

The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

Members' Extra Discount Days

Sundays: 5/16/10 & 6/13

Shop 8 am - 9 pm

Board of Directors Meeting

All members are welcome.

Next Meeting:

Monday, May 17 ~ 7-9 pm

The Co-Operator Deadline

All submissions and ads are due 6/10 for the July 2010 issue.

For more information, call Member Services at 412.242.3598.

Join us for a Co-op Orientation Night

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

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

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EAST END FOOD CO-OP

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

From Plantations to a Small Farmer Model:

Transforming the Tea Industry

by Phyllis Robinson, Equal Exchange Education & Campaigns Manager

A Different Kind of Tea Model

We think the time for change in the tea industry is now, and our tea partners — in India, Sri Lanka, and South Africa — share this conviction. The time of large-scale, colonial-era plantations is over. On a November 2009 trip to Darjeeling, India, a small group from Equal Exchange visited our partners, Tea Promoters of India (TPI), and saw an array of exciting projects that are part of their vision of a transformed tea industry where the farmers are empowered, making decisions, taking risks, building their own businesses and improving their lives and communities.

Small Farmer Co-operatives

Sanjukta Vikas, a dairy co-operative comprised of 450 small farmers, also exports high-quality, organic Fair Trade tea with the technical assistance of a local non-governmental organization, and the processing and marketing assistance of TPI. Walking through the community felt like that mythical Shangri-la of the movies. The village was clean and well maintained; water flowed in abundance; the brightly-painted homes were surrounded by sweet smelling flower gardens, terraced hills, and shaded farms planted with oranges, bananas, onions, garlic, ginger, and turmeric.

We visited farms and spoke with many farmers. The commitment they have made to bio-dynamics, organic farming, and permaculture was clear. Materials are recycled and reused. The farmers displayed a sense of pride and self-assurance. Owning their land affords a stronger sense of investment and control over their business.



Rink Dickinson of Equal Exchange plucking tea with farmers in Darjeeling, India.

Worker-owned Plantations

The Potong Tea Garden, established over 100 years ago by the British, is the story of a plantation repeatedly abandoned, taken over, mismanaged, and abandoned again, until 2005 when the 350 farmers decided to take control, and with the support of TPI, run the estate themselves. 2,500 people now depend on the plantation for their livelihoods, shelter, medical needs and educational services.

Members of the Potong Welfare Committee (which serves as a social council for the members) told us about the economic hardships they suffered during these periods of abandonment: schools were closed, malnutrition was rampant, illnesses abounded and dozens of people died. The committee's president, Sher Bahadur, said, "It was so very, very bad. There was no food in the house. The plantation system was structured in such a way that we were never taught any other means of livelihood. We were 100 percent dependent on the tea plantation. So when the plantation was abandoned, what could we do?"

The government took over the plantation, and in 2005, Potong was auctioned to a Kolkatta unfamiliar with the tea industry. After suffering huge losses, the owners

Binita Rai, Sanjukta Vikas Co-op member, in Darjeeling, India showing off her tea plants in her diverse garden. Her other crops include ginger, oranges, and turmeric.

sought out TPI to see if they would consider running the estate. TPI approached the workers, explained the situation and proposed a solution to keep the estate in operation: the workers take over management — and 51% ownership. TPI would purchase 25% of the remaining shares and provide the technical assistance and market support. Like Sanjukta Vikas, the farmers could process their tea at TPI's facilities.

After 45 days of deliberation, the workers agreed and a Management Team was created comprised of farmers, TPI, and representatives of the Kolkatta business which still owns a minority share. "Now we have a new structure and we can work with dignity and for our own development," he said. "We are working for ourselves and no one else. This is our model and if we are successful, then we will have a future."

Nothing Short of Transformation

We believe there is a path toward a small farmer tea model like the ones we saw at Sanjukta Vikas and the Potong Tea Garden: one which paves the way for small farmers to have greater access to the market, affording them more economic power, stronger control, better lives, and healthier communities. There is no reason to accept anything less. ♡



Member of Sanjukta Vikas Co-op holding up a Darjeeling pyramid tea bag.

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, May 17 ~ 7-9pm



Dated Materials — DO NOT DELAY





Rob Baran,
General Manager

rob's corner

I thought we needed to get back into some of our outreach work with this edition of the Corner, especially given the busy year it has already been on this front. Late last year, we talked about one of our collaborative projects—the Pittsburgh Food Policy Council. It is now time to revisit the topic, and update you on recent progress.

The Pittsburgh Food Policy has presented a vision for a food system that benefits our community, our economy and our environment in ways that are equitable and sustainable. The Council has been very busy lately. As founding members and hosts of our regular meetings, your Co-op hopes to make a significant impact improving food security for Pittsburgh. There is an emphasis placed upon Pittsburgh's under-served communities and many "urban food deserts," with a particular focus on improving access to fresh, healthy, local foods. Our efforts in recent months have been around encouraging greater city leadership on food security issues, while forging a strong partnership with the Mayor's Office. I must say it's nice to find some Co-op members doing fine work in the administration!

Once our new partnership with the Mayor is fully secured, we will of course begin working more directly with City Council. This year the vision of the Pittsburgh Food Policy Council has come starkly into view: a near term emphasis placed upon engaging communities and government to develop fair urban agriculture zoning codes that will support the growing movement; developing a city-wide program for food stamps to be accepted at farmers markets; and encouraging the development of a new "corner grocery store culture" to replace

the large store format system that has so failed many of our communities in recent years. The group has been very active, and I think very effective, in laying the groundwork for progress in these areas, and we have to give some props to the City, which is already actively working on some of these important issues.

The current active membership of the Council that has been driving the work is primarily comprised of Enrico Biscotti Company, East End Food Co-op, Grow Pittsburgh, Heritage Community Initiatives, Just Harvest, Larimer Green Team, Pennsylvania Association for Sustainable Agriculture, Penn State Cooperative Extension, and Senator Jim Ferlo's office. In addition to the other work we do with the Council, your Co-op is presently funding a paid 8 hours per week administrative intern position that is being capably filled by Student Conservation Association Fellow Katrina Brink, who recently moved here from Kansas City. Don't be surprised if you run into Katrina in the Co-op; I have yet to go 3 days in a row without finding her shopping in one of the aisles.

If you want to get involved with the Council, or just stop in to see what it's all about with your own eyes, drop me an e-mail for a time and date (rbaran@eastendfood.coop). We meet one or two Tuesday mornings a month in the Co-op Board room. Once again, this is the kind of difference having a successful Co-op in the community can make. We are that strange but sometimes inspiring, triple bottom line beast, which could turn up anywhere, doing practically anything, to fulfill our mission while benefitting the community. Until the next time... 🐾

5% wednesday update

May 26, 2010 — The Pittsburgh Food Policy Council

The Pittsburgh Food Policy Council is a collaborative advisory group bringing together organizations and individuals from diverse food-related sectors to examine, develop and improve Pittsburgh's food system. It seeks to enhance coordination between agencies, build relationships between agencies and residents, and serve as a forum to promote public participation and awareness.

The Council envisions a local food system that benefits our community, our economy and our environment in ways that are equitable and sustainable. They are committed to working with city officials and residents to promote food and urban agriculture policy that benefits the health and stability of our neighborhoods, regardless of income. To this end, the Council offers technical assistance, momentum and support on issues related to food production, food access, food distribution, food processing, nutrition, health and urban planning.

Their first public event, scheduled for early June, will be a film screening and food information fair located in the Homewood community. The goals for this event are to reach out to residents living in a food desert and provide a message of hope about how healthy food can be grown, accessed and prepared. In the process they will inform participants about the role and importance of food policy and how it impacts our region. The hope for the event is that it will not only inspire participants to pursue more healthy living, but also become involved in the Food Policy Council and share their goals for advocacy and action. Broader participation will bring diversity to the Pittsburgh Food Policy Council and provide a voice for residents who experience barriers to healthy food abundance.

Learn more about the Council and their events and plan at their 5% Wednesday at the Co-op on May 26. 🐾

Learn About Hemp History Week

May 17-23, 2010

Did you know that in the 1700's, in what is now Virginia, colonial farmers were required to grow hemp by the British? Hemp, or *Cannabis sativa L.*, has had a long history in the United States, but many Americans don't know much about it. In 1957, hemp farming was discontinued in the US because of confusion over commercial hemp and the varieties used as drugs, and it has gotten a bad rap ever since. Hemp History Week seeks to change all of that.

Hemp is one of the strongest natural fibers—it has even been used to make an experimental car body

in place of steel! The plant is environmentally friendly because it can be grown easily without the pesticides and chemicals used to grow most cotton. Hemp seeds are a good source of Omega-3 fats, which help reduce inflammation and may increase brain function. It can now be found as a supplement, or in many of your favorite foods, like granola.

Find out more about the history of hemp, and how it may be the crop of the future at www.VoteHemp.com/HempHistoryWeek. And look for hemp products and samples in the Co-op's aisles! 🐾



Paths to Urban Sustainability

Two Book Reviews

— by Patrick Dunn, Co-op Volunteer



The Transition Handbook

By Rob Hopkins
Chelsea Green Publishing,
2009

Toolbox for Sustainable City Living:

By Stacy Pettigrew and Scott Kellogg, Illustrations by Juan Martine
South End Press, 2008

With homelessness and unemployment on the rise, medical costs increasing, and everyday social warfare raging on, Pittsburgh is transforming itself into a "green" city. One sign of this transformation is the recent launching of a "Transition Initiative" by local activists and entrepreneurs. The Transition movement was born in 2005, when students in a small Irish town devised a strategy for overcoming their community's addiction to petroleum. The strategy has since been formalized and is now adopted in

locations around the world. The details of the Transition process, along with steps for acquiring official Transition status, are outlined in the attractive and well-designed Transition Handbook.

The Transition model is essentially a motivational program for achieving fossil fuel independence in any location. It begins with a grasp of the scientific theories of climate change and peak oil and ends with the creation of self-reliant, localized alternatives to industrial civilization. The implications of this model are far-reaching. Economic globalization, mass consumerism, technocratic government, and corporate-controlled monoculture are rejected as pathways to a post-petroleum future. Instead, Transition offers a positive strategy for reducing scale, learning and sharing skills, reconnecting to bioregional life-cycles, and applying Permaculture techniques to enhance local sustainability.

In the Transition Handbook, these elements are woven into a pragmatic scheme with proven success at mobilizing communities in the U.S., UK, and Australia. The Handbook combines stories of early Transition Towns with photographs, how-to documents, personal anecdotes, and engaging articles written from the perspective of an imagined future society. The aim of author Rob Hopkins

(who taught the first Transition workshops) is to introduce the Transition concept, anticipate likely reservations, and demonstrate the concept's practical effectiveness. His mode of presentation is straightforward and consistent, and his claims are often compelling.

The major weakness of the Transition model lies in its dependence on the theory of Peak Oil as an impetus for collective action. Those engaged in daily struggle against oppression and injustice will find this a confused starting point for a social movement. Underlying the Transition model, however, is the assumption that people need an apocalyptic scientific theory to propel them into systemic change. It is therefore unsurprising that the movement appeals mainly to those who occupy a comfortable place within the existing social order – healthy, white, educated, middle-class citizens.

Moreover, by defining the problem exclusively in terms of fossil fuel depletion, Transition leaves itself open to collaborations that would reduce petroleum consumption while perpetuating basic forms of power and exploitation. (Indeed, the Handbook speaks openly in favor of protecting the profit-interest of businesses and working within the framework of government institutions. Going further,

— Continued on page 7



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 love all your raw foods! I love all your local foods!

What a delightful comment to receive! Thank you.

— Maureen Girty, Grocery Buyer

When will cacao nibs be back in stock in bulk?

They are back now! Thanks!

— Ian Ryan, Bulk Foods Buyer

Why is our charter not attached to our bylaws?

Good question! Somewhere along the line the photocopying of these documents, which are available for everyone to read at Customer Service, that page must have been left off. We will make that change. Thanks!

— Kara Holsopple, Member Services Manager

Monthly Member Sales section in The Co-operator is too small to read.

Thanks for letting us know. We have made an adjustment in this issue — let us know if it is an improvement!

— Kara Holsopple, Member Services Manager

Please... let's remind everyone to slow down and drive and park kindly—we are a community!

Thank you very much for this comment. Sometimes a reminder is very helpful. I would just like to add that our parking lot is often full of children, as well, due to our sharing a building with Gymkhana. Not to mention our friends on foot and bike.

— Kara Holsopple, Member Services Manager

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

MONTHLY member sales!

Amy's
Org Chilis
\$2.49
reg. price: \$3.29

Once Again
Org Tahini
\$6.99
reg. price: \$8.29

Ark Naturals
Neem Protect Shampoo
\$6.99
reg. price: \$8.49

Organic Valley
Org Aseptic Milk 4 pks
\$3.99
reg. price: \$5.69

Ancient Harvest
Org Quinoa
\$3.79
reg. price: \$5.49

Westsoy
Org Almond Beverage
\$1.99
reg. price: \$2.59

Aura Cacia
Foam Baths
\$1.99
reg. price: \$2.99

Moom
Org Hair Removal Kit
\$13.99
reg. price: \$18.99

So Delicious
Coconut Milk Kefir
\$3.99
reg. price: \$4.79

Wildwood
Org Tofu Burger
\$2.79
reg. price: \$3.59

Aura Cacia
Org Milk & Oat Bath
\$2.29
reg. price: \$3.29

Little Bear
Cheddar Puffs
\$1.99
reg. price: \$2.49

Seapoint Farms
Org Shelled Edamame
\$2.49
reg. price: \$3.19

Weleda
Calendula Diaper Care
\$7.99
reg. price: \$11.99

EVOL
Frozen Burritos
\$2.49
reg. price: \$3.19

Heritage
Rosewater
\$5.99
reg. price: \$7.79

Season's
Potato Chips
\$2.49
reg. price: \$3.49

Weleda
Calendula Baby Oil
\$9.99
reg. price: \$13.99

Glutino
Gluten Free Crackers
\$3.49
reg. price: \$4.49

Heritage
Flower Waters
\$4.29
reg. price: \$5.79

Sunridge Farms
Peanut Butter Pretzels
\$4.99/#
reg. price: \$7.29/#

Westbrae
25oz Org Beans
\$1.99
reg. price: \$2.59

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

the food YOU EAT

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

This recipe harkens back to the Co-op days before the self-serve hot food bar and when all of the soups were vegan and wheat-free. We cater to a wider audience now, but this soup is still hearty, nutritious and delicious—and still in the rotation! It's a fast weeknight recipe with a simple salad and hunk of crusty local bread on the side. Enjoy!



Creamy Cashew Cauliflower



8 cups filtered water
1 head cauliflower, rough chopped
1/2 large onion, rough chopped
1 pound potatoes, rough chopped
1 1/3 cups cashew butter
1/2 cup nutritional yeast
4 teaspoons brown rice syrup
1/2 teaspoon salt

Add the vegetables to your pot of water and bring to a boil.
Cook until the vegetables are tender.
Add the remaining ingredients and blend very well with a hand blender or in a regular blender.

Serves 4 to 6 people.



What's New ... in the aisles

Lucy's Cookies

No Peanuts, Tree Nuts, Milk or Eggs GLUTEN FREE* and these cookies are DELICIOUS!

Shoo! Tag

A revolutionary Non Toxic "Frequency" Pest Barrier for your pets. Shoo! Tag uses no harmful chemicals, is odor free and is safe for pets, people and the Planet.

Reduced Sodium Himalayan Pink Sea Salt

This unique proprietary formula has 50% less sodium than table salt plus the added benefit of the essential mineral potassium.

Dennis Farms Maple Coated Cashews, Pecans or Walnuts

Coated with pure, natural maple sugar, these nuts are uniquely delicious. I couldn't stop.... I ate the whole bag.

Yacon Syrup

A sugar substitute native to the Andean region of South America. It is glucose free, and does not increase blood sugar levels. Also, the process to create it is vegan.

Nature's Path Organic *Gluten Free* SUNRISE Cereals

Two new flavors: Crunchy Vanilla and Crunchy Maple with EnviroBox (10% less box, same amount of cereal). Reducing package size by 10% lessens Nature's Path's yearly impact upon the earth by saving over 1,300,000 gallons of water, 940,000 KWh of energy, and 144 tons of paperboard.

Wilderness Family Raw Organic Chocolate Syrup

Carefully processed without heat, this syrup will delight your taste buds as it provides anti-oxidants for your health.

Food Should Taste Good Tortilla Chips

Three new flavors: Sweet Potato, Blue Corn and Cheddar. WOW, the Cheddar ROCKS!!

The Movement of Radiant Health

by Sheila Caffrey

Part Five in a Five-Part Series on Depression

Last month we entered into a discussion on stretching and breathing as a part of healing. Today let's reenter that discussion and see what happens.

Think about a baby, about how a baby stretches, moves, and yawns. Watch a dog stretch, a cat yawn. Movement is a natural part of life. So is breathing. Even if you feel stiff now, or immobile, your body does know how to move, and it wants to, it needs to. And even if you haven't taken a deep breath in months, your body remembers how to do that too, and it needs to breathe deeply.

Movement with breathing doesn't have to be elaborate or complicated. It just has to satisfy your particular body and your particular mind.

Right now if you were to stretch and yawn, what would you do with your body and breath? Whatever that is, go ahead and do it.

See? Your body knows how to stretch. It knows how to take deep breaths. Go ahead and do it again. Really open up. Yawn and stretch in all different directions. Feed yourself. If you do this throughout this day, by tomorrow you'll probably feel so much better. So, if anything I suggest here feels inaccessible to you, just go back and stretch. Go back and yawn. You can catch up with the rest of us later.

We can't do a full yoga practice together now, but let's at least get started. Let's get the essence of it. Everything here will be toward opening into movement, but we'll start by becoming still and relaxing the whole body, because you need a soft, flexible container if you want to have enough space for breath and movement.

As best you can, sitting there right now, relax your body. Don't rush. Relaxing takes time. Layer upon layer upon layer, release. Release your face, your eyes, your mouth, your throat, your hands, your feet, everything. Pay special attention to relaxing through your abdomen and rib cage. Soften more and more. Relax more and more deeply into your chair. Be kind. Be patient. We unwind slowly. Maybe you want to stay with this and practice softening, practice relaxing. It's fine to do just this for as long as you wish.

When you are ready to continue, exhale completely. Let your exhalation be truly satisfying. Keep breathing in and out and every time you exhale feel your abdomen naturally moving in toward your spine and feel the sides of your rib cage moving gently and smoothly in toward your spine as well. Please don't force anything. Stay relaxed all over, especially in your throat, chest, and abdomen. Do this for some time. You might even want to close your eyes for a while and rest.



As you continue exhaling in this way you'll begin to notice that your body wants to inhale more deeply. Let it. You might even find that you want to yawn again and stretch. That would be fine. Remember, it all starts with stretching and yawning even from the moment we're born. If for some reason you didn't get that wonderful experience at birth, give it to yourself now.

Inhaling opens us. The rib cage widens out to the sides and the abdomen becomes full. Stay soft, open, and flexible. Just as with exhaling, inhaling takes time to unfold fully. Soften into expansion. Soften your rib cage and abdomen at the end of each inhalation and see how much more breath you get. Soften also after each exhalation and notice how relaxed you feel. Breathing is effortless. You already know how to do it. It just takes a little practice.

Now weave the two aspects of the breath together. The inhalation blends into and becomes the exhalation, and the exhalation blends into and becomes the inhalation. You rest in this seamless stream of breath.

Can you feel how much movement comes with simply breathing deeply? Invite the rest of your body to join in. Let the movement of your breath extend into the movement of your body. When you inhale, let your arms move in whatever way they want. When you exhale, let your body follow. Free up your whole body to move with and float on the breath. Satisfy your body's need for breath. Fill yourself with the grace of movement.

If moving is too difficult for you right now, if breathing deeply feels impossible, then imagine the energy of love all around you and soften to allow the grace of that love to flow through you. Let that be your breath and movement for as long as you need it. ♡

Sheila Caffrey teaches yoga and practices Massage, and CranioSacral Therapy in Pittsburgh. She can be reached at 412-363-4991 or, sheila.caffrey@verizon.net.

REDUCE, REUSE, RECYCLE!

Clean Up with Shorter Showers

— by the Black and Gold City Goes Green Campaign

This month, take this challenge: get that 10-minute shower down to 5 minutes. Stop doing things in the shower that you can do at the sink. Don't shave or brush your teeth under the shower head. Make it fun, put an egg timer on the sink and get the kids to beat the timer.

A short shower has long term benefits. In addition to preventing the release of heat-trapping gases from producing the hot water in your water heater, you are also saving water.

Want to go even greener? Turn off your sink while you shave or brush your teeth or install a low flow shower head. Details on these actions –including where to find the expert help you may need to take action – are on the Black and Gold City Goes Green websites at www.theblackandgoldcitygoesgreen.com or www.gogreensavewater.com

Download the information and share it with a friend. (It's up to you as to whether you want to share your shower with a friend — we won't tell.)

Whatever you do, make sure you report your actions on the website, so we know how well we're doing. No computer? No problem. Call us at 412-258-6680 or send us a postcard to report your activity.

New to the Black and Gold City Goes Green Campaign? We're happy you are here! The goal of the campaign is to work together to reduce heat-trapping gases that cause global



warming, making a significant measurable decrease in pollution. Each month, the Campaign details a new set of actions (green, greener, greenest), which you can do at little or no cost.

This spring, we're happy to participate in **World Environment Day**, featuring actions that save both water and energy. Log on and help your community group, school, or organization compete in our Water Savers Competition at my.pennfuture.org/watersavers or visit our website at www.theblackandgoldcitygoesgreen.com or call us at 412-258-6680.

The Black and Gold City Goes Green Campaign is coordinated by Penn Future. ♡

Outreach Calendar

Join the Co-op at these community events!



Global Warming Conference: Creating a Climate for Environmental Justice

Sunday, May 2 | 1:30 pm - 6:15 pm
August Wilson Center for African-American Culture
980 Liberty Avenue, Pittsburgh, PA 15222

Meet global warming experts and heroes, and learn how we create a climate for justice here in western Pennsylvania.

PennFuture members: free admission; Non-members: \$10

Pre-registration required, visit www.pennfuture.org or call 412-258-6680

Phipps May Market: Eco-Garden Festival

Friday, May 7 | 9:30 am - 7:00 pm & Saturday, May 8 | 9:30 am – 5:00 pm
Phipps Conservatory | Schenley Park, Pittsburgh, PA 15213

Eco-Garden Festival to find the plants and tools you need to transform your garden into an eco-sensitive haven.

Free and open to the public!

Venture Outdoors Fest

Saturday, May 22 | 11:00 am – 6:00 pm
Point State Park | 101 Commonwealth Place, Pittsburgh, PA 15222

Now in its 10th year the festival features activities for the whole family including kayaking, fishing, hiking, yoga, biking, climbing and more!

Free and open to the public!

Summer Reading Extravaganza!

Sponsored by Carnegie Library

Sunday, June 6 | 12:00 pm – 5:00 pm
Carnegie Library - Oakland Branch
4400 Forbes Avenue, Pittsburgh, PA 15213

Bring the family for a day of activities, giveaways, music, and books! This year's theme is **Make a Splash @ Your Library**.

Free and open to the public!

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

Transition Pittsburgh

By Karen Bernard

There is a peaceful, powerful revolution happening around the planet. People of all stripes are gathering in villages, towns and cities to address peak oil and climate change in new and creative ways. Transition Initiatives, as these phenomena are called, are inspired by examples in Ireland, England, Australia and many other countries now, where communities have begun moving away from oil dependency toward a sustainable local economy and, thus, more resiliency in the face of economic and environmental change. In Kinsale, the first Transition Town, permaculture students came up with a process for bringing people together in a way that draws on each person's unique passions and abilities, to address their community's particular needs and unique potential. Transition is firmly based in the practice of inclusivity and uses open space technology, a tool for group self-organization that ensures bottom-up, grass-roots solutions.

At a workshop held in mid-March, Transition Pittsburgh, the 58th U.S. initiative, hosted Tina Clarke, one of four national trainers. Thirty people, representing 18 towns and neighborhoods, came together to learn how this movement is engaging so many people and how we can grow Transition neighborhoods in our area. Tina, herself a long-time community organizer, is engaging, positive and energetic. At the heart of what she shared and what we did was this message: Everyone is needed to make the shift we need to make; everyone has something to offer. One person may bring music or art. Another, practical

knowledge to share: how to build a website, design a carbon-neutral building or mend clothes. Someone else can help by serving as a greeter at large gatherings, or by listening to others. All of these gifts are useful. The movement is working because people are encouraged to cross what the world evokes in them--what they get excited about or like to do--with what the world needs. We are learning that we need each other if we are going to build a healthy, sustainable, spiritually fulfilling world. And we're building new relationships with that in mind.

Here's what some of the workshop participants said about Transition:

Jeff Newman, South Side

Transition is the place where I can take my anger and frustration and convert it into a positive, creative, friend-building experience!

Margaret Baco, Greenfield

We are finding in these new relationships the creative genius that will offer hope and the practical solutions our time requires.

Karriem Sami, Larimer

Transition truly speaks to the "artist" in every individual and allows growth. It is the root in grass roots! Simply amazing!

Kevin May, State College/Squirrel Hill

It inspires me to see so many people working for the more beautiful world that we know is possible.

Kate O'Brien, McKees Rocks "Bottoms"

It's a way to inspire community and environmental awareness, and to build strong and compassionate community bonds.

Eric Vento, Highland Park

Here are people with the courage to be around each other. Everything I miss about the genius of kindergarten is here.

Cindy Snodgrass, Northwest Pittsburgh/ Quaker Valley

People came together to see ways change could be interesting, challenging and fun.

Marty Seltman, Point Breeze/Wilkinsburg

I'm excited to find a group of people who live in the same community and share common goals and values. Transition provides a model to carry on this process in our neighborhoods.

Jordan, Mount Washington

Transition moved me to go into my community with tools to facilitate change.

Amy P. Kennedy, Highland Park

Transition is a wonderful experiment in encouraging people to use their passions to create community and hope in the face of tremendous challenge.

Mark Dixon, East Liberty

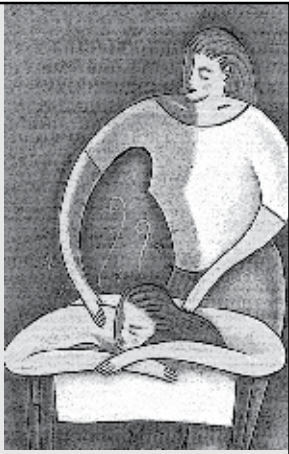
For me, the Transition movement represents the deepest, most profound way to joyfully address the deepest, most profound issues in this unique time of human evolution.

Dave Parker

Transition moves me to begin to get to know my neighbors.

For more information on what's happening and how to get involved in Pittsburgh, go to www.transitionpgh.org. To read about open space technology, see *Wave Rider*, on the top book shelf at the Co-op. ♡

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WITHIN REACH

by Chris Farber

Each week, I am happy to walk into the Co-op and find a fresh volunteer application waiting for me in my mail box. With a constant flow of applications and new volunteers getting placed every month, it is becoming apparent that the Co-op needs a better system for managing new and continuing volunteers. Likewise volunteers need information to take home after they sign up and as a place where they can get updates about the Co-op that might affect them. To accommodate these needs, I will be keeping the "volunteer corner" bulletin board in the back hallway active, assembling volunteer packets, which will include information about volunteering and a couple of goodies, and consistently connecting volunteers with opportunities in different departments. Additionally, we did a mini-training in the March all-staff meetings for Co-op employees to learn a few extra tips for working with volunteers and

to share their best practices.

At the same time as we strive to have a system that works well for staff and for volunteers, we encourage volunteers to take their commitments seriously. We will be implementing volunteer agreements with new volunteers to make sure everybody is on the same page and understands the process. I hope that these changes will be helpful in strengthening the volunteer program and make it a more effective and usable experience for everyone. For potential volunteers, check out the updated "volunteer corner" in the information super hallway on the ramp, and for continuing volunteers—thank you for your service and keep it up! ☺



Chris Farber

Pittsburgh Community Services, Inc. Benefits the Community and Your Co-op

The recession has severely limited the ability of some families and individuals in the city of Pittsburgh to support themselves. Many go without proper food, shelter, and essential medical care every day due to a variety of factors including low wages, job loss, low-quality education, and/or insufficient training.

The American Recovery and Reinvestment Act (ARRA) has afforded increased capacity of Pittsburgh Community Services, Inc. to assist many of these families and individuals, not only by meeting essential daily needs, but working toward a brighter future through education-to-employment programs such as Modern Office Systems Training (MOST), Certified Nurse's Aid (CNA), Customer Service Call Center certification, and Class B - CDL training. For those with basic educational needs, PCSI offers Math Anxiety and English Skill Building, as well as GED Preparation & Testing.

The Specialized Drop-In Center offers individuals and families an opportunity for self-directed study and instruction. This Center allows access to computers with internet connections as well as an array of software that provides instruction in website development, Microsoft Office 2007, resume creation, keyboarding as well key-

boarding as well as other basic technology needs. For more information, contact Khalif Ali at (724) 420-7163.

The mission of Pittsburgh Community Services, Inc. is to mobilize resources to empower individuals, families, and communities through advocacy and quality services that promote self-sufficiency, economic empowerment and improved quality of life.

They are improving the quality of life at your Co-op by arranging for two new employees in the store. Ndenia Garnett will be working with the Co-op's Sustainability Coordinator, Doug Johnson. Ndenia has volunteered with her school in neighborhood cleanups in Homewood and Hazelwood. She hopes to become a criminal defense attorney some day, but right now, she says she relishes the arts. Ndenia writes fiction, performs in musicals, plays and talent shows, and does poetry slams.

Iamni Porter will be working with the staff in the Produce department. He thinks of himself as a knowledge-seeker, and though he has never had a paid job experience before, he has helped out in his neighborhood's food bank. Imani is an athlete who likes to play basketball and baseball, and loves to learn new things. ☺



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

EAST END FOOD CO-OP

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The Co-operator

Kara Holsopple, Editor/Advertising Sales
Linda Raden, LR Design, Design, Layout & Production

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

We welcome letters to the editor.

Send your message (250 words or less) to —

Attn: EEFC 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 Holsopple, Member Services, East End Food Co-op,
 7516 Meade Street, Pittsburgh, PA 15208.
 Or e-mail to: memberservices@eastendfood.coop

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staff NEWS

Employee of the Month

Congratulations to **Water**, our **Employee of the Month for March 2010**. Interview by Jessica Johnson

How long have you worked at the Co-op?

Broken into 2 or 3 periods—17 years!.

What are your favorite things about working here?

The long-term customers who appreciate who I am and we can talk at that level. And also all the beaming little kids that come in.

Are there things that you wish you could change?

I would like to increase over a rhythmic period of time a comprehensive stress management program that employees would like to have, thus making us a wellness center. We'd start with employees and then we'd move on. I've been crying into the wilderness for this for 17 years.

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

Empowered because prior to the announcement of who won, I said to Travis and Julie that if I won I would make it a triumvirate award. And that was empowering because it gave me a chance to implement cooperation. Either one of them could have won. I think I won only because of the plan for the triumvirate (as shown below): Travis Straub, Water and Julie Smith. ♡



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 May 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 5 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.

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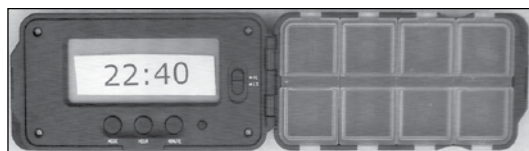
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Paths to Urban Sustainability

— Continued from page 2

one might wonder what the Transition apparatus itself is good for, when the skills and relationships needed to break out of mass civilization are already within reach.)

Where the Transition Handbook is short on practical know-how, however, other books can fill the gap. One of those is the beautifully illustrated *Toolbox for Sustainable City Living* by members of the Rhizome Collective in Austin, TX. This book is a comprehensive DIY manual for self-reliant, ecological urban living. It is clearly written, thoroughly researched, and enlightened in its recognition of human autonomy as essential to the balance of life on our planet. Topics range from asphalt removal and bioremediation to backyard aquaculture and entomophagy (insect-eating). Though not a gardening manual, the *Toolbox* contains detailed information on mushroom cultivation, livestock, fish, pond-building, recycling and composting, biofuel production, soil-testing, bioshelter construction, and relations with city authorities. Items of particular originality include a lesson on floating trash islands (for cleaning polluted aquasystems) and an ingenious method of wastewater recycling involving constructed wetlands. The final section addresses property law and gentrification, offering land-access suggestions for communities not supported by dominant social and political structures.

Virtually all of these techniques have been applied and tested in the course of Rhizome's ten-year existence. Much of the collective's recent work has involved the restoration of a hazardous brownfield in Austin (with the aid of a \$200,000 EPA grant) — a strategy that readers might be inspired to emulate here in Pittsburgh. Anyone considering such projects should keep in mind the 2009 eviction of the Rhizome Collective by Austin city officials — a reminder that the transmission of empowering knowledge can make one dangerous to the established authorities. ♡



bulletin BOARD

new classes

May 18, 26, and June 3, 7pm

Let the Sun In:
Solar Power Meet-ups
with David Barlow of Solar Power Services PA

Come learn about the benefits of using the sun's power to create hot water from Master Plumber and Certified Solar Hot Water Installer, David Barlow. Interested in "solar raising", where many hands make solar power installation light work? Come meet like-minded people!

Thursday May 20, 6:30-8:15pm

Backyard Composting!
with the Pennsylvania Resources Council
Spring is on it's way and your garden is calling. Get a head start by building a compost pile! 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. Register online, call 412-488-7490, ext. 226, or email prccompost@ccicenter.org.

Thursday May 26, 7pm

Raw Spring Cleaning From the Inside Out

with Deborah A. Uttenreither, CHHC AADP; Certified Health and Nutrition Coach; Founder/Director - LifeFuel Health Coaching*

This healthy workshop features the topic Raw Green Smoothies and the "7 Day Green Smoothie Challenge." This event includes a presentation and Q&A about the importance of detoxification & cleansing and is followed by green smoothie tastings. Recipes will be provided.



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

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

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

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

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

Bija 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 it iced!

May 2010 ... hot bar specials

| sunday | monday | tuesday | wednesday | thursday | friday | saturday |
|---|---|---|------------------------------|--|-------------------------------|---------------------------------------|
| WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS | | | | | | 1 Leek & Chard Quiche |
| 2 Chef's Choice | 3 Spring Quinoa | 4 Mango Mojo Tempeh | 5 Burrito Bar | 6 Spiced Seitan w/ Leeks & Apricots | 7 Pizza Dairy & Vegan | 8 Tarragon Tofu Stew |
| 9 Chef's Choice | 10 Tropical Glazed "Seit-Ham" | 11 Tea & Ginger Simmered Chickpeas | 12 Indian Kitchen | 13 Black Bean & Yam Quesadilla | 14 Pizza Dairy & Vegan | 15 Penne w/ Fresh Herb Ricotta |
| 16 Chef's Choice | 17 Kung Pao Tofu | 18 Pierogi Lasagna | 19 Pittsburgh Kitchen | 20 North African Stew | 21 Pizza Dairy & Vegan | 22 Seitan alla Diavola |
| 23 Chef's Choice | 24 Swiss Chard & Fresh Herb Strata | 25 Thai Sour Curry | 26 Thai Kitchen | 27 Tofu Stew w/ Leeks & Artichokes | 28 Pizza Dairy & Vegan | 29 Kale & White Bean Stew |
| 30 Chef's Choice | 31 Café Closed Memorial Day | | | | | |

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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.

WANTED:

Musicians, performers and crafty demonstrators
for the 5th Annual
Co-op Art Harvest!

This year's festivities take place on
Sunday September 26 from 11am-5pm

Please contact Kara at memberservices@eastendfood.coop or
412-242-3598 ext. 103 if interested.

new classes

Thursday June 10, 7pm

Introduction to Effective Communication

With David Park, MS, CC of Inner Smile Success

You may have heard about Non-Violent Communication. You may know that it was developed by Marshall Rosenberg, a PhD in Psychology and that it has been used successfully in inner cities and to quell violence and overcome misunderstandings in places such as Rwanda, Nigeria, the Middle East, and Ireland.

David Park designed this mini-workshop as a gentle introduction to Non-Violent Communication principles and techniques. Join us for an illuminating evening in which we will explore how language shapes our experience of the world and how everyday language actually fosters conflict.

- Discuss how language shapes the way we see and interact with the world.
- Discover how to use language in a new and effective way to gain understanding and cooperation.
- Learn the four components of Non-Violent Communication.
- Learn the key to successful Non-Violent Communication.

This is a free presentation, but please register at 412.242.3598.

Thursday June 17, 7pm

4th Annual Raw Kombucha Brewfest

with Deborah A. Uttenreither*

Come learn all about Kombucha fermented tea, including how to brew your own! We will have the scoby starters on hand, and there will be ample brew to taste, too. If you have some home brew, bring it to share.

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

* About LifeFuel Health Coaching

Offering individuals, families, and companies the tools for creating a healthy life. Other services include workshops, self-monitored programs, speaking and educational opportunities, individualized cooking classes, and personalized kitchen clean outs. We work closely with alternative and traditional medicine professionals to ensure a balanced approach to a life lived well. For more information, visit LifeFuelHealthCoaching.com or call 412-719-4140.

CAFÉ HOURS

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8 AM - 7 PM

SALAD BAR & SOUP
8 AM - 7 PM

HOT FOODS
11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

HOT FOODS
1:30 PM - 7 PM

WE OWN IT-

