in local schools. Kindergarten students at Faison Primary School, just a few blocks away from the Co-op, cook a healthy dish with Rosemary once a month and learn about different cultural traditions of food. The pride that the students exude from helping to stir the rice pudding or add veggies to the soup pot is rewarding to watch. The Co-op is collaborating with Rosemary to have a 2-day intensive workshop to train more individuals to launch the *Food Is Elementary* curriculum in more schools. To find out more about attending, look for information on page 6.

While there are other educational projects we hope to undertake with community groups, we are also focusing on community development efforts. If you have been keeping up with Rob's Corner, you know about the Co-op's involvement in the formation of a *Food Policy Council* and in the Homewood/ North Point Breeze Redevelopment Study. We are also reviving the movement to start a local network for independent sustainable businesses called the *Business Alliance for Local Living Economies*. Collaborating with PSU Co-operative Extension and a few folks who were involved with the effort in the past, we are working on recruiting business owners to join the team. If you are a small business owner interested in creating a stronger voice for local business, please contact me.

Between nutrition and wellness outreach, local food and farming advocacy, and community economic development initiatives, your Co-op is working on all fronts to meet its ends—to create, promote and sustain a healthy, strong and vibrant local community. For lists of events the Co-op is involved with each month, check out this column each month in the Co-operator. For details on any of the projects mentioned above, please feel free to contact me at [outreach@east-endfood.coop](mailto:outreach@east-endfood.coop), extension 208. ■

## Eating Animals by Jonathan Safran Foer

A Book Review by Co-op Volunteer Luke Ohlson

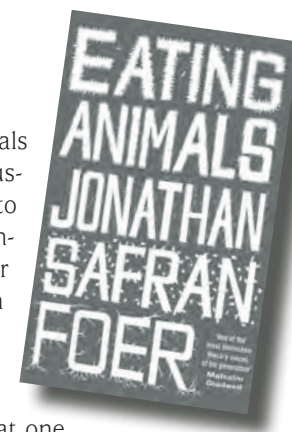
**You know that chicken is chicken, right?**

If you are reading this you are, more than likely, a concerned food consumer. The debates surrounding all things local, organic, cage free, grass fed, sustainable may have caused you, as they have caused me, to struggle to make it through check out with a clean conscience. Jonathan Safran Foer lends his voice to the debate with his first non-fiction work, *Eating Animals*. Though there exist volumes with greater focus and detail there maybe few as earnest and as appealing as *Eating Animals*. More often than not I find myself reading a piece of literature dedicated to vegetarianism, or veganism, or sustainability, that reads like a man possessed yelling on a street corner. Foer, on the other hand, reads as if he were across the table. He muddles through the same dilemmas you may be muddling through.

As the title suggests the book is about one dilemma in particular, to eat meat or not to eat meat. Foer spent three years researching the issue and outlines the terrors of the factory farm system that many may already be familiar with (the average egg laying chicken lives its life in a 67 inch rectangle, a pig factory farm will produce 7.2 million pounds of manure annually, cattle are often skinned alive). At times I was forced to put the book down in much the same way that one would look away from a horror film. But the intent isn't to shock or to shame. He asks his readers to place their eating decisions within the same moral framework that governs the rest of their lives. Early on Foer gives us words spoken by his Jewish grandmother, who, though starving, kept Kosher while fleeing Nazi persecution: "If nothing matters, there's nothing to save." What matters? What doesn't? Does the convenience and tradition of meat consumption matter more than the cruelty that is an inevitable part of the process? Foer wants us to make that decision.

Foer's clearest arguments regard factory farming, but complexities arise in his dealings with farmers who strive for

humane treatment of their animals and are making efforts towards sustainable agriculture. Foer has come to terms with his own strict vegetarianism but is willing to explore whether responsible animal husbandry can lead to responsible food consumption. Is such a practice possible? Does it engender an acceptance of some degree of cruelty? Less that one percent of meat consumed in America comes from outside the factory farm system. Can humane farms compete with factory farming without compromising? Foer's explorations also involve the recent swine flu outbreak, ranchers in coastal California, PETA activists, fast food executives and a stockpile of relevant literature. Going through it all with him can be harrowing, but despite some areas that are ambiguous or ignored (veganism is scantily mentioned, the often high cost of sustainable foods is not discussed, and Foer leaves the complexities of non-meat organic/local farming for another day) the work is as engaging a read as Foer's works of fiction. The book is a melding of memoir and expose that allows space for Foer's own family table, the cattle lot, and all things in between. Tying it all together is his grandmother's wisdom: "If nothing matters there's nothing to save." One can save the traditions of animal consumption (Thanksgiving turkey, Fourth of July barbecue) or one can save animals themselves. Maybe one can choose to eat animals who are given humane treatment and thus save them their dignity. The book imparts earnestly gathered knowledge and subsequently asks one to think about food within the framework of one's own conscience. Foer, doesn't grab you by the arm and bring you to where he thinks you should be in the supermarket. Rather he is standing beside you as you roll along, asking, "What matters? What doesn't matter? What are you willing to save?" ■





# the food YOU EAT

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

"Pizza Days" have become a favorite staple of the Co-op Café's Hot Bar menu. You can count on delicious taste combinations every Friday. This pizza is simple, but the taste is complex and perfect for this time of year when it can still be frosty, but we are longing for a taste of "green". Local Lamagna ricotta and walnuts from the bulk foods section provide great textural contrast, too. So enjoy this recipe with your favorite homemade or pre-bought pizza crust!



### Leek, Ricotta and Walnut Pizza

- |   |                         |
|---|-------------------------|
| 1 12" pizza crust   | ¼ teaspoon salt         |
| 1 ½ Tablespoons olive oil                                       | 1/8 teaspoon pepper     |
| 2 medium leeks (white and pale green parts only), thinly sliced | 2 cloves garlic, minced |
| 1 cup ricotta cheese  | 1 Tablespoon olive oil  |
| ¼ cup Romano cheese, grated                                     | 1 cup walnuts, chopped  |

1. Sauté sliced leeks in olive oil until tender. Cool to room temperature.
2. Combine ricotta, Romano, salt, pepper and garlic in a bowl.
3. Drizzle pizza crust with 1 Tablespoon olive oil. Spread cheese mixture over crust, leaving a one inch border. Top with sautéed leeks and sprinkle with chopped walnuts.
4. Bake pizza for 15 to 20 minutes, or until lightly browned.

Makes one 12" pizza

## GO GREEN. SAVE MONEY. SUPPORT PITTSBURGH'S LOCAL ECONOMY.

Purchase a copy of Pittsburgh's Green Guide today at East End Food Co-op to discover the green side of Pittsburgh.

The Guide features informational articles, business listings, neighborhood maps, and hundreds of dollars in coupons to local, eco-friendly businesses.



[www.ecocentsspgh.com](http://www.ecocentsspgh.com)

## TOFU AND SETAN WING EATING CONTEST

SEMI-FINALS: MARCH 4, 11, 18 AT 6PM



FINALS: MARCH 25 AT 6PM

**\$100 PRIZE**



ALL RULES ON OUR FACEBOOK PAGE:  
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\$10 Entry Donation benefits Greater Pittsburgh Community Food Bank



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

### Aisle 1

- Bulk: Organic Smoked Paprika
- Bulk: Organic Curry Powder
- Bulk: Organic Garlic Powder
- Bulk: Organic Maca Root Powder
- LOCAL PRODUCT! Sitos Mediterranean Salad Dressing
- Colgin Natural Liquid Smoke

### At the Registers

- LOCAL PRODUCT! Agave Sweetened Chocolate Bars — Various flavors

### Aisle 2

- Dr. McDougall's Microwavable Soup Cups, many vegan flavors including Tortilla and Pad Thai
- Gluten Free Café Soups

### Aisle 3

- Chocolove Chocolate Bars- Almond and Sea Salt in Dark Chocolate, Coffee Crunch in Dark Chocolate, Peppermint in Dark Chocolate
- LOCAL PRODUCT! Love Street Living Foods Yacon Syrup
- Sun Food Nutrition Yacon Syrup

### Aisle 6

- LOCAL PRODUCT! Grandma Bowser's Dog Treats
- Gardein Vegan Protein Buffalo Wings



## BEEF — WHAT'S FOR DINNER WITH LOCAL PRODUCER:

# Ron Gargasz

by Claire Westbrook

What seems like several lifetimes ago, I used to make organic and mostly raw cat and dog food for my pets, and subsequently other peoples' pets once the word got out that I had a pet food venture happening. It was a real learning experience for me, since I had always given my pets whatever food was on sale or just off of my own plate (which with my pretty "clean" diet was, as I now know, infinitely better than what was in that bag of Alley Cat or Friskies). But once I got tuned in to considering the type of food my little kitties were eating, there was no turning back, The Organic Pet was born!

My pets are gone now, and so is the pet food business, but an ingredients, one of the main ones anyway, still graces my table (and grill, crock pot, fry pan, etc.) on an occasional basis. That's certified organic grass-fed beef from Ron Gargasz. Having traveled to his farm over the years a number of times for getting what I needed to make pet food and to stock up on my own stores (and to tour the land, see the newborn calves and swing on the rope swing among other things), it was nice to settle in for a "formal interview" with him as his trusty canine companion Sam exposed her belly for all who were near to scratch if the mood struck them.

I've learned more than I could've imagined I would about the cattle industry and farming from Ron than from anyone else; he's the kind of person who emanates wisdom and humor, and I always find myself wanting to ask questions about how he's been doing what he's been doing for so long (mostly on his own too). It never fails that he graciously answers just about any question I come up with, and our conversation on the frosty Saturday morning that I visited was no different.

Ron inherited his farm from his parents and left his job as Conservation Director for the state of Pennsylvania to take over its operation with the desire for transitioning to organic. That was in 1980, and it wasn't until 1987 that certification happened, thanks to the founding of the Organic Crop Improvement Association (of which he had a part in creating). In order to be organic, crop rotation is needed. With that comes the need for the consumption of the forages. Having hay fields in rotation meant finding a buyer for the crops since the cattle were (and are) feeding only on forage and no other grain. Fortunately one of the recently profiled farmers in the Co-operator, Frankferd Farms, wanted to buy what Ron was growing (soybean, buckwheat, adzuki bean, & black turtle bean) and



Ron, filling an order with a smile!

before too long, Ron saw the farm grow to an average of eighty head of cattle.

And what a bunch of cattle they are! Several years ago a study was being done at Penn State University to compare fatty acids in ground beef from cattle fed on pasture versus stored feed. Ron's beef was part of the grass fed sample used in the study. Well, the results spoke for themselves. Cattle that were grass fed had a much higher rate of Omega-3 and Omega-7 or Conjugated Linoleic Acids (a compound that can't be produced by the body, but is found in foods like whole milk, butter, beef, and lamb and offers a host of health benefits). It also contained a lower ratio of Omega-6:Omega:3 Fatty Acids, which in laymen's terms means that if you're going to eat beef go with the grass fed variety if you want to live longer!

I haven't needed any convincing that meat is essential to my diet, though I do consume much less of it now than in the first couple decades of my life. The hardest decision I have whenever I'm making out my order for Ron are what cuts to select, since the variety that comes from a single cow is pretty extensive, even though more traditional cuts tend to be what folks around here are seeking. Ground beef is the most popular (and therefore most consistently available). His hot dogs and kielbasa are tastier than most, but with the handful of restaurants he supplies clamoring for short ribs and filets, it's any wonder I walked away with a few porterhouse cuts and a roast!

To get a taste of just how good Ron's beef is check out what's in aisle 6 at the Co-op or give him a call at (724)530-7220 and visit the farm in Slippery Rock some Saturday morning when he's open for customers. [www.rongargasz.com](http://www.rongargasz.com). ■

## Outreach Calendar

Join the Co-op at these community events!

### COOKSPEAK!

A food podcast by Chef Tom Totin recorded live every Sunday

124 South Highland Avenue | Pittsburgh, PA 15206

Sundays | From 11am-1pm at The Waffle Shop

The Waffle Shop is a neighborhood restaurant that produces and broadcasts a live-streaming talk show with its customers, operates a changeable storytelling billboard on its roof, and runs a take-out window that sells food from countries engaged in conflict with the U.S. The shop is a public experiment that brings together people from all walks of life to engage in dialogue and the co-production of culture.

### EXPLORING THE SMALL FARM DREAM

Offered by Penn State Cooperative Extension

Penn State Extension Allegheny County, North Point Breeze

March 9, 16, 23, 30 | from 6-8:30pm

Have you ever considered launching a small farm enterprise, but were not sure where to start? This is the course for you!

Designed to help guide you through an initial exploratory decision making process, "Exploring the Small Farm Dream" bridges the gap between ideas and action.

#### What to Expect:

- Creative exercise, research and class discussions that will help you assess your skills and resources.
- Interviews with local farm business owners that will assist you in deciding how to carry your dream forward.
- The opportunity to connect with others interested in new farm enterprises.

#### Who should attend:

- Career changers and farm newbies breaking into agricultural pursuits.
- Farm apprentices interested in launching their own start-ups.

#### Small Farm Possibilities:

- A market farm operation specializing in heirloom vegetables.
- A pick-your-own orchard.
- A grass-fed beef CSA enterprise.
- A goat dairy selling cheese and yogurt.
- A garden supplying cut flowers.
- Add your own small farm dream to the list!

For more information, contact: Heather Mikulas, Program Associate, 412-473-2540 or [hemi12@psu.edu](mailto:hemi12@psu.edu)

### LOCAL FOOD SHOWCASE, A GROWER / BUYER EVENT

Penn State Extension, Allegheny County, and co-sponsor Chatham University, and in collaboration with PASA

Chatham University, Mellon Board Room

March 11, 2010 | from 1-4pm

"Local Food Showcase: a Grower / Buyer Event," bringing together Western Pennsylvania farmers, value added producers, food industry purchasers, and consumers.

If you grow food, cook food or eat food, this event is for you! It is a great opportunity to find local sources of fresh and processed foods for retail, restaurant, CSA (community supported agriculture), wholesale, farm markets, and home use. This event features a tradeshow format to foster networking. These local food producers will be displaying their products and seasonal availability to potential customers. In addition, there will be demonstrations, tastings and educational information on local farms, biofuels, composting and gardening. Many area organizations will be on hand contributing to this event.

Pennsylvania agriculture yields an amazing variety of food. The full spectrum of locally produced foods will be represented including fruits, vegetables, meats, eggs, cheese, baked goods, sauces and salsas.

The goal of the "Local Food Showcase: a Grower / Buyer Event" is to foster economic development through business relationships between farmers and chefs, retailers, wholesalers, institutions, for the upcoming 2010 growing season and beyond. It is part of a larger effort to strengthen the local food infrastructure in Western Pennsylvania.

The public is invited to attend; the entrance fee to the event is \$5.

### BURGH BEES BEEKEEPING IN THE CLASSROOM 101

Beechwood Farms Nature Reserve | 614 Dorseyville Road, Pittsburgh, PA

Two-day class: Saturday, April 10, and Saturday, April 17 | 8:00 am to 12:30 pm

This classroom-based course offers beginning beekeepers an introduction to honey bee biology and basic approaches to beekeeping. In addition to the life cycle of the honey bee, the course will include an overview of honey bee types and races, use bee biology to understand the challenges facing honey bees, and discuss the basic equipment necessary for successful beekeeping.

TEXTBOOK: *First Lessons in Beekeeping* by Keith Delaplane

NOTE: The textbook is to be read before the start of class, it's an easy read. A copy of the textbook can be purchased for an additional fee of \$11.50 added to the course fee at the time of registration before March 20th. Textbooks will be available for pickup by March 30th.

COURSE FEE: \$85

REGISTRATION: To reserve your place in the class please send your contact information and a check payable to "Burgh Bees" to: Burgh Bees, c/o Joe Zgurzynski | Country Barn Farm | 1246 Saxonburg Blvd. | Glenshaw, PA 15116 | [Joe@CountryBarnFarm.com](mailto:Joe@CountryBarnFarm.com) | 412-963-7526

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

## REDUCE, REUSE, RECYCLE!

### CO-OP HOURS FOR EASTER SUNDAY April 4, 2010 — 8am-5pm



## Olmo Ling Center

for Meditation and  
Compassionate Outreach

A Tibetan Bon Buddhist Center

### Morning Meditation

Mondays & Thursdays 7:00 – 8:00 AM  
Saturdays 9:00 – 10:00 AM

### Evening Meditation & Dharma Talk

Tuesdays 7:00 – 8:15 PM

### Meditation Instruction

1st and 3rd Thursdays 7:00 – 8:00 PM

Our meditations are open to all.

...

### Upcoming Retreats:

#### Public Talk: Cultivating Compassion and Fearlessness in the Presence of Death

with Zen master Roshi Joan Halifax, PhD  
March 4, 7:00 PM, Gregg Hall (Porter 100),  
Carnegie Mellon University  
suggested donation \$12

#### Being with Death and Dying with Geshe Chongtul Rinpoche,

Roshi Joan Halifax, PhD,  
Tempa Dukte Lama, and Susan Hunt, MD  
Thur. March 4–Sun. March 7, 2010  
17 CE credits for psychologists and social workers

#### The Pure Nature of the Mind:

##### Bon Dzogchen Retreat

with Menri Ponlob Rinpoche,

Head teacher of the main Bon monastery

Sat. April 17–Sun. April 18, 2010

#### Contemplative Healing Retreat

with Tempa Dukte Lama

Sat. June 5–Sun. June 6, 2010

#### Pilgrimage Trip to Central Tibet

with Tempa Dukte Lama

July 12–29, 2010

Join us on this 2½ week journey to the most  
spiritually known, sacred monasteries and  
places of great beauty in Central Tibet.



More Information and Registration:

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

[bon@olmoling.org](mailto:bon@olmoling.org) | 412-904-1112

1101 Greenfield Ave.  
Pittsburgh, PA 15217

## MONTHLY member sales!

Aura Cacia  
Essential Oil In Jojoba  
**\$6.49**  
reg. price: \$9.99  
-also will also be sale

Manitoba Harvest  
Org Hemp Seed Nut  
**\$9.99**  
reg. price: \$16.99

Barbara's  
Org Wheatine Crackers  
**\$2.79**  
reg. price: \$3.79

Edward  
Org Breadcrumbs & Panko  
**\$3.49**  
reg. price: \$4.99

Metro Mint  
Mint Flavored Seed Nut  
**\$1.29**  
reg. price: \$1.49

Suzie's  
Flatbreads  
**\$2.29**  
reg. price: \$2.99

Country Choice  
Org Steel Cut Oatmeal  
**\$2.99**  
reg. price: \$3.99

Jyoti  
Indian Dinners  
**\$2.49**  
reg. price: \$3.29

Natural Brew  
4 Pack Sodas  
**\$3.29**  
reg. price: \$5.29

Tiger Balm  
Muscle Rub  
**\$4.99**  
reg. price: \$7.29

Coombs  
Maple Syrup  
**\$22.99**  
reg. price: \$29.99

Kozy  
Puddings  
**\$2.99**  
reg. price: \$3.69

Quantum  
Goldstick w/ Super-Lyxium  
**\$4.99**  
reg. price: \$6.69

Yerba Prima  
Tampico Skin Brush  
**\$7.99**  
reg. price: \$9.99

Cascadian Farms  
Org Frozen Spinach  
**\$2.69**  
reg. price: \$3.29

Living Harvest  
Frozen Hemp Desserts  
**\$3.49**  
reg. price: \$4.29

Sambazon  
Org Acai Juice  
**\$2.49**  
reg. price: \$2.99

Org Amaranth  
**\$2.19/#**  
reg. price: \$2.59/#

Divine  
Dark Chocolate Eggs  
**\$4.99**

Lucini  
Tomato Soups  
**\$4.29**  
reg. price: \$5.99

Seventh Generation  
Natural Paper Towels  
**\$1.99**  
reg. price: \$2.99

Org Great  
Northern Beans  
**\$1.69/#**  
reg. price: \$1.99/#

March sales exclusively for East End Food Co-op members, all month long!

### EMPLOYMENT OPPORTUNITY: TRAINER

East End Food Co-op is seeking to engage a TRAINER to provide Organization-wide trainings. We expect that this position will require approximately 10 hours / month to begin and that the role will grow with the training needs of the Co-op.

#### Basic responsibilities include:

**Near term:** Institute key training programs (Customer Services, Freedom from Harassment, Workplace Safety) with measurable results. Work with Admin team to unpack our orientation in synch with the development of employee "Passports."

**In time:** Work with all Department Managers and those who do training in the departments, to develop and maintain high levels of staff competence. Introduce proven training methods and systems across all departments. Make arrangements for specialized trainings as needed.

#### General Qualifications include:

Excellent communications skills; experienced teacher with ability to adapt for different learning styles; work well on team projects; support the Co-ops values and Ends; detailed oriented; highly organized; perform well under pressure; PC software literate; knowledge of natural foods and/or co-operative business model preferred; flexible schedule required. Hours will vary.

If you are interested, please submit an application to the **EEFC, Attn: Jane Harter** no later than **Monday, March 15, 2010.**

THANKS FOR YOUR INTEREST!



and Vegetarian Café

### GENERAL MANAGER

Rob Baran

### BOARD OF DIRECTORS

Torey Verts, President  
Inna Nirenburg, Vice President  
Sarah Aerni, Secretary  
Mike Collura, Treasurer  
Mia Farber  
Dirk Kalp  
Eric Milliron, Jr.  
Hope Anne Nathan  
Jesse Sharrard

### 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  
Joe Coley, Operations Manager  
Jane Harter, Administrative Manager/HR  
Aaron Young, Produce Manager  
Kara Holsoapple, Marketing and Member Services Manager  
Allisyn Vincent, Front End Manager  
Thomas Murphy and Amber Pertz, Café Managers

### EAST END FOOD CO-OP

7516 Meade Street  
Pittsburgh, PA 15208

Store 412.242.3598  
Café 412.242.7726  
Credit Union 412.243.7574

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

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**412-241-6042**

## Food is Elementary Educator Training

**March 6 - 7, 2010**

**9am - 4pm both days**

Located at the  
Center for Victims of Violent Crimes  
5916 Penn Circle,  
Pittsburgh, PA 15206

The Food is Elementary Curriculum, developed by Dr. Antonia Demas, President of Food Studies Institute, ([www.foodstudies.org](http://www.foodstudies.org)) is a nutritional program for children. Based on the USDA Food Pyramid, it integrates academic subjects with food, nutrition, culture and the arts.

\$100 includes workshop materials, food samples, and certification as a Food Is Elementary Educator. Space is limited! To register call Rosemary Traill at 412-741-5167 or email [macrorose@msn.com](mailto:macrorose@msn.com). Reserve your spot by making a check payable to Food Studies Institute and mail to Rosemary Traill, PO Box 211, Sewickley, PA 15143.



# The Co-operator

**Kara Holsopple**, Editor/Advertising Sales

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

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

We welcome letters to the editor.

Send your message (250 words or less) to —

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

## Submission Deadlines

All submissions, 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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[seaofqi@verizon.net](mailto:seaofqi@verizon.net)

[acupuncturepittsburgh.com](http://acupuncturepittsburgh.com)



## staff NEWS

### Employee of the Month

Congratulations to **Erin Myers, IT Coordinator**, our **Employee of the Month for January 2010**.

Interview by Jessica Johnson

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

More than 10 years? Since I was in college...

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

I love all the interesting people I've befriended over the years, most of whom I never would have met if not for the Co-op.

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

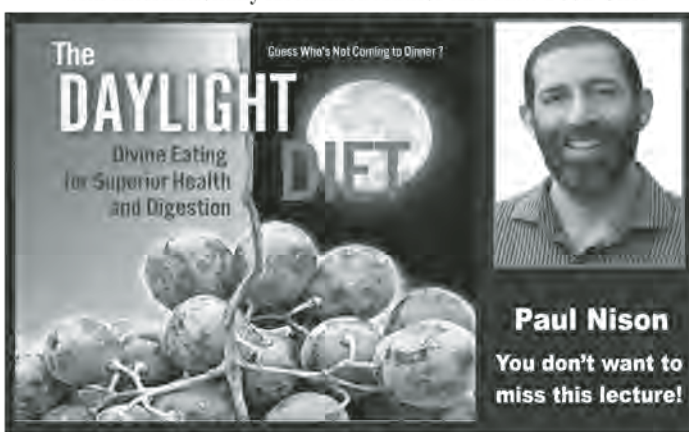
I'd make the bulk section bigger.

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

Flattered, and also glad my co-workers see beyond the often frustrated demeanor I carry at work. Really, I do just want to help people around here!

### Experience The Most Successful Diet on the Planet

with Internationally Acclaimed Author and Raw Food Chef



Did you know when you eat is just as important as what you eat? It can determine your total health and wellness. Raw Food Chef and Author Paul Nison has studied the topic of health and digestion for years and will share information no one else is talking about!

#### IN THIS LECTURE PAUL WILL SHARE:

- Ideal Times to eat for best digestion
- Best times to be awake and go to sleep
- How to overcome late night binging
- How to balance weight & gain energy
- How to build immunity to fight disease

Tuesday, April 20, 2010

Eastend Food Coop

7516 Mead St.  
Pittsburgh, PA 15208  
6:30 to 8:30 PM  
Cost \$10.00

RSVP

Kira 412-242-3598  
[memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

For more info about Paul visit  
[www.paulnison.com](http://www.paulnison.com)

## 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 2010!



### Inspiring a lifetime of learning

Education is not a race; childhood is precious time. Come learn how Waldorf education supports these values. Tuition assistance is available.

Open House:  
Saturday, March 13  
Wednesday, April 21

RSVP: 412.441.5792 x224

**Waldorf**  
[www.waldorfpittsburgh.org](http://www.waldorfpittsburgh.org)

School of  
Pittsburgh

## CO-OP HOURS FOR EASTER SUNDAY

**April 4, 2010 — 8am-5pm**

## fresh.local.milk.



\*Our local farmers pledge:

**NO ARTIFICIAL  
GROWTH HORMONES**

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



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# bulletin BOARD

## spring lectures

Thursday March 11

### The Safety and Efficacy of Vaccines

Christopher Powell D.C., Powell Chiropractic, LLC  
www.WellnessPittsburgh.com

Come to hear about the history of vaccines, their relative safety and efficacy, what the law says, and how you can increase your immunity naturally.

Thursday, March 25, 7pm

### Spring Holiday Side Dishes

With Deborah Uttenreither, HHC, Holistic Health Counselor

Are you tired of the same old bread stuffing or rice and potatoes? The Bulk section offers some great alternatives.

Grains are not only for winter health, but they serve as a great transitional food and provide energy balance for the spring season .

Join us in class as we explore some healthful gluten free seed-like grains to use in spring holiday cooking. Questions also will be answered about other grains found in the bulk area.

Recipes and samples included.

Thursday, April 8, 6:30 8pm

### Health and the Environment Workshop

Presented by the Pennsylvania Resources Council in partnership with UPCI Center for Environmental Oncology

**\$20 per person (all participants receive a comprehensive green cleaning kit)**

In 1962 Rachel Carson stated that for the first time in the history of the world, every human being is now subjected to contact with dangerous chemicals, from the moment of conception until death.

The Health and the Environment Workshop is designed to heighten awareness and encourage action around the issue of carcinogens and toxins that we come into contact with daily in our environment through the products we use and the food we eat. The workshop also focuses on the consequences of these toxins on our health and how we can avoid exposure. The program provides the public with practical solutions such as safe alternatives and healthy lifestyle choices.

If you are interested in attending the workshop please contact Sarah Alessio at 412-488-7490, x236, or [saraha@cccicenter.org](mailto:saraha@cccicenter.org). You can also register online by going to the Environmental Health page at [www.prc.org](http://www.prc.org). Class space is limited.

Thursday April 15, 6:30-8pm

### Celebrate the Rain! Rain Barrel/Watershed Workshop

Presented by the Pennsylvania Resources Council

**\$30 for non-members of PRC; \$40 per couple Participants will receive the necessary hardware to assemble and install a rain barrel for rainwater harvesting and on-site usage.**

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

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!

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.

NOTE: Unless otherwise designated, workshops are free, but please register in advance at 412.242.3598.

## March 2010 ... hot bar specials

| sunday              | monday                            | tuesday                                  | wednesday                    | thursday  | friday                    | saturday                         |
|---------------------|-----------------------------------|--|------------------------------|---|---------------------------|----------------------------------|
|                     | 1<br>Spicy Red Tempeh             | 2<br>Tofu Al Pastor                      | 3<br>Burrito Bar             | 4<br>Mock Tuna & Noodles  | 5<br>Pizza Dairy & Vegan  | 6<br>Artichoke & Mushroom Quiche |
| 7<br>Chef's Choice  | 8<br>Cheesy Spinach Strata        | 9<br>Seitan Indian Lentil Vindaloo       | 10<br>Indian Kitchen         | 11<br>Sun Dried Tomato Cream Pasta  | 12<br>Pizza Dairy & Vegan | 13<br>Buffalo Tofu               |
| 14<br>Chef's Choice | 15<br>Chickpea & Artichoke Stew   | 16<br>Shepherd's Pie                     | 17<br>Irish Kitchen          | 18<br>Tarragon Tofu Stew  | 19<br>Pizza Dairy & Vegan | 20<br>Pasta Primavera            |
| 21<br>Chef's Choice | 22<br>Burgundy Seitan             | 23<br>Peanut Sesame Orange Tofu          | 24<br>Stir Frybar            | 25<br>Spring Vegetable Curry  | 26<br>Pizza Dairy & Vegan | 27<br>Chickpea Curry             |
| 28<br>Chef's Choice | 29<br>Ginger Cilantro Tofu & Kale | 30<br>Seitan Tagine W/ Prunes & Cinnamon | 31<br>Middle Eastern Kitchen | <b>WEEKEND BRUNCH BAR</b><br>9 AM TO 1:30 PM<br>WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE!<br><b>HOT FOODS BAR</b><br>11 AM TO 7 PM - DAILY 1:30 PM TO 7 PM - WEEKENDS |                           |                                  |

## Diversity Marches On

by Ela Slai

YES! Women's History Month is here! In honor of the month being all about women, I'm finding it appropriate to include some snippets of an interview about diversity that I had recently with Canadian musician Jane Siberry during her stop in Pittsburgh to promote her latest album, **"With what shall I keep warm?"**



You have a pretty deep breadth of work out there and I imagine your influences are as diverse as your music. Can you tell me more about your musical influences?

Yes, and that's a nice way to ask the question because often it feels like you're being limited when you're asked that question. But yes, they're very diverse, often they're not even music. Sometimes it's just someone's aesthetic period, their use of space.

Sometimes it's a filmmaker, a teacher, the way someone tells a story or joke. It all goes into how you refine your vision that you're putting out. Sometimes it's just people whose music you might not even like but they're themselves and that gives you more companionship in the journey of trying to be yourself more too. Sometimes I have songwriting workshops and all I say is just get as close as you can to what you hear in your head and that's the best that you have to offer.

The tour that you're on right now is taking you all over the world, when you're traveling what speaks to you most about how diverse people and places are?

I use my spine a lot to feel what the room is feeling and it does change from place to place. I know when I perform in Quebec I feel a different aesthetic sophistication than maybe southern Ontario. When I played in Tokyo a man stood up and asked, "Why do you keep looking up or pointing upwards when you talk about god?" He was referring to a video that I'd played. I said, "Where do you look?" and he said, "We look straight ahead." Some places you can tell are a much less saturated by music and they're really appreciative of this amazing thing called music, I don't mean my music but music period. And that's always a joy, then you feel like you can really do your job and give them more. I haven't played in a lot of places that I'm playing so I don't know what to expect.



But it does feel as if part of my job is to gather and synthesize in a way that's meaningful to me and hopefully to other people.

For more on music, art, and life: [www.janesiberry.com](http://www.janesiberry.com)

Ahhh, and as far as other people are concerned there's more to share during this Red Cross month, so please DO keep others in mind, especially those in other countries who could use your help.

### 2nd: National Read Across America Day

A project called Read Across America, a part of the National Education Association, created this day, which is also the birthday of Dr. Seuss, to help increase literacy throughout the country. Read something or to someone today!

### 8th: International Women's Day

What better month for this holiday to be in. Celebrate the women in your life and in the world, today and every day!

### 19th: St. Joseph's Day, Christian

Since St. Patrick is more celebrated, a nod to St. Joseph is in order here. Spouse of the Virgin Mary, this day is Patronal Feast Day for persons named Joseph, Josephine, etc., for religious orders, schools and parishes bearing his name, and for carpenters. It is also Father's Day in some Catholic countries, mainly Spain, Portugal, and Italy.

### 20th: The Great American Meat-Out

This year marks the 25th anniversary of FARM's project to educate people about their diets. In light of the swine flu and other detrimental animal based occurrences due to mass farming this year's theme is "Eat for Live-Live Vegan." [www.meatout.org](http://www.meatout.org)

### 22nd World Water Day

Since 1992 this international day of observance for one of the most precious resources on the planet has continued to increase awareness through its founding organization, the United Nations, by organizing events throughout the world. Plan your event today! [www.worldwaterday.org](http://www.worldwaterday.org)

## un-classified ads

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