



The Co-operator

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

STORE NEWS

Members' Extra Discount Days
Sundays: 11/22 & 12/13
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Next Meeting:
Monday, October 26 ~ 7-9pm

The Co-Operator Deadline
All submissions and ads are due 11/1 for the December 2009 issue.
For more information, call Member Services at 412.242.3598.

Join us for a Co-op Orientation Night
Learn the secrets every member wants to know — Tuesdays at 7pm.
Register with Outreach Coordinator Chris Farber, at 412.242.3598, ext 208, or outreach@eastendfood.coop.

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EAST END FOOD CO-OP
7516 Meade Street Pittsburgh, PA 15208
412-242-3598
www.eastendfood.coop

Creating Peace

By Sheila Caffrey

Sit there now and drop down into your seat. Feel your feet fully against the floor. Lengthen your spine right up through the crown of your head so that your shoulders can naturally surrender into release and your arms and hands and fingers can fully open to the movement of energy and blood. Everything softens. Everything opens. Breathe slowly into this soft openness a few times. Breathe into the great space within your body. Your face is relaxed, your jaw simply hanging. Your body is relaxed and strong, erect and elegant, peaceful and vibrating with life.

Now, when you feel ready to move with your breath, open your arms wide and inhale. Or, if moving wouldn't be right or possible for you at this moment, simply imagine the movement. Imagine the freedom. Allow your body to remain soft and fluid as you inhale and then round your back, release your chin toward your throat, and float your soft arms and hands together in front of you as you exhale. Do this a few times. Do it or imagine doing it as many times as you like. Move your body as you like, or move it not at all. Relax your legs and open your feet to the ground beneath them, and to the ground beneath



that, and to the ground beneath that.

Do this slowly and consciously until you feel that you have become the space around you and the space around you has become you, until you feel that you have become the earth beneath you and the earth beneath you has become you.

The air moves easily into and through your body and just as easily out again and into the world so that it can be breathed in by another, and then by another, and then by another. Your throat absorbs this breath right into its own softness just as it will be absorbed into the softness of the throat of each one who receives and draws it in. Your arms float through and into space. Your whole body blends into and becomes space even as it is supported so completely by the earth.

always available, always waiting for you to simply open to and receive. And if it feels good, enjoy it. Take it all in. Perhaps you need it all for yourself right now to help you in your life, or in your healing. If that is so, then please do keep it. Perhaps you might be full and moved to share some of this feeling with someone, anyone, even a total stranger. If that is so, if you do feel that you can share it, then send it out now into the space that is yourself and that is every self. Send it in the form of love or light or peace or gentleness or compassion or whatever you imagine it to be. Someone needs it now, right now. Please don't wait. The world can't wait much longer. Someone needs this now. ☺

Sheila Caffrey teaches meditation and yoga in Pittsburgh. She is also a massage therapist specializing in CranioSacral Therapy and deep healing.

What if every organ, and every tissue, and every cell within your own body had that much space?

And then, when you wish to, become still and quiet and rest into the space that is you, settle into the earth that is you. Relax your hands, your arms, your back, your whole body. Relax even your mind and simply be that alive and pulsating space of life. Feel the movement that is you. Feel the movement that is all of life. Feel all of life within your very self.

What if every body had that much space, that much support, that much softness all the time? What if every organ, and every tissue, and every cell within your own body had that much space? That much energy? That much blood? That much fluidity? That much safety? What if every mind had that much peace? What if all of us on this earth had that much peace?

This is how we were made to be, this free, and vibrant, and peaceful. Life is to be beautiful.

Now, go back and feel it all again. Just feel it. It is easy. Know that all of this peace and safety and freedom is always there,


DON'T MISS MEMBERS' EXTRA DISCOUNT DAY NOVEMBER 22

MEMBERS RECEIVE **10% OFF** SHELF PRICE ALL DAY! SAMPLES AND TASTINGS 8AM TO 4PM

VOLUNTEERS NEEDED!

Please contact Chris at 412.242.3598 ext. 208 or outreach@eastendfood.coop if you would like to help out in the store on this day!

All members are welcome to attend the Co-op Board Meetings. Check the bulletin board in the front vestibule for dates, times and agenda items.
Next meeting: Monday, November 23 ~ 7-9pm



WE OWN IT - CO-OP

FOOD • CO-OP
EAST END
and Vegetarian Cafe
www.eastendfood.coop
7516 Meade Street
Pittsburgh, PA 15208

Dated Materials — DO NOT DELAY

2008-2009 Annual Reports are available to all members in the store now. Stop by the Customer Service desk for your copy. Below is an excerpt from the General Manager's Report about the year-end state of the Co-op.

General Manager's Report

Rob Baran

This was certainly a year few of us will forget anytime soon. By year, I am referring to the Co-op's fiscal year. We budget July through June every year, and the most recent cycle ended at the beginning of this summer. Your Co-op posted a strong performance last year, a sign of our increasing maturity and improving operations. We expected things to slow down, so we budgeted for reduced growth levels from the previous year. Little did we know, however, that a fiscal tsunami would transform the nation's financial landscape, and ours with it.

The year began with a continued focus on productivity during a period of strong sales growth. We had been improving a key productivity indicator (sales per labor hour) for a while, and continued to see gains through last summer and into last fall. Sales per labor hour measures how many hours of labor are used for every dollar of sales generated. It is the key efficiency indicator for our industry. Top performing co-ops in the National Cooperative Grocer's Association (NCGA) have produced numbers in the high 70s in previous years — that is \$70 in sales for every hour of labor.

As recently as 2007, we had been in the 60s here at East End Food Co-op, hence the productivity initiative we drew up and committed to. Our work really began to bear fruit in the first half of last year. By the time the economy started crashing (and our sales with it), we were not only running in the high 70s, but even managed to hit the 80s for a sustained period just as our sales growth was crashing. The timing could not have been better. We managed to stay in the black right through the crash due to increased efficiency gains.

The second half of the year was tougher, as negative growth set in for the rest of the year. In this situation it becomes much harder to maintain productivity (let alone increase it) because it becomes more of a question of cutting things out, rather than holding the line as business increases. We finished the fiscal year in the high 70s on productivity, but were not again able to match the performances of October, November, and December. That will be our goal for the new fiscal year — getting back to the 80s, and staying there. Overall, we were able to save a lot of money on labor,

while increasing wages yet again, one of the key reasons for our strong performance during a challenging year.

Sales growth was all over the place, of course. One of the interesting things about last year was the way many of our competitors started losing sales all the way back in 2007. One national competitor in particular was already down 10% in October, a month in which we were still growing our sales almost 10%! Come November though, the crash started in earnest, and by January, we were down a bit from the previous year, a state we would remain in until the return of summer.

But there was a lot more going on than just productivity gains and yo-yo-ing sales. Before the crash, we got serious about expansion for the first time in years, and were taking a serious look at beginning work on a second location. Several communities approached us with offers of financial support to secure a new Co-op location. We were seriously considering a couple of different scenarios, but decided to slow down the process and focus internally once the recession became a reality. We are still considering expansion; however, the feeling is that we really need to focus on improving operations and reducing costs again this year before we dive wholeheartedly into expansion planning. Thankfully, we have our best staff ever to help make it happen. As they improve, your Co-op improves. Their leadership will be the key.

Leadership has helped the Co-op Café made huge strides. This is a department that has lost money over the last two decades, but no more. Our co-managers, Thomas Murphy and Amber Pertz, were able to forge a strong team in the kitchen and transform the Co-op Café into one of the most consistent and organized departments in the store. The fact the Co-op Café almost broke even saved us the money that we have previously needed to make up from other departments. That played a big role in our success at remaining profitable.

The Produce department also had an especially good year. Produce managed to significantly reduce its waste and deliver some strong margins in spite of the challenging economy. We lost less money on

— Continued on page 4

member services message

by Kara Holsopple, Member Services

UNCHAIN YOURSELVES!

The Co-op is urging Pittsburghers to unchain themselves on November 21 — to do any business they plan to do on that day only at local independent businesses. America Unchained is a national campaign of the American Business Alliance (AMIBA).

"Studies from small towns in Maine to sizeable cities like Austin, Texas found that local independent businesses create about three and a half times the local economic activity as chains do. A study released in 2004 looked at the local economic impact of ten independent businesses and ten chains in the Andersonville neighborhood of Chicago and found that the **independents generate 70% more local economic impact per square foot than chain stores,**" said American Independent Business Alliance director Jennifer Rockne. "Why? Because our independent businesses pay local employees, use the goods and services of other local independent businesses and give back to community institutions far more than chains." said Rockne.

Your Co-op is local and independent- and owned by you. We understand that many of our shoppers and members value other local businesses. We do, too. We supply other local businesses, like coffee shops and restaurants with our products, and purchase goods from local producers and distributors.

Pittsburgh stands to gain in every way by supporting our independent businesses. They provide us with essential goods and services, well-paying jobs, and continued opportunities for citizens to own their own business here. They are critical parts of Pittsburgh's social, cultural and economic health. Supporting them is good for us personally and our community.

How many local businesses can you support on November 21?



More information at the American Independent Business Alliance: AMIBA.net.



one percent wednesday



EVE, a project of the Center for Victims of Violent Crime

November 25

Did you know that early onset of puberty in African American girls may be due in some part to hormonally active personal care products, like hair preparations made from placenta, which are common in the African American community?

The EVE Project of the Center for Victims of Violent Crime (CVVC) is attempting to bring research-based science which relates to the environment into CVVC services and education for both crime victims and witnesses. One area of focus is on how environmental factors like diet, household and personal care products impact health, wellness, trauma recovery and violence prevention. Another focus is on how these factors affect early puberty, and if there is a connection between the two and sexual violence.

Through the EVE Project, CVVC will teach community members and clients to make healthy choices and reduce risk factors. They hope clients will be able to adopt skills including being able to:

- Read and understand product and food labels
- Identify substances that are toxic and detrimental to health in food, personal care and household products
- Identify sources of healthy, locally and organically grown food and healthy alternatives to toxic personal and household products

CVVC is creating EVE Awareness Circles to raise environmental awareness in community members who will then help guide how to implement environmental education in their communities. Examining food rituals, discussing local gardening, and studying African American environmental history are just some of the activities of EVE Awareness Circle participants. The CVVC agency-produced radio program Peace It Together Pittsburgh™ will also be used to get EVE Project information to the public.

Please visit the EVE project table in the Co-op on Wednesday, November 25, for more information about how you can support their efforts, or visit www.cvvc.org for more information. ☺

BOARD CORNER

by Torey Verts

Transition and the Board Process

This November marks an exciting time for the East End Food Co-op's Board of Directors. November is the month when we welcome to the table the newly elected directors who have been chosen by the members from the annual elections. This year's transition includes the addition of three to four new directors, and for a board of only nine, that's a lot of new people. In addition to that, two of our most senior directors will be stepping down this year, Michael "Q" Roth and Rob Shepherd. Q has served on the Board for the past six years and has had the role of the President for the last four. Rob was one of the founding directors of the Board and has served for the past 25 years. Indeed, it will be a time of changes for the Board.

As a responsible Board, we have to ask

ourselves several questions. How do we prepare ourselves for this transition? How do we train new people? How do we maintain consistency in governance while striving to reach our goals with the changes that we are experiencing? There may be several answers to these questions, but one answer lies in the creation of organized board processes, and then putting those processes into action.

To assist us in these processes, and as an overall part of our Board development, we have a yearly contract with CDS (Cooperative Development Services), a national consulting cooperative that specializes in consumer food co-op board development. Some of the services they provide for boards include online workshops, monthly phone consults for feedback and guidance, and training for new board directors. CDS stresses that in

order for boards to maintain consistency, they have to have good processes. That has been a goal of our Board over the last year.

One course of action that we have chosen to improve is how we train our new directors. On average, it takes a new director about a year to learn the ins and outs of board practices and procedures and to get comfortable with the concept of policy governance. In order to speed up that process and minimize acclimation time, the Board created a new director training and reference manual. This manual has over 50 detailed pages of information including an explanation of policy governance, the roles and responsibilities of a board, and an introductory into financials.

In addition to a new training manual, we have also started to further develop

some of our other processes, like the roles and responsibilities of the Nominations and Elections Committee, monthly director self evaluations, and documentation of consultant meetings. By taking these proactive steps, we hope to improve upon all of our methods over the next year to continue to govern with excellence and to help future boards do the same.

We would like to thank those directors stepping down this term for all of their hard work over the years, and we look forward to the enthusiasm and new ideas the newcomers will bring. If you have questions, or are interested in what the Board does, we encourage you to attend Board meetings which are held once a month. You may also email questions to the Board at boarddir@eastendfood.coop. ☺



ENDS POLICY STATEMENT

East End Food Cooperative, a member-owned business, exists to create, promote and sustain a healthy, strong, and vibrant local community that serves the need for physical well-being, mutual respect, social connectedness and economic vitality while ensuring sustainability in the use of all resources toward this end.

Adopted by the EEFC Board of Directors, January 24, 2005

STATEMENT OF COOPERATIVE IDENTITY Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural need and aspirations through a jointly-owned and democratically-controlled enterprise.

Values

Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

Seven Principles

The co-operative principles are guidelines by which co-operatives put their values into practice.

1: Voluntary and Open Membership

Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political and religious discrimination.

2: Democratic Member Control

Co-operatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and Women serving as elected representatives are accountable to the membership. In primary co-operatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

3: Member Economic Participation

Members contribute equitably to, and democratically control, the capital of their co-operative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the co-operative; and supporting other activities approved by the membership.

4: Autonomy and Independence

Co-operatives are autonomous, self-help organizations controlled by their members. If they enter into agreements with other organizations, including governments, or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their co-operative autonomy.

5: Education, Training and Information

Co-operatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their co-operatives. They inform the general public-particularly young people and opinion leaders- about the nature and benefits of co-operation.

6: Cooperation among Co-operatives

Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through national, regional, and international structures.

7: Concern for Community

Co-operatives work for the sustainable development of their communities through policies approved by their members.

Source: ICA News, No. 5/6, 1995.

Last updated: 2 June, 1996.

members SPEAK OUT



Comment Cards ...

“Grazing” in bulk foods is stealing. Doing it on behalf of your children is teaching them to steal. Please let customers know that if they want a sample they should ask.

I agree, and thanks for your comments. Please alert us of any future incidents you witness, and we will remedy them as best we can.

— Ian Ryan, Bulk Foods Buyer

It would be great to mark which produce and bulk items are local so we can try to support our local farmers.

We do have some labels in bulk to indicate this, and plan for more in the future.

— Ian Ryan, Bulk Foods Buyer

(editor’s note: Check the new chalkboard in the front of the produce department for what is local in produce each week!)

The food is wonderful! Wish you could put some pasta sauce in containers to buy separately.

Thank you! We will consider packaging our sauce for the deli.

— Thomas Murphy, Café Manager

Please have the salad bar open at the time of store opening. The store already opens late and I like to get a fresh salad for work.

Thank you for your suggestion.

Unfortunately, at this time, we don’t have enough early business to justify opening the bar earlier than 9am. We will keep it under consideration for the future.

— Thomas Murphy, Café Manager

I love the new carts—thank you so much! They are a great improvement. Great job.

Thank you very much! I am glad that you like them.

— Allisyn Vincent, Front End Manager

I not only dislike, but hate the new carts for general use. They are only good for small orders. At least have some regular big ones. You are discouraging people from buying more.

We have ordered some larger carts that have not arrived yet. The current carts have almost the same capacity—with combined top and bottom—as our previous carts. But their more compact design seems to be a better fit for the size of our store.

— Allisyn Vincent, Front End Manager

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

We have so many people to thank, we hardly know where to begin!

many, many thanks ...

... to all of the food vendors, farmers, crafters, musicians and shoppers who made our 4th Annual Co-op Art Harvest a success! See you next year!

... to all of our members who voted in the Board Elections this year, and a special thanks to those who attended the Annual Meeting on October 10th.

... to now “former” Board members Mike Q. Roth and Rob Shepherd for their years of service to the East End Food Co-op, an extra special thanks.

... to volunteer Deanna Hitchcock for her creative work in the Co-op’s Bulk department. Check out her sewing and organizational skills on the re-vamped Bulk Food Information and Recipe Board in that department.

... to all of our new members who joined during our October Co-op Month member drive.

Because of all of these contributions, our Co-op is stronger. THANK YOU!



Celebrating Diversity at the Co-op

by Ela Slai

As a member of the co-op for many years I’ve seen quite a few changes, but one thing that has remained the same is the diversity. Diverse members, staff, floor plans, and products, for example; but over the last couple years I’ve had the joy of getting to learn even more about the diversity in our world through the fabulous Peace Calendar (which I first bought as a gift at the co-op). With so much to glean from other cultures, I want to share with you some of the celebrations and other diverse happenings occurring throughout November.*

November 1st - Dia de los Muertos, Mexico

Honoring those who’ve passed in this “Day of the Dead.” Also Veteran’s Day (on the 11th) and Transgender Day of Remembrance (on the 20th)

November 3rd - Election Day, USA

Not always on a specific date, rather this “holiday” was designed to fall on the first Tuesday in November for traveling farmers leaving on Monday to have time to arrive at the voting polls (since leaving on a Sunday would interfere with church services).

November 16th - Jotowe’ go:nah, Onondaga Nation, Native American

One of the names for the 13 moons that govern the seasons in this culture, meaning *return of the bigger cold*, or *big cold moon*. Ah yes, it is getting colder!

November 26th - Thanksgiving, USA

Mmmmm, what are YOU thankful for?

November 27th - Buy Nothing Day

November 28th – Eid al-Adha, Festival of Sacrifice, Islam

A three or more day (depending on the country) celebration commemorating the willingness of Ibrahim to sacrifice his son Ismael as an act of obedience to God. Interestingly the date can vary (though not too greatly) with this holiday due to the differences in our solar calendar and the Islamic lunar calendar.

Please note that the selections listed are random (as there are too many to list) and do not reflect holidays endorsed or observed by the Co-op.



the food YOU EAT

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

You can't go wrong with this recipe. It is perfectly seasonal, packed with nutrition, and easy to prepare.

Did we mention affordable? Season it to your liking with more or less garlic, try roasting the garlic, or adding chilies. Enjoy!



Black Bean Pumpkin Soup



2 Tablespoons Earth Balance margarine or olive oil
1 medium yellow onion, diced
1 teaspoon cumin
2 cloves garlic, crushed
15 oz. canned diced tomatoes
15 oz. canned pumpkin puree
½ cup red wine (or ½ cup red grape juice)
32 oz. vegetable broth or water
2 Tablespoons balsamic vinegar
15 oz. canned black beans
6 green onions, thinly sliced
salt and pepper, to taste

Directions:

1. Sauté yellow onion in margarine or olive oil over a medium heat.
2. When onion has softened, add cumin and garlic. Sauté two more minutes. Add tomatoes, pumpkin, red wine, veggie broth, and balsamic vinegar.
3. Puree these ingredients together and return to stove.
4. Add in black beans and bring to a simmer. Add salt and pepper to taste.
5. Top with sliced green onions and serve.

Serves 6-8 people.

General Manager's Report, continued from Page 2

shrink (produce we buy, but can't sell due to quality issues) than we have in previous years, something for which the produce staff should be commended. Our suppliers and farmers should also be recognized, as we feel that overall quality has improved from last year.

The Grocery departments also performed well from a fiscal perspective, though we feel we have a lot of work still to do. As the economy crashed, we had a hard time changing things in the department to keep up with the changing times. Over the years, we have really leaned on people for inventory management. Much of the work our buyers have been doing has been very intuitive, and not based on much real data. This means that they have often had to be very conservative in how they manage things like pricing if they are going to meet their budgets.

We have decided to significantly change the way we do things in Grocery, and are planning on instituting a new inventory management system that is based on data and math, rather than intuition and guess work. There are some new systems out there that are quite sophisticated, and should allow our buyers, after training, to more aggressively manage their categories, and take more chances on lowering specific prices to become more competitive. The new inventory management system will help us continue to increase our labor efficiency, as well. We feel we will need to take this step to keep up with the changing times, which is something we learned from the recession.

It was a very interesting year for Co-op Outreach, as we continued our focus toward delivering on a triple bottom line. A triple bottom line business is one that delivers on a fiscal bottom line, as well as social and environmental bottom lines.

I am happy to report a successful year on all three fronts, and we have some real evidence to prove it. Not only did we deliver a 2% profit, but we also won two major awards in the social and environmental side of things.

In February, the Pennsylvania Association for Sustainable Agriculture (PASA) named us the 2009 winner of the Business Leadership Award in Sustainable Agriculture. This is a statewide award, and we are the first Western Pennsylvania business to win it. In June, social justice non-profit Just Harvest named East End Food Co-op the 2009 winner of the Seeds of Justice Award, for leadership in social and economic justice

circles. This is the first time anyone can remember the Co-op winning leadership awards like these, and we have been honored with two of them!

We don't have the kind of capital some of our competitors have to help support the local food movement or environmental efforts, but what we do have is vision, experience and leadership. These are sometimes critical missing pieces at the table for collaborative efforts here in Pittsburgh. That is our role these days with Triple Bottom Line outreach — we are the ones at the table, giving back to the community via our leadership and vision, working with local government, non-profits and activists, to change things for the better here in Pittsburgh. We have had some successes lately, and some setbacks, but your Co-op's presence is truly felt beyond its doors, now more than ever.

These awards are not for any one thing, but recognition of the work we do on a variety of issues. The former Green Block Initiative has led to a sustainable neighborhood redevelopment project in Homewood/Point Breeze, working with local community leaders and the Urban Redevelopment Authority, and has secured funding for a feasibility study. The Three Rivers Bioneers has secured a satellite Bioneers Conference at the Pittsburgh Project in October. We are working on a host of other collaborative efforts such as opening a local chapter of the Business Alliance for Local Living Economies, working with PASA to grow a strong local food economy, and helping to start the Pittsburgh Food Policy Commission.

These are some of the ways your Co-op leads in your community, your neighborhood, and your city. Here in Pittsburgh, it's what defines the "Co-op Difference." When you shop Co-op, you are not just buying groceries. You are part of our community and part of a movement. That is what your dollars support — an alternative to the big box corporate world of profit at all costs.

It's been a good year in spite of all the challenges. It's been a good year because of you, and your loyalty to the Co-op. The recession did not hit us as hard as it did a lot of other businesses. We did feel some pain, and we felt your pain. But you kept coming back. For this, we thank you, and promise to do the best we can this year to take it to the next step: to keep improving, to be more competitive, and to deliver better service. All of these things make a great shopping experience, and this we pledge to you in the coming year. ☺

SAVE THE DATE

Winterfest 2009

Saturday December 19th
6:30pm-9:30pm

At the Jewish Community Center of
Greater Pittsburgh in Squirrel Hill

Suggested donation

\$5 for members, \$7 for non-members

Proceeds benefit the
Co-op Community Fund

Live music, food and drink, and
a chance to mingle with your
fellow cooperators!

What's New ... in the aisles

HOLIDAY TURKEYS ARE HERE!

- Organic and Natural Turkeys from Mary's will both be stocked in the store and available for special order.
- The Co-op will also have a limited number of LOCAL Pastured Turkeys from Heritage Farms. All turkeys will be frozen.

Aisle 3

- Tree of Life Organic Canned Pumpkin
- Well and Good Gluten Free Baking Mixes
- Enjoy Foods Gluten Free Crunchy Rice Cereal

Aisle 5

- Pangea Organics Bar Soaps, Hand Soaps, Hand and Body Lotions, Shower Gel and Facial Creams
- All Terrain Hand Sanz Antiseptic Gel with Aloe

Aisle 6

- LOCAL PRODUCT! Paradise Gardens Plain and Honey-Vanilla Goat Yogurts
- PJ Madison's Organic Ice Cream
- Caesar's Gluten Free Vegetable Lasagna

Deli

- Field Roast Vegetarian Deli Slices, Lentil Sage and Wild Mushroom Flavors
- Explorers Bounty organic Teas, Coffee and Candies

in the COMMUNITY

Bioneers Gear is Here!

...honoring the web of life.

High quality **Maggie's Organics** t-shirts, extra long scarves and socks— all printed in water based inks with the Bioneers logo.

Bioneers is a nonprofit educational organization that highlights breakthrough solutions for restoring people and planet. Since 1990, Bioneers has acted as a hub of social and scientific innovators with practical and visionary solutions for the world's most pressing environmental and social challenges. A celebration of the genius of nature and human creativity, Bioneers connects people with solutions and each other.

More information about the local chapter of Bioneers at www.3riversbioneers.org



Hey Black and Gold, Wash in Cold

Here's news from the **BLACK AND GOLD CITY GOES GREEN CAMPAIGN**:

- If you're looking for an easy way to go green, November's action couldn't be simpler — **wash your clothes in cold water**. Taking this action will save you up to \$60 each year and will also cut 864 pounds of global warming pollution annually.
- To go even greener, install a low-flow **showerhead** (the cost varies, but you can easily find one for under \$15).
- And to take the greenest action, plant one or more **drought-resistant native trees**.



Details on November's actions — including where to find the expert help you may need to take the action — are on the Black and Gold City Goes Green website (www.theblackandgoldcitygoesgreen.com/int_monthly.aspx). Download the information and share it with a friend!

And of course, tell us what you've done so that we can track how well we're fighting global warming. Sign up and report your efforts at our website. No computer? No problem. Call us at 412-258-6680 or fill in one of the postcards available throughout the city.

You can also help your work place, house of worship, community group, or neighborhood win our community partner challenge. Just go to your MY ACCOUNT page and tell us how you heard about the campaign.

To join in a tree planting on Saturday, November 7 (and get credit for taking the greenest action), just email BlackandGold@pennfuture.org or call us for more information at 412-258-6680.

Together, we're making Pittsburgh even cooler by cutting our heat-trapping gases and going green!

New to the Black and Gold City Goes Green Campaign?

We're happy you are here! The Campaign is the first-ever attempt by any city in the nation to run a citywide citizen action campaign to cut global warming. The goal of the campaign is to work together to reduce heat-trapping gases from global warming, making a significant measurable decrease in pollution. Each month, the Campaign details a new set of actions (GREEN, GREENER, GREENEST), which you can do at little or no cost.

Go to our website at www.theblackandgoldcitygoesgreen.com or call us at 412-258-6680 for more information.

The Black and Gold City Goes Green Campaign is coordinated by PennFuture.



GIVING THANKS TO A LOCAL PRODUCER:

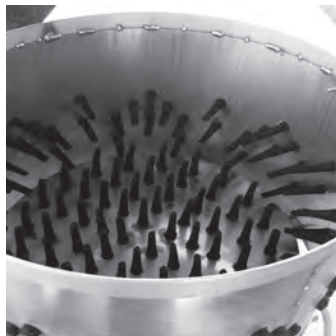
Burns' Heritage Farm

by Claire Westbrook

As we move through Autumn into the cooler month of November, my family and I snuggle a little more, get sleepy a little earlier in the evening, and celebrate the harvest that so many of our local farmers worked hard to procure, especially on the 26th. It was with a full mind of ideas and empty car (save for baby snoozing peacefully in the backseat) that I set out for Heritage Farm, wondering what sort of folks the Burns were going to be. I never imagined that I would find myself in such a place of peace as I did when I settled in at their lunch table that sunny and calm afternoon just a few weeks ago.

As I sat drinking milk and asking questions about the farm, Greg Burns and his family graciously filled my head with more information than I could possibly remember or even write about in the space that I have here; but the message of the hard work that's involved was clear. While everyone finished up with the mid-day meal, I prepared myself to see just how wonderfully all that hard work was paying off. Not that there was much I needed to do except get baby sorted out in her wrap so she could check things out, too.

The tour started with Pete Burns, the livestock manager, and it was obvious from the way he spoke that he has a natural affinity for his work, which certainly helps when he's processing 300 or so birds each week during the season (from late spring to early autumn).



Upon arriving at the poultry processing shed, I was amazed at the simplicity of the lineup. I'll spare you the details, but I marveled at the efficiency, not only because of the literal few steps that were needed, but also from the amount of feathers still clinging to the ceiling of the structure (the picker in the photo is good, but not THAT good!).

As we talked about his time spent interning at Polyface Farm, we cut through the fields to check out the Scottish Highland cattle that were grazing lazily

in the newest patch of acreage that he set up for them. And not to his surprise, a few of the calves were outside the barrier that he had created (because they're smaller and can go under the wire and are more curious, of course!). Moving the livestock each day to a different zone allows the animals to have new grass to eat and also lets them fertilize the areas they've just been in, which the ground absolutely loves.

As I learned more about the history of the farm while we tramped through the tall grass across to the hens, I could feel myself relaxing more and more with the beauty around me and with my own ideas of homesteading. I could see the effects of hard work, patience, and the reverence for the land that are necessary with any aspect of farming as we arrived at the chicken yard. I was instantly enamored with the hens (and a few roosters) that came a clucking up to the fencing to say hello and was reminded that the reason these birds eggs were going to be so good is due to their being outdoors with grass and bugs to munch on rather than just grain, and having quite a range to ramble about in. Same went for the turkeys and the chickens. Good health and vibrancy was bursting everywhere I looked, and it was practically the end of the season!

Whether it's produce (which is also grown on the farm for local restaurants like Lidia's & Bona Terra) or livestock, the Burns have learned through the years and with listening to their many acres how to live symbiotically with nature so that all benefit. You can find their chicken in the meat cooler in aisle 6 and their turkeys will be available for Thanksgiving. For more info call (814) 772-0210 or learn more by visiting their website: <http://heritagefarm.us>



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MONTHLY MEMBER sales!

Bare Fruit Org Dried Fruit	73 gm	\$2.49
Bisca Org Water Crackers	5.3 oz	\$3.29
Coombs Maple Syrup	32 oz	\$22.99
Edward Org Crutons	5.25 oz	\$2.49
Ener-G Egg Replacer <small>Tapioca & Potato Starch also on sale</small>	16 oz	\$4.49
Gluten Bread & Baking Mixes	16 - 22 oz	\$3.99
Kashi TLC Chewy Bars	6 pk 7.4 oz	\$3.79
Westbrae Org Canned Vegetables	14 - 15 oz	\$1.49
Wyman's Canned Wild Blueberries	14 oz	\$2.99
Sweet Leaf Stevia Powder <small>Liquid extract also on sale</small>	100 pks	\$10.99
Follow Your Heart Cream Cheese	8 oz	\$2.49
Soyatool! Soy Whipped Topping	10-14 oz	\$3.79
Alba Massage Oil	8.5 oz	\$8.99
Aura Cacia Bubble Bath	13 oz	\$5.99
Jason Natural Smile Whitening Kit		\$9.99
Nature's Gate Deep Clean Liquid Soap	12.5 oz	\$4.99
Radius Silk Floss	50 m	\$2.79
Org Cannellini Beans	\$2.19/lb	
Org Adzuki Beans	\$1.59/lb	
Peanut Butter Pretzels	\$6.29/lb	

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



and Vegetarian Café

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WHO WE ARE

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

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

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

MANAGEMENT TEAM

Rob Baran, General Manager

Joe Coley, Operations Manager

Jane Harter, Administrative Manager/HR

Aaron Young, Interim Produce Manager

Kara Holsoapple, Marketing and
 Member Services Manager

Jim McCool, Interim Grocery 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

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The Co-operator

Kara Holsoapple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

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

We welcome letters to the editor.

Send your message (250 words or less) to —
Attn: EEFC Member Services, 7516 Meade St. Pittsburgh,
PA 15208 or e-mail to: memberservices@eastendfood.coop

Submission Deadlines

All submissions, including articles and advertisements, must be received in the Co-op office by the first of the month for the following month.

The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter. Opinions expressed are the writer's own and do not necessarily reflect Co-op policy.

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

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

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:

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

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EXTRA MEMBER DAY SALES

Even More Value for Co-op Members
on Member Extra Discount Day
ONE DAY ONLY: November 22

- \$1 off all varieties of Traditional Medicinal Teas
- \$.75 off Half-Gallon size Organic Valley Chocolate Milk
- \$.75 off all flavors Living Harvest Hemp Milk
- And more...

Look for additional sales signs in the aisles on November 22.

Limited to in-stock merchandise only—no rain checks!



staff NEWS

NEW HIRES

Welcome, JOE COLEY, the new Operations Manager of the Co-op! Joe comes to us from Illinois. His co-op experience includes working for a number of years at a large retail/wholesale co-op in New Jersey. Joe is very active in his church and in the Knights of Columbus. He enjoys watching sports and playing golf, as well as reading and watching movies. Joe has been married for 31 years and has two children.



Here at the Co-op, Joe will be actively managing several departments as well as taking charge of managing the maintenance of the physical store. ☺

Employee of the Month

Interview with **Jessica Johnson, Administrative Assistant and IT Team Member**, our **Employee of the Month for September 2009**

How long have you worked at the Co-op?

Almost 2 ½ years.

What are your favorite things about working here?

While things aren't perfect anywhere, it seems like employees at the Co-op really want to be here. And really want to be part of something greater. We could all go work somewhere corporate, but here it's more than just a paycheck for most.

Are there things that you wish you could change?

Sure. But for the most part, I'm content. Healthcare benefit options for part timers would be swell.

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

Surprised. I thought I was invisible.



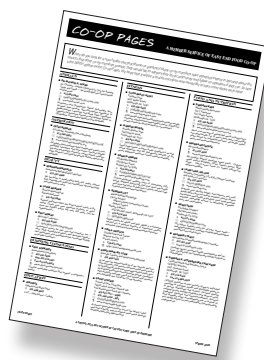
WANTED: ADDITIONS TO THE CO-OP PAGES

If you are a Co-op member and would like your business or service to be listed in the Co-op Pages, mailed out twice yearly to all members and included in all new member packets, please send us the following:

- Member Name
- Business Name
- Business Address
- Business Phone
- Business Fax
- E-mail
- Web address
- 25 word description of business or services

The cost is \$10 to be included.

E-mail info to memberservices@eastendfood.coop, or mail with check to Co-op Pages, East End Food Co-op, 7516 Meade Street, Pittsburgh, PA 15208.



GIVE WHERE YOU LIVE



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

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

Donate today at the Customer Service Desk inside the Co-op



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.

Be a Part of the Discussion ... About Co-ops!

Check out *A Discussion Course on Cooperatives: A Manual for Community Self-directed Education** in our book department.

Informative essays and articles to get you thinking about:

- cooperative history
- cooperatives around the world
- creating a cooperative future
- legal aspects of consumer cooperatives, and more!



Start your own discussion group, or just educate yourself — you never know what could happen when you start cooperating.

More information at www.discussion-course.coop

* Look for it in the Co-op's BOOK DEPARTMENT in the back of the store, near the Co-op Café

bulletin BOARD



November 2009 ... hot bar specials

CAFÉ HOURS

DAILY

JUICE BAR
8 AM - 7 PM

SALAD BAR
9 AM - 7 PM

HOT FOODS & SOUPS
11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR
9 AM - 1:30 PM

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

Thank you

for supporting BUILDING NEW HOPE in October. When you shop on One-Percent Wednesdays, your dollar goes farther by supporting organizations in our community.

sunday	monday	tuesday	wednesday	thursday	friday	saturday
1 Chef's Choice	2 Baked Chili and Cornbread	3 Spotted Rooster and Yam Quesadillas	4 Burrito Bar	5 Sicilian Broccoli and Cauliflower Penne	6 Pizza, Dairy and Vegan	7 Pierogi Lasagna
8 Chef's Choice	9 Penne with Greens, Feta, Walnuts and Olives	10 Seitan Tagine with Prunes and Cinnamon	11 Middle Eastern Kitchen	12 Mock Chicken and Biscuits	13 Pizza, Dairy and Vegan	14 Spicy Red Tempeh
15 Chef's Choice	16 Chimichurri	17 Lentil and Vegetable Korma	18 Indian Kitchen	19 Moroccan Seitan Stew	20 Pizza, Dairy and Vegan	21 Chef's Choice
22 Chef's Choice	23 "Sausage" with Apple, Yams and Greens	24 Maple Glazed Tofu with Yams and Cranberries	25 Autumn Millet and Butternut Casserole	26 Closed for Thanksgiving	27 Pizza, Vegan and Dairy	28 Seitan Stroganoff
29 Chef's Choice	30 Harvest Ragout	WEEKEND BRUNCH BAR – 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS				

THE CO-OP WILL BE **CLOSED** ON **THURSDAY, NOVEMBER 26** for the Thanksgiving Holiday

fall lectures

Thursday, November 19, 7pm

Giving Thanks the Healthy Way

With Deborah Uttenreither, CHHC AADP Certified Nutrition, Health and Lifestyle Coach from LIFE FUEL Nutrition

Learn simple techniques and take away whole-some recipes for making the most of the Thanksgiving foods bounty. You won't even need to loosen your belt!

RESCHEDULED CLASS:

Thursday, December 3, 7pm

Astrology: Why do I keep repeating the same life patterns over and over?

Join Cathy Bednar of Astrological Insights by Cathy for the answer to this question and more. Many times we get stuck in the same old situations and don't understand why. Our astrology charts may explain "The Why". Come learn about how we can use our energies to our advantage to change unwanted patterns.

NOTE: Workshops are free, but please register in advance at 412.242.3598.

un-classified ads

TIME TO FEEL GREAT- Start today with Deep Tissue massage or Shiatsu. Co-op member discount. www.bodyharmonypgh.com Marcia Smith. 412-871-5388.

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.

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



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ESPRESSO DRINKS

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

COFFEE

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

HOT DRINKS

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

TEA

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

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

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

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

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

Not in the mood for hot? Ask for it iced!

East End Food Co-Op
Autumn Harvest Specials

All orders must be received by Saturday, November 21 at the latest. Orders can be picked up on Tuesday, November 24 from 8 AM until 8 PM or Wednesday, November 25 from 8 AM until 8 PM

Spiced Pumpkin and Cider Soup (V) Includes maple, spice, and everything nice..... **\$6.99/QUART**

Country Corn Muffins (V) Tender muffins with great corn flavor..... **\$4.99/DOZEN**

Baked "Tastes Like Turkey" Tofu (V) A satisfying accompaniment to all your traditional favorites..... **\$5.49/PINT**

Traditional Tofu Loaf (V) You know it, you love it...It's Thanksgiving in a loaf..... **\$6.99/POUND**

Mom Murphy's Famous Stuffing (V) Rustic farm bread, mushrooms, onions...simple, but classic..... **\$5.49/POUND**

Maple Kissed Cranberry Sauce (V) Tart with heart..... **\$5.49/PINT**

Great Gravy! (V) Roasted garlic, "white wine", thyme, marjoram...the name says it all..... **\$5.49/PINT**

Roasted Rosemary Potatoes (V) Halved new potatoes, rosemary, garlic, olive oil...Yum! **\$5.49/PINT**

Chive Mashed Potatoes (V) A traditional mash...creamy, light, fluffy with fresh chives to boot..... **\$5.49/PINT**

Maple Mashed Yams (V) I yam what I yam, but I'm more than just a yam...I'm spiced! **\$5.49/PINT**

More Please! Macaroni and Cheese (D) Good, better, best...Pepato cheese gives it added zest! **\$5.49/PINT**

Roasted Garlic Mac 'n' Cheez (V) A vegan's best friend..... **\$5.49/PINT**

Horn of Plenty Pilaf (V) Wild rice, squash, cranberries, apples, cinnamon and spice...It's the flavor of fall..... **\$5.49/PINT**

Simply Green Beans (V) Beans, thyme, shallots, olive oil, salt, pepper and LOVE! **\$5.49/PINT**

Perfect Pumpkin Pie (V) The one, the only, the Original EEFC Café Pumpkin Pie...a yearly favorite..... **\$12.99/PIE**

Crumble Crust Apple Pie (V) The apple pie of your eye..... **\$16.99/PIE**

Cranberry Crowned Cheesecake (D) Smile for the camera! The Tart with Heart is cheesecaking it! **\$21.99/CAKE**

(V) is for vegan, and (D) is for dairy. One pint weighs approximately one pound and serves two people. Pies are eight inches in diameter and will comfortably serve eight people. Cheesecake is 9"x11" and will comfortably serve about 12 people.



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