

May 2012

Volume 23: Issue 5

# THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

## STORE NEWS

### MEMBER BONUS!

Get 10% off the order of your choice, now until June 30, 2012.

The next quarter goes from July 1, 2012 through September 30, 2012.

### BOARD OF DIRECTORS

#### MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

The next meeting will take place on Monday, May 21 at 7pm.

Check out the weekly deals for

### MEADE STREET MADNESS

on our website:

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

### CO-OP ORIENTATION

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

Call 412.242.3598 ext. 103 to register.

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#### SPECIAL INSERTS:

5/2 - 5/15 CO-OP DEALS  
5/16 - 5/29 CO-OP DEALS

### EAST END FOOD CO-OP

7516 MEADE STREET  
PITTSBURGH, PA 15208  
412-242-3598  
[www.eastendfood.coop](http://www.eastendfood.coop)

## The Plants Issue!

*Japanese Knotweed as Food and Medicine. If You Can't Beat It, Eat It.*

by Melissa Sokulski, L.Ac.

Japanese Knotweed (*Polygonum Cuspidatum*) is rarely anyone's favorite plant. In fact to most people it's an eyesore. It's terribly invasive, talking over hillsides, parks, even lawns, killing plants all around it. Its strong root system can destroy building foundations and other structures.

Native to China, Japan and Korea, it is considered invasive in Europe, North America even Japan. The World Conservation Union considers it to be one of the world's most invasive plants.

You will find it all long roadsides and hillsides around Pittsburgh. People liken it to bamboo because of its jointed hollow stalk but it is more closely related to buckwheat, another *Polygonum*. Honeybees love its white flowers and turn it to a rich honey similar to buckwheat honey.

The stalk is green, mottled with red. The heart shaped leaves are often reddish green, especially when first coming up from the ground. In Pittsburgh it usually emerges mid April but this year was early; we began harvesting at the end of March.

Here's some good news: young Japanese Knotweed stalks are delicious and nutritious. Crunchy, juicy and tart, it makes a great roadside treat on a warm May day. If you can still find some young tender stalks before they branch, become woody and flower, you have found yourself a wonderful treat. Simply break off a stalk, remove the leaves, peel back the red spotted skin if it seems tough and enjoy.

The stalks can be steamed like asparagus, and though the texture is similar the taste is sour and lemon-like. Try steaming the stalks in a covered pan with crushed garlic, tamari and a little water, then tossing with sesame seeds and serving over quinoa.

The lemon flavor of Japanese knotweed combines wonderfully with sweet

tastes. I love juicing the tart stalks with apples. You can bake chopped Japanese knotweed with apples in your favorite apple pie recipe or replace for rhubarb for a strawberry knotweed pie.

Japanese knotweed is also medicinal. It contains resveratrol in more concentrated amounts than grapes (the reason given for red wine being good for you.) Supplement companies are now using Japanese knotweed rather than grape skin for their supplements. Resveratrol is known to be anti-aging, benefiting the heart and brain. It has also been used to fight cancer and aid in weight loss.

One of the most exciting recent uses of Japanese knotweed is as preventative and treatment of Lyme disease. In the book *Healing Lyme*, Stephen Harrod Buhner discusses how he healed his Lyme disease using, among other things, Japanese knotweed.

The roots of knotweed are especially concentrated with resveratrol so get out your shovels and do your part in controlling this invasive species. The roots are tough and orange-yellow. They are best dug as medicine when the plant is not flowering, in the early spring and late fall even into winter if the ground is not frozen (look for old woody hollow stalks of the plant, or where new shoots are appearing.)

To make a tincture clean and chop roots to fill a glass jar. Then fill the jar again with 80 proof (40% alcohol) or 100 proof (50% alcohol) vodka, making sure all the plant is covered so it will not mold. Cover the jar and let sit for six weeks out of the sun, shaking often to help the alcohol extract the medicine from the plant.

There are no poisonous look-alikes however it is worth mentioning that the deadly poison hemlock also has a green stalk mottled with red/purple spots. The poison hemlock stalk is not



jointed, not hollow, and its leaves are feather-like and similar to leaves of carrot, unlike the heart shaped leaves of Japanese knotweed.

A great resource for information about using wild plants as food and medicine is our website [www.FoodUnderFoot.com](http://www.FoodUnderFoot.com). You will find recipes, pictures, videos, free ebooks and much more including our free newsletter. We also offer wild edibles walks around the city, the schedule is posted on our website.

Have fun, harvest with care, and make a dent in an invasive species by enjoying Japanese knotweed to the fullest.

**Melissa Sokulski** is an acupuncturist, herbalist, and yoga instructor at the Birch Center for Health in Pittsburgh's south side. Information can be found at [BirchCenter.com](http://BirchCenter.com). She also runs [FoodUnderFoot.com](http://FoodUnderFoot.com), a website about using wild plants as food and medicine. She can be reached online at [Melissa@FoodUnderFoot.com](mailto:Melissa@FoodUnderFoot.com).

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. The next meeting will take place on Monday, May 21 at 7pm.



Dated Materials — DO NOT DELAY



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bottom line with the board

Living our Ends: What it means to be Member-Owned  
by Cortney Seltman

As a new co-op Board Member writing about member ownership, I wanted this first article to be a blank space, magically able to act as a listening booth and collection area for YOUR thoughts and your stories. I envisioned you sitting down with this paper, reading the latest co-op news, and then taking a few moments to speak or write or draw in this magical space about what you love about our co-op, what you'd love to see happen as we grow together as a community, or whatever else you want to say about the way things are or the way you want them to be.

One of our jobs on the Board is to help hold the vision and values of the co-op, ensuring we are meeting our organizational mission (our ends policy) and determining what to prioritize for the future.



EEFC Ends Policy:  
"East End Food Co-op, 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 these ends."

By definition, all co-operatives are owned and operated by and for their members. Though the methods of governance and structures of membership differ throughout the food co-op and greater co-op community, the underlying principle is the same. Co-op members own the organization and co-op owners are always the members. Our East End Food Co-op is no exception.

Who owns the East End Food Co-op?

You do. I do. And (as of 2/12) 15,029 other people, too. [Of 15,031 total members, 9,634 of us are classified as "active members"] Some friends of yours, no doubt, and others you've never met, including 369 new members so far this fiscal year.... Welcome! Together, we've invested over a million dollars in the co-op through membership shares. And we've supported and helped the co-op grow in a variety of ways- as staff, volunteers, eaters, shoppers, farmers, and food producers.

How do 15,031 member-owners work together to operate our co-op?

In many ways! We shop here. We build community here. Through the co-operative

principles of one membership = one vote and democratic member representation, members elect other members to serve on the Board of Directors. The Board is responsible for hiring and supporting a General Manager to run the day-to-day operations of the co-op. The Board is also charged with upholding co-operative principles while ensuring the sustainability of the co-op as an organization and a business.

SING OUT! Let your voice be heard

As Directors on the Board, we can't be accountable to you as Members and Owners unless we know what you think, want and believe. We are limited as a community only by our imagination, our creativity, our engagement and our resources. The Board Member Linkage Committee is always seeking members to join us to discuss how to strengthen our member connections and to help steer Board action and priorities. Please be in touch with the Board if you're interested in joining us.

Put on YOUR visionary owner/member cap. What do you most care about with our co-op? What do you envision our co-op looking and feeling like in 5 years? 10 years?

How will we be living our ends then? Are there emerging community needs that you think we should be addressing?

Please speak up. Come to a Board Meeting (meeting times and places posted in the store). Email us: [boarddir@EastEndFood.coop](mailto:boarddir@EastEndFood.coop). Post on the EEFC facebook page.

Without you, me, and 15,029 of our friends and neighbors, there is no co-op. Without active participation and voices from each of us, there is no democratic or cooperative member control. I'm honored and inspired to be a part of the co-op's community today and excited to witness what we will become. With the extreme disparities of wealth and power in our country and the current language and divide between the 99% and the 1%, I am proud to be a part of an organization where 100% of members are owners. Where we can live out the reality that 100% of us are in this together, sharing risk, responsibility and joy. Together challenged to support and nourish our bodies, our families, our neighborhoods, our city, and our land and resources. Thank you for co-owning this organization with me.

Introducing...  
THE EVERYDAY LOW PRICE PROGRAM!

Look for purple tags throughout the store for low prices on dozens of your favorite staples, including:



- Tree Of Life Frozen Organic Vegetables - 16 Oz.
- Veg Spinach Chopped Org
- Tree Of Life Organic Mustard
- Mustard Yellow Sqz Org
- Mustard Dijon Org
- Mustard Stone Ground Org
- Mustard Yellow Org
- Tree Of Life Organic Ketchup
- Ketchup Sqz Gfwf Invtrd O
- Tree Of Life Organic Pickles & Relish
- Pickle Relish Swt Org
- Pickle Whl Dill Kosher Or
- Pickle Bread & Butter Org
- Pickle Chip Dill Kosher O
- Tree Of Life Canned Beans
- Bean Black Org
- Bean Garbanzo Org
- Bean Red Kdny Drk Org
- Bean Great Nrthn Org
- Bean Pinto Org
- Bean Chili W Sce Org
- Tree Of Life Organic Crackers
- Cracker Golden Lf Org3
- Cracker Vegetable Org
- Cracker Herb N Garlic Org
- Cracker Tstd Onion Org
- Cracker Sesame Flx Sd Org
- Tree Of Life Organic Microwave Popcorn
- Popcorn Micro 3Pk Org Lt
- Popcorn Micro Btr 3Pk Org
- Tree Of Life Organic Apple Cider Vinegar
- Vinegar Apl Cdr Org
- Vinegar Apl Cdr Unfltr Or
- Tree Of Life Organic Apple Sauce
- Applesauce Unswtnd Org
- Applesauce 4Pk Cnnmn Org
- Applesauce 4Pk Unswtnd Or
- Applesauce Cnnmn Org
- Tree Of Life Oils
- Oil Coconut Org
- Oil Avocado
- Oil Sesame
- Oil Almond
- Oil Macadamia Nut
- Oil Walnut
- Tree Of Life Tofu
- Tofu Firm Vacuum Org
- Tree Of Life Almond Milk
- Bev Almond Orgnl
- Bev Almond Orgnl Unswt
- Bev Almond Vnlla
- Bev Almond Vnlla Unswt
- Tree Of Life Orange Juice
- Juice Orange No Plp Org
- Juice Orange Calcium Org
- Tree Of Life Cookies
- Cookie Wfgf Macrn Quinoa
- Cookie Wfgf Pnut Bttr
- Cookie Wfgf Ginger
- Cookie Wfgf Shrtbrd
- Tree Of Life All Natural Fruit Concentrates
- Juice Concrnt Unswt Blk Ch
- Juice Concrnt Unswt Cranbe
- Juice Concrnt Unswt Cranbe
- Juice Concrnt Pmegrnte
- Juice Concrnt Unswt Blk Ch
- Juice Concrnt Pmegrnte
- Juice Concrnt Unswt Grape
- Juice Concrnt Unswt Con Gr
- Tree Of Life Organic Fruit Spreads
- Fruit Spread Strawbry Org
- Fruit Sprd Bluebry Org
- Fruit Spread Grape Org
- Fruit Spread Raspbry Org
- Fruit Spread Cherry Org
- Fruit Spread Apricot Org
- Tree Of Life Organic Nut Butters
- Nut Bttr Tahini Sesame Org
- Nut Bttr Raw Almnd Crmy O
- Peanut Bttr Creamy Org
- Peanut Bttr Ns Creamy Org
- Peanut Bttr Crunchy Org
- Peanut Bttr Ns Crunchy Org
- Tree Of Life Organic Raisins
- Raisins Org
- Raisins 1.5Oz Org
- Tree Of Life Syrup & Molasses
- Syrup Maple Grda Glz Org
- Nectar Agave Amber Org
- Nectar Agave Light Org
- Tree Of Life Honey
- Honey Orange Raw
- Honey Raw Wildflower
- Honey Alfalfa Raw
- Honey Clover Crmd
- Tree Of Life Olive Oils
- Oil Olive Xvrgn Org
- Tree Of Life Broth
- Broth Chicken Org
- Broth Chicken Ls Org
- Broth Vegetable Org
- Tree Of Life Dried Fruits
- Fruit Banana Chip Sweet Org
- Fruit Blueberry Dried Org
- Fruit Date Medjool Cal Fncy Or
- Fruit Fig Black Mission Org
- Fruit Fig Calimyrna Conadria O
- Fruit Raisin Thomp Selec Org
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- Usa.Nut Almond Raw Whole Org
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- Usa.Nut Cashew Whl #180 Raw Or
- Usa.Nut Cashew Pcs Raw Fancy O
- Nut Cashew Whl #180 Rs Org
- Seeds Flax Org
- Nut Soy Dry Rstd Ns Org
- Nut Soy Dry Rstd Slted Org
- Seeds Sunflwr Hltd Raw Org
- Tree Of Life Snacks
- Raisin Dark Choc Org
- Trail Mix Org
- Seeds Quinoa White Org

5% Wednesday News

Thank you! You helped raise over \$1100 for **Habit for Humanity of Greater Pittsburgh** on Wednesday March 28! This donation will go towards their Veterans Housing Program to help support our veterans



in greater Pittsburgh to have safe, decent housing. Next up — **TreeVitalize Pittsburgh** on Wednesday May 23! 5% of sales benefits this partnership to restore tree cover in the Pittsburgh region. Shop Co-op!





#### 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

*For many years I have appreciated the Co-op using washable cups. It is very disappointing to see the move to plastic cups for H2O. If anything, we need to use more to washable, not less. Please reconsider even if a bit time consuming. Thanks!*

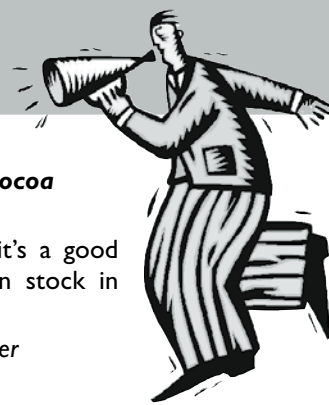
Thank you for your concern. We do provide washable BPA-free plastic cups in the Co-op Café. We also provide plastic to go cups for customers. We will purchase more washable cups so they stay stocked throughout the day. Thanks!

— Thomas Murphy, Café Manager

*Please order Organic Dagoba Cocoa Powder.*

Thanks for the request — it's a good product. We now have it in stock in Aisle 2.

— Maureen Girty, Grocery Buyer



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

## book review

### Herbs, Herbs Everywhere!

#### Local Profiles and Book Reviews off all things Herbal

by Claire Westbrook

##### Ola's Herb Shop

As we feel the heat of spring (more like summer this year) arrive, many folks like to fast and/or cleanse their bodies with the foods or herbs that will be most beneficial and this is especially true for Olatokunboh Obasi, who was already starting a juice/broth fast the day before the spring equinox when we met to discuss how it was that she came from Africa all the way to Pittsburgh and what got her interested in herbs and healing.

Turns out, like so many "wounded healers", Ola has had her share of health challenges and has lived to tell the tale....from her upbringing in Africa to her transplantation to Ohio for college and around the East coast learning compounding and ultimately training to become a medical herbalist at the Tia Sophia Institute in Maryland, Ola brings a wealth of knowledge and compassion to her clients in her Morningside location, which is open by appointment only.

More info at: [www.nourishingbotanicals.com](http://www.nourishingbotanicals.com)

##### Environmental Transformation, LLC

Alan Banks is a landscape architect who's commitment to being as sustainable as possible includes keeping chickens and pygmy goats to help make the compost for the organic herbs he's been growing in recently purchased greenhouses that were next to his business in Glenshaw. At the time of this writing the herbs that he's growing, some of the most common variety like sage, rosemary, thyme, tarragon, and basil were fully underway even though the Co-op hasn't had as much variety over the past winter which is why you may not have seen these packaged items just yet.

The company gives a percentage of their profits from the sale of their herbs to women's and children's centers which is one more reason to support their business and while they're not certified organic, like so many local growers who practice full circle sustainable organic growing methods, Banks and his 4 year old daughter can be found on any given day picking various critters off the herbs in the greenhouses in their efforts not to use any sort of insecticides.

More info at: [www.etlandscape.com](http://www.etlandscape.com)

##### A Kid's Herb Book – For Children of All Ages

By Lesley Tierra

I picked up this book quite a number of years ago and it's been a favorite in the house ever since. Accompanied by the charmingly illustrated Mr. Greenleaf, A Kid's Herb Book transports one to the magical (and practical) world of plants. With recipes for making marshmallows and other yummy treats to songs and stories for everyone, Ms. Tierra covers all the bases when it comes to how plants got their names, differentiating between herbs and weeds, and delving deeply into 16 of the most commonly helpful herbs like Yarrow, Mullein, Fenel, and Elder. A must get even if you don't have kids!

##### Edible Wild Plants

By Lee Allen Peterson

If you haven't already been out foraging for Violets, Garlic Mustard, Knotweed, or Nettles then you may want to get out your trug and walking shoes and prepare yourself for an urban adventure. Yep, that's right, here in the city (and in your own backyard, if you have a yard) there are more things to eat than you can imagine. And Edible Wild Plants is a great companion to have with you since it includes a 30 page color plate section to give the wild explorer clear images with which to compare their finds to. Another helpful component of the book's layout is the color coded (for the colors of the plants or flowers that is) aspect in the first section and everything has symbols with explanations like whether something may be good for pickling or making into a tea. Great for the layperson or even more experienced picker, Edible Wild Plants is one that you won't want to leave home without this season!

If you're interested in taking part in local wild edible walks be sure to check out two of the area's most popular organizations for a listing of their scheduled events.

[www.foodunderfoot.com](http://www.foodunderfoot.com) and [www.wpamushroomclub.org](http://www.wpamushroomclub.org)

Happy Herbing!

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





# THE FOOD YOU EAT

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



Vegetarian meals sometimes get a bad rap for being light on the "fill-er-up" factor. This soup knocks that myth out. It's a quick week night meal that leaves bellies full and smiles on faces. Serve it with a side salad and crusty bread, or soft, whole wheat rolls. You can also doll it up with extra veggies or spices. Roasted red peppers are a natural, or try a pinch of curry. Enjoy!

### Co-op Café Creamy Cashew Cauliflower

Serves 4 — 6

#### INGREDIENTS

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

#### INSTRUCTIONS

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

## Let the Tomato Times Roll!

By Bob Madden (<http://www.mygradendreams.com>)

It is time to make space in our lives and gardens for the sun worshipers: tomatoes, peppers, and eggplants. They are part of the great family of the Solanaceae (Nightshades). Tomatoes and peppers have been part of the diet of people in South, Central, and North America for at least 6000 years. Both were brought back to Europe by 15th century explorers and have since reached the far corners of the globe and the culinary spectrum. Eggplants are from Asia, and are a far off cousin with a long history. This family, called nightshades, also includes husk cherry, tomatillo, potato, tobacco, and petunias. Around here, we have a few tenacious invasive plants that are also nightshades.

In the garden, they all generally love full sun, air flow, a support structure and regular water (roughly 1" on a hot day). If you want to plant early, be prepared to cover the plants at night if it is going to get below 40 degrees (to be safe). For healthy plant and fruit production, it is best to give plants a balanced fertilizer when planting. In the middle of summer, you can increase your yield by sprinkling a few handfuls of fertilizer mixed with compost, in a doughnut shape around the stem (not on the stem). However, what's even more productive than fertilization, is early and late flower pruning. When nightshades are young in the spring, I pick off the flowers so that the plants focus on root and stem growth. This ensures that they are strong and ready to produce a lot. Similarly, in September, I pick off MOST of the flowers. This will focus the little bit of time and energy (diminishing light) to fruit production. Lastly, I owe everything to mulch. I tell everyone I meet: these plants really appreciate a good mulch (3-5 inches of shredded leaves, grass clippings, and/or straw).

#### TOMATO - ALL SIZES AND SHAPES!

The beautiful succulent heart of warm weather gardening, farming and eating is here! I think of garden grown tomatoes as the symbol of fresh local eating and living. This is probably because it is the vegetable that people turn their noses up at the grocery store, when it is off season.

**Origin:** In Barry Estabrook's book, *Tomatoland*, I learned about tomato's ancient relatives that are still living in an extremely dry desert in Peru. Spanish explorers would later take cultivated seeds from people in Mexico. Once they hit Europe, they took awhile to catch on, but eventually made its way into the heart of Italian cooking.

**Name Origin:** Tomatl, a Nahuatl (Aztec) word for round, plump, or swelling.

**Garden Tips:** Unlike other nightshades, tomatoes benefit from burying the plant deep in the ground when planting it. Cherry tomato plants generally grow out of control! (It's their wilder nature.) I like to place them near a fence, a tree, or balcony for added support.



**Sweet and Hot Peppers:** I like to think of these as tomatoes' more-reserved yet sassy cousins.

**Origin:** The Chile Pepper Institute states that pepper relatives still live in Brazil and were originally spread further by birds. Evidence shows that people have enjoyed the fruit since 7500 BC, and it was one of their earliest known food sources on the continents.

**Name Origin:** The name "Pepper" actually goes back to Columbus's mis-perception that he was in India seeing a relative of black pepper (*Piper nigrum*). Chile (as it is traditionally called) comes from the ancient Nahuatl (Aztec) term Chilli, meaning red.

**Garden Tips:** Peppers love the heat, so plant them in your sunniest spot. Place it next to a driveway, sidewalk, windbreak or sunny wall for added growth. Also, hot peppers can be made hotter by reducing water for a few days before picking.

**In the Body:** Green peppers are under ripe peppers that haven't turned red or another color. Fully ripened peppers have three times the amount of Vitamin C as do green. I pick sweet peppers with a little bit of green, because once they fully turn color they can quickly spoil or be nibbled. I love to make hot sauce to preserve hot peppers. It also is the best way to adjust the "fire-factor."

**Eggplants:** I would say this is their funky cousin that grew up in a very far off dry and dusty place.

**Origin:** Asia and/or India, roughly 2000 years old. Wild eggplants are still around today and they are a little green ball that has lots of very sharp thorns. Early farmers were able to breed out the thorniness so that we have a variety of bigger smoother eggplant in a variety of colors.

**Name Origin:** When traders first brought eggplants to Europe it was a small white egg shaped variety and the name stuck.

**Garden Tips:** Plant eggplants in the hottest spot, similar to hot peppers. Pick fruits when they are shiny and firm. For higher yields only allow 2-4 fruits to mature at a time.

**In the Body:** Eggplants have a bitter juice in them that can be extracted by treating it with salt. (Look online for instructions.) These are really easy to batter and fry, and they're delicious!

We'll see you next time with the family of Cucurbitaceae which includes cucumbers, squash, and gourds! Thanks!

## Celebrate World Fair Trade Day

May 12, 2012

Your purchase of products from **Alaffia, Alter Eco, Dr. Bronner's Magic Soaps, Equal Exchange, Guayaki Yerba Mate** and **Maggie's Organics** this month helps support Fair Trade and small farmers; a portion of each purchase will be donated to



Learn more about Root Capital at [www.rootcapital.org](http://www.rootcapital.org).

Learn about World Fair Trade Day at [www.fairtraderesource.org](http://www.fairtraderesource.org).



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IN YOUR COMMUNITY, ON YOUR PLANET

We Had a Vegan Cook-Off

By Eryn Hughes, Outreach Coordinator

Being inspired by high quality food competitions taking place all over the world, I wondered when the vegan element would become part of the challenge that I experience everyday when going to restaurants, shopping and in my own kitchen. I thought there might be room to pair healthful food and mindful practices where Veganism could its biggest impact: the food industry domain. When I heard that Penn State Extension was hosting a Local Food Showcase, I realized I had the perfect audience for such a competition.

In order to generate a social buzz, we first ran an online petition where our facebook fans could vote for their favorite recipes and the top 3 recipes became semi-finalists, receiving gift certificates to purchase their ingredients for the preparation of their recipe to be judged by professional Chefs Chuck Kerber (Executive Chef, PittsburghHotPlate.com) and Gail Manker (Ujamaa Collective). All the semi-finalists brought a wonderful spirit and food to the event, and really made it an event to remember. Some highlights for me included: finding out there was a microphone upon my arrival, hearing Anne say that everyone was already a winner - including the animals, learning that Gail Manker wanted to get involved and jumping in as an additional judge at the last minute, and the wonderful meal that I had courtesy of the participants' mobile kitchens. I can't say "Thank you" enough. It is my hope that this contest educated some of the local farm, food distributor and restaurants to include vegan foods in their repertoire. We will continue the effort in future Vegan Cook-offs!!

Here's the winner's recipe:

**WINNER: Mike Elliot's: Southwest Vegetable Burgers**

- 4 Cups Sweet Potatoes, Peeled, Chopped, Large Dice
- 2 Cups Carrots, Chopped, Large Dice
- 2 Cups Celery, Chopped, Large Dice
- 2 Cups Onion, Chopped, Large Dice
- 2 Cups Red Bell Pepper, Chopped, Large Dice
- ¼ Cup Extra Virgin Olive Oil
- 1 tsp Sea Salt
- ¼ tsp Black Pepper, Freshly Ground

Combine the above ingredients and bake on a parchment lined sheet pan for 40-45 minutes at 400 degrees.

- 2 Cups black beans, cooked
- 2 Cups long grain brown rice, cooked
- 2 tsp Sea Salt
- ½ tsp Black Pepper, Freshly Ground
- 2 tsp chili powder
- 2 tsp cumin
- 1/8 tsp garlic powder

Puree ¾ of the roasted vegetables (cooled) and ½ of the black beans. Stir in the rest of the ingredients and form into 12 patties. Bake at 350 degrees for 35 minutes on parchment lined wire racks on top of sheet pans. After the first 20 minutes, flip the burgers and continue baking for the final 15 minutes. Let rest 5 minutes before serving.

Find delicious recipes from our runner's up on our website.



Pictured from L-R: Anne Lynch, Gail Manker, Mike Elliot, Chef Chuck Kerber, Julie Rosenbaum

PASA Passes Moratorium on Marcellus Shale Drilling

By Joni Rabinowitz

On March 24, 2012 the PASA Board took an unprecedented action: a unanimous vote in favor of a moratorium on Marcellus Shale drilling.

This vote, taken at the group's annual meeting in State College, was the culmination of many months of intense debate throughout the organization. Most of the 5,000 members of PASA (the PA Association for Sustainable Agriculture) are farmers, but not all. And their views about the gas extraction industry, vary greatly. Some people see the industry bringing jobs to depressed rural areas and helping farmers get out of debt. Some have leases and have learned to live with the ambiguities of the industry.

But the members who favored a moratorium --- who want the drilling to stop --won the day. Some are waiting for more answers to the many unanswered questions. Others don't believe there will be satisfactory answers--ever. Many people successfully argued convincingly that this this industry is not friendly to PASA's mission: to produce healthy food for all people while respecting the natural environment.

A wealth of knowledge and experience is represented in the membership, from a person who worked for a gas company for 15 years where he saw human errors every day, to frightened farmers who've seen contaminated water dumped in rivers and their animals poisoned.

Kim Seeley, outgoing board president, said that some funders oppose PASA doing any policy work, but we have policies on several issues -- GMO labeling, for instance-- and PASA is a leader in raising the bar for the public.

The resolution says: PASA asserts its position in favor of a moratorium on unconventional gas extraction, until it is determined that this practice will not impair the ability of farms to profitably produce healthy food while respecting Pennsylvania's air quality, water resources, and the natural environment.

More specific demands are being worked out.

PASA conferred their Sustainable Agriculture Business Leader Award to the East End Food Co-op at PASA's annual conference in 2009.

Clean Energy Matters...

By Penn Future

Clean energy matters. Seriously. That's the title of our third hot event for a cool Pittsburgh. We'll be displaying the hottest new technology for renewable energy and hearing from the real live green energy entrepreneurs who will be discussing how the average yinzer can make all our futures brighter by buying and/or installing clean energy.

The featured speaker is Andrea Luecke. Ms. Luecke leads The Solar Foundation and is responsible for developing and implementing national educational initiatives and high-level research that promote the widespread adoption of solar energy.

**Thursday, May 24, 2012**  
**6:00pm-9:00pm**  
**Phipps Conservatory**  
**Pittsburgh, PA 15213**

Register today!

Cost, which includes drinks and hors doeuvres, is \$20 for the general public, \$15 with student ID, and --- you guessed it --- free for PennFuture members.

If you'd like to attend this event you can purchase tickets online at <http://my.pennfuture.org/site/Calendar?id=108981&view=Detail>.

For more information, please contact Tiffany Hickman at [hickman@pennfuture.org](mailto:hickman@pennfuture.org)

Birds and Beans Coffee Tasting! (Spring migration edition)

**May 19 9:30 until Noon at your Co-op!**

**Is your coffee bird-friendly?**

In 2009, Birds & Beans set out to find 'Bird Friendly®' farms in Nicaragua. There are very good reasons to buy Nicaraguan coffee -- get great tasting coffee from traditional family farms, provide excellent coffee workers with a viable living at a fair wage, preserve critical habitat for over 60 species of migratory birds that we know and love from our North American springs and summers. Several Nicaraguan farmers have qualified in the past three years to meet the stringent demands of the Smithsonian's 'Bird Friendly®' certification. We have worked with these farm families to bring their coffee to market at a fair price - from their farms to customers' cups !

Birds & Beans now buys coffee from three locations across Nicaragua -- from 130 farm families owning over 2,000 acres of BF certified farmland. Every bean sold by Birds & Beans is certified by independent inspectors to meet the rigorous Smithsonian standards. This is a certification based on decades of objective scientific research. Bird Friendly® coffee means that migratory songbirds we know and love have a better chance to survive while on their wintering grounds in the tropics.

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EQUAL OWNERS  
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EMPOWERING  
VEHICLE FOR CHANGE

We're at a crossroads. The corporate, plantation model put forth by TransFair / Fair Trade USA is not the Fair Trade system that we've helped to build over the last 25 years. **So, What's the difference?**



## un-classified ads

**SHORT-DISTANCE DRIVERS NEEDED** — Excellent pay. Local appointments and shopping in East End during day. Some evenings and occasional weekends. Willing to hire different drivers for different days and times. Must be reliable. Call 412-731-8214 with contact info.

**ORGANIC ARTWORK** — Bring the beauty, tranquility, and inspiration of nature into your home or office with an original 'Organic Mixed Media' painting. These paintings are created using natural materials such as sand, shells, stones, and flowers, and are infused with the love and energies of Mother Nature. To purchase or inquire about ordering a custom piece, please contact Jill at 412.513.5509 / jill.lena.ford@gmail.com / www.JillLenaFordArt.com

**DR. C. GARDNER PH.D, HD (R. Hom), D. Hom, C. Hom, MH.,** — is accepting new cases for chronic disorders in adults, children and animal companions. Contact: [www.cindeegardner.com](http://www.cindeegardner.com) for information. 412-646-4151

**TIRED OF CHOOSING MAKING A LIVING OVER MAKING A DIFFERENCE?** Work from home supporting renewable energy. Your earning potential is up to YOU! Find out how: Allison / (412) 606-4169 / [asburyam@gmail.com](mailto:asburyam@gmail.com)

**pittsburghecotours.com** — Five entertaining walks through the best of Pittsburgh's East End. Explore parks, gardens, shops, food, museums, architecture, history, lovely neighborhoods, culture & art in guided walking tours without cars.

**HOLISTIC PSYCHOTHERAPY, PERSONAL COACHING** — Natural, highly effective approaches (EMDR, TFT, plus more) to stress, anxiety, depression, panic attacks, trauma, PTSD, relationships. Over 15 years experience. CO-OP member discount. Michele Bertini, Med, PhD. 412-365-2020.

**DE-CLUTTERING FOR THE WHOLE YOU** — Creating openness and breathing space in your home and in your life. It's not just "straightening up" one more time. Co-op member discount. Jude Goldstein, M.A. in Counseling, 845.641.7908 / [judegoldstein@yahoo.com](mailto:judegoldstein@yahoo.com)

**JIN SHIN JYUTSU, BODYTALK AND BOWEN BODY WORK** combined in a "Light Up Your Wellness Session." One time intro rate \$40. 724-863-1183 [stayingwell@comcast.net](mailto:stayingwell@comcast.net). [www.lightupyourwellness.com](http://www.lightupyourwellness.com)

**PIANO INSTRUCTION**, children or adults. Also composition, harmony, musicianship. Curiosities fed, mysteries revealed, according to your needs. David Mahler, experienced, nurturing teacher. Squirrel Hill. 412-681-0575. [dmahler@nwlink.com](mailto:dmahler@nwlink.com)

**GUITAR LESSONS IN POINT BREEZE**, two blocks from the Co-op. Let's tug on the roots of American music together! Call David at 412-812-8131.

**DR. DONALD MANTELL, MD, ND**, Natural Health Solutions, Treats All Cancers. Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysburg, PA 15668, 724-327-5604.

**EDGAR CAYCE**, Father of Holistic Medicine in U.S. — Lectures, classes and study groups on holistic health, dream study, meditation and spiritual growth. (412) 661-5947 or (724) 443-2576.

**GOT CLUTTER?** Get organized with the non-judgmental help of In Its Place...Specialists in organizing your stuff, optimizing your space, transforming your life. Call Jody Adams, Certified Professional Organizer® at 724.850.7282 or visit [www.in-its-place.biz](http://www.in-its-place.biz)

**EDDIE SHAW, MASSAGE THERAPIST** — New office space at Maxon Towers, 6315 Forbes Avenue, Across from the Starbucks at Forbes and Shady in Squirrel Hill. [es\\_massage@yahoo.com](mailto:es_massage@yahoo.com), 412-855-1532. My deep tissue massage and gentle stretching will relax and elongate tight muscles, leaving you feeling balanced and at ease. Mention this ad and receive a one-time \$20 discount.





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### BOARD OF DIRECTORS

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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

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

### EAST END FOOD CO-OP

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

[www.eastendfood.coop](http://www.eastendfood.coop)  
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# THE CO-OPERATOR

Kara Holsopple, Editor/Advertising Sales  
Linda Raden, LR Design, Design, Layout & Production  
The Co-operator is published twelve times a year and mailed to members of the East End Food Co-op. Additional copies are available at the Customer Service desk and at the entrance area to the store.  
The Co-Operator is printed by Typecraft Press, Inc.

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

Send your message (250 words or less) to:

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

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

Hungry for more plant articles? We have two more fresh picks by Erin Hughes and Deborah Uttenreither online at [www.eastendfood.coop](http://www.eastendfood.coop).

## Employee of the Month

Congratulations to Autumn Zwibel who was chosen as the Co-op staff pick for March 2012 Employee-of-the-Month!



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

A. Since August 2011

Q. What are your favorite things about working here?

A. I love working with everyone, and the customers.

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

A. Not really.

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

A. Pretty excited. Cool!

## DID YOU KNOW...

Nestled in the hills and valleys of Central Pennsylvania...



...Located just minutes from State College and Penn State University is Tait Farm? Since 1950 they have been working the land and today are certified organic and offered to the community through a farm stand, CSA (known as Community Harvest), local restaurants and the farmers market. Their kitchen is located in the bank barn where all of their Tait Farm Foods products are handmade in small batches using only natural ingredients. They use over a half-pound of fresh fruit in their jams and preserves with only a very small amount of organic cane sugar in every jar. They also offer chutneys, relishes and pepper jellies you can be serve with a variety of cheeses, or to liven up your favorite sandwich and wrap. Their mission is to celebrate the beauty, simplicity and abundance of each season in the kitchen, home and garden.

Find Tait Farm products in almost every aisle of your Co-op!

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\* According to the PA Power Switch website (3/15/12).  
The Green Energy Collaborative is a program of Citizen Power, Inc.  
For more information call 412-421-7029.

### CO-OP HOLIDAY HOURS

MONDAY, MAY 28

MEMORIAL DAY

8am - 5pm

Café: Closed

Have a wonderful holiday!  
Summer is just beginning...

EDITOR'S NOTE — Correction: In the March issue of *The Co-operator* Erin Hughes wrote, in her article entitled "PASA Conference: Your food and Marcellus Shale," that "The East End Food Co-op does not currently carry products from farms that are directly impacted by Marcellus Shale drilling." We've come to realize that statement isn't true, and we will be writing more about Marcellus Shale drilling and its impact on our local food system in upcoming issues.



# BULLETIN BOARD



## NEW MEMBER BONUS QUARTER: thru JUNE 30, 2012

Don't forget to get your  
**10% OFF** discount on the  
order of your choice!

The next quarter goes  
from July 1, 2012 through  
September 30, 2012.

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Show how much you "LIKE" us  
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by searching for East End Food  
Co-op, and give us the thumbs  
up today!



Follow us on Twitter  
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deals, store news and Co-op  
community happenings!



Find us on Google+ and add  
us to your circles!

**WE OWN IT-**



## May 2012 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1 Kasha Pilaf	2 Burrito Bar	3 Sweet & Sour Tofu	4 Pizza Dairy & Vegan	5 Albondigas
6 Chef's Choice	7 Sesame Seitan in a Raspberry Sauce	8 Tea and Ginger Simmered Chickpeas	9 Indian Kitchen	10 Paella a la Vegetarian	11 Pizza Dairy & Vegan	12 Three Bean Pastas
13 Chef's Choice	14 Spicy Red Tempeh	15 Chimichurri Tofu	16 Stir Fry Bar	17 Soba with Grilled Vegetables	18 Pizza Dairy & Vegan	19 Seitan alla Diavola
20 Chef's Choice	21 Garden Vegetable Tofu	22 Asparagus Pasta w/ Fennel Dijon Sauce	23 Pasta Bar	24 Barley Risotto	25 Pizza Dairy & Vegan	26 Broccoli Mushroom Quiche
27 Chef's Choice	28 Café Closed Memorial Day	29 Spring Vegetable Curry	30 Sandwich Bar	31 Paissienne Gnocchi		

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!

## café hours

**weekends**  
WEEKEND BRUNCH BAR  
**9 AM - 1:30 PM**  
HOT FOODS  
**1:30 PM - 7 PM**

**daily**  
JUICE BAR  
**8 AM - 7 PM**  
SALAD BAR & SOUP  
**8 AM - 7 PM**  
HOT FOODS  
**11 AM - 7 PM**

## We're on PINTEREST!

Follow us there, and re-pin  
what you like.

We've started with local  
producers, and we'll add  
more boards each month.

## Spring Workshops at the Co-op

THURSDAY JUNE 7, 6:30PM

### Culinary Medicine: Sixth Annual Kombucha Brewfest

With Deborah Uttenreither CHC AADP

Come join the sixth annual Kombucha Brewfest where we share tips, tricks and recipes about the art of making that wonderful fermented tea called Kombucha. For only pennies a serving this class will teach you how to make your own kombucha. If you are already an avid brewer bring some of your own batch to join our tasting. Free class, but please call 412-242-3598 to reserve your spot!

## Renovation Celebration!

We're ready to celebrate! You've been  
so patient... and your newly improved  
Co-op is finally ready! Are you?

June 29 and 30th

Join us for special deals, fun activities, delectable  
tastings, kid's games, and more!

Check your June issue of *The Co-operator* for  
details.



# REDUCE REUSE RECYCLE!

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FIRST FLYER RUNS FROM  
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**WEDNESDAY, MAY 16 TO TUESDAY, MAY 29**

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