

May 2009

Volume 20: Issue 5

The Co-operator

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

STORE NEWS

Members' Extra Discount Days

Sundays: 5/17 & 6/7

Shop 8 am - 9 pm

Board of Directors Meeting

All members are welcome.

Check the front entrance for dates and times.

The Co-Operator Deadline

All submissions and ads are due 6/1 for the July 2009 issue.

For more information, call Member Services at 412.242.3598.

Join us for a Co-op Orientation Night

Learn the secrets every member wants to know — Tuesdays at 7pm.

Register with Outreach Coordinator Chris Farber, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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May Co-op Advantage

EAST END FOOD CO-OP

7516 Meade Street Pittsburgh, PA 15208
412-242-3598
www.eastendfood.coop

Small Farmer Co-ops Cultivate Democracy — It's in their Roots!

by Phyllis Robinson, Equal Exchange

This month, we celebrate **World Fair Trade Day**. We are excited to honor all that we co-operatives have accomplished to support small farmers. Yet, it feels important to also take this opportunity to revisit the roots of Fair Trade, and reconsider what we aim to accomplish. Most people understand the critical importance of higher prices, advance credit and direct relationships. They allow farmers to stay on their land, send their children to school, and diversify their incomes. Yet, there's another equally, and some would say even more important, goal of Fair Trade, one that seems to be slowly disappearing as new iterations of "ethical trade" and "direct trade" appear in the market: empowering communities and social movements. It is for this reason Equal Exchange chooses to work exclusively with small-farmer co-operatives.

In our culture, individualism is steeped into our subconscious from an early age. The American Dream says anyone who works hard enough can "pull themselves up by their bootstraps," to become a millionaire, or the country's President. Americans have a hard time with the idea that movements are built by many anonymous, "ordinary" people, each putting in "their grain of sand." In contrast, many indigenous cultures are built around this central theme of "community;" even most European countries place a higher premium on "collective welfare" than we do. For people who have had to shed blood and lose family members to earn their most basic rights, it is obvious that true success can only happen through collective efforts, organization and cooperation.

This empowerment of indigenous peoples, and the poor in general — many of

whom rely on farming as their livelihoods — is a concept that makes some people uncomfortable. As a society, we are okay with poverty alleviation and charity, but when the world's disenfranchised begin to organize and take control over their own lives, businesses, and communities, when they start gaining economic power in the marketplace and political power in their countries, and in our own, that makes people nervous. Why would we rather raise money and give it to "poor farmers" than support their efforts to make their own livings?

For me, this notion of empowerment is the missing ingredient when folks in the coffee industry start talking about "going direct," or referring to a co-operative as yet another "middleman." The strategy places too much emphasis on one person's benevolence, and gives that person, or company, the upper hand. Today, I come to your village and establish a friendship, offer a scholarship for your family's children and purchase your highest quality coffee. Tomorrow, I might go elsewhere. It is a strategy that, while well-intentioned and produces positive results, does little to build democratic control and power at the producer level.

These same strategies — scholarships, direct relationships, community projects — have a completely different and, I would argue, stronger impact when they occur within the framework of an organized co-operative, association, or community. It's a question of who's in control, who makes the decisions, who is acquiring experience, and ultimately who

has the power to set the terms.

It's about producers, consumers, and alternative trade organizations working together to ensure that the terms of trade are more fair. Higher prices — yes; advance credit; direct relationships; and social projects ... all of these are critical. But the emphasis and ultimate goal of all our work needs to be about equity and social justice.

Fair Trade through co-operatives enables farmers to invest in their own businesses and improvements in their own communities. Through co-ops, they can participate in other organizations and social movements to influence, improve upon, and change national trade and agricultural policies. In this way, organized and well-run small farmer co-operatives can acquire the economic and political power necessary to create lasting and deep-seated change.

To learn more go to www.smallfarmers-bigchange.coop or www.fairfoodfight.com



DON'T MISS MEMBERS' EXTRA DISCOUNT DAY — MAY 17
MEMBERS RECEIVE 10% OFF SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

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



WE OWN IT - CO-OP



East End Food Co-operative
7516 Meade Street
Pittsburgh, PA 15208
www.eastendfood.coop

Nonprofit Org.
U S Postage
PAID
Pittsburgh, PA
Permit No. 1800



Rob Baran,
General Manager

rob's corner

You may have noticed some changes recently at your Co-op. Keeping a store in good shape requires constant investment. Some paint here, a wall repair there, etc. Over the last few years we held off on a number of small jobs around the building, not quite sure we were going to stay past 2011. Things have changed now. Let me tell you about how it happened and what we are up to now.

Expansion does not work unless both the Board of Directors and the General Manager are on the same page. Of course the membership and staff are essential partners, but without the GM and Board in alignment, you won't get too far. When I returned back in late 2005, there was a strong desire within the organization to open a second store. At the time I thought that was a bit premature and that we needed to focus on improving, and then relocating, the existing store somewhere close by; and then look at opening other stores. While we have certainly made a lot of improvements over the last few years, I have changed my mind on relocation first.

That change came about due to several reasons. First, there is literally a huge demand for a second Co-op store in a number of neighborhoods that can support one. I also must congratulate the director of the Urban Redevelopment Authority, Rob Stephanie, on his efforts to get us thinking about expansion within the city. His leadership, and vision, and belief in the Co-op have had a profound impact upon us. Additionally, the state has been providing strong leadership in terms of money for neighborhood grocery store development.

These factors really forced me to investigate the whole concept of relocation vs. a second location. I researched what a number of other co-ops have done, or

are doing, and the methodology behind their decisions. I researched the finances behind the different types of expansion. I have also been impressed by the new Development Co-op that the National Cooperative Grocers Association created early last year to assist co-op expansion projects. What I came to is that opening a second location before looking at relocating our existing store was the smartest way to go, given the existing market conditions in Pittsburgh.

And we dived right in, of course. The market waits for no one, and we have a lot of good up-and-coming leaders on staff, good credit, money in the bank, and a GM who has opened two successful stores in his career. The time was ripe.

Then the economy melted down, and priorities had to change. While still working on expansion, we are taking a slower approach, more of a wait-and-see attitude. And that brings us back to the work around the Co-op.

Now that we know we will be staying in our building beyond 2011, it is time to reinvest again and make the store even nicer. It is time to do those little projects we have been holding off on because we thought we might be moving on. Additionally, we have the whole co-op world visiting in mid-June for the Co-op Conference we are hosting. That is strong incentive to get things done sooner rather than later. So look for a remodeled exterior this spring, and some new paint within the store, and some new lights, and some new furniture, and some new signs, along with a variety of other small improvements. I hope you enjoy the make-over. We are having some fun ourselves right now with the planning.

So, until the next time...

Rob Baran
rbaran@eastendfood.coop

member services message

by Kara Holsopple, Member Services

When people ask me why they should become a member of the Co-op, I am often tempted to ask — *why not?*

It's really a win/win proposition, even in these tough economic times. Education is the key, and you, our co-op membership, are it's greatest teachers. You know the facts:

- The East End Food Co-op membership fee is a ONE TIME fee.
- There are NO ANNUAL FEES for Co-op membership.
- Your Co-op membership is REFUNDABLE for any reason.
- You can pay off your membership investment in installments.

And you already know the benefits of your investment. You see it on your receipt with our shelf and case discounts. You have a Federal Credit Union account. You or someone you know volunteers in the store, or outside in the community on the Co-op's behalf.

For new members, just joining, we now have a book of coupons to sample new natural foods products, and a local *TABLE Magazine* offer, all to entice people into making the investment that you have already decided it was worth making — for yourself and for local, cooperative business.

So the next time someone comments on your purple re-usable Co-op shopping bag, tell them what else is great about your Co-op, including membership, our foundation. We know that some of you are doing it—we hear it all the time. And we thank you.

Also, members and non-members alike are welcome to join our Co-op Facebook Group! You can learn about Co-op events there, as well as our e-newsletter. Sign up at the bottom of our homepage for our monthly reminder of special events, consumer alerts, and store specials! ☺

one percent wednesday



May 20
Grow Pittsburgh

Grow Pittsburgh is a local non-profit at the forefront of the urban agricultural movement in Pittsburgh. Their vision is to revitalize local economies through the social, economic, and environmental benefits of urban agriculture, and their mission is to *model, teach, and facilitate sustainable urban agriculture within the Pittsburgh region.*

They are committed to growing food, farmers, community and the capacity for growing food in our city. They do this by promoting awareness of fresh local food, nutrition and sustainable living, providing hands-on, experiential agriculture training to community residents, and building a professional network of support for the production, distribution, and marketing of fresh, local produce and promoting urban agriculture as an attractive, viable career option.

Some of their projects include the "Edible Schoolyards" at Faison Arts Academy in Homewood and Dilworth Traditional Academy in Highland Park; Braddock Farms; the Frick Greenhouse Project; and a Summer Youth Intern program. At the edible schoolyards, garden activities are integrated into the regular classroom curriculum to help improve young students' eating habits, invest students in their school communities, and enhance students' academic performance.

Braddock Farms is serving as Grow Pittsburgh's newest, large-scale demonstration farm.

At the Braddock demonstration farm, the vegetable production relies on raised bed construction, intensive planting techniques, and all-organic methods of growing. They grow a wide variety of vegetables and herbs, sell produce to local restaurants, and manage an on-site farmer's market. Grow Pittsburgh uses seedlings grown in the Victorian greenhouse from the Frick Project on its farm sites, donates to community gardens started by Grow Pittsburgh, and offers seedlings to the public through several outlets.

You can buy some of these seedlings yourself, and learn more about Grow Pittsburgh, including how you can get involved, on One-Percent Wednesday, May 20.

In the meantime, visit their website at www.growpittsburgh.org for more information. ☺

BOARD CORNER

by Sarah Aerni, Board Secretary

Are you a visionary? Have you ever been interested in being a leader of an active, local community organization? Now is your chance! Elections for the Board of Directors of the East End Food Co-op are coming up this fall, and this is the time to get involved in your Co-op. Candidate application packs will be available at the customer service desk in June, and voting will take place from August until the end of the Annual Meeting in October.

So what does it take to be a board member? If elected, you will be part of a team of dedicated people who represent the entire membership of the Co-op, steering the direction of our Co-op to ensure its success in years to come. Here are a few reasons why you should consider running for the Board:

- You have a vision for East End Food Co-op's future and want to be a part of the leadership of the organization during one of the most exciting periods in its history.

- You want to make a contribution to your local community. Your Co-op is an active member in the Pittsburgh community in a variety of areas, from providing education on healthy eating to supporting efforts to develop sustainable resources.
- You are an "ideas" person with specific skills that would benefit the Co-op.
- You like the idea of being involved in a local, member-owned, democratically-run organization.

In terms of responsibilities and time requirements, board members are expected to fulfill the following duties:

- On behalf of the Co-op membership, setting the Co-op's long term goals, presenting them to the General Management, and monitoring their correct implementation.

- Ensuring that the Co-op's resources are used responsibly.
- Supervising and, when necessary, hiring the General Manager.
- Approving the Co-op's capital and operating budgets.
- Recruiting new directors to ensure a well-qualified and efficient board.
- Attending and preparing for monthly board meetings, attending two annual weekend retreats in the spring and the fall, serving on committees and attending working meetings for these committees, and general availability to discuss ongoing issues.

If you are interested in running for the Board of Directors, please come to an information session to be held on July 8, 2009 at the Co-op. We will have a few directors on hand to answer questions and talk about the work Board. Thanks for your interest! ☺

Thank you

for supporting the East End Cooperative Ministry in April. When you shop on One-Percent Wednesdays, your dollar goes farther by supporting organizations in our community.



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 haven't seen a particular variety of the energy chunks in the bulk cooler in a while. I am looking for the 18 Super Green Chunks. Thanks!

That flavor has not been available from our supplier for quite some time. We will continue to try and get this item, though.

— Ian Ryan, Bulk Foods Buyer

We've been out of tomato linguini for too long. When is it coming back?

The company that makes this product is on the verge of going out of business, so we have not been able to get this product and may have to stop carrying it.

— Ian Ryan, Bulk Foods Buyer

Hey, what happened to the pasta bar? It was one of my favorite food days here at the Co-op.

Thank you for your suggestion. Check out the pasta bar on May 13!

— Thomas Murphy, Café Manager

Please purchase more forks. My hot meal has gotten cold three times over the last five weeks while waiting for forks.

Sorry for the inconvenience. More forks have been purchased. We also have biodegradable forks on hand in the seating area.

— Thomas Murphy, Café Manager

Can a table be placed where the raisins are? On a busy day the lid of the bin is being used as a table. People put their bags on the bin and write the PLU number on it.

Due to space constraints, we cannot do that at this time. We will try to find ways to encourage people to write on the stations near the scale and coffee grinder.

— Ian Ryan, Bulk Foods Buyer

Customers would like the bumper stickers with EEFC on them.

We now have Co-op bumper stickers at the Customer Service Desk! They are just \$1, including tax.

— Kara Holsopple, Member Services Manager

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

Thanks to Bottled Up! for the month-long programming and awareness about reducing plastic bottle usage! If you haven't taken the Bottled Up! pledge yet, visit www.BottledUpPittsburgh.org for more information.



Memorial Day Hours
Monday May 25
Café: Closed
Store: 9am-5pm

May Memberp Drive!

Thursday – Sunday / May 28 – May 31

Tell your friends, neighbors and family about the benefits of Co-op membership. If they join during our May Member Drive, you receive a 10% discount coupon!



Free gifts for new members!

DEPARTMENT OF THE MONTH:

by Hope Anne Nathan

Bulk Herbs!

One of the best kept secrets at your Co-op is the bulk herbs, spices, and teas department. Located in Aisle 1, just past the Bulk Foods department, the Bulk Herbs department is where you can find herbs from ALFALFA LEAF to YOHIMBE ROOT, and teas from ASSAM to YERBA MATE.

There are no minimums for purchasing bulk herbs; if you have a recipe that calls for one teaspoon of cumin, you can purchase one teaspoon of cumin. This saves money, and cuts down on waste as well. How many of us have half-used jars of spices in our kitchens that haven't been used since the 1990s?

Buying in bulk can offer a tremendous savings compared with buying pre-packaged herbs and spices. In a side-by-side comparison, jars of Simply Organic spices (manufactured by Frontier Natural Products Co-op, who provide the vast majority of our bulk herbs and spices), the cost of buying in bulk is dramatically less expensive, as shown in the chart below.

All of that packaging is expensive! In addition to being more expensive, manufacturing packaged herbs and spices uses valuable energy and resources. Even if empty jars do get recycled, the recycling process still takes energy, and some of the materials (like lids and labels) still often end up in landfills.

We have both plastic and wax paper bags available for use in the herb department, but customers are encouraged to bring their own empty jars and bottles from home. We also have empty glass spice jars available for just 99¢ apiece. Don't throw out those old spice jars — reuse them! Just be sure to write down the weight of your empty jars beforehand. There are scales located in the Bulk and Herb departments, or one of our cashiers would be glad to weigh your containers for you.

Don't be intimidated by the bulk herbs and spices! Buying herbs and spices in bulk is good for your wallet, and good for the planet as well! ♻️

Herb	Weight	Simply Organic Jarred Spices	Frontier Bulk Spices
Organic Basil	0.54 oz.	\$3.99	\$.76
Organic Cinnamon	2.45 oz.	\$4.29	\$1.47
Organic Dill Weed	.81 oz.	\$4.29	\$1.34
Organic Ginger Powder	1.64 oz.	\$4.29	\$1.84
Organic Black Peppercorns	2.65 oz.	\$4.19	\$2.73
Organic Turmeric	2.38 oz.	\$4.29	\$2.07

the food YOU EAT

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

Everyone is as concerned about their economic health as they are about their physical health, and this classic Co-op Café recipe fits the bill for both. You can buy organic split peas in our bulk department for literally pennies per serving. With each serving containing 7 grams of fiber and high in protein and folate, it's a real bargain. This recipe also replaces the traditional ham or pork flavoring, high in saturated fat and salt, with the fresh taste of ginger. Enjoy!



Co-op Café Ginger Split Pea Soup

2 cups split peas	AFTER COOKING:
6 cups water	1/4 cup tamari soy sauce
1/2 of a large onion, medium dice	2 Tablespoons ginger, grated
2 small carrots, half moon sliced	1/2 teaspoon pepper
1/2 pound of potatoes, medium dice	

Add split peas and water to a pot and bring to a boil.

Add onions, carrots and potatoes.

Reduce heat and simmer until peas split, about 30-45 minutes.

Once peas split and look like mush, cook for an additional 5 minutes.

Be sure to stir frequently because the soup will burn easily.

Remove soup from heat and stir in ginger, tamari and pepper.

Serves 6-8

East End Food Co-op Named Sustainable Agriculture Business Leader

By Emily Bragonier

As Pittsburgh's only member-owned natural foods market, the East End Food Co-op recently received special recognition from the Pennsylvania Association for Sustainable Agriculture (PASA). Our members and employees now have bragging rights over being named PASA's 2009 Sustainable Ag Business Leader, an honor shared by such past winners as the White Dog Café, the well-known Philadelphia restaurant that promotes local, seasonal cuisine and social activism, and the Fertrell Company, America's oldest producer of organic fertilizers. The Co-op received the award "in recognition of outstanding contributions of health, well-being and eating pleasure rendered to the natural foods community throughout southwestern Pennsylvania by the staff, directors and members of the cooperative, and for their consistent commitment to promoting wholesome products from local farms whenever possible." Rob Baran, Co-op General Manager, was present to accept the award on behalf of the organization. I recently caught up with Rob to ask him a few questions about this distinctive accomplishment.

Emily: Was this award for you, the Co-op, or both?

Rob: "As the General Manager who has helped take our leadership to the next level, and the Co-op employee the PASA's staff interacts with most, I did get some personal acknowledgement. But I thought it was a little overblown, as this is certainly an **organizational award** that is really a tribute to all the work our Co-op's staff and members have done over the years to support local sustainable agriculture. East End Food Co-op won this award, not Rob Baran."

Emily: Why do you think the Co-op was chosen to receive the award?

Rob: "I believe we were chosen because of our long history of being a leader in the [sustainable ag] movement, and the fact that we have a vision for the expansion of regional sustainable agriculture that we are working to realize, often in partnership with PASA. We work collaboratively with government and the non-profit community on a variety of projects, such as the Green Block Initiative, bringing the Bioneers Conference to Pittsburgh, opening a local chapter of the Business Alliance for Local Living Economies, starting up a regional Food Policy Commission, and getting programming about sustainable farming into the schools. Of course, we also buy and sell a lot of Pennsylvania-grown, sustainable food. At the Co-op, we believe PASA is the key to developing a strong regional food infrastructure system that will dramatically expand local sustainable food availability in Pittsburgh. Working closely with PASA, and supporting them on a variety of related projects is an extremely important part of our ends."

Emily: What, specifically, is the Co-op's involvement with PASA?

Rob: "We collaborate on a number of projects. For instance, we worked together last year as part of a com-



mittee organized by the Pittsburgh Public Schools to have sustainable farming programming included in the curriculum of the new Science and Technology High School. We are currently collaborating on starting up a Food Policy Commission, as well as a number of other projects related to Farmers' Markets and the expansion of sustainable agriculture in Western PA. Of course, we also try to promote PASA to our membership as much as possible. Those reading this should check out PASA's new program, Good Food Neighborhood, which is part of their Buy Fresh, Buy Local program. Membership is only thirty dollars a year and there are some great benefits. Additionally, I highly recommend attending the annual PASA Conference in State College, which is held every February. The food is amazing, the people even more so, and the workshops are diverse and of high quality. Last year, 2,000 people attended, from 8 countries and 44 states! I get my batteries recharged every year at what may be the best sustainable agriculture conference in the country."

Emily: What does the award mean for you, the Co-op, and Pittsburgh?

Rob: "It means a lot, both personally and professionally, to someone such as myself, who is passionate about the Co-op and the sustainability movement. I believe in the foundations of this organization and this city, and clearly see the potential to someday be recognized as one of America's great co-ops. To achieve that goal, we have to operate as a business that hires and develops exceptional people, acts as an industry leader in customer service and operational efficiency, and has a significant and proven impact delivering on our ends. I believe this is the first time our Co-op has won a major award acknowledging the work we do to be a triple bottom line co-op, meaning that we have a business plan with a financial, social, and environmental bottom line, and this is the most important award of its kind in the state. I think every member, volunteer, and employee of the East End Food Co-op, past and present, should be immensely proud of how far we have come from our humble beginnings. This also means a lot for the region. I believe we are the fifth business to receive this award, and the first from Western Pennsylvania. That's a powerful recognition and acknowledgement from the real experts here in Pennsylvania that we are succeeding in making a difference."

For more information on PASA, please visit www.pasafarming.org

What's New ... in the aisles

Aisle 1

- Frontier Organic Garlic Granules

Produce

- LOCAL PRODUCT! Worm World Worm Castings for your garden

Aisle 3

- Dagoba Unsweetened and Semi-Sweet Baking Chocolates

Aisle 4

- Virgil's Diet Root Beer – Sugar Free with no artificial sweeteners

Aisle 5

- Biker's Soap in a hand pump—for easy removal of grease

Aisle 6

- LOCAL PRODUCT! Paradise Gardens and Farm Pasteurized Goat Milk in Half Gallons
- Earthworm Family Safe Drain Cleaner with Enzymes

Deli

- LOCAL PRODUCT! Awesome Salsa
- New Café Sandwich – The Greek Sandwich, with arugula, hummus, feta and tzatziki sauce

Co-op Hosts National Cooperative Conference June 11-14 Westin Convention Center, Downtown

CCMA — the CONSUMER COOPERATIVE MANAGEMENT ASSOCIATION (comprised mostly of Co-operative Grocers) — will hold it's annual conference here in Pittsburgh at the Westin Convention Center, Downtown.

- All co-operators, like yourself, are invited to come to all or part of this convergence of co-operative minds.
- It is a wonderful opportunity for you to hear speakers and discuss pivotal Co-operative issues.
- Registration fees vary for workshops and meals. Saturday Evening party on the roof of the David L. Lawrence Convention Center also an option!

FOR MORE INFORMATION ABOUT THE EVENT AND TO REGISTER:

<http://www.cals.wisc.edu/ccs/Current%20Programs.html>

CALL FOR VOLUNTEERS!

Contact Chris at 412.242.3598 ext. 208 if you are interested in volunteering at the Conference or social events planned around the Conference.

8th annual Great Outdoors Week

Friday, May 15, thru Sunday, May 24, 2009

The 8th annual Great Outdoors Week, organized by Sustainable Pittsburgh and its outdoor recreation partners, takes place Friday, May 15, through Sunday, May 24, 2009.

A celebration of the outdoors, Great Outdoors Week serves to highlight the many outdoor amenities available in Southwestern Pennsylvania — rivers, parks, trails...you name it! During this special week, tons of activities are available for the sampling, including bicycling, hiking, paddling, and bird watching-all hosted by local outdoor groups in the region!

SIGNATURE EVENTS —

5/15 – “Learn to Row” Indoor Session *(hosted by Three Rivers Rowing Association)*

5/16 – Venture Outdoors Festival *(hosted by Venture Outdoors)*

5/17 – Pedal Pittsburgh *(hosted by Community Design Center of Pittsburgh)*

5/24 – Rachel’s Sustainable Feast *(hosted by Rachel Carson Homestead)*

More information on the signature events and other Great Outdoors Week activities can be found at wallsarebad.com. Wallsarebad.com is Southwestern Pennsylvania’s primary resource for outdoor recreation activities. Through this Web site, visitors can find information on over 300 outdoor and conservation groups, plus parks, campgrounds, and forest areas. The site also features an activities calendar, an “outdoor” forum, and blog space.

Overall, outdoor recreation connects many regional imperatives towards becoming more sustainable: healthier lifestyles, talent attraction and retention, improved quality of life, environmental stewardship, and economic development.

In 2008, partners including Bike Pittsburgh, Community Design Center of Pittsburgh, Friends of the Riverfront, Port Authority of Allegheny County, Rachel Carson Homestead, REI, Sustainable Pittsburgh, 3 Rivers Connect, Three Rivers Rowing Association, the Trail Town Program, Venture Outdoors, and many others came together to launch **Walls are Bad**, a campaign designed to increase awareness and participation in the many outdoor recreation activities available in Southwestern Pennsylvania.



VOLUNTEER SPOTLIGHT: SANDY KISH

Recently I did a survey of departments in the Co-op to take stock of how the volunteer program is working. The response I received from the administrative department included overwhelming praise for a volunteer who has been helping administrative staff for seven years. Jen Girty, who handles accounting, said this about Sandy Kish, “I could go on and on about Sandy! She comes in every Monday and she knows her job inside out. She is very thorough and very reliable. I feel that Sandy is a very important part of our admin team!” Sandy took some time to answer my questions about volunteering at the Co-op:

Q. What do you do as a volunteer at the Co-op?

A: I help out with clerical work in accounting with Jen Girty and Julie Smith.

Q. How did you get started volunteering?

A: “Cooperative” living is very important to me. I live in a co-op, bank at a co-op, and have been a member of this co-op for a long time in its many incarnations, back to the Oakland days. Co-ops can’t exist without member participation, and when I retired and could make a volunteer commitment, there was no question it would be here.

Q. Have there been any benefits of volunteering that you didn’t expect when you started?

A: I can’t say that I didn’t expect this, but the people I know here are really special and I really enjoy the friendship and humor that we share. And, oh yes, I have easier access to the yogurt almonds (the brown not the white)!

Q. Do you have any advice for new volunteers to the Co-op?

A: Check out the yogurt almonds!

Q. What do you do when you are not at the Co-op?

A: To my good fortune since I retired, I can take life at a much slower pace and do pretty much whatever I like. I love to read and travel, especially to cultures different from ours. I take classes at Pitt (mostly literature!), and the practice of tai chi is part of my daily life.

Thank you, Sandy, for doing the important work behind the scenes to make the Co-op run more smoothly!

Outreach Calendar

Join the Co-op at these community events!

Phipps May Market

Friday, May 8 | 9:30am – 7:00pm

Saturday, May 9 | 9:30am – 5:00pm

Phipps Conservatory, 1 Schenley Drive, Pittsburgh

Free and open to the public. The gardening event of the season! Garden clubs will sell flowers, herbs & other seedlings. Plant seed cups with the Co-op

Rachel's Sustainable Feast

Sunday, May 24 | 12:30pm – 4:00pm, Rain or shine

Rachel Carson Homestead, Springdale, PA

Pre-registration is required: <http://www.rachelcarsonhomestead.org/>

Tickets: \$10 (Save \$2 off ticket price by bringing your own water/beverage container)

Children under six free.

Sample creations from the region’s best chefs and try cheeses from the Co-op

Summer Reading Extravaganza

Sunday, June 7 | 12:00pm – 5:00pm

Carnegie Library — Main Branch Oakland

Free and open to the public. Activities and give-away’s for families and youth

Family Outdoor Festival

Saturday, June 20 | 12:00pm – 4:00pm | Frick Park

Event sponsored by Venture Outdoors

Free and open to the public. Sample everything outdoors from rock climbing to geocaching. Make your own fruit salad with the Co-op’s organic fruit!

For more information, you can contact Chris Farber, Outreach Coordinator at extension 208 or at outreach@eastendfood.coop. ☎



Wild Edible Plants in the 'Burgh

by Melissa Sokulski, L.Ac.

Wild edible plants are everywhere — growing in yards, lots, and up through crack in cement right here in Pittsburgh. Spring is such an exciting time of year: a new cycle when wild edibles are bursting with life all around. Once you can recognize them, you will see dandelion, burdock, amaranth, lambs quarters, mulberries, clover, plantain...the list is long and these are just a sampling from my own twenty-foot by sixty-foot South Side yard!

Almost all of us are familiar with **dandelion**. There are a few look-alikes, such as wild lettuce and chicory, but once they flower, the differences become more evident: chicory flowers are blue, and both wild lettuce’s and chicory’s leaves go up the flower stalk while dandelion’s do not: they stay in their basal rosette on the ground all season.

Dandelion’s toothed leaves are also hairless, as opposed to similar plants which will have small hairs or even prickles (prickly lettuce, thistle).

Dandelion leaves are bitter, but much less so in early spring, before the flower stalk is sent up. In fact, if you find a rosette of leaves with a tiny flower bud nestled in the middle, still on the ground with no stalk yet, pick these little buds, they are a delicacy you can only find by foraging.

Dandelion leaves can be chopped and tossed into any salad, or eaten alone, either raw or sauteed in olive oil with garlic and balsamic vinegar.

Dandelion roots can also be harvested in the early spring (or late fall) when no flowers are present. The roots can be chopped and dried to be made into an excellent tea which is a liver tonic, and also promotes lactation, according to traditional Chinese herbal medicine.

Dandelion roots can also be roasted and used as a rich coffee substitute, and can be combined with roasted chicory roots for this purpose for an even fuller flavor.

I hope you’ll join me for a free talk at the East End Food Coop this month called *Wild Edibles in the Burgh*. We’ll discuss wild edible plants that can be found around Pittsburgh and how to use them. You can also visit our website — www.BirchCenter.com — for a list of wild edible walks and workshops we lead around Pittsburgh all season long.

I hope to see you there! Happy harvesting!

One-Percent Wednesday May 20

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WHO WE ARE

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

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

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

MANAGEMENT TEAM

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

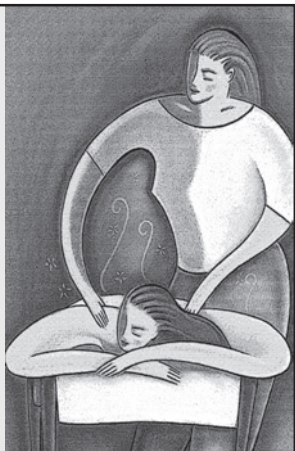
EAST END FOOD CO-OP

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Support the efforts of great non-profits working in our community by contributing to the Co-op Community Fund

The Co-op Community Fund is an endowment sponsored by the East End Food Co-op and the Twin Pines Cooperative Foundation to make awards for social and environmental organizations with a focus on developing cooperatives

Donate today at the Customer Service Desk
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The Co-operator

Kara Holsoapple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

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

We welcome letters to the editor.

Send your message (250 words or less) to —

Attn: Member Services, 7516 Meade St. Pittsburgh, PA 15208 or

e-mail to: memberservices@eastendfood.coop

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 Holsoapple, Member Services, East End Food Co-op,
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staff NEWS

New Hires

Miriam Borensztejn, *Café*

Jenny Kalinowski, *Front End*

Miriam Borensztejn knows her coffee. She has years of experience working at another local coffee shop, and has been studying our own Co-op selection- so don't be afraid to ask her about it! She is also open to different brew methods, so you can let her know how you would like your coffee.

After 13 years away in Arizona and Connecticut, **Jenny Kalinowski** is happy to be back in Pittsburgh, where she graduated from the University of Pittsburgh. Her last job was at a family greenhouse, and Jenny enjoys gardening and cooking and eating fresh food from her garden. Jenny also enjoys hikes with her family and dog, and reading and writing poetry. She is also a passionate advocate for breastfeeding mothers, and all mothers.

Employee of the Month

by Jessica Johnson

Interview with the Co-op's *March Employee of the Month*,
John Locke, Produce Department

How long have you worked at the Co-op?

I guess it's been like, 2 ½ years now.

What are your favorite things about working here?

Um, the free stuff. Passing out on the bench across the street. Official and unofficial staff parties.

Are there things that you wish you could change?

Bring back the employee parties!

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

I thought it was undeserving. I thought that there were other people who should be recognized before me.



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Contact:

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2nd Anniversary Party w/Live
Music on May 8th

Featuring Emily Pinkerton, Brad Yoder,
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**EmbodiYoga™ with
Lisa Clark: June 6**
Finding Yoga from the
Inside Out 10:30-noon

Advanced Studies in Yoga:
Exploring the
Pelvic Floor 2-5pm

Kirtan with Dharmashakti
May 19th

Both studios are air conditioned and have ample free street parking available.

DID YOU KNOW...

STEP FIVE in the *Better Eating For Life Program* is "Fabulous Fruit"!

It seems that most Americans do not eat their recommended servings of fruit each day. This month, you can pick up a *Better Eating for Life* packet at Customer Service and find out how easy incorporating more fruit into your diet can be.

Quick tips for every meal, as well as snacks for kids and everyone in the family, are covered. Learn about healthy desserts you can make without a lot of extra sugar, too. There are tips for dodging questionable label claims and nutritional facts about why fruit is our friend—or SHOULD be.

Some of the delicious, fruit-filled recipes included in the STEP FIVE packet are *Many Berry Crisp*, *Fruit 'n' Rice Pudding*, *Gingered Strawberry Sauce*, and *Brunch-time Kiwi-Orange Salad*.

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

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

Credit or Debit?

by Allisyn Vincent, Front End Manager

There have been several inquiries from our customers as to which option is better for the Co-op, credit or debit. We now have an answer. According to Mercury Payment Systems, the Co-op's credit card processing company, **debit transactions are much less expensive for the Co-op to process than credit.**

Here's why: To process a debit card transaction, the Co-op is charged a flat fee for the transaction, regardless of the amount. When we process a credit card transaction, we are charged that flat fee PLUS an additional fee from the respective credit card companies — Visa, Mastercard, American Express and Discover.

Thanks for taking this into consideration when you are shopping Co-op!

bulletin BOARD



SPRING LECTURES

Friday May 1, 6:30-8:30pm

Sprout Raw Food – A Raw Foods Introduction

With Jackie and Gideon Graff

A special presentation that includes an introduction to raw foods, questions and answers about the raw foods lifestyle, a demonstration and meal—including entrée, soup, salad and dessert. The Graffs teach raw foods and nutrition all over the country. More info about them at www.sproutrawfood.coop.

The workshop is \$40, and you can register at <http://eastend.eventbrite.com> or call 770.992.9218

Thursday May 7, 6:30-8:15pm

Backyard Composting!

With Pennsylvania Resources Council

Dreaming about your garden? You can start composting way before it's time to plant! Join the Pennsylvania Resources Council for their backyard composting workshop which thoroughly covers the importance of composting, setting up a compost pile, proper maintenance, and ways of using finished compost.

Registration is required. Cost is \$40 per person or \$50 per couple. Participants will receive one composting bin with each registration. For more information visit www.prc.org. To register, please call Lauren Seiple at 412-431-4449 ext. 325, or email laurens@cccicenter.org

Thursday May 21, 7pm

What's' Kombucha ? Spring Kombucha Class and Brewfest

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

Spring brewing fun is here again. Learn the latest about the hottest(or coolest) cultured drink, kombucha and how to make your own brew.

Already a brewer? Bring your brew and share! Everyone welcome!



ESPRESSO DRINKS

	Single	Double
Espresso	1.75	2.50
Cappuccino	2.75	3.50
Latte	3.25	3.75
Mocha Latte	3.50	4.00
Macchiato	2.25	3.00
Americano	2.00	2.75
Shot in the Dark		

COFFEE

Coffee	12 oz.	16 oz.	20 oz.
Café au Lait	1.25	1.50	1.85

HOT DRINKS

	8 oz.	12 oz.	16 oz.
Hot Chocolate	1.75	2.25	2.75
Steamed Milk	1.50	2.00	2.50
Honey Milk	1.50	2.00	2.50
Maple Milk (SEASONAL)	1.50	2.00	2.50

TEA

Chai (regular or decaf)	12 oz.	16 oz.	20 oz.
	2.50	3.00	3.50

Choice Teas price per bag **1.25**
Green: Classic Blend, Moroccan Mint, Bancha
Black: English Breakfast, Orange Spice, Darjeeling
Decaf: Earl Grey, Mango Ceylon, Herbal: Peppermint, Chamomile, Wild Berry



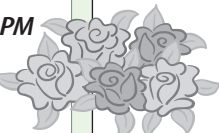
Blja Teas price per bag **1.50**
Caffeinated: Yerba Mate
Caffeine free: Cold Stop, Cranberry, Rooibos, Double Ginseng, Lemon Ginger

Add hazelnut, caramel, amaretto, French vanilla or raspberry syrup for an extra 50¢

Milk is available in hormone-free nonfat, 2%, and whole as well as organic soy and almond

Not in the mood for hot? Ask for Iced!

May 2009 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
					1 Pizza, Dairy and Vegan	2 Penne with Greens, Feta, Walnuts and Olives
HOT FOOD BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS						
3 Chef's Choice	4 Cuban Style Picadillo with Beans and Rice	5 Burrito Bar	6 Chimichurri Tofu	7 Yam and Black Bean Quesadillas	8 Pizza, Vegan and Dairy	9 Mock Tuna and Noodles
10 Chef's Choice	11 Chickpea Curry	12 Sausage and Mushroom Lasagna with Roasted Red Pepper Sauce	13 Pasta Bar	14 Seitan Stroganoff	15 Pizza, Vegan and Dairy	16 Indonesian Satay
17 Chef's Choice	18 Tempeh Adobo	19 Kung Pao Tofu	20 Stir Fry Bar	21 Spelt Risotto with Mushrooms and Artichokes	22 Pizza, Dairy and Vegan	23 Honey Dijon Seitan
24 Chef's Choice	25 Café Closed for Memorial Day	26 Sancocho	27 Caribbean Kitchen	28 Curried Lentils and Chickpeas with Swiss Chard	29 Pizza, Vegan and Dairy	30 Buffalo Tofu
31 nothing provided...	 WEEKEND BRUNCH BAR – 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! 					

MONTHLY member sales!

Bare Organic Dried Fruit 2.5 oz 2/\$5.00

Heaven Scent Cookies 5.75 - 6 oz \$2.79

Nasoya Nayonaise 14 oz \$3.29

San Pellegrino Sparkling Soda 11.1 oz 6 pk cans \$3.49

Amy's Organic Burritos 5.5 - 6 oz \$1.99

Once Organic Almond Butter 16 oz \$10.99

Choice Organic Teas selected varieties 20 bag \$3.79

Food for Life Sprouted Tortillas 12 oz \$2.49

Bella Terra Pastas w/Flax 10 oz \$2.39

Bella Terra Organic Tomatoes 28 oz \$2.79

Mom's Spaghetti Sauce 24 oz \$5.99

Ecloth Kitchen Cloths 1 count \$6.49

Guyaki Energy Drinks 16 oz \$1.89

Teeccino Herbal Coffees 11 oz \$6.79

Dry Sodas 12 oz 4 pk btl \$4.99

Organic Valley Orange Juice 64 oz \$5.99

Organic Sweetened Banana Chips \$2.79/#

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



Memorial Day Hours

Monday, May 25

Café: Closed

Store: 9am-5pm

SPRING LECTURES

Thursday May 28, 7pm

Wild Edibles in the 'Burgh

With Melissa Sokulski

Join herbalist Melissa Sokulski as she discusses common wild edible plants found in Pittsburgh. She'll discuss how to identify, harvest and use these plants both for food and medicine. She'll have recipes to share and will be able to answer your questions. Visit her website and blog for more information about Melissa and wild edible plants at www.BirchCenter.com.

Melissa Sokulski is an acupuncturist and herbalist who runs the Birch Center for Health with her husband in Pittsburgh's South Side. She also leads "wild edibles" walks and workshops around Pittsburgh, and has a free, on-line newsletter which you can subscribe to by visiting her website. You'll also find a link to her blog, which contains information, pictures and videos of wild edible plants.

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

un-classified ads

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

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

CAFÉ HOURS

DAILY

JUICE BAR
8 AM - 7 PM

SALAD BAR
9 AM - 7 PM

HOT FOODS & SOUPS
11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

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

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