

May 2011

Volume 22: Issue 5

# THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

## STORE NEWS

### MEMBERS' EXTRA DISCOUNT DAYS

SUNDAYS: 5/15 & 6/12  
SHOP 8 AM - 9 PM

### BOARD OF DIRECTORS MONTHLY MEETING ALL MEMBERS ARE WELCOME.

Check meeting times in store entrance for next meeting.

### HOLIDAY HOURS MEMORIAL DAY

Monday, May 30

Store: 8am-5pm Café: Closed

### CO-OP ORIENTATION

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

Register with Outreach Coordinator Berry Breene, at 412.242.3598, ext 208, or [outreach@eastendfood.coop](mailto:outreach@eastendfood.coop).

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### SPECIAL INSERTS:

4/27 – 5/10 CO-OP DEALS  
5/11 – 5/31 CO-OP DEALS

### EAST END FOOD CO-OP

7516 MEADE STREET  
PITTSBURGH, PA 15208  
412-242-3598

[www.eastendfood.coop](http://www.eastendfood.coop)

## Have fun and play FAIR

by Berry Breene

This morning I drank Dunkin' Donuts® coffee and I swear I could taste the sweat of underpaid workers and hear the angry groans of unsustainably farmed, scorched earth that made my cup of coffee possible.

Ok, so I'm exaggerating a bit. A single cup of coffee isn't ruining the planet or responsible for mistreated workers — though this experience does touch on the idea of consumer consciousness. I was painfully aware that my coffee was not Fair Trade Certified or organic. Most Co-op shoppers are conscious consumers, more aware than most when it comes to social and environmental impacts of our consumer choices. One way to be a more conscious consumer, beyond Organic certifications is to look for the Fair Trade Certified emblem on products, found particularly on those from Central and South America and Africa.

Building upon last month's article about Fair Trade Certified Bird Friendly coffee, I'd like to talk about Fair Trade in general to commemorate **World Fair Trade Day on May 14**. The coffee sold and served at the Co-op is certified Fair Trade as are many of our teas, chocolates, bananas and many of our clothing and gift items such as hand woven baskets from Africa! Fair Trade Certified products may cost a bit more, but for a great reason. I personally am willing to spend the extra dollars on products that I know are organically or sustainably grown and the workers who brought them to me were treated and paid well for their efforts. Fair Trade ensures that farmers and producers of commodities from sugar, coffee, chocolate, vanilla, and tea are paid a fair price and treated fairly for their goods that are climate specific and only thrive in certain regions of the world, most of which are located in "developing" countries. Living wages are virtually non-existent for farmers in

poor countries in central and South America and Fair Trade certified products inform consumers that what they are buying supports the farmers directly. Fair Trade also ensures that women and children are treated fairly where child labor laws and women's rights may not exist or be enforced. Fair Trade ensures all workers are treated fairly, paid fairly and that ecological integrity is not compromised in the growing process.

The Fair Trade movement began in the 1960s in England as a revolt against imperialism and has grown as consumer awareness and global awareness grows. Equal Exchange is a large Fair Trade Cooperative that has thrived since it began in the mid-1980s. Fair Trade standards are designed to support the sustainable development of small scale producers and agriculture in poor countries. Producers receive prices that cover costs of sustainable production and have greater control over the trade process. Fair Trade empowers farmers and consumers, supports family farms that use organic or sustainable methods rather than industrialized agribusiness that rely on harmful chemicals and pesticides which can harm the environment and consumers. It also is a powerful way to reduce poverty one purchase at a time.

Money is recycled into the farming community with Fair Trade Premiums — money for social investments that go into a communal fund for workers and farmers to use to improve social, economic and environmental conditions in their region. Check out **Ten Thousand Villages** in Squirrel Hill, which sells Fair Trade goods from all over the world, much more than we are able to carry at your Co-op.

Look for the Fair Trade symbol this month and try to buy at least one Fair Trade item on or around May 14, World Fair Trade Day. ☺



For more information, contact [WFTDay@wfto.com](mailto:WFTDay@wfto.com) or go to [www.WFTDay.info](http://www.WFTDay.info)

The World Fair Trade Organization (WFTO) is the global network of Fair Trade Organizations around the planet. It represents more than 450 Fair Trade Organizations from 73 countries in Africa, Asia, Latin America, Europe, North America and Pacific. WFTO's mission is to enable producers to improve their livelihoods and communities through Fair Trade. WFTO is the global network and advocate for Fair Trade, ensuring producer voices are heard.

## WARNING: New Tea Line Supports Small Farmers

by Ashley Symons, Equal Exchange Writer and Worker-Owner

We're excited about the launch of our new line, which contains some of our classic teas like Organic English Breakfast, as well as some newbies like Organic Peppermint.

What's most exciting to us about this tea launch is that it represents something completely different than what you see in the rest of the tea aisle. In the tea industry even "Fair Trade tea" often comes from plantations, which means tea pluckers have no ownership and little say over their daily work lives. It's not the kind of Fair Trade we want to participate in.

Enter our model (which, actually, we've been building since 1988). This revamped line of 12 teas has a strong small farmer focus, but it's still a work in progress. Currently we're working with innovative producer groups in Sri Lanka, South Africa, India, and the United States. We'll be introducing them to you over the next year in future newsletter articles. Their stories have inspired us, and we think they'll inspire you, too.

There are many challenges that lie ahead in building a stronger small farmer supply chain in tea, but we believe that this new line is one giant step forward. Our hope is that, with your help, we will be able to transform the tea industry as successfully as we have in coffee, to one that offers an alternative to the plantation model. We hope that buying "Fair Trade tea" will instead mean supporting small farmers.

So now you've been warned: our new tea line is dramatically different from others you see on the shelf. We invite you to join us in building this exciting new supply chain — one that values the voice of small farmers, their products, and democracy in trade. ☺



Dated Materials — DO NOT DELAY

East End Food Co-operative  
7516 Meade Street  
Pittsburgh, PA 15208  
[www.eastendfood.coop](http://www.eastendfood.coop)  
and Vegetarian Cafe  
**FOOD • CO-OP**  
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## CO-OP NEWS

### Call for EEFC Board Candidate to Fill Vacant Board Seat through 2012!

Want to serve our Co-op community and help it flourish during a very exciting time of growth and expansion? The board is democratically run and allows an opportunity for you to share your vision for our Co-op's future by filling a vacant director's role on the Co-op Board.

While our formal elections will not be held until Fall 2011, The Co-op Board of Directors has a vacant seat we hope to fill immediately. If you're interesting in completing a term that ends in 2012 and would like to apply to be appointed a director of the Board without the hassle of formal elections please contact us! If this opportunity passes you by, run for a seat during the upcoming elections!

#### Responsibilities include:

1. On behalf of the EEFC membership, setting the Co-Op's long-term goals, presenting them to the General Management and monitoring their correct implementation.
2. Ensuring that the Co-Op's resources are used responsibly.
3. Hiring and supervising the General Manager when necessary.
4. Approving capital and operating budgets.
5. Recruiting new directors to ensure a well-qualified and efficient board.
6. Attending monthly board meetings, two annual weekend retreats in the spring and fall, and occasional special meetings where required, plus general availability to discuss ongoing issues.

All of the above must be done within the context of "policy governance." A description of what that involves can be found in application packs.

If you have any questions in relation to your potential candidacy, please feel free to email the board at: [boarddir@eastendfood.coop](mailto:boarddir@eastendfood.coop). ☺

### Bottom Line With the Board

by Sarah Aerni, Board Secretary

As you may remember from the last election cycle, the Co-op is currently undergoing a review of our Bylaws. Part of the reason for this task came from reviewing our bylaws and realizing that there were certain parts that were out of date. However, more importantly, we have been told by our management team that the bylaws appear to be inadequate in areas pertaining to beginning a member loan campaign for future East End Food Co-op(EEFC) expansions, obtaining regular lines of credit, and offering patronage rebates as an alternative to a store discount. It is important to note that this final issue has not yet been decided, but we want to allow for the possibility of switching over at some future time.

So that is a lot to carry out!

You may be asking yourself: why should I care? What are bylaws anyway? According to the Legal Primer for the Food Co-ops 500 initiative, bylaws "can be viewed as the contract between the board and the membership concerning how the organization will be run." This document helps determine what powers members have and which powers they assign to the Board of Directors to decide. The articles of incorporation are a related document, in which the Co-op registers in a particular state and defines itself as a particular type of legal entity. The decisions we make about these things affect our tax position, the ability to use member loans in capital projects and even things like what name we are allowed to choose. In any case, we've had these two documents for our Co-op ever since it was incorporated and we are

currently in the process of revising the bylaws and changing the state of incorporation to a more co-op friendly state.

We have been in touch with our board consultants about this process, have been reading up on how other co-ops accomplish these things, and formulated an RFP to request proposals from lawyers to help us with the process. However, then we realized that the Co-op is currently incorporated in the District of Columbia, under a somewhat obscure Co-op law. Weaver's Way and many other Co-ops are actually incorporated in Pennsylvania, and being incorporated here will probably cause some of the other problems the management team is having to disappear! We decided to commission a former board member and Co-op consultant to lay out for us the pros and cons of incorporating in Pennsylvania, and if her analysis shows that PA is the right place to incorporate, we'll find a lawyer who is willing to help us with changes, and begin the drafting process.

Once the lawyer works with the board to get the Bylaws and new articles of incorporation drawn up, we'll be bringing these documents to a member vote. Our goal is to have this ready to be put on the ballot in August, along with our standard yearly elections for the Board of Directors. Please be looking for additional updates and information about this important (if somewhat stuffy) next step towards expansion!

Also, please email any questions, suggestions or recommendations for good lawyers to me, Sarah Aerni, at [aernis@gmail.com](mailto:aernis@gmail.com). Thanks! ☺

## YOUR HEALTH

### Your Posture, Continued...

by Eddie Shaw

In my first newsletter article, I discussed the concept of posture and how it is commonly distorted as a result of prolonged sitting and lack of body awareness. In this article I will talk about the major muscle groups and other issues that are involved in good posture and what one can do to strengthen and/or address them.

These are key concepts to address in attaining postural balance:

1. Proper Breathing
2. Upper Back/Shoulder Strength
3. Neck Strength
4. Core Abdominal Strength
5. Increased Body Awareness

How are breathing and posture related? In order to breathe properly and fully, you must engage the lower part of the abdomen where the diaphragm, the large muscle that acts as a bellows, is located. Since most of us breathe with only 25-30% of our lung capacity and we breathe from the top of our chest, we never fully engage the abdominal or core muscles. Part of the reason that we do not use the diaphragm to fully inhale and exhale is that we tend to slouch, which compromises this ability. When you breathe in this manner, you must assume a more upright posture. Singers, athletes and students of yoga are trained to breathe from the lower part of the body where the diaphragm is located. Though it takes practice, it is not difficult to learn.

Now that you better understand proper breathing and its relationship to good posture, let's move higher up and to the top third of the back. The rhomboids are the muscles in between our shoulder blades (also known as scapulas) and are designed to bring our scapulas together as if we were pushing our shoulders back and our chest forward. In most people the rhomboids are stretched and weakened as a result of continuous leaning over our desks as we work on the computer. It is not uncommon to see people – even people in their 20s – with a forward tilt of the head/neck and rounded shoulders. Strengthening the rhomboids is a key piece in developing good posture as it enables us to move the shoulders back and to keep them in that position for long periods of time.

Since it is difficult to isolate various parts

of the body from one another, the next area to focus on is the head/neck relationship. The average person's head weighs about 8-10 lbs. and ideally should be held directly over the neck. As I stated in the last paragraph, many people today can be seen with their heads extended 15 or more degrees, putting significant strain on the neck/shoulder region of the body. A principle muscle that is responsible for shoulder/neck strength is the upper trapezius which attaches at the base of the skull and brings the head back as we look up to the sky. Since most of us constantly look down and tend to extend our necks forward, this particular muscle is both stretched and weakened. As with the rest of the muscles involved in good posture, the trapezius must be strengthened as we retrain ourselves to position our heads back over the neck. From the bottom of the 12th rib (the lowest rib in front) to the crest of the hips, there are no bones, only muscle. The abdominal muscles, all four groups, crisscross the midsection like a corset, providing support so that we can sit and stand straight. The problem is, most people's abdominal muscles, also referred to as the "core," are extremely weak, making slouching while sitting, the norm. (Remember the part about proper breathing?) Core strength, then, is also extremely important if one wants to attain good posture.

Lastly, strengthening the above mentioned muscle groups and learning to breathe properly is not sufficient since good posture depends to a large degree on developing "body awareness." Being aware of one's body means knowing where your body is in space and how you are using your muscles. When you are standing in line at the Coop, for example, how aware are you as to the position of your head? Is it extended forward or is it positioned directly over your head? What about your shoulders? Are they hunched up or are they relaxed? It sounds odd but it can be exciting as you get to understand and gain awareness as to the physical aspect of the self. If there is interest, I am open to giving a hands-on class on the information presented in these articles; please contact the coop and ask to register your interest.

Eddie can be reached via email ([es\\_message@yahoo.com](mailto:es_message@yahoo.com)) or on his website ([squirrelhillmassage.com](http://squirrelhillmassage.com)). ☺

### Historic Visit of His Holiness 33rd Menri Trizin Spiritual head of the Tibetan Bon tradition



#### Public Talk and Blessing: Awakening the Heart of Compassion

Sat. June 4, 3-5pm, Mellon Institute Auditorium  
4400 5th Ave, Pittsburgh, PA 15213. Tickets: \$25 advance, \$30 door.

#### Benefit Dinner with His Holiness

Sat. June 6:30pm India Garden Monroeville, Tickets: \$55 (advance)  
Proceeds benefit the orphans, nuns and monks at Menri Monastery, India.

Tickets: Online at [www.olmoling.org](http://www.olmoling.org) or contact Olmo Ling: 412.904.1112 and [bon@olmoling.org](mailto:bon@olmoling.org)  
Public talk only: Snow Lion Imports 201 S Craig St, PGH; Kohli's Indian Imports, 301 S Craig St, PGH

# REDUCE, REUSE, RECYCLE!





## 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



Please carry “If You Care” biodegradable quart-size plastic zip-lock bags.

- We do care, but unfortunately these were discontinued by the manufacturer. We are hoping they will repackage and reproduce them. And we’ll keep our eyes out for an alternative.

— Maureen Girty, Grocery Buyer

Someone asked months ago about offering a monthly member discount of 10% that can be used whenever the member chose, rather than having one day a month. I think it would be a great idea! The Member Extra Discount days are so crowded and chaotic that I actually avoid the store on that Sunday. Was this ever discussed? And if it was, and rejected, what was the reason?

- It was and has been discussed—for years. In fact, this comment card question is the one I receive most often. But that is going to change—please read on for an answer to your question in the “Member Services Message.” I feel another comment card coming my way...

— Kara Holsopple, Member Services Manager

Please stop selling Krill Oil. The taking of krill takes food away from whales, penguins, and seals. Please respond.

- This is a tough one, because it is a controversial issue. Some of our competitors have chosen to remove this product from their shelves, citing unsustainable practices and the issue you have raised. Others say the controversy is hype.

Our practice in situations like these has been to offer the product to the shoppers and members who wish to buy it—and they are many. And allow those who object to do so by commenting on the product, like you did when you filled out the comment card—and not supporting it with their dollars. That is what we will continue to do with Krill Oil. And of course, we will keep up with the industry and manufacturers to be sure we are current on the debate. That way if things change, we can change quickly, too.

Thank you for your comments, and for sharing your concerns. Having all of the information is how we can all make the best decisions.

— Kara Holsopple, Member Services Manager

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

## MEMBERS SERVICES MESSAGE

### Ch-ch-ch-ch-ch-changes! Member Extra Discount Days Changing...

Change is inevitable, and it can be exciting if we embrace it. We’re embracing a new way to bring more of our members the 10% extra discount benefit that only a few have been able to enjoy over the last years.

For many years we offered a “10% off the shelf price” discount day every other month—we called them Member Appreciation Days. They were held on Sundays, a traditionally slow day for our business. But many members didn’t feel appreciated. They couldn’t make it in on those days, or they didn’t want to bother with the bustling crowds. It was a great sales day for the Co-op’s bottom line and for shoppers who could make it, but not for everyone else.

We modified the program to run every month, so that hopefully more people could take advantage of the savings. And we created a special program for members who didn’t shop on Sundays for religious reasons. We even gave it another name, Member Extra Discount Day, so no one would feel excluded. But it still didn’t fit the majority of our members’ needs, and the Co-op’s well-being, at the same time.

So we have weighed your comments and concerns about the programs, and have



come up with the newest version. We think it’s more fair, and in keeping with our principles of cooperation. Here’s how it will work:

Each quarter of our financial year, each Co-op membership gets one opportunity to shop at a 10% discount. It’s loaded right onto your membership card. All you have to do is ask the cashier to use your extra discount—your Member Bonus—when you check out with your member card. No paper, no hassles. You pick the date. We’ll let you know when the quarter starts and ends through *The Co-operator* and store signage, and you pick the day that is right for you.

So instead of 1,500 people receiving an extra discount each month, 8,000 memberships will have the opportunity to shop at a 10% discount four times a year. It’s more equitable member economic participation.

**We’ll let you know when the first Member Bonus window will happen—and we’ll keep reminding you!**

Until then, if you have comments or concerns about the new program, I’d love to hear them. You can reach me at 412.242.3598 or [memberservices@east-endfood.coop](mailto:memberservices@east-endfood.coop). And we’ll be posting your comments and questions about the Member Bonus program in upcoming issues of *The Co-operator*. ☺

## FIVE PERCENT WEDNESDAYS

### MAY 25 GILDA’S CLUB OF WESTERN PA

Who’s that peeping out behind the signature red door of the Gilda’s Club logo? It’s Gilda Radner, of course. The organization was started in 1995 to honor the late comedian, and fulfill her hope that everyone living with cancer has a place where they can find support and acceptance. And that’s their mission—to create welcoming communities of FREE support for everyone living with cancer, including men, women, children and their families and friends.

Membership in Gilda’s Club is free, and, as they say, “no prescription is required.” Support and networking are encouraged through groups where mem-

bers can express feelings and share experiences and living with or losing someone to cancer. Gilda’s Club also sponsors lectures on medical and related topics, exercise and relaxation, cooking and nutrition and stress reduction. Potlucks, movie nights and celebration parties are social events that bring members together.

Gilda’s Club of Western Pennsylvania opened its doors in 2006, and its doors remain open five days a week and two Saturdays a month. During the summer, they also offer a camp for members who are kids. With over 1200 members and 200 trained volunteers, they are always looking for more people to get involved.



To find out more, visit their website at [www.gildasclubwesternpa.org](http://www.gildasclubwesternpa.org) or call 412-338-1919. Please say hello to Gilda’s Club volunteers in the store on May 25 to learn about their programs and how you can participate. ☺



# THE FOOD YOU EAT, THE BOOKS YOU READ

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



We are asked for this recipe again and again, so here it is—again! This soup never fails to disappoint, and it turns out much fancier than one would expect, for very little effort. It's also a “pantry recipe”—you have what you'll need to make it on your pantry shelves. To freshen it up, add some chopped, fresh spring herbs like tarragon, parsley or cilantro at the last minute or as a garnish. Or add some orzo pasta in the last 5 minutes of cooking for a heartier soup. Serve with a green salad, and you are ready to go in less than a half of an hour. Enjoy!

### Co-op Café Tomato Artichoke Soup

1/3 head celery, diced  
1 each onion, diced  
2 Tablespoons olive oil

4 cups water  
1 15 oz. can artichoke hearts, drained and pureed  
1 teaspoon oregano  
1 teaspoon basil  
1 teaspoon paprika  
1/8 teaspoon pepper  
1 teaspoon granulated garlic  
dash of cayenne  
1 15 oz. can tomato puree  
2 Tablespoons arrowroot  
1/2 cup water

2/3 cup Veganaise  
1 cup water

1. In a large soup pot, sauté onion and celery in olive oil until tender.
2. Add 4 cups water, pureed artichokes, spices, salt, pepper, and tomato puree. Stir or whisk until all ingredients are incorporated. Bring soup to a boil.
3. Mix 2 tablespoons arrowroot with 1/2 cup water until smooth. Add this to the soup and thoroughly mix. Turn off heat.
4. Whisk 2/3 cup Veganaise with 1 cup water until smooth with no lumps.
5. Add this mixture to the soup and stir to incorporate.

Serves 4 to 6 people.



## NEW IN THE AISLES

### Aisle 1

- ☉ Napa Valley Naturals Grapeseed Oil, 25.4 oz.

### Aisle 3

- ☉ Tree of Life Grade A Dark Amber Maple Syrup
- ☉ MuMu Muesli

### Aisle 4

- ☉ Popcorn Indiana Bacon Ranch Popcorn and Buffalo Cheddar Flavor
- ☉ O.N.E Coconut Water Kids 8 packs, Organic Raspberry Flavor
- ☉ Snackimals Peanut Butter and Double Chocolate Cookies
- ☉ New Wave Enviro Designer Shower Filter

### Aisle 5

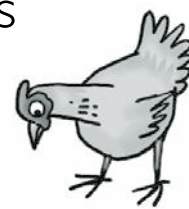
- ☉ Badger Massage Oil Sweet Orange, Lavender, and Ginger varieties
- ☉ Badger Body Oils—Unscented, Vanilla, Orchid and Damascus Rose
  - ☉ Silica Drops, 2 oz.
  - ☉ E3Live Brand E3AFA
  - ☉ Dr.'s Best Lithium Aspartate
  - ☉ Dr.'s Best L-Tryptophan Powder
  - ☉ Nature's Way Kelp
  - ☉ Twinlab Amino Fuel Liquid Orange
- ☉ Solgar Cal Mag + D3 Organic Vanilla, Strawberry or Blueberry

### Books

- ☉ *The Enlightened Heart* by Stephen Mitchell

## Eggs-ploring the local offerings of Pittsburgh:

### A collaborative look at what came first.



by Claire Westbrook with Elizabeth Schandelmeier Gilgunn (of Slow Cooked Pittsburgh)

Of course, I'm not exactly sure I believe that the egg came first, but given all the information that's out there regarding evolution, well, let's just say that I'm more than convinced that two probably very chicken-like birds, a long time ago, came together and produced what was born to be, from that day forward, a chicken. But it doesn't matter which came first. I'm just happy to have both chicken and egg now.

What I'm also happy about is that I have the knowledge of a local chef, Elizabeth Schandelmeier Gilgunn, to share with you about all things egg-y for this article AND such a wide variety of eggs to choose from whenever I shop at the Co-op. Granted, it took me a little while to sort through all the labels to be able to present to you, the possibly befuddled-at-the-labeling-of-available-eggs shopper, an informative article that will allow us all to be that much more satisfied with what our hard earned money is being spent on.

We'll start with an explanation of classification, as you've probably noticed, most of (if not all) of the eggs that are sold locally are NOT classified. This means that the eggs have not been inspected or processed in a USDA facility and are (as defined by the USDA) “the general run of edible eggs sold by a producer directly to a consumer, which have not been candled, sorted or graded.” In this case, is class important? Absolutely not. What's important is that you know your farmer and how they raise their hens. But classification does tell us something about eggs, and that is that there are four grades: AA, A, B and Dirty. Egg classification is a USDA quality control measure based on the quality of the shell (color, cleanliness, shape, texture, ridges, thickness) and the quality of what's inside the shell (size of air cell, texture/appearance of the egg white, yolk quality and existence/size of blood spots). Notice the next time you're shopping somewhere where classified eggs are available, see any B's or Dirty's? Nope—and you shouldn't since AA and A are the only kinds that make it to market. But it does make me wonder where those B's and Dirty's end up...

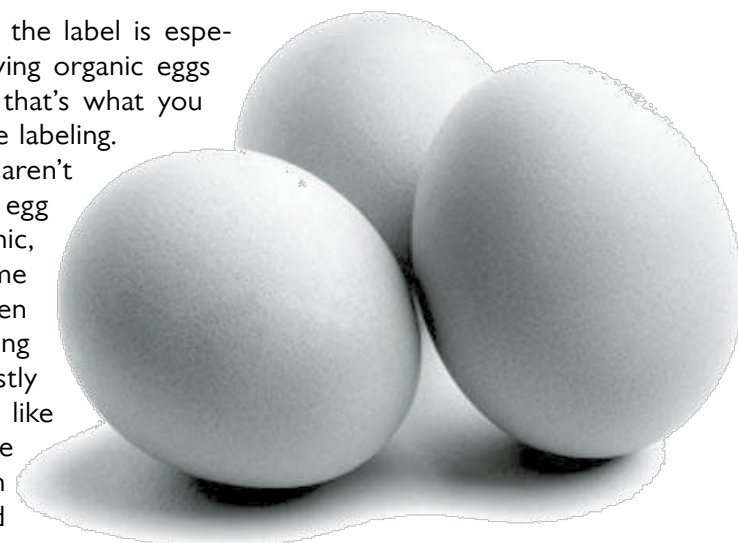
So what is the difference with free-range, organic, grain fed, and pastured, among other things? With regards to labeling that smaller farms put on their egg cartons it is to everyone's advantage that transparency is utilized about how the hens that are laying the eggs you're about to eat are raised. For example, for those who have severe allergies to soy, even eating an egg (no soy there, right?) that came from a chicken that was fed soybean as part of a grain diet could potentially create a reaction. So looking at the label that says “grain fed” could be especially important in that situation.

Paying attention to the label is especially important if buying organic eggs is your goal because that's what you should look for on the labeling.

Unfortunately, they're aren't many organic, local egg suppliers, and by organic, I mean eggs that come from hens that have been fed organic feed along with the other mostly well known standards like that land needs to be organic for a minimum number of years and there should be little to no antibiotics used. A standard

I didn't know about is that the chickens must not have molting induced, which in conventional egg farming is practiced to increase egg production and limit the time that egg laying is halted. Molting naturally can take 4-6 weeks and doesn't include starving the chicken, as forced molting does.

If you're at your wits end whenever you're checking out all the varieties of eggs in the cooler, I was informed by **Fran Bertonaschi** (the Co-op's egg buyer) that a guide to the eggs that the Co-op offers is in the works for customers that will streamline the major differences of how farmers are raising their hens to make it easier when selecting the egg that's right for you. And while the Co-op does deal with eight different farmers that do offer everything from organically-raised (Schmucker's) to soy-free (Green Circle), you may still be able to find even more variety as local farmers' markets and CSAs kick into gear in the next month or so. In the meantime, for more eggs-celent insights and recipes on the incredible edible, go to [www.slowcookedpittsburgh.com](http://www.slowcookedpittsburgh.com).





# IN YOUR COMMUNITY, ON YOUR PLANET

## How did THAT get on my plate?

by Theresa Sabatini

The development of Genetic Engineering (GE) in science and its movement through the legal and political marketplaces reads like a something out of Hollywood. From the hijacking of farm subsidies (a topic for another day) to the incestuous ties of legal and political power-brokers with Monsanto and other big business interests, it could double as a conspiracy theory thriller.

Genetic Engineering emerged in science back in the 1970s, and in 1980 the U.S. Supreme Court ruled that genetically engineered life forms could be patented (Diamond v. Chakrabarty). By the 1990s the first GE products were being pushed through a patchwork regulatory system and onto American plates. In 1992 the FDA declared that GE foods were safe for human consumption, and the mid to late 90s saw the approval of Flavr Savr Tomatoes, rBGH (recombinant Bovine Growth Hormone, also known as rBST), and varieties of GE soy, corn, and cotton.

The first Bush administration had ordered the FDA to promote the biotech industry and approve GE foods quickly. So, the FDA created a position for former Monsanto attorney Michael Taylor and appointed him Deputy Commissioner of Policy. In this position, Taylor oversaw the creation of FDA's policy for Genetically Engineered food and pharmaceuticals, and the approval of rBGH. His policy claimed that the FDA was not aware of any differences between GE foods and conventional foods.

But a lawsuit in 1999 revealed 44,000 pages of internal FDA documents detailing the scientific evidence and scientific consensus against GE foods that was known by the FDA during Taylor's tenure. It's public knowledge that the FDA statement about GE foods is, in fact, not true and, as the basis for its approval of rBGH, is scientifically false. How, then, has the FDA approved GE alfalfa, cherry tomatoes, chicory, flax, papaya, potatoes, rapeseed (canola), rice, squash, and sugarbeets in the years since?

Taylor's been a player in GE food policy since the 1970s when he worked as a lawyer for the FDA. His career since has been a series of moves back and forth between the FDA; King and Spalding, a private law firm that represents Monsanto; the USDA; and Monsanto. He became Monsanto's Vice President for Public Policy in 1998 – in other words their chief lobbyist – and now, as of July 2009, serves as the FDA's Deputy Commissioner for Foods, AKA "food safety czar". This is the man now advising the FDA on GE salmon.

Taylor's not the only one in and out of Monsanto and public service. Margaret Miller also played a key role in the approval of rBGH. While Miller worked as a Monsanto researcher she created a scientific report for submission to the FDA proving that rBGH was safe. She wrote the report, and not long before the report was to be submitted, Miller left Monsanto and was hired by the FDA as deputy director of the Office of New Animal Drugs. Her first business at the FDA was to approve the report she had written while employed by Monsanto. And there are many, many more examples as dramatic and unbelievable as this one.



This pattern of conflict of interest between industry and U.S. government regulatory bodies is not isolated to this issue, event, time period, or to the food industry and the FDA. It's widespread. It's legal. And there's no end in sight.

Right now the FDA is considering allowing Genetically Engineered salmon to enter our food supply. They're using the approval protocol developed for veterinary drug approval because that process allows the fish's developer, AquaBounty, to keep their research hidden from the public, treating it as a "trade secret." Back in 2008, the Bush administration created this handy shortcut to keep Congress out of the mix and handle GE foods within an existing legal framework, one not designed to deal with the complexities that Genetic Engineering brings to the table. So I guess we just have to believe that the FDA 1) is honest, 2) is earnest in doing its job, and 3) puts the best interests of the American public first. That's hard to believe given the history of GE food approval. But that's all we get.

What's even harder to swallow is the fact that many biotech industry insiders are on the Veterinary Medicine Advisory Committee (VMAC) advising the FDA on the safety of the salmon. Alison L. Van Eenennaam used to work for Monsanto and now serves as a temporary voting member on the committee. Kevin G. Wells, also added as a temporary voting member, works for Revivacor, a company that genetically engineers pigs. Gregory Jaffe is on the committee as a supposed consumer advocate. But he works for the pro-GE Center for Science in the Public Interest. This man actually filed a complaint to the FDA in 2001 about companies using non-GMO labels. He published an article entitled Questions About Genetically Engineered Animals, where he highlights the benefits of AquaBounty's salmon. There are no experts on allergies or hormones on the committee to address possible health problems and no fish ecologists to help them consider the impact on wild salmon and the environment. Luckily these "frankenfish" have not yet been approved.

So we need to act now, before they're approved. Please go online to sign petitions at [http://org2.democracyin-action.org/o/6236/p/dia/action/public/?action\\_KEY=42](http://org2.democracyin-action.org/o/6236/p/dia/action/public/?action_KEY=42) and [http://action.foodandwaterwatch.org/p/dia/action/public/?action\\_KEY=5888](http://action.foodandwaterwatch.org/p/dia/action/public/?action_KEY=5888). And tell your friends to do the same.

We're in the planning stages, here at your East End Food Co-op, of an initiative against Genetically Engineered foods. Look for information on that in the coming months in *The Co-operator* and at the Co-op store. Very soon we'll have **Stop the Frankenfish** postcards at our registers for you to sign. We'll collect and mail them, so ask for them when you're checking out.

Jeffrey Smith of the Institute for Responsible Technology is the world's leading expert on Genetic Engineering, and, while I've read widely on this topic, he covers all of this ground and provides extensive bibliographies at [www.responsibletechnology.org](http://www.responsibletechnology.org).

## Manchester Farms

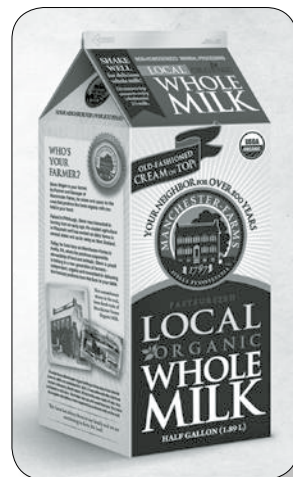
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Manchester Farms, located in Avella, Pennsylvania, is one of the oldest working farms in the U.S. It has been in the Manchester family since Isaac and Phebe Manchester and five of their twelve children moved from Newport, Rhode Island, and bought the property from Captain Samuel Tetter in 1797.

Dairy, beef, pork, eggs, grains, fruits and vegetables, and flowers have all been raised and grown on the farm since Isaac and his family arrived. The family tradition of raising organic, steroid and antibiotic-free dairy cows continues today.

Manchester Farms helps satisfy the public's growing desire for locally grown, organic foods. Their milk is locally produced in the Pittsburgh area, and still comes the old fashioned way—with the cream on top. It's like a two-for-one product; cream can be shaken into the milk or poured off for coffee or desserts. The milk left over will be the 2% variety. It's also a Kosher product.

Look for Manchester Farms products in the cooler at East End Food Co-op, and find more about their history, photos, and recipes at [www.manchester-farms.com](http://www.manchester-farms.com).



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## un-classified ads

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**PITTSBURGH MOBILE YOGA.** Let me bring Yoga to you! Private and small group instruction in your home. For information: [www.pittsburghmobileyoga.com](http://www.pittsburghmobileyoga.com) or 412-225-1452.

**PITTSBURGHECOTOURS.COM** — Explore the best of Pittsburgh's East End parks, businesses, food, museums, architecture, history, lovely neighborhoods, culture & art in a 5-6 hour guided walking tour. No cars!

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# Free Yoga for Shoppers on Members Day!

Come in your street clothes for 15 minutes of gentle chair yoga. This Yoga Is My Health Insurance session is great for all body types and mobility levels.

Sessions begin in the Gemini Theater at 12:00pm, 12:30pm, 1:00pm and 1:30pm.

Yoga Is My Health Insurance is dedicated to improving health and wellness through partnership, community development and education.

## YOGA IS MY HEALTH INSURANCE

John Moore, Musician  
Pittsburgh Symphony Orchestra  
Photo credit: Laura Petrilla



**GENERAL MANAGER**  
Rob Baran

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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*  
Aaron Young, *Produce Manager*  
Kara Holsopple, *Marketing and  
Member Services Manager*  
Allisyn Vincent, *Front End Manager*  
Thomas Murphy and Amber Pertz,  
*Café Managers*

### EAST END FOOD CO-OP

7516 Meade Street  
Pittsburgh, PA 15208  
Store 412.242.3598  
Café 412.242.7726  
Credit Union 412.243.7574

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



# THE CO-OPERATOR

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

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

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

WRITE TO US ... We welcome letters to the editor!  
 Send your message (250 words or less) to:  
 Kara Holsopple, Member Services, East End Food Co-op,  
 7516 Meade Street, Pittsburgh, PA 15208.  
 Or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

## SUBMISSION DEADLINES

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

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

# STAFF NEWS

East End Food Co-op Cafe has hired two new employees, **Chad Mosesso** and **Corey Griffith**.

Staying active, getting his hands in dirt, and being outdoors are some of the things Chad Mosesso loves best. A favorite saying is, "Meditate...then Celebrate." Chad has worked on an organic farm and farmer's market, and helped open a new vegetarian/vegan café in Asheville, North Carolina.

And long-time vegetarian Corey Griffith enjoys cooking, running and attending art events. Welcome Chad and Corey!

And we say goodbye and good luck to **Doug and Jessica Johnson** (and their son), as they start a new life in Maine. As we say here at the Co-op, "We thank you very kindly for your good, good service!" Doug and Jessica have contributed so much to our Co-op—we will miss you both!

## Employee of the Month

**Congratulations to Jackson O'Connell-Barlow, our Employee of the Month for February 2011**

Interview by Jessica Johnson

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

**A.** Since August of 2010. I'd been volunteering at the Co-op for about a year prior to that.

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

**A.** The lovely individuals & nourishment that inhabit the place.

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

**A.** Well, on several occasions I've proposed that the staff break room should be transformed into my own private sauna and classic pinball arcade. A "me" space to facilitate the achievement of optimum alpha brain waves before working a shift. Like all revolutionary ideas, it has had its share of detractors, but with the "Employee of the Month" title securely under my belt, anything is possible.



*This ad space could be yours!*



For advertising rates and details, call Kara at 412.242.3598, ext. 103.

Or e-mail [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)



# DID YOU KNOW...

... that **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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# BULLETIN BOARD



## spring classes

THURSDAY, MAY 5, 7 PM

### Better Life Through Better Posture

With Eddie Shaw

Find yourself hunched over more often than not? Find out how to prevent your poor posture from negatively affecting your back and neck, and causing other health problems in years to come.

Learn some basic exercises, and how breathing and stretching can help improve your posture and your quality of life.

Eddie Shaw is a local massage therapist with eleven years experience, specializing in relaxation and deep tissue massage.

The cost of this class is \$10, payable at the door.

THURSDAY MAY 12, 7 PM

### Healing Foods

With Rosemary Traill, Natural Health Food Counselor and Cooking Instructor

The newest USDA Food Pyramid guidelines recommend that plant foods make up at about 2/3 of our diet, but what are these foods and where do you find them?

Join Rosemary Traill, Natural Health Food Counselor and Cooking Instructor for a FREE mini-tour of the East End Food Co-op and a discussion of the healing properties found in whole grains, such as brown rice, barley and millet. Hear about beans as well as the soybean products, including tofu, tempeh and miso. Learn about the nutritional value of leafy green vegetables including kale, bokchoy, Chinese cabbage and collard greens. Sea vegetables will also be covered in this very interesting and informative class!

There is a \$5 donation at the door for this presentation.

TUESDAY, MAY 17, 7 PM

### Staging Your Home for Sale Using Feng Shui

With Priscilla J. Kaden, Realtor, Coldwell Banker, Squirrel Hill and Feng Shui expert Donna Rossa

Marketing strategies using search engines on extensive, multiple websites are proven to bring pre-qualified buyers to your home. Priscilla Kaden will explain how her unique marketing tools could also bring interested buyers to your home within minutes using "lead router." But when realtors bring buyers to your home, will they sense a positive "energy" and flow?

Learn tips on clearing clutter from your home, and create the positive energy you want in your home which attracts buyers. And learn how to use accessories to enhance each room in your home, and how to show off their best features.

In addition, learn how the ancient Chinese aesthetic practice of Feng Shui can create balance and harmony that buyers will love and feel connected with.

THURSDAY, MAY 19, 6:30-8 PM

CELEBRATE THE RAIN!

### Rain Barrel/Watershed Workshop

Presented by the Pennsylvania Resources Council

PRC's Watershed Awareness/Rain Barrel Workshop will raise your awareness of watershed issues, demonstrate how to assemble and install a retrofitted 55-gallon drum/rain barrel, and offer other rainwater harvesting options. Participants will receive the necessary hardware (not the barrel) to assemble and install a rain barrel for rainwater harvesting and on-site usage.

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

Cost is \$35 per person or \$45 per couple. For more information and/or to register call Nancy at (412) 431-4449 x247.



## May 2011 ... hot bar specials

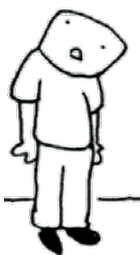
sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Chef's Choice	2 Coconut Curry Eggplant	3 Spicy Red Tempeh	4 Burrito Bar	5 Tofu Turkey w/ Mole	6 Pizza Dairy & Vegan	7 Curried Pea Quiche w/ Tomato Chutney
8 Chef's Choice	9 Nacho Mac & Cheese	10 Charmoula Seitan & Potatoes	11 Indian Kitchen	12 Sausage & Mushroom Lasagna	13 Pizza Dairy & Vegan	14 Garden Vegetable Tofu
15 Chef's Choice	16 Chickpeas, Green Beans, Corn & Spelt w/ Feta	17 Kung Pao Tofu	18 Stir Fry Bar	19 Red Lentil Stew w/ Vegetables	20 Pizza Dairy & Vegan	21 Seitan Stroganoff
22 Chef's Choice	23 Mean Green Pasta	24 BBQ Seitan	25 Country Kitchen	26 Mango Mojo Tempeh	27 Pizza Dairy & Vegan	28 Chickpea Curry
29 Chef's Choice	30 Memorial Day Café Closed	31 Cassoulet				

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

## MEMORIAL DAY HOLIDAY STORE HOURS

MONDAY, MAY 30, 2011

STORE: 8 AM-5 PM CAFÉ: CLOSED



### CO-OPERATIVE HELP WANTED!

#### Interested in a job at your Co-op?

Visit our website,  
[www.eastendfood.coop](http://www.eastendfood.coop),  
for the latest listings.

Click on "employment" at the menu at the bottom of the screen.

## ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

FIRST FLYER RUNS FROM  
**WEDNESDAY, APRIL 27 TO  
TUESDAY, MAY 10**

SECOND FLYER RUNS FROM  
**WEDNESDAY, MAY 11 TO  
TUESDAY, MAY 31.**

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PRICE!

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OR IN THE NEWS FEED ON  
OUR WEBSITE —  
[www.eastendfood.coop](http://www.eastendfood.coop)



## spring classes, cont'd

THURSDAY, JUNE 2, 6:30-8:15 PM

### Backyard Composting!

With the Pennsylvania Resources Council

Your our garden is calling — answer its call 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 \$50 per person or \$55 per couple.

Participants will receive one composting bin with each registration. For more information, visit [www.prc.org](http://www.prc.org). Register online, call 412-488-7490, ext. 226, or email [prccompost@ccicenter.org](mailto:prccompost@ccicenter.org).

THURSDAY JUNE 9, 6:30PM

### Food for Life Introductory Cooking Class

With Janet Mckee, HHC, AADP

Sponsored by PCRM (Physician's Committee for Responsible Medicine) and their subgroup, The Cancer Project.

This cooking class will teach you about foods that prevent and reverse disease, help to balance and lose weight naturally, and promote energy, vitality and well-being.

The cost of this class is \$15 at the door, and includes a light meal.

THURSDAY, JUNE 16, 6:30 PM

### Worm Composting Workshop

With Pennsylvania Resources Council

Worm your way into composting with one of nature's most efficient recyclers, the lowly earthworm. Worm composting is an easy way of recycling organic kitchen waste into a valuable and nutrient-rich soil fertilizer. Learn about the benefits of composting with worms. Each participant or couple will be provided with a bin, instructions, and worms. You will go home with a complete, ready to use vermiculture system! It's easy, fun, odorless and produces a great soil additive! Class participants will learn how to house, feed, harvest and care for their own worms.

The cost is \$45 per person, \$55 for couples. To register go to <http://www.zerowastepgh.org/ZW-PRC-byvc.html> — Or call the compost hotline at 412-488-7490 X 226.

THURSDAY, JUNE 23, 7 PM

CULINARY MEDICINE, PART THREE

### Fermented Tea and the 5th Annual Kombucha Brewfest

With Deborah Uttenreither, CHC, AADP of LIFEFUEL Nutrition

The fermented tea called Kombucha is detoxifying, healthy and delicious. Learn the health benefits and the ancient craft of making it at home. It's both fun and easy. If you are already a brewer, please come with your experience and samples of your brew. Kombucha samples and Kombucha making scobys and kits will be available.

## café hours

### daily

JUICE BAR  
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

SHOP CO-OP EVERY DAY — 8 AM - 9 PM / 412-242-3598 CREDIT UNION — WED 6 - 8 PM / SAT 11 AM - 3 PM / 412-243-7574