

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

# STORE NEWS

# Healthy Comfort Foods, mmmm...

Co-op News Service

#### MEMBER BONUS!

It's the second quarter for your Member Bonus. Get 10% off the order of your choice, now until December 31, 2011.

# BOARD OF DIRECTORS MONTHLY MEETING

#### ALL MEMBERS ARE WELCOME.

Check meeting times in store entrance for next meeting.

Check out the weekly deals for

## MEADE STREET MADNESS

on our website:

www.eastendfood.coop

#### CO-OP ORIENTATION

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

Call 412.242.3598 ext. 103 to register.

# INSIDE THIS ISSUE

CO-OP NEWS
MEMBERS SPEAK OUT 3
LOCAL ON MY MIND 3
THE FOOD YOU EAT 4
IN YOUR COMMUNITY,
ON YOUR PLANET 5
EMPLOYEE OF THE MONTH 7
CO-OP BULLETIN BOARD 8
SPECIAL INSERTS:
11/2 - 11/15 CO-OP DEALS

11/16 - 11/29 CO-OP DEALS

# EAST END FOOD CO-OP

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

www.eastendfood.coop

We all know that food can nourish us in more ways than one. In fact, we have a special name for foods that feed our emotional wellbeing — comfort foods. Sometimes these foods comfort us by triggering positive memories of childhood favorites (think macaroni and cheese or mashed potatoes), and other times they soothe via indulgence (that big bowl of ice cream or apple pie).

More often than not, these are home-cooked foods (rather than "gourmet" foods) and, well, they're not always wholesome. But that doesn't mean they can't be made more nutritious while still satisfying; in fact, comfort foods lend themselves remarkably well to healthful translations. It comes down to choosing (and adding) healthful, quality ingredients.

Here are some tips for boosting the nutritional value of some popular comfort foods that offer more nourishment for your body as well as your soul:

- ▶ Macaroni and cheese. A popular favorite, this classic casserole is easily transformed into hearty, healthy fare. Choose whole grain pasta and breadcrumbs and a variety of natural cheeses (how about Jarlsberg or goat cheese and fresh Parmesan?). Boost nutrition even more by adding vegetables, such as butternut squash puree, tomatoes, cauliflower, broccoli, or peas.
- ▶ Spaghetti and meatballs. Again, choose whole grain pasta. Also choose a sauce that's low in salt and sugar and without artificial ingredients. Or make your own sauce with fresh tomatoes and spices. Choose lean meat or experiment with vegetarian "meatball" recipes, made with bulgur and other grains or soy products. Cubed tempeh or tofu is another great way to add protein and heft to your sauces. For pastas with cream sauce, give nutbased sauces (such as those made with peanut butter or tahini) a try.
- PStews and soups. Chicken noodle soup probably tops this comfort food group (and some studies point to its ability to help relieve cold symptoms), but wrapping your hands around any bowl of soup or stew can satisfy even before the first bite. If you make your own, start with a quality, no-salt or low-salt broth (or broth powder). Make sure any meat or poultry is lean, and load it up with vegetables; this is one dish that can easily handle the day's servings! Celery, onions, potatoes, sweet potatoes, bell peppers, chili peppers, cauliflower, broccoli, and squash are just some of the veggies that partner well with soups and stews.

Include beans for added fiber and protein. For creamed soups, use low-fat versions of cheese and dairy products.

- ▶ Grilled cheese. Here's one comfort food that has gone gourmet lately, but it takes no more time or expertise to make a grilled sandwich with hearty whole grain bread and fine Havarti than with white bread and processed cheese. And by adding vegetables mushrooms, onions, spinach, avocado, tomato you'll boost
- "adult," if you like, by spreading a grainy mustard or an aioli on the bread. To cut fat and calories, grease your griddle with a little olive oil (or an omega-3-enriched natural margarine) in place of butter on your bread.
- ▶ Pies. If you're still using lard or butter to make piecrusts, this might be a good time to try a recipe that uses a little vegetable oil instead. Fruits are full of nutrition, of course, so pack 'em in your pie; just don't over-sweeten. You might experiment with various sweeteners (like agave syrup and maple syrup or honey) and thickeners (like agar or arrowroot) in place of refined white sugar. (By the way, savory (pot) pies — very comforting! — are another great opportunity to eat your veggies.) Another comforting (and healthful) way to serve cooked fruit dessert is to skip the pie crust and opt for a crisp instead. Add dried fruits and nuts, and top with oats and spices. Again, go easy on the sweetener.
- ▶ Other baked goodies. Muffins, rolls, and quick breads are easy to spruce up with the addition of vegetables (like carrots and zucchini), fruits (like apples and dates), and nuts (like walnuts and pecans). Add extra fiber, too, by using whole grain flours and adding bran or ground flaxseed. To cut fat and calories, substitute applesauce for some or all of the oil in your baked goods recipes.
- ▶ Potatoes. No matter how they're served, the economical, humble potato seems to easily please. When making mashed potatoes, leave the skin on, use milk (or almond or soymilk) instead of cream, and keep the salt in check (or try garlic, black pepper, and/or a salt-free spice blend in place of salt). You can also substitute olive oil for half of the butter.

Twice-baked potatoes are the perfect venue for a day's worth of vegetables (stuff them into the potato skins with the potato flesh) as well as a serving of cheese.



If French fries are your idea of comfort, try baking spears that you've tossed with a little olive oil and seasoning (and/or Parmesan cheese, if you like) in lieu of the deep-fried variety. Do the same with sweet potatoes.

- Pizza. Pile on those veggies! Start with a whole grain crust, of course, and a natural sauce (low in salt and sugars and sans artificial ingredients). Add natural cheese (mozzarella, but others, too, such as edam and Gouda). Then top with fresh or grilled veggies, such as mushrooms (try a new variety in addition to the standard button mushroom), an array of colorful peppers, tomatoes, spinach, zucchini, broccoli...
- ▶ Peanut butter and jelly sandwiches. Here's an easy transformation. Whole grain bread, natural peanut butter and natural jelly or preserves or jam (you'll find an array at your co-op) deliver a nutritious lunch or snack. Try tahini (sesame seed butter) or almond butter in place of the peanut butter now and then. You might also enjoy the occasional addition of fruit (sliced apples or bananas).
- ▶ Hot cocoa. Make your own using quality dairy products (go skim to minimize fat and calories) and cocoa. (You'll find Fair Trade cocoa at your co-op.) Sprinkle with a little cinnamon and/or plop in a cinnamon stick stirrer. (Spices are more than just flavor enhancers studies continue to show that many of them can boost health, too!) Experiment with a variety of sweeteners, like agave and maple syrups in place of refined sugar.

Even if your idea of the ultimate comfort food is more instant than homemade, you can find healthful options at your co-op for everything from boxed macaroni and cheese to natural ice creams to frozen pizzas. Don't forget to check out the deli and bakery departments for ready-to-eat options, too—muffins made with maple syup are Co-op Café specialties! With minimal effort, indulging in comfort foods can be downright healthy!

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. Check meeting times in store entrance for next meeting.







Dated Materials — DO NOT DELAY

East End Food Co-operative 7516 Meade Street Pittsburgh, PA 15208

www.eastendfood.coop



NONPROFIT ORG.
U S POSTAGE

O S POSTAGE
PA PA
PITSBURGH, PA
PERMIT NO. 1800

# ART HARVEST IN SEPTEMBER **ANOTHER SUCCESS!**

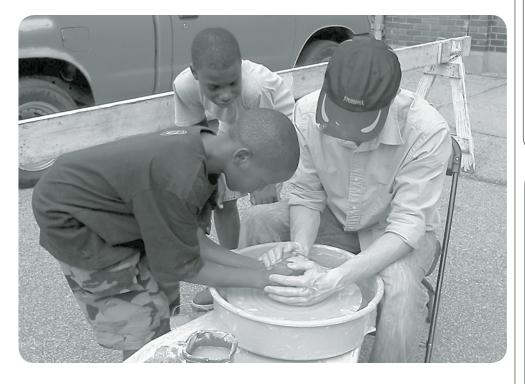
# Thanks to all of our partners and to



# you for making the 6th Annual Co-op



# Art Harvest a great day for music, art



and local food in our neighborhood!

# member services message

by Kara Holsopple, Member Services

#### **Member Owner Successes**

When all was said and done in the last fiscal year, which ended July 3, 2011, your Coop had a total of almost 500 new members. That pushed our total membership up over 9,000 households for the first time ever! It's a remarkable measure of the good work of our staff, and the vision of our board that so many of our neighbors want to join us in our mission of bringing good, wholesome food and cooperative business values to our region.

Who else is responsible for this growth and community investment? You are—our member owners. You've continued to shop in the store even when the chain stores came to town, you've voted in the Board elections over the years, and you've shown up to lend a hand as volunteers. And you've let your friends and neighbors know that your Co-op is something special—and they've joined, too. That's ownership. And it goes way beyond a discount or a plastic card.

Of course, even though the Co-op has been weathering the financial crisis well—largely due to your support—it's still a tough time for many. We're doing our best to create as much value as we can for you and other shoppers when you check out at our registers. Coupons, the biweekly sales flyers and in store promotions are all part of that. The Member Bonus program is also now benefitting more members than ever. After its first quarter, we can see that more member owners have been able to use the discount than in the past. The Co-op is spending more in discounts to make that happen, but it's a tradeoff we can afford and budget for. It's worth it because it distributes that 10% discount more equitably among our growing membership, who have an equal share in our business.

You've invested in your Co-op, and we want to invest in you—by giving you the store and the cooperative, community-oriented business that you want and have entrusted us with.

2012 is the International Year of Cooperatives (http://www.2012.coop/), and we look forward to more conversation about what your co-op, and cooperatives, mean to you. 🛎

# Join us in hugging some trees this month

BLACK

GOLD

CITY

trees, courtesy of our buds at Tree Pittsburgh.

► Trees make Pittsburgh even cooler.

This summer was scorching. More days at 90+ degrees brought us sizzling streets and overworked air conditioners. Street trees cool the city with nice leafy shade and transpired water vapor. Trees also cool the planet as they absorb and lock up carbon dioxide. Overall, Pittsburgh's trees reduce our energy costs by over \$1.2 million and the heat-trapping gases they absorb saves taxpayers \$35,000 annually.

Trees clean our air.

Hot weather and air pollution are an unsafe combination for our lungs. Pittsburgh's air quality needs improving, and trees can play a big part in making our air healthier. Along with carbon dioxide, leaves take in dust and air pollutants like ozone, carbon

monoxide, and sulfur dioxide in exchange for nice clean oxygen.

Trees suck up storm water.

You might have noticed that Pittsburgh gets a good bit of rain. Our sewers and rivers have a hard time dealing with all of

Here are some real reasons to hug that extra water, especially when so much water runs quickly over paved surfaces straight into the sewer. Trees help to slow everything down and filter the water.

> Bettering our water and air, increasing property value, fighting global warming, and making our streets safer, trees have a huge impact on our city. According to Tree Pittsburgh, for every \$1 spent on our municipal forestry program, Pittsburgh receives \$2.94 in benefits, paying us back over \$2.4 million annually.

> This month's featured action is to help our tree-loving buddies around the city in their quest to make our

urban forest bigger and better. Team up with Tree Pittsburgh, the Pittsburgh Parks Conservancy, and the Western Pennsylvania Conservancy to mulch, tend, and plant this fall. Check out their respective websites for their planting ...making Pittsburgh even cooler. and tree care volunteer days.

> Keep reporting your actions at www. theBlackandGoldCityGoesGreen. com so we can brag to the world, and thanks to you and these groups that help to really make Pittsburgh green...and even cooler! 👛





#### **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 selfhelp, 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**

Brrr! It's freezing in here! I thought I was in the frozen foods aisle when I wasn't. Uncomfortable and a waste of energy.

Given that we are a grocery store, it is important to keep the Co-op cooler than maybe we would like. We discuss this issue among ourselves at the beginning of every summer. This day I believe the thermostat was improperly set to below 70 degrees. Please let us know at the Customer Service desk if you experience the store being exceedingly cold again.

— Rob Baran, General Manager

When will you stock small cans of Pet Guard chicken with wheat germ flavor?

We now have those small cans on the top shelf of the cat food section in Aisle 6.

— Maureen Girty, Grocery Buyer

#### Please stock Cholula hot sauce.

Thank you for the suggestion. We added original and chili garlic to Aisle 4's Mexican section.

— Maureen Girty, Grocery Buyer

# Please have Senior Day any day the person comes in.

We are fortunate to have many senior customers shopping in the store—members and non-members. We want to be able to extend a discount to people who may be on a fixed income. But we couldn't afford to do that every day for all of our senior shoppers.

— Kara Holsopple, Marketing and Member Services Manager

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

# book review

ANIMAL, VEGETABLE, MIRACLE INDEED...

# Inspired by a year of food life with Barbara Kingsolver and her homage to eating locally

A review by Claire Westbrook

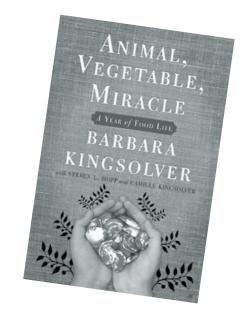
I don't remember exactly when I first heard of Barbara Kingsolver and it doesn't really matter except that I wish I'd heard of her sooner. She's had, like so many wonderful writers do, quite the indelible effect on me. Before this month's reviewed title, I read her Prodigal Summer and knew that I'd likely be reading everything else she'd written if only to learn more about birds, or other wild animals (humans included) and how they could interact with and benefit from each other...if they wanted to, of course.

So, in 2005 when she and her family decided to embark on a year long commitment to eating locally, growing and raising as much of their own food possible, and buying from local farmers whatever else they needed, writing about it seemed a logical next step. This type of writing presents a more personal view of someone, and if you've read any of her other works, it may not be everything you'd expect. Granted, for the reader who can surmise from the title of the book that what will most likely be delivered is gleanings from various gardening experiments to knowledge gained from traveling around meeting culinary entrepreneurs to learning how to make cheese or instructions on how to get an Italian pumpkin seed to thrive in Virginia--it most likely will reward you for being of the same mindset already. But for the inexperienced gardener or busy parent, the information and relative ease with which everything is written about may come across as a little intimidating.

Being a bit of both types, I was nevertheless charmed by all the good and concerned about the bad, not so much though that I ever felt that (regardless of my not having a big old farm or an extra helping of hands or money) what Kingsolver and her family aspired to and did actually do, couldn't also be possible for my family. Not without sacrifice, of course. Which was definitely addressed, and rightfully so, since so many of us just can't possibly imagine (well maybe we can but don't really want to) going without our favorite kind of food(s), regardless of their availability, price, or constitution.

So naturally, the question then is what do you eat in January if you live in the part of the country that we do (and that she also does) and the only thing growing are the hunger pains in your tummy? Surprisingly (or maybe not), the answer is: plenty. If you've done your work preparing, that is. Cold storage vegetables can be purchased in large quantities at farmers markets and kept in a garage or cellar (or you can fashion other storage devices if you don't have either of those things (think garbage cans). TONS of things can be dried in a low temp oven if you don't have something fancy like a dehydrator, and canning applies to just about every fruit or vegetable that is available at some point in the growing season. There's a pretty big portion of your staple items right there.

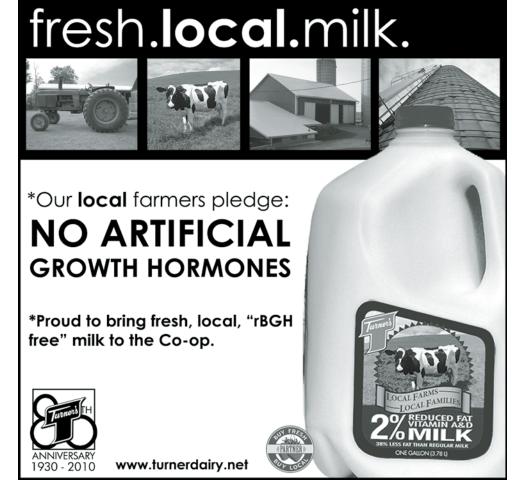
You're probably getting the drift about now, and while there's a great wealth of tips and resources in Animal, Vegetable, Miracle, it's the mere idea and act of getting off the centralized food wagon for a year and really experiencing food at the height of its glory



that stroked the fires in me to do the same with my family. I'll check back in with you around this time next year and let you know how it went. Because Kingsolver's message rings loud and true: support your local economy as much as you can and enjoy whatever fruits of your own harvest that you've been able to conquer throughout the year.

For more info:

www.animalvegetablemiracle.com



# THE FOOD YOU EAT

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



We're lucky to have so many delicious, seasonal ingredients produced right here in Pennsylvania and Ohio to make this gooey treat! Choose your local cheddar (or any comparable cheese) from the Co-op's delicase, pick up the Kistaco apple cider, local apples and shallots from our produce department, and swing by the perishable cooler for Amish Traditions. And don't forget the fresh bread from Allegro Hearth, Mediterra, or Wood Street—you can't go wrong! Make this a potluck tradition or holiday appetizer, or add a salad and call it dinner. However you serve it, enjoy!

# Co-op Café Cheddar and Apple Cider Fondue

- 2 ½ ½ te
- I  $\frac{1}{2}$  pounds shredded extra sharp or smoked cheddar cheese
  - 2 ½ Tablespoons cornstarch
  - ½ teaspoon dry mustard
  - ¼ teaspoon freshly grated nutmeg
  - I Tablespoon unsalted butter
  - I ounce chopped shallot
  - ½ cup finely diced tart apple
  - 2 ½ cups hard cider or regular apple cider
  - 2 Tablespoons fresh lemon juice
  - Cubes of crusty bread

Apple wedges (toss in lemon juice to prevent from turning brown)

- Place the shredded cheese in a large bowl and sprinkle with the cornstarch, dry mustard and nutmeg; toss to coat.
- 2. Heat the butter in a saucepan over medium heat. Cook the shallot and apple in the butter until tender and golden, about 3 4 minutes. Add 2 cups of the hard cider and 2 Tablespoons of lemon juice and bring to a boil.
- 3. Reduce the heat and, with the cider simmering, gradually add the shredded cheese, a handful at a time, while whisking. If mixture seems too thick, whisk more of the reserved cider as needed. To serve, keep the temperature set at low heat on the stove top or set in the middle of table on a trivet.
- 4. Serve with crusty bread or wedges of tart apple.

SERVES 6 – 8 PEOPLE



"Nature shrinks as capital grows. The growth of the market cannot solve the very crisis it creates."

# Vandana Shiva Merton Award Honoree 2011

Join us at the Thomas Merton Award Dinner on Thursday, November 3 at the Sheraton Hotel. Dr. Vandana Shiva from India, physicist, eco-feminist, defender of the Rights of Mother Earth, will receive the award.

\$50 Individual, \$450 Table for 10

More Info: Call 412-661-7149 or Visit thomasmertoncenter.org Register at:
www.thomasmertoncenter.org
OR
Send checks to:
5129 Penn Avenue
Pittsburgh, PA 15224

# NEW IN THE AISLES

At the Registers

© Cleo's Vegan Peanut Butter Cups

In the Deli Case

© LOCAL PRODUCT! Pittsburgh, PA: Arsenal Cheese Herbs and Bourbon Cheese

Aisle 3

© LOCAL PRODUCT! York Springs, PA: Organic Apple Butter with Agave, Organic Hot Pepper Jelly

Once Again Dawes Hill Killer Bee Pure Raw Honey

Artisana Raw Cashini and Raw almond Butter, 1.19 oz. Squeeze pouch

Organic Coconut Sap Sugar, I Pound Bag

Aisle 5

@ Bluebonnet Tonalin CLA 1000mg

# **EAST END FOOD CO-OP**

and vegetarian cafe



## THE MAIN EVENT

Baked Tofu Turkey	vegan	\$6.99/#
Mushroom Walnut Loaf	vegan	\$6.99/#
oasted Red Pepper Mac & Cheese	dairy	\$6.99/#
Chive Mashed Potatoes	vegan	\$6.99/#
Maple Mashed Yams	vegan	\$6.99/#
Green Beans Amandine	vegan	\$6.99/#
Wild Rice Salad	vegan	\$6.99/#
Mushroom Sage Stuffing	vegan	\$6.99/#
Roasted Garlic Gravy	vegan	\$5.99/pint
Cranberry Relish	vegan	\$5.99/pint
Herb Biscuits	vegan	\$5.99/doze

# thanksgiving menu



# Co-op Cate Special Orders

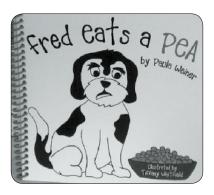
- **Order your holiday goodies 48 hours in advance.**
- @ Call 412-242-3598 for questions and to place orders.

# Meet *Fred* at the Co-op

DECEMBER 3, 2PM

You are cordially invited to a "pawtograph" session with local canine celebrity Fred, of **Fred Eats A Pea.** The children's book, by member Paula Weiner, and illustrated by Tiffany Whitfield, is the story of how one dog learns to love peas.

You can find your copy in the Co-op's book section. And don't forget to mark your calendar to meet Fred!



# IN YOUR COMMUNITY, ON YOUR PLANET

# The GE Food Fight – Earthlings Unite!

By Theresa Sabatini

Picture a grown man in jeans and a jacket lurching around a stage pretending to be this and that type of soil bacteria, each with a different alien-like characteristic: buzz-saw appendages, scissor heads, and pudgy juice-oozing bodies. His arms are flailing to show the legs chugging through the earth he's chopping off heads with sciss arms extended, he's doing what looks

a hunchback of Notre Dame impression as he tells of the pudgy, slow moving bacteria ambling through the soil. Hard to picture? If you made it to the Mother Earth News Fair at Seven Springs in late September, you may have seen it for yourself. Joel Salatin, self-proclaimed "lunatic farmer", food-truth activist, and author, performed this skit to standing room only at the fair.

The moment that really clenched it for me, though, was not in the laughter of his manic playacting, but rather when he held out his hands as if holding a handful of soil and said, "There are more beings in a double-hand scoop of soil than there are people on the face of the earth." That really stuck with me.

For the past month I've been doing some research for an article about soil microorganisms and how they're affected by the chemical methods of industrial farming in general, and cultivation of Genetically Engineered (GE) seeds in particular. And just as in any ecosystem, I've learned that the introduction of a new species or a chemical that kills off some of the "soil beings" creates an unbalance, leading to a degradation that plays out over the whole system. The unbalanced populations within the soil diminish the soil's capacity to absorb and hold water and hinder the plant's ability to gather nutrients and fight off pathogens. But left to themselves, these soil organisms, in their natural balance and in symbiosis with the plants, increase the growth and nutrient content of food grown in their midst, and Salatin's playful depiction brought them to life for me.

A couple of weeks later I watched the movie "Food Matters" and listened as Charlotte Gerson talked about the importance of trace minerals for the health of our bodies. And then I had my "aha" moment, when something obvious finally became conscious.

Since my kids came along 7 years ago, I've thought of organic food as a way to avoid toxins – herbicides, pesticides, sewage sludge, Genetically Engineered (GE) ingredients – but didn't really go beyond that. I knew vaguely that organic food had better nutrient qualities, but that wasn't my focus. It was all about what organic food and farming did NOT have.

Suddenly, in the confluence of events and information, I understood organic food and food production at a new level. Organic farming and what it produces forms the foundation of health for the entire creation and a path to healing our split-natured approach to being humans in the world. I know: what the heck does that mean?

Well, on one level it means that we're not alone. We aren't in organic farming and organic eating alone. We have billions of partners and fellow eaters in the soil, each doing its own thing — living, eating, killing, dying — and each balancing the others to create the perfect conditions for plants to drink in the minerals and essential nutrients our bodies need to thrive. We are part of, not apart from, the earth, and these tiny, roothugging creatures are co-workers in the harvest. It's not about "agricultural inputs," it's



ut understanding and reserving the natural ntegrity of the system.

Joel Salatin says it's all about soil management, about noreographing the let" in the fields. So is out his cows to eat

down the grass, then sends out the chickens to eat the grubs and parasites in the cow-patties and lay down their own manure, then sends out the "pigerators" to aerate and disturb the soil with their snouts, letting the grass regenerate, the soil microorganisms thrive, and the ballet to repeat, pirouetting through the natural cycles of seasons, growth, and decay. It's not about what organic farming doesn't do, it's all about what it allows, what it nurtures, what it cooperates with.

So, what does organic food bring to the table, so to speak? It brings toxin free nourishment. Yes. It brings "non-GMO" nourishment. Yes. And more than that it brings a wholeness and health to our bodies and beyond our bodies to the critters in and on the soil, and in the air, and in the water and to the very earth. Of course, there's plenty of science out there to demonstrate all this, and plenty of people out there who can explain the intricacies of all that to you, but I'm reaching for a bigger picture.

It's the bigger picture of being connected to what's happening to farmers in India, in Hong Kong, in Africa. It's the picture we can begin to see about how the plague of genetically engineered seeds has made the world smaller, has brought the boundaries of farms, countries, and continents closer together. Yes, through the contamination brought by air- and insect-borne engineered pollen that turns pristine organic fields into a breeding ground of unnatural, species-crossed crops. But in the positive sense we are also closer together through the knowledge that we are not alone in this plague, and others are suffering even more from it than we are. We know of the plight of farmers like Augustine To in Hong Kong and Satemma in India, both trying to take back their farms and lives from the destruction of GE crops, because we carry their suffering, the dis-ease of GE food, in our very bodies here in this country, whether we acknowledge it or not. We are in it together, earth and earthlings and soil-beings and all! And we will win the battle. It's inevitable. The technology itself is so flawed that it must self-destruct, but in the meantime it continues to degrade and disrupt our food supply and the wealth of the earth. The GE pushers target weakness. Here, in the U.S., our present weakness is in our political system, so rife with corporate influence that it is nearly unrecognizable as a Republic founded on individual freedom and the rights of ordinary people. In other countries the weakness lies in need, in hunger, drought, political instability, or natural disaster. And as opposition to GE food mounts here and in stronger countries abroad, the pressure on the vulnerable na-

When we fight against GE foods, we fight a power in the world that seeks to enslave us by binding us to disease, to contaminated soil, to the poverty of non-renewable seeds and thereby to a fundamentally unsustainable and diseased agriculture. We fight a power seeking to overcome the whole globe by

tions will increase.

It's that time of year again...

# WINTERFEST 2011

SATURDAY, DECEMBER 17

6:30-8:30PM

Jewish Community Center in Squirrel Hill Irene Kaufmann Room

> Vegan and Vegetarian food Beer and Local Apple Cider Sweet treats for all (even gluten-free) Live music

Door Prizes—

INCLUDING A BACKYARD RAIN BARREL COURTESY OF STORMWORKS, GIFT CERTIFICATES TO GARDEN DREAMS URBAN FARM AND NURSERY

Just a \$8 donation for members, and \$15 donation for the public (kids under 12 are free).

Benefits the Cooperative Fund for Hurricane Irene

# PLEASE JOIN US!

# within reach

Eryn Hughes

It is a pleasure to join the East End Food Cooperative staff. I was thrilled to find this community upon moving here from Berkeley, CA, a couple years ago. My experience living and working in cooperatives over the last 10 years has given me a strong identification and accountability to local business and community. I believe in and try to live and share cooperative values in my environment.

Caring for others' and my own health and wellbeing is a significant priority. I study sports nutrition, macrobiotic diet and often experiment with gluten-free cooking — all from a vegan perspective. I try to include quiet creativity in my daily practices whether it is cooking, writing, meditation or just riding my bike. As a lifelong cyclist I commute, mountain bike and occasionally race. I like to give back to the cycling community by organizing bike-themed events with local non-

profits, focusing on environmental awareness and lobbying important advocacy issues. In addition, I also teach mechanical service and safe bike handling skills to empower new cyclists in their ongoing development and potential leadership. For example, when teaching women mountain bike handling skills, I find inspiration by listening and guiding the intellect through self-discovery.

In this age of information, I like to leverage social media communications to expand cooperative partnerships while attracting new cross-sections of the community. Meeting new people is always fascinating to me. I hope to glean new perspectives from you and partner to share resources for our cooperative. Please don't hesitate to introduce yourself and keep an eye on my future contributions to the Cooperator to reflect this experience.

controlling the food supply of the earth. This is not overblown rhetoric. Not hyperbole. This is real, and it's happening right now. We're in the fight, here at the Co-op, and you can join us. Log on to www.nongmo-project.org and www.justlabelit.org to find out how you can help as we join with

organizations, people, and farmers around the world fighting the plague of GE foods. Interested in using your Member Owner Volunteer hours to work on GMO issues at your Co-op? Call Luke at 412-242-3598 or email lohlson@eastendfood.coop.

# un-classified ads

**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 for information. 412-646-4151

TIRED OF CHOOSING MAKING A LIV-ING 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.

PITTSBURGH MOBILE YOGA — Let me bring Yoga to you! Private and small group instruction in your home. For information: www.pittsburghmobileyoga.com or 412-225-1452.

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, PERSON-AL 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. lude Goldstein, M.A. in Counseling, 845.641.7908/ 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. 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

**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. Murrysville, 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 nonjudgmental 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

**EDDIE SHAW, MASSAGE THERAPIST** — 5801 Beacon Street, Sq. Hill (next to Giant Eagle parking lot), es\_massage@yahoo.com, 412-855-1532. www.squirrelhillmassage.com. My deep tissue massage and gentle stretching will relax and elongate tight muscles leaving you feeling balanced and at ease. Mention this ad to receive \$15 off your first massage.

# **BOARD OF** DIRECTORS

STAY TUNED FOR OUR NEXT ISSUE FOR YOUR NEW CO-OP BOARD MEMBERS.



# Fresh Daily & Delicious

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

# Bar, Restaurant & Courtyard Dining

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

www.facebook.com/thetinfrontcafe 216-218 East Eighth Avenue, Homestead, PA 15120 ph.: 412.461.4615 In Historic Homestead near the Waterfront Open Tuesday - Saturday: 10 a.m. - 9p.m. Sunday Brunch: 11a.m. - 3 p.m. \* Closed Monday NEXT TO

> Annex Cookery A Select Collection of Housewares and Design

# WIND MAKES SENSE...AND DOLLARS

Join the Green Energy Cooperative (it's free) and switch to a 100% Wind Energy Plan being offered by TriEagle Energy. It's the lowest electricity price available in Pittsburgh.\*

www.citizenpower.com/gec

TriEagle. CITIZEN POWER

\* According to the PA Power Switch website (10/15/11) The Green Energy Cooperative is a program of Citizen Power, Inc. For more information call 412-421-7029.



**GENERAL MANAGER** Rob Baran

**BOARD OF DIRECTORS** 

Torey Verts, President Inna Nirenburg, Vice President Sarah Aerni, Secretary Mike Collura, Treasurer Mark Frey Dirk Kalp Jesse Sharrard

## WHO WE ARE

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

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

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

#### MANAGEMENT TEAM

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

### EAST END FOOD CO-OP

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

www.eastendfood.coop memberservices@eastendfood.coop

# SHAKE IT UP.

Introducing

MANCHESTER-FARMS

LOCALLY PRODUCED, ORGANIC

CREAM-ON-TOP MILK



# Section 1

# THE GO-OPERATOR

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

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

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

WRITE TO US ... We welcome letters to the editor!
Send your message (250 words or less) to:
Kara Holsopple, Member Services, East End Food Co-op,
7516 Meade Street, Pittsburgh, PA 15208.

Or e-mail to: memberservices@eastendfood.coop

#### SUBMISSION DEADLINES

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

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

# New Position, New Opportunities: Luke Ohlson

I'm extremely excited to begin work as the Co-op's Member Services Coordinator. I'll be working alongside other staff to provide valuable opportunities for members to connect with the Co-op and the Pittsburgh community with a special focus on our volunteer program.

I've been a volunteer at the Co-op since moving to Pittsburgh in October 2009 and have always valued coming into this space, interacting with staff, and educating myself on health and social justice issues relating to food. I'm eager to learn more from the well-spring of staff and volunteer perspectives here at the Co-op.

My involvement with co-ops began through activism. As a college student organizer in New York City I worked with fellow students and community members on action campaigns related to gentrification, labor rights, and economic transparency. I first became aware of social justice issues relating to food consumption through this involvement. My research into food issues led to my becoming a vegetarian and local and organic food supporter.

I've also been a hiker since my mother began taking me on hikes in the White Mountains in New Hampshire when I was a kid (I'm originally from the Boston area). These hikes fostered my love of outdoor exploration and led me to complete a thru-hike of the Appalachia

Trail in 2009. The experience hardened my resolve to work to preserve natural areas and reduce the environmental impact that humans have on the earth.

I moved to Pittsburgh shortly after finishing the trail and was eager to get involved in community organizations here. I've been involved in the Free Ride bike collective and have worked for the Student Conservation Association here in Pittsburgh. I'm also a filmmaker currently working and taking classes at Pittsburgh Filmmakers and believe that film can be a means to raise awareness and encourage social change.

I'm hoping to add my perspective to this vibrant Co-op and help to enrich the experience of members and volunteers in the process.

### Glenn Greene's stained glass

will be featured in the Co-op Café seating area through the end of December—

**GLASS MAKES GREAT GIFTS!** 

MORE INFO AT http://www.facebook.com/GlennGreeneStudio

# STAFF NEWS

#### **NEW HIRES...**

**Lucia Goubert, Café**—lives in a big house with 8 people who are all artists and musicians. She loves writing and hopes to go to school for writing in the future.

Tara Kudlac, Front End—has a pet rabbit named Ben who will soon become spoiled on organic produce from the Co-op. She joined the Co-op with her mom when she was young, looking for healthier eating and living.

Jennifer Mercer, Front End—is from Seattle and is studying Social Work at CCAC. She loves being out in her garden and taking care of her veggies—and especially cooking and eating them.

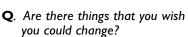
**Autumn Zwibel, Produce**—loves to travel and have new experiences. She lives with a family of artists and is very involved in the underground music and art scene.

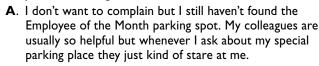
Welcome to all of our new staff members!

# Employee of the Month

Interview with **David Hereth**, Co-op's Employee of the Month for September 2011, written by Anne Johnson

- **Q**. How long have you worked at the Co-op?
- A. A little over a year and a half
- **Q**. What are your favorite things about working here?
- A. I like so many things about working here but my absolute favorite would have to be the feeling I get being part of a business that exists to serve the need of the community and not the greed of outside investors.





- Q. How did you feel when you were told that you'd won the
- A. To be honest, I was feeling a little depressed about not winning one of those Nobel things so this award came at a really good time.

Recipes, stories and
Co-op community are
available to you at

ww.strongertogether.coop



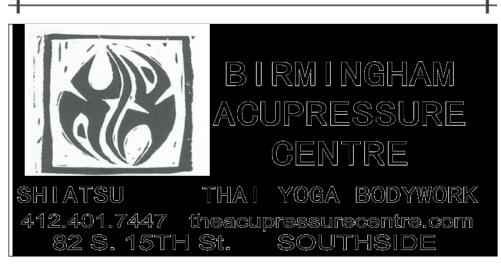
What more do you want from your house?



Older houses our specialty • Consulting and Remodeling



ajstones.com 412-241-6042



# DID YOU KNOW...

Step Eleven in the **Better Eating**For Life Program is "Cook
Creatively!"

Learning to eat new foods can be challenging, whether you are a seasoned cook, a beginner, or someone who prefers not to cook at all. This month's packet contains easy ideas for every skill level.

Taking stock of what is in your refrigerator, freezer and pantry can help to make preparing meals and snacks less challenging. A list of healthy and nutritious choices for each is included in the packet. A chart of meals which can be prepared quickly, from "New Fashioned Tuna Melt" to "Chili Baked Potatoes" is also included.

Cooking tips for grains, vegetables, fruits, dairy and proteins helps turn bad habits into healthier eating habits. How to marinate for fuller flavor and less fat in a recipe is just one of the **Better Eating for Life** tips. There are also ideas for adding more vegetables and whole grains to a diet, as well as replacing fuller fat items with other choices.

Web resources and cookbook suggestions round out the information in the packet.

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.

## **BermanChiropractic**

Our office offers both:

Traditional Spinal Adjustments

and

non-manipulative procedures as well.

We work with you to provide a safe and comfortable Chiropractic experience.

Give us a try!

412-521-3632 5819 Forbes Avenue Squirrel Hill

Next to the Squirrel Hill Library

Mostinsurancesaccepted

# **BULLETIN BOARD**



# fall classes

TUESDAYS, 6:30-8:30 PM: NOVEMBER 8, NOVEMBER 22

#### **Healing Relaxation Workshop**

with Kirsi Jansa

HEALING RELAXATION WORKSHOP IS AN INTRODUCTION TO LIVING LIFE MINDFULLY.

The workshop is based on the principle that the human mind carries its own dignity and healing capacity which can never be permanently damaged or destroyed. This innate capacity can become familiar to all of us, and is most obviously expressed in moments of relaxed openness. Yet most of the time our lives are busy and stressful, and we tend to move from one experience to the next with little awareness that this kind of relaxed openness is available to us all the time.

During the Healing Relaxation workshop we explore and experience the benefits of developing calmer states of mind and body through guided relaxations and visualizations, breathing exercises, self-massage, and simple massage and movement exercises.

Healing Relaxation Workshop is not therapy, but it is based on Tara Rokpa Therapy. More about Tara Rokpa in www.tararokpa.org/therapy.

» Cost, \$15 per session. Participants should bring mats and wear comfy clothes.

#### TUESDAY, NOVEMBER 1, 6:30 - 8:00 PM.

#### **Backyard Composting**

Pennsylvania Resources Council Community Composting Class

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

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

- » Cost: \$50 Single/\$55 Couple (Includes one compost unit per registration)
- » Call 412-488- 7490 X 247 to reserve your space. www.prc.org / www.zerowastepgh.org

### THURSDAY NOVEMBER 3, 7PM

# Astrology — Helping to Define Your Life's Purpose

With Cathy Bednar

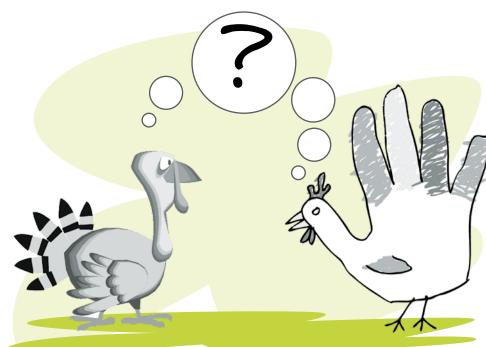
When many think of astrology, they quickly associate it with "what is going to happen in the future." Astrology can alert you to potential future events but it can give you so much more insight into your life-it identifies your Karma and what your challenges and gifts/talents are for this lifetime; it also identifies how you communicate, develop relationships, choose your career, and cultivates your spirituality. Cathy Bednar, from Astrological Insights by Cathy, will explain how your astrology chart shows that positive use of your planetary energies can guide you towards self-fulfillment and accomplishing your life's mission. See how this valuable toolyour astrology chart—can positively influence you toward your success and personal development, which could ultimately change your life.

## NEW MEMBER BONUS QUARTER: thru DEC 31, 2011

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

# November 2011 ... hot bar specials





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

COP

FIRST FLYER RUNS FROM
WEDNESDAY, NOVEMBER 2
TO TUESDAY, NOVEMBER 15

SECOND FLYER RUNS FROM

WEDNESDAY, NOVEMBER 16 TO TUESDAY, NOVEMBER 29

AND DON'T FORGET ABOUT

MEADE STREET
MADNESS
WEEKLY SALES —

TEN NEW ITEMS EACH WEEK, AT A DELICIOUSLY LOW PRICE!

CHECK THEM OUT IN-STORE OR IN THE NEWS FEED ON OUR WEBSITE —

www.eastendfood.coop



#### 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
II AM - 7 PM

# more fall classes

TUESDAY NOVEMBER 15, 7PM

# Gluten-free Baking for Holidays and Everyday

With Amanda Haney

Baking with gluten-free flour is a challenge. After taking this class, participants will be able to bake a variety of GF foods including yeast bread, rolls, pizza shells, cookies, muffins, pie crust, quick breads and cakes, among others. Techniques to adapt many regular recipes to make them gluten-free will also be included. I will also present information about nutritional issues related to GF baked goods. Participants will get a handout with many GF recipes for baked goods and tips for GF baking.

The class will include a tasting of GF baked goods.

» Cost \$10 for first person, \$2 for additional family members without handout.

### THURSDAY NOVEMBER 17, 7PM

### **Healthy Holiday Sides & Starters**

With Deborah Uttenreither

Tired of the same old candied yams and string bean casserole? This class is for you. We will explore some healthy alternatives that are tasty, seasonal and easy to prepare. Find out how some of the ingredients we will be using can help to build your immunity for the winter cold and flu season.

Recipes and samples include:

- $\,$  » Avocado and Sprout Salad a healthy starter salad teaming with nutrients.
- » Wild Rice Apple Cranberry Pilaf Good as a side or use as a stuffing.

### TUESDAY DECEMBER 13, 7PM

### Stay Balanced For the Holidays

With Deborah Uttenreither

The holidays seem to speed up our lives and for some of us they seem to take a toll on our relationships, diets and health. This class will explore some tips and techniques that will help to eliminate some of the hustle, bustle and stress keeping us more balanced and focused.

## f Login with Facebook

Show how much you "LIKE" us on Facebook. Find our Fan Page by searching for East End Food Co-op, and give us the thumbs up today!





Follow us on Twitter @EastEndCoop for special deals, store news and Co-op community happenings!

