

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Get 10% off the order of your choice, now until March 31, 2012.

The next quarter goes from April 1, 2012 through June 30, 2012.

BOARD OF DIRECTORS MONTHLY MEETING ALL MEMBERS ARE WELCOME.

Next meeting: Monday March 19, 7 PM
Ask in the store for directions to the Board Room

Check out the weekly deals for
MEADE STREET MADNESS
on our website:
www.eastendfood.coop

CO-OP ORIENTATION

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

Call 412.242.3598 ext. 103 to register.

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SPECIAL INSERTS:

2/29 - 3/20 CO-OP DEALS
3/21 - 4/3 CO-OP DEALS

EAST END FOOD CO-OP

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

PASA Conference: Your Food and Marcellus Shale

by Eryn Hughes, Outreach Coordinator

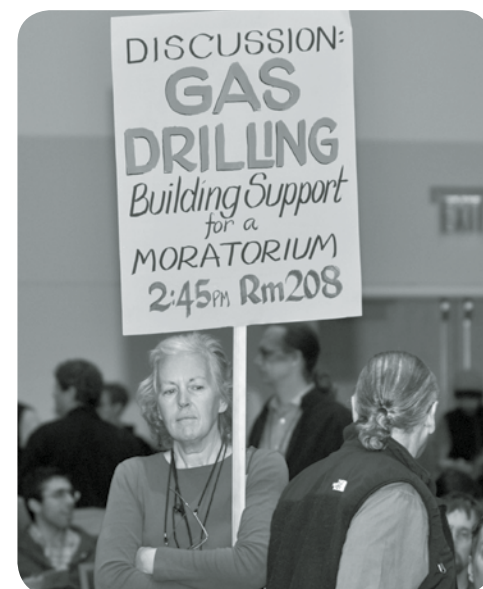
As we arrived in State College for the 21st annual Pennsylvania Association for Sustainable Agriculture conference, I learned that my focus for the conference would include the controversial topic of Marcellus Shale drilling. My job for the next 2 days was to gather some facts and redistribute them for Co-op folks who farm and enjoy farmed food. My primary question was, "How does this affect them directly or indirectly?" and as a conscientious shopper myself, I had to scale things down to the familiar faces in my everyday life that are impacted by drilling operations on farms.

First off, I put on my customer/consumer hat and considered the integrity of the farmers I purchase live foods from – and for me, this means produce from a local farm's Community Supported Agriculture program, which compliments ingredients from the Co-op for my planned meals. The image I have of this farm resembles my own family's farm, in Graysville, about 20 miles south of Washington, PA. With each visit to their farm, I am reminded that my proud relatives settled upon that land right off of the Mayflower. They have always operated a dairy farm, but have cut down on their commercial sheep shearing, as well as eliminating their poultry and vegetable production entirely in the last 20 years. Although I have been vegetarian (and now vegan) most of life, I was sad to see these operations disappear. The farm was a self-contained sustenance system, which made my grand-parents independent and proud with their daily work. With 2 gas pipelines going through their property and plans for a 3rd underway, much of their surface property has been limited. Despite having less land to work with, their workload seems to have increased despite the scaled-down diversity of operations. I have my suspicions that the surface impacts have added pressure towards becoming a factory farm operation. In their late 80s now, they consider themselves retired yet still work 50-60 hours a week. It seems like this is standard expectation on most farms.

I remember the sulfurous odor of gas ventilation lingering in the air, from when I was a child. It's clear that things were different then. The increasing drilling dots being connected by pipeline across the landscape

have come draw an image that can attract different perspectives. As landowners were approached by various drilling companies, terms in leases were not very specific because no one knew how technology would be developing. I learned in the PASA workshop hosted by Ross Pifer of the Penn State Extension program¹, that we consume more natural gas than our wells are producing, hence the technological demand for new collection process. Many legal issues are a result of those changes to technology and transferability of the lease to other companies. In that the land-owner does not inherently own both surface and mineral rights, there is further an inconclusive property ownership of the gas that is present within the minerals. 50 years ago, the gas deposits within Marcellus shale were collected when it migrated to the sandstone surface, whereas now it is collected via horizontal drilling. Some leases are using addendums to incorporate language that actually specifies which "stratum" or even the type of gas, is designated in the contract, as certain strata hold more value than others. In an "1882 case, Dunham v. Kirkpatrick it was ruled in Pennsylvania that an exception or reservation of minerals in a deed, without any specific mention of oil and natural gas², creates a rebuttable presumption that the word "minerals" does not include oil or natural gas". For instance: a coal bed holds less value the more methane gas it contains, and it becomes the lessee's responsibility to manage disposal of the gas. So legal language was modified to include both mineral and gas rights for coal beds, but we don't know if that also applies to Marcellus Shale. It is currently not definitive whether this ruling applies to Marcellus Shale and natural gas rights. If they are only drilling or using hydraulic fracturing processes in the Marcellus shale to get to the gas, are we to assume those mineral rights also include the gas?

As with any negotiation, sometimes people are disinclined to discuss the terms of their arrangement with their neighbors, but it can be advantageous to gain leverage with the drilling company. Private interests - new jobs or bonus payments from lease signings - can affect the community beyond property lines. "Some energy analysts are predicting that natural gas will be the fuel of the future if



advances in drilling technology allow drillers to tap into domestic shale rock formations on a large scale. But because of the impacts that the technology can have on water, natural gas could become our next energy disaster.³ Perhaps these can be managed as a community: automatic renegotiation every 5 years, limited proximity to water supply, locations for drilling, length of driller's stay, and even an obligation of disclosure to practices and materials used⁴. The possibility of nearby drilling getting into the water supply – and hence, the food supply – at a local farm is unclear. Pollution and policies are being drafted to include a new Farm Bill for 2012⁵.

The East End Food Co-op does not currently carry products from farms that are directly impacted by Marcellus Shale drilling. With our triple bottom line values (people, planet, profit), we want to provide you with the tools to become educated about the food you eat, how you shop and what may affect your health⁶. As the gas industry grows to meet our consumption needs, I think we can continue to expect modifications and addendums to the lease on our food systems. The conference, the information I've gleaned about gas collection, and the various political statements have all led me to ask what I can do to limit gas and energy consumption?

¹ Pennsylvania Agricultural Legal issues regarding Marcellus Shale: http://law.psu.edu/academics/research_centers/agricultural_law_center/resource_areas/marcellus_shale

— Footnotes continued on page 3

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 19, 7 PM



WE OWN IT - CO-OP

Dated Materials — DO NOT DELAY

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

NONPROFIT ORG.
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PITTSBURGH, PA
PERMIT NO. 1800

rob's corner



Rob Baran,
General Manager

Hello again member-owners. What a whirlwind it has been lately. You may feel some of the same given the big changes to the Co-op in recent weeks. It seems our produce remodel has been a resounding success. Almost all the work was done overnight to stay out of your way. Sales are up significantly, and I have been personally uplifted by the excitement and joy many of you have shared with me in recent produce isle conversations. The comment one of you shared with me that "we finally feel like a cutting edge co-op" is exactly what we are attempting to accomplish. This is really the first time in our long history that we have had a talented and experienced management team, along with the resources to "do it right".

The relocation of the Customer Service Department (CSD) right next door to Produce has also been warmly received by many, and appears to have helped improved the function and feel of Co-op as you walk in the door. This part of the project was only made possible by the transition to the Member Bonus Program which eliminated the need for that 6th register, which we only ever used on MED Days.

An interesting point staff wanted me to share is that much of the new CSD is being reused from the previous one and much of that CSD was also repurposed when we built it back in 2006. So a reuse of a reuse.... Now that's some sustainability in action right there! See if you can't spot the doors remade into desks the next time you visit CS.

As I write this the new cart shed (being built into the building outside half way up to the parking lot) is nearing completion, and it looks to be a fine piece of work by our talented contractors. Yet another contracting team is nearing completion of the long awaited public restroom remodel, and it sure seems to once again be a fine piece of work.

The remodel of the old Customer Service Department into offices and retail space planned for mid-February will then lead into the largest project yet, as we replace the wall of coolers next to the Frozen department at the end of February. This will include an expansion of an additional twenty feet of coolers and 20 feet of shelving into what was formerly the Buyers Office in the back corner of the store. I really can't wait to knock out that wall and get started!

The next phase of the project will be the installation of new wooden shelving in our Wellness Department (repurposed lightly used Border Book Shelves), and a complete rebuild of the Bulks Department. I hope and trust the rest of this work will go as smoothly as it has so far.

bottom line with the board

by Sarah Aerni

2012 has been designated the 'International Year of Cooperatives.' As many of you know, our Co-op supports many other cooperative organizations in many ways. One important way we do this is through our membership and participation in the Cooperative Grocer Information Network. A partner organization of CGIN is the Food Coop Initiative. This is a non-profit foundation set up to focus on helping groups interested in starting new cooperatives. Our HR manager, Jane Harter, has worked with this group in the past year and suggested that it would be interesting to share more information about their work with the general membership. On Feb. 13, 2012, I interviewed Stuart Reid, who was the first national food co-op development specialist hired by the Food Coop Initiative. He was kind enough to take some time to answer some of my questions.

I was wondering if you can briefly explain the Food-Coop Initiative to our membership?

Stuart Reid: This initiative started out about 6 years ago by people in the co-op community who provide support for other co-ops such as the Co-op bank (NCB), the National Co-operative Grocer's Association (NCGA) and the Cooperative Development Service consultants. They were seeing a sudden influx of requests for help starting new food co-ops. There had been a gap in co-operative development over the past few decades, so this was a new and exciting development. They wanted to be prepared for it and to have an organization that could provide some guidance. Food Co-op 500 was the result of this. It had very limited funding. They received a few grants and some funding from the co-op bank. The bulk of the support came from volunteer groups.

Monthly calls with interested parties were established to share resources and provide support, but after a while, they realized there was so much more that needed to be done. As a result, the group hired a consultant on a full-time basis to expand the program. At that point, they weren't a formal organization. It was mostly soft money funded for the first few years. Then, a year and a half ago, NCGA and NCB had some financial issues and decided they would need to redirect their resources into a more formal, efficient and self-sustaining organization. Food Co-ops 500 looked at different options and then received financial support from a cooperative foundation in Minnesota called the Blooming Prairie Foundation. This group stepped forward and committed to fund the initiative for 5 years at \$200,000 per year with the condition that the group incorporate as a non-profit. They formally became the Food Co-op Initiative in 2010.

Where does your funding come from now?

Stuart Reid: The Blooming Prairie Foundation's seed money will last for five years total. However, as soon as they became a formal organization, they became eligible for USDA funding due to the work supporting cooperatives. It turns out that

there is a whole network of cooperative development organizations in the US, but nothing focused primarily on food co-ops and food co-op development. However, USDA money is restricted for use only in rural cooperative development. This necessitated the Food Co-op Initiative to modify their mission statement somewhat. They also were able to hire their second employee, Jake Schlachter, who is based in Princeton, NJ.

Their goal has always been to provide small seed grants as leverage to build committed relationships with specific programs. They give 10K and then the partner has to raise matching money. They offer advice about professionals who can provide services that the organizations can't do themselves. They check in regularly with the groups they work with, as well as have face-to-face meetings. In order for two people to serve 100-200 organizing groups, they have developed a self-serve model and act as an information clearinghouse for co-operative development. These resources get used heavily. The Food Coop Initiative also offers webinars on various development topics and workshops at the annual CCMA conference every year. They are always looking for new ways to reach people.

How many organizations have you officially helped over the years?

Stuart Reid: The Food Co-op Initiative has provided grant funding to about 30 organizations. They have worked with a lot of co-ops whom they haven't been able to give grant funding. He estimates that there are 50-100 of these that they've worked pretty closely with. There are as many as 200 communities right now who are in the initial stage of planning a co-op. Many of these won't go very far, and it's not a slight to say that. It takes a large amount of volunteer hours, significant momentum and some amount of the right factors coming together to make these things happen.

He gets frequent inquiries from small, rural areas as well as inner city neighborhoods. Size, however, is not necessarily the determining factor in terms of a cooperative working out. They have some very small co-ops that succeed in ways you'd never expect. You can never say never, but sometimes initiatives are simply too small or don't have enough of the other necessary resources. For instance, UNFI supplies most co-ops in the country, but if you are in a really small place and can't get a minimal order, you won't get them to deliver to you, which is a prime way to make quality supplies cost-effective for a start-up group.

How is co-op development support different than regular business development support?

Stuart Reid: If you are looking at food stores in this country, they are almost all parts of chains. There are very few new businesses in the food industry which are truly independent. New branches of chain stores can rely on the talent and the resources of the parent company such as accounting, HR and market research to get established.

Since food co-ops are an independent busi-

ness, they must learn all these functions as a start-up. They usually don't have a good source of income or capital outside of the organizing group itself. You have to bring together a large group of committed people, who are willing to invest in the business both with member loans and in the offering of many hours of volunteer time. The accumulation of capital and resources from many people is very time consuming. It takes 2-3 years, at best, to open a new food co-op, partly because of these issues.

The Food Co-op Initiative often has to remind these groups that sometimes it takes professionals to be successful. You must be grounded in the business world and build a real business so that the new store can be self-sustaining and your work is not in vain.

Sometimes other Co-ops provide this kind of support to start-ups. Weavers Way is an incredible resource for such groups in the Philadelphia area. The Blooming Prairie Foundation offers invaluable support for co-ops in their area. Other places have fewer local resources. For instance, if you are in Texas, you must be near Austin or you are out of luck. He mentioned that he's been working with developing co-ops in Fairbanks, Alaska and some other towns in Alaska are piggy-backing on the work of that group to consider initiatives of their own. Buying clubs are often the first step to making a food co-op happen.

Is there anything our co-op and our co-op membership could do to help them?

Stuart Reid: Volunteer, mentor. For any new co-ops in the area, go to their organizing meetings and answer questions. It greatly helps build the confidence of new organizing groups to know that what they are doing is worthwhile. Having relationships with an established co-op can be a big boost to a new co-op. Capital can always help out. There is a big need in the early organizing stages of a new co-op. Seed money given at the right time can make a big difference, whether it is a loan or an equity investment.

In terms of support for his organization, they started a program last year to ask for support from established co-ops. Unfortunately, they ran into some issues with security regulation restrictions so they have tabled it for a bit. They hope to get that established in the future. This would be a way for organizations to repay their obligations from the past. From time to time, there are opportunities for specialized expertise for training programs for CCMA or other workshops. If there are people here who are interested in helping out and sharing their knowledge, they are always looking for them.

He knows that successful co-ops get calls all the time about new co-ops getting started. Send them on to the Food Co-op Initiative for further information.

Thanks to Stuart for taking the time to talk with us, and for all the hard work he puts in helping cooperatives get off the ground! The website of the Food Co-op Initiative is: <http://www.foodcoopinitiative.coop/>



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

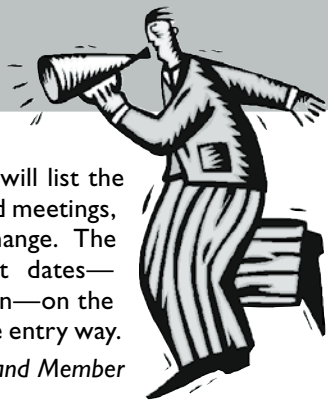
This regular column will be back in full force next month—but for now, we have just one comment card, and our answer:

The Co-op is a member organization. Please post meeting dates in newsletter! Dates also need to be on board. They are not. Please be accountable to members and post meeting dates in newsletter and on board. Thank you!

Thank you for the reminder. They absolutely should be

there. This and future issues will list the scheduled date for open Board meetings, but dates are subject to change. The new Board Clerk will post dates—and other relevant information—on the information board in the store entry way.

— Kara Holsopple, Marketing and Member Services Manager



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

book review

Occupy Yourself — Exploring the other 1% with This Changes Everything & Sex, Economy, Freedom & Community

A two-part review by Claire Westbrook

I was thinking about numbers the other day when I starting wondering just how much of 1% makes up the superrich, and my checking on that has equated to something like 67,959,719. Yeah, seems like a lot to me, too. Or if we're just talking about the US, then it'd be more like 3,128,452, still a lot, and really hard to even imagine if trying to get a sense of how big everything else is outside one's immediate surroundings. But where these percentages really got me going was with the current Occupy movement and how many people are involved with it.

Close to 68,000,000 or 3,100,000? Maybe, maybe not. I've been rather hard pressed to get cumulative numbers from around the world on folks who are actively involved with the reclaiming of their power, rights as citizens of the Earth, and personal value as a unique human being, here to be their highest self. And is it just this percentage of people who are rising up and making their voices louder that will be who lead the other, well, I guess it would be 98% to a better tomorrow?

Right now, all that really matters is that a lot of people have decided that some things are REALLY wrong with how the entire planet is operating as a result of how far we've come in our "evolution". As some people are apt to remind others that it may (up until now) always be the same (1%) percentage of folks doing the activist/human rights etc. work so others can benefit, in Wendell Berry's Sex, Economy, Freedom & Community the role that EVERY individual has in resisting hurting ourselves and our communities by turning away from living in harmony with our world is a statement that can no longer be ignored.

Now it's most certainly the optimist in me that believes more than 1% of the 99% (either here or abroad) are fortunate enough to be able to devote their time to not just attending various aspects of anything Occupy related, but to also LIVE their lives in a way that's concordant with sustaining life. But Berry draws attention to the discord that we continue to live in no matter how "awake" we may think we are by asking the question: Can land and people be preserved anywhere by means of a culture that is in the usual sense pluralistic? Which is to say that all cultures are equal or of equal value and capable of surviving together by tolerance.

Because ultimately it's not tolerance or egalitarianism that will enable a plurality of true communities to survive, it's knowledge, an understanding of the necessity of local differences and respect.

It would appear that with the current wave of people involved in cooperatively working to include the following points of unity:

Footnotes continued from page 1

2 Dunham's Rule: <http://www.marcellushalelaw-monitor.com/litigation/dunhams-rule-and-unconventional-marcellus-shale-gas/>

3 Water safety: Some energy analysts are predicting that natural gas will be the fuel of the future if advances in drilling technology allow drillers to tap into domestic shale rock formations on a large scale. But because of the impacts that the technology can have on water, natural gas could become our next energy disaster.

4 HB 1950 (lease amendments and disclosures): <http://www.legis.state.pa.us/cfdocs/billinfo/billinfo.cfm?year=2011&sind=0&body=H&type=B&bn=1950>

5 Food safety: <http://www.foodandwaterwatch.org/food/farm-bill-2012/>

6 Find out where drilling companies are set up: <http://www.fracktracker.org/>

- Engage direct and transparent participatory democracy
- Exercise personal and collective responsibility
- Recognize individuals' inherent privilege and the influence it has on all interactions
- Empower one another against all forms of oppression
- Redefine how labor is valued
- Sanctity of individual privacy
- Belief that education is a human right
- Endeavor to practice and support wide application of open source

That there is a reason to hope that we may really begin to move toward something resembling balance to our communities and ourselves. At least this is what the New York City Working Group on Principles of Consolidation (part of Occupy Wall Street) has crafted and is using to imagine a new alternative to what is currently failing so many.

One of the more frustrating points that Berry writes about is how large cities like New York just can't be sustainable because of the levels of population proportionate to the countryside around them and while this is by no means an exercise in futility, one of the many questions that then arises, and it seems to me to be at the very heart of the Occupy movement, is: How do we begin to remake, or make, a local culture that will preserve our part of the world while we still use it?

By looking at each other in the eye, for starters. By owning our community, which means being responsible for what WE ALL do to our towns and countrysides, and most importantly, ourselves. And many of us have actively made many changes in how we live, CSA's are booming, people are raising chickens in their backyards AND getting to know the neighbors in the process, we're seeing that everything we do and decide MEANS something to more than just ourselves and AFFECTS everything, we are getting more radical.

Tin Front Café

Coffee * Cuisine * Cocktails * Community

Fresh Daily & Delicious

VEGETARIAN 'N

VEGAN VITTLES

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

Bar, Restaurant & Courtyard Dining

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

www.facebook.com/thetinfrontcafe

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

In Historic Homestead near the Waterfront

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

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

NEXT TO

Annex Cookery

A Select Collection of Housewares and Design

THE FOOD YOU EAT

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



This recipe has it all—vegetables, protein, and plenty of flavor. It's also a weeknight dinner winner. It can all come together in less than an hour. Less if you chop the veggies in advance. Serve with a scoop of whole grain like brown rice or millet. Enjoy!

North African Vegetable Stew

Serves 4-6

INGREDIENTS

- | | |
|---|----------------------------|
| 1 # tofu, sliced and grilled, then cubed | 1 red bell pepper, chopped |
| 1 ¼ cups garbanzo beans, cooked and drained | ¼ teaspoon cayenne |
| 2 TBS extra virgin olive oil | 2 teaspoons cinnamon |
| 1 14.5 oz. can crushed tomatoes | 2 teaspoons ginger, dried |
| 1 crown of broccoli, chopped | 1 teaspoon sea salt |
| 1 carrot, chopped | 2 TBS turmeric |
| ½ head cauliflower, chopped | 1 bay leaf |
| 1 bunch cilantro, chopped | ½ cup peanut butter |
| 2 cloves garlic, chopped | 1 cup water |
| 1 onion, diced | 1 bunch kale, chopped |
| 2 large potatoes, cubed | |



INSTRUCTIONS

1. Cover potatoes with water and cook until tender. Drain potatoes.
2. In a large pan, sautee all other chopped vegetables in olive oil.
3. Thoroughly whisk together ½ cup peanut butter and 1 cup water. Add peanut butter mixture, spices and tomatoes; stir and cook for one minute.
4. Add garbanzo beans, potatoes and tofu.
5. Simmer for 15 minutes, adding water as needed. Remove bay leaf and garnish with cilantro.

THE CO-OPERATION CORNER:

All Bananas Are Not Created Equal... March is Fair Trade Banana Month!

Check out this banana producer profile from Equal Exchange, and learn more at www.beyondthepeel.com.

INTRODUCING ANIBAL FERNANDO, CABRERA OCHOA

Farmer code: 910

Guabo Member since: 2003



Anibal Cabrera owns a medium-sized piece of land where he grows bananas and cocoa. Since 2003 he has been a member of the Aso Guabo Cooperative. Anibal has lived on his farm since he was six years old. Life was difficult for his family before they joined Aso Guabo. Originally, his father Luis farmed cocoa on their land. "The problem with cocoa is that it only produces an income for four months of the year, the other eight months we had to borrow money to maintain the farm when there was no production. We had to migrate to big banana plantations to find more work in these eight months to be able to survive". Anibal wanted to find a way to change this situation for his family.

In the early 1990s, Anibal heard about the Aso Guabo banana co-operative. Unbeknownst to his father, Anibal decided to learn all he could about growing and processing bananas. "I didn't know the process so I went to the producers to learn what I could. Now my Dad is very happy we joined Aso Guabo and is thankful for all the opportunities they have given us. I have been a social member, treasurer, and am now the secretary of Aso Guabo."

"This has meant a lot to me economically because I was in a very poor economic situation. Now we have a level of income that is a lot more stable throughout the year for our families and workers. When I started selling bananas to Aso Guabo I only had 10 boxes of bananas, now I have a much larger volume. With the help of Fairtrade, life is much better."



On top of all this change, Anibal Cabrera's daughter Noemi will be the first one in his family to attend college. This is made possible by the dependable prices Anibal receives for his Fairtrade bananas. "Thanks to Fairtrade my daughter has a high level of education. This is what all the farmers at Aso Guabo hope for. She is now preparing to go to college".

Each purchase of Equal Exchange bananas supports Anibal and farmers like him.

All bananas are NOT created EQUAL.

NEW IN THE AISLES

New Products on Our Shelves

Aisle 1

Field Day Natural Sliced Black Olives.
Tree of Life Organic, Unfiltered Apple Cider.

Aisle 2

Imagine Soups — Organic Italian Vegetable Bean and Organic Potato Quinoa Spinach

Aisle 3

Enjoy Life Gluten-free Chewy Bars — Sun Butter Crunch, Cocoa Loco, Caramel Apple, Very Berry

Aisle 4

Amy's Gluten-free Shortbread

Aisle 5, Health and Beauty

Logona Cosmetics — Organic Rose and Alow Tinted Day Cream

Deli

Maplebrook Farm Whole Milk Rocotta
Eat Pastry Vegan Cookie Dough — Gluten-free Chocolate Chunk and Peanut Butter Chocolate Chip

Middlefield Organic Cheese — Tomato Basil and Buffalo Wing Cheddar

Meat

Thoma Pepper Beef Sticks

Local Food Showcase: A Grower / Buyer Event Announces New Location In Third Year

Penn State Extension is proud to announce the third annual "Local Food Showcase: a Grower / Buyer Event," co-sponsored with Shadyside Academy. This event will bring together Western Pennsylvania food producers with consumers and food industry professionals. **If you grow food, cook food or eat food, this event is for you!**

The heart of the event is a dynamic, expo-style networking session. Local farmers and value added producers will be on hand representing their products and businesses. These producers will have information on their products, availability and businesses. This is a great opportunity to source locally made and distributed products for retail, restaurant, CSA (community supported agriculture), wholesale and home use.

In addition to the networking session there where be demonstrations, tastings and educational information on local farms, biofuels, composting and gardening. Many area organizations will be on hand to contribute 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.

Where: Shadyside Academy, 423 Fox Chapel Road, Pittsburgh, PA 15238

When: March 20, 2012. Morning workshops 10-12 and afternoon expo from 1-4pm



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IN YOUR COMMUNITY, ON YOUR PLANET

THE PLANT FILES: An Inside Look at "Growing Power, Inc." – Milwaukee, WI

by Bob Madden

This month, I bring to you an urban farming update from MILWAUKEE, WISCONSIN. Right now, it's considered the country's leading example in urban food production. I visited Growing Power's headquarters to learn how they are working to make healthy foods more accessible. For the last nineteen years, Will Allen and many others have worked to turn a small urban lot into an intensively cultivated and profitable farm. It has grown into a national nonprofit organization with a large diverse staff and a wide network of interns and volunteers. Growing Power focuses on raising foods locally and teaching others to do the same. They sell their produce and meats to large wholesalers, small retail clients and walk in customers. They offer weekly baskets of fresh vegetables and fruit, available without subscription, and maintain farm stands in neighborhoods that have little to no access to fresh foods.

I was blown away by the production levels coming out of only two acres! Such a small place has a year round farm with more than fifteen winter greenhouses. The foundation of their operation is worms and their waste. Growing Power has several large systems of compost processing. Each year, they take in ten million tons of organic matter from grocers, restaurants, and local factories and feed hundreds of millions of worms to build the soils necessary for intensive cultivation. They also raise goats, hundreds of laying hens, fish, ducks, bees, baby greens, and veggies. And yet there is still room for a farm store, a commercial kitchen, a classroom, offices, and a huge fleet of trucks. Each year they host a conference, seven weekend trainings and hundreds of tours.

Just outside of town, Growing Power owns and operates several other active farms. On the road, they provide consultation, greenhouse and garden construction, and outreach. They partner with corporate food distributors on projects to provide better foods in schools and cafeterias. They are also members of the Rainbow Farmers Cooperative which is comprised of more than three hundred small farms. Finally, they have partnered up with the University of Wisconsin Great Lakes WATER Institute for a three year on-site research project. All this activity creates local jobs, as well as positive work experiences for dozens of youth each year, while acting as a working model for other businesses, organizations, individuals, and cities.

Who's behind it all?

A large team of managers handle different projects, but the superstar of Growing Power, is Will Allen, urban farmer and visionary. If you haven't heard, listen up! He spent a lot of his younger days playing basketball and became the first African-American to play for the Miami Hurricanes. Now, he travels for speaking engagements, meets with policy makers, and facilitates partnership building. At each weekend training, he teaches the class on worms and composting "...because the worms help you get the fertility you need to produce really good food." In the farm store at the front of the farm, the walls and small tables are covered with awards and a few pictures of Will with politicians. Will's daughter, Erika manages the Chicago branch of Growing Power, and she teaches project management at the Milwaukee trainings. Everyone at Growing Power works really hard and seems to stay motivated by the reach and importance of their programs.

At the end of my time, Mr. Allen announced that this summer, Growing Power will be building more than a hundred hoop houses and even more gardens, as well as establishing dozens of new farm stands in at-risk neighborhoods in the Milwaukee area. Soon, they will begin construction on an on-site five story state-of-the-art growing and teaching facility.



Garden Dreams Urban Farm and Nursery

www.mygardendreams.com

5% WEDNESDAY DONATION PARTNER

Habitat for Humanity of Greater Pittsburgh — March 28

After a couple of months of renovations in our Co-op, we certainly understand how the built spaces around us can transform our view and the quality of our lives. Our 5% Partner for March has been creating spaces that foster dignity and community by building homes in many Pittsburgh neighborhoods. Since 1986, Habitat for Humanity of Greater Pittsburgh has helped 70 families who were living in substandard housing to move into their own homes. Their mission is to eradicate poverty housing from Allegheny County.

Families that cannot afford or can't otherwise qualify for a conventional mortgage go through a process of selection, volunteering, and construction that leads to a sense of pride, accomplishment, and community responsibility—as well as a home of their own.

Volunteers, donations, and community support are all essential parts of the process. Individuals, church groups, families and employers can find out about volunteer opportunities by visiting <http://pittsburghhabitat.org/volunteer.html>. They also have a re-sale home building materials store at Edgewood Towne Centre where the public can shop, donate and volunteer. More information at <http://www.pittsburghhabitat.org/shop.html>. For general information about all of their programs, you can also call 412-351-0512.

Shop Co-op on Wednesday March 28, when 5% of our sales will benefit Habitat for Humanity of Greater Pittsburgh. And stop by their informational table in the store that day to learn more about their programs.

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WHO WE ARE

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

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

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

MANAGEMENT TEAM

Rob Baran, **General Manager**
Justin Pizzella, **Operations Manager**
Jane Harter, **Administrative Manager/HR**
Kara Holsopple, **Marketing and Member Services Manager**
Allisyn Vincent, **Front End Manager**
Thomas Murphy and Amber Pertz, **Café Managers**

EAST END FOOD CO-OP

7516 Meade Street • Pittsburgh, PA 15208

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THE CO-OPERATOR

Kara Holsopple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

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

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

WRITE TO US ... We welcome letters to the editor!

Send your message (250 words or less) to:

Kara Holsopple, Member Services, East End Food Co-op,
7516 Meade Street, Pittsburgh, PA 15208.

Or e-mail to: memberservices@eastendfood.coop
SUBMISSION DEADLINES

All submissions, articles and advertisements, must be received in the Co-op office by the first of each month for the following month. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.

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

STAFF NEWS

NEW HIRES...

Elise Schauer, Co-op Café—Elise grew up in Annapolis, Maryland. She's a flutist who performs and teaches in Pittsburgh. She has worked in cafés and bakeries before, and loves being around people and food.

Jenny Stalnaker, Front End—Jenny is new to Pittsburgh by way of Alabama. She's been a vegetarian for 15 years, and is looking to be a part of an organization that values food sources. Jenny plays guitar, draws, and screen prints.

Employee of the Month

Congratulations to Jenny Jackson O'Connell-Barlow who was chosen as the Co-op staff pick for January 2012 Employee-of-the-Month!



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

A. About 2 and a half years.

Q. What are your favorite things about working here?

A. Free irregular cake pieces.

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

A. Yes, but fortunately they are out-numbered by the things I can actually change.

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

A. Rapturous!



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Remodel News —

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* According to the PA Power Switch website (2/14/12). Not including introductory offers. Price fixed for two years. Shorter contracts available.

The Green Energy Collaborative is a program of Citizen Power, Inc.

For more information call 412-421-7029.

DID YOU KNOW...

REAL PICKLES. A SECOND
TIME WINNER IN GOOD FOOD
AWARDS!

For the second year in a row,



Greenfield-based Real Pickles was awarded a top honor for their Organic Garlic Dill Pickles at the recent Good Food Awards in San Francisco, hosted by renowned chef Alice Waters. The Good Food Awards highlight outstanding American food producers who are making food that is exceptionally delicious and supports sustainability and social good.

In addition to the pickle honor, Real Pickles' co-owner Dan Rosenberg was among those selected to address the audience of approximately 400 artisan food producers and other invited guests assembled for the ceremony. In his speech, Rosenberg lauded the Good Food Awards for its efforts to change the way we think about food in the U.S.

"With its efforts to promote both taste and social responsibility, the Good Food Awards are helping to bring 'good food' back into the American diet," said Rosenberg after the winners had been announced. "Pickles are an essential food—one that can keep people eating nutritious fruits and vegetables from regional sources all year long, regardless of how cold the weather gets."

Real Pickles uses the traditional fermentation process—with no vinegar—to make its line of pickled vegetables. Their Organic Garlic Dill Pickles, as with all of their products, are made with certified organic vegetables from local family farms. The pickles are available by the jar from area retailers, and served at many local restaurants.

The Good Food Awards are given to artisan producers in five regions of the U.S. in eight categories: beer, charcuterie, cheese, chocolate, coffee, pickles, preserves and spirits, and highlight outstanding American food producers who are making food that is exceptionally delicious and supports sustainability and social good.

Real Pickles' Organic Garlic Dill Pickles was one of 99 winning products, chosen from nearly 1000 entries from around the country. Other winners from the Northeast include Old Chatham Shepherding Company of Kinderhook Creek, New York, Vermont Smoke and Cure of Barre, Vermont and Victory Brewing Company of Downingtown, Pennsylvania.

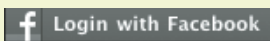
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community happenings!



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WE OWN IT-



March 2012 ... hot bar specials

sunday monday tuesday wednesday thursday friday saturday

Serving DAILY vegetarian and vegan specials, vegetable and grain side dishes — all made from scratch in the Co-op Café. Also featuring fresh soups, a salad bar, and deli sandwiches and salads. Don't forget your made-to-order smoothie, juice or Fair Trade espresso drink!

1 Tofu Turkey Mole	2 Pizza Dairy & Vegan	3 Leek & Chard Quiche
4 Chef's Choice	5 Chickpea Curry	6 Mashed Parsnips w/ Sausage & Apples
7 Burrito Bar	8 Penne w/ Fresh Herb Ricotta	9 Pizza Dairy & Vegan
10 Millet Vegetable Medley	11 Chef's Choice	12 Green Linguini
13 Irish Stout Stew	14 Irish Kitchen	15 Tofu w/ Broccoli in Coconut Cilantro Sauce
16 Pizza Dairy & Vegan	17 Tempeh Shepherd's Pie	18 Chef's Choice
19 Tofu Almondine	20 Spring Vegetable Curry	21 Indian Kitchen
22 Southwest Tempeh	23 Pizza Dairy & Vegan	24 Mock Tuna Noodle Casserole
25 Chef's Choice	26 Curried Seitan Stew	27 Spicy Peanut Tempeh
28 Stir Fry Bar	29 Yam, Chard & Quinoa Gratin	30 Pizza Dairy & Vegan
31 Tofu Stew w/ Leeks & Artichokes		

café hours

weekends

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS
1:30 PM - 7 PM

daily

JUICE BAR
8 AM - 7 PM

SALAD BAR & SOUP

8 AM - 7 PM

HOT FOODS
11 AM - 7 PM

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AND...keep your eyes peeled
for news on our End-of-Remodel
Celebration later this spring —
you've earned it!

Spring Workshops at the Co-op

TUESDAY, MARCH 13, 7PM

Shamanic Healing

With David Park

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

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

In this hour, we will discuss:

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

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

Find More of Your Co-op on our Website

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Visit us anytime at eastendfood.coop and look for posts on the scrolling "Latest News" feed.

Your Co-op store is open every day 8 AM to 9 PM, but our website is open 24 hours!

TUESDAY, APRIL 17, 6:30 - 8:30 PM

Backyard Composting With Pennsylvania Resources Council

Composting is nature's way of recycling. By utilizing the natural process of decomposition, organic materials often considered "waste," such as grass clippings, food scraps, autumn leaves and even paper, can be recycled back into a rich soil conditioner. Through this transition, soil organisms, many of which are too small to see, break down the organic material in a compost pile so that valuable plant nutrients can be released for future generations of plants to use. Composting helps you reduce your waste stream, it improves the health of your gardens, and most of all it's easy to do and enjoyable.

CLASS DETAILS:

This workshop thoroughly covers the importance of composting, setting up a compost pile, proper maintenance and ways of using finished compost. Participants will receive an Earth Machine Compost Bin with attendance. This bin, approved across the state as an ideal bin for urban and suburban areas, has an eighty-gallon capacity.

Cost: \$50 Single/\$55 Couple (Includes one compost unit per registration)

Call 412-488-7490, x 247 to register.

MAY 3, 7 PM

Huna Healing Class

With David Park

Huna is a system for gathering information and effecting change and healing in the physical world derived from ancient Hawaiian traditions. It was constituted in its present form by an American named Max Freedom Long from extensive studies of the Hawaiian language.

Although Long was never able to gain acceptance as an apprentice by a practicing kahuna, he was able to discern a consistent and remarkable system of knowledge by studying the secondary or shadow meanings of com-

mon words in the Hawaiian language. He realized that although traditional practices were held as a closely guarded family of secrets, practitioners still needed a way to talk about them amongst themselves. Through his studies, he was able to "crack the code." "Huna" is the Hawaiian word for "secret."

IN THIS HOUR, WE WILL DISCUSS:

- the history of Huna and what it offers
- a brief overview of major concepts, such as the tripartite self, mana (breath or animating energy), and aka (thought or spirit substance)
- how Huna can illuminate things as varied as the operation of memory and the Law of Attraction
- Ho'oponopono — a healing technique of remarkable power (which many are familiar with in its simplest form) whose true potential only becomes evident and fully available as you appreciate its deeper philosophical foundations

Time permitting, we will end with a simple and effective meditation technique to cultivate awareness and energy.

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

His work combines his abiding interests in human potential and spirituality. He leads weekly meditation circles and workshops on various topics and is the organizer of the Pittsburgh Metaphysics Meetup Group (meetup.com). His blog, offering commentary and insights into life and spirit, can be found at dchpark.com.

He also offers personal and spiritual coaching services for individuals, couples, and groups. As a coach, his approach is at once deeply spiritual and eminently pragmatic. He can be reached at david@dchpark.com.

This class is free, but please call 412-242-3598 to register.

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