

# The Co-operator

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

## STORE NEWS

**Members' Extra Discount Days**  
**Sundays: 11/14 & 12/12**  
Shop 8 am - 9 pm

**Board of Directors Meeting**  
All members are welcome.  
Next Meeting:  
**Monday, November 15 ~ 7-9 pm**

**The Co-Operator Deadline**  
All submissions and ads are due 11/10 for the December 2010 issue.  
For more information, call Member Services at 412.242.3598.

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

**INSIDE THIS ISSUE**

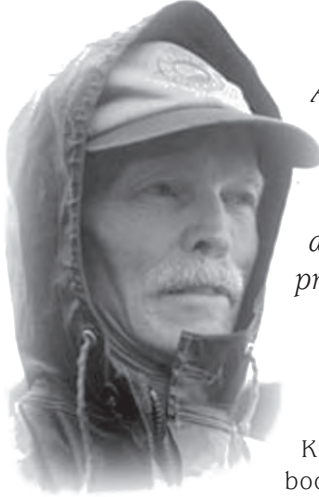
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Special Inserts:  
10/27 -11/9 Co-op Deals  
11/10 - 11/30 Co-op Deals

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

## A Thanksgiving “Buy Fresh–Buy Local Scorecard

by Donald L. Gibbon



A good friend to East End Food Co-op and local food, Donald L. Gibbon passed away in October. His beautiful photographs of local farms and farmers grace our produce department. Mr. Gibbon was a champion of local agriculture, sustainability, and environmental accountability in our region, and will be missed by many, including us. He submitted this article last year, just a bit too late for the November edition, so we promised him we would print it this year, instead.

In Barbara Kingsolver's book, *Animal, Vegetable, Miracle*, she and her family accepted a challenge to become “locavores” for a year, that is, to eat only food that grew within a hundred miles of their southwestern VA home. We're working on a less stringent version of that in our family called, “Buy Fresh, Buy Local.” The preferred way to implement that lifestyle in your home is to buy directly from the farmer, either at their market or in their community-supported agriculture program. If you can't do that, second-best is to buy from stores that keep the money from your transaction in the community rather than sending it out to some corporate center elsewhere (i.e. Austin, TX for Whole Foods). The preferred local source is the East End Food Co-op, where a major effort is made to local-source their produce and your transactions actually go to keeping the costs down. Otherwise, did you know Giant Eagle is a Pittsburgh privately-held company? Same with McGinnis Sisters. The worst of all is Wal-Mart or Costco. One major reason for doing all this is to help build a vibrant farm economy in our area. Another is that the food tends to be fresher and therefore better, both in taste and nutrition.

I thought it would be interesting to see how we did for Thanksgiving dinner. Here's a run-down on where we got all the ingredients. We're a long way from being locavores, even though we're making progress.

1. The turkey came from Maggie Henry's place near New Castle, PA. I knew him

- (the turkey, that is) when he was just a youngster. The eggs in the custard came from Maggie's too (“The Farmer's Wife”)
2. The potatoes, turnips and onions came from Don Kretschmann's CSA near Rochester, PA.
3. The milk came from Frank White's dairy down in Monongahela. It's raw milk, bought at the East End Food Co-op. Don't know exactly where the Organic Valley heavy cream came from, but I got it at the Co-op too, along with the crystallized ginger on the pumpkin custard.
4. The stuffing was made with the fabulous six-grain bread from the North Side's Breadworks, plus onions from Kretschmann's, celery from the Co-op, sage, basil and parsley from outside our front and back doors. The stuffing also contained some water chestnuts from some unknown spot on the other side of the world!
5. The cider came from Kistaco's in Apollo. I actually bought it from Tim Hillemann, the farmer himself, at the East Liberty year-round Farmers Market. It's also available at the Co-op.
6. The pumpkin in the custard came from one of the farmer-vendors from Ohio at the Farmers@the Firehouse in the Strip. The cinnamon, dry ginger, cloves, nutmeg and black pepper (spices in the custard) all came from the bulk jars at the Co-op...ultimately from the Far East, I suspect. Salt probably came from Ohio, from the mines way down under Cleveland
7. The yams came from our basement food storage, canned in New Iberia, LA (yam country!), the pecans in the

- yams came from Texas (by way of PA Macaroni Company), and the pineapple in the yams came fresh from Hawaii by way of Whole Foods.
8. The frozen green peas came from Giant Eagle, are a “product of USA” but otherwise provenance unknown. We could at least have PA-peas if we deliberately bought Hanover brand.
9. The cranberries came from Maine; the orange in the cranberries came from Florida
10. The butter came from Minnesota. The flour in the gravy and bread came from mid-western wheat by way of the Co-op. The brown sugar in the yams and the white sugar in the custard came from somewhere far South of here. (Though we heard recently that 90% of the white sugar in this country comes from beets, so it may be from Idaho!).

One goal has been achieved: I do know five of the farmers who grew this food and have visited their farms, some several times.

But, even with a pretty significant “Buy Fresh-Buy Local” effort, our Turkey Day dinner would have been much less interesting without foods imported from outside our region. It's interesting to realize that salt was one of the major commodities in the camel caravans hundreds or thousands of years ago in the Middle East, and the spice trade, especially pepper, was one of the stimuli for opening up world trade, led by Portugal and the Netherlands in the 16th century... actually for the discovery of this continent by Columbus! We haven't yet figured out how to local-source the spices we enjoy so much except for HOT peppers! 🌶

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 15 ~ 7-9 pm



Dated Materials — DO NOT DELAY

East End Food Co-operative  
7516 Meade Street  
Pittsburgh, PA 15208  
www.eastendfood.coop



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Rob Baran,  
General Manager

## rob's corner

Hello, members. These are busy and interesting times of change at your Co-op. We are heavily focused towards improving your shopping experience this fall. We want you to have the best customer service in Pittsburgh, and in order to do that, we have committed the organization to intensive staff development. New customer service training programs are up and running, as we focus on giving our already strong staff the skills and training to take service to a whole new level.

Check out the new Meade Street Madness sales program. These are generally deeper discount promotions that are in addition to the regular sales flyer program. Next in line, we will be starting up a fair share type program that will see everyday low pricing on a couple of dozen high selling basic foods. I think we would all agree that modern times are tough times. These new programs are part of our effort to make shopping easier and more affordable at your Co-op.

Look for significant changes to operations, and the sales floor this winter. We are developing some new systems and processes to ensure we have a cleaner, nicer looking store. We have identified several departments in the store perimeter that are significantly undersized compared to many of our sister co-ops, and are experiencing strong growth, implying a lot of unmet demand. Additionally, these departments are where our core product values of healthy, sustainable, local, and organic live the most. We are in the process of planning out how to add about 50ft of new display coolers to our existing space, a challenging task to say the least, but not impossible as we have recently discovered. This will likely be the last reinvestment in our existing location, with relocation planned for 5 or 6 years from now, and we have determined that increased sales will pay off the new equipment in 3 years or less.

Until the next month... 🐼

## What's New ... in the aisles

### Aisle 1

- Bone Suckin' Barbeque Sauce

### Aisle 2

- Imagine Vegetarian Wild Mushroom Gravy
- Imagine Red Bliss Potato Soup
- Jovial Einkorn Pastas

### Aisle 3

- Living Tree Pistachio Nut Butter
- Love Raw Foods Brand Nut Butters
- Raw, Organic Nut Farm Nut Butters

### Aisle 6

- So Delicious Cultured Coconut Milk Drink
- Chico Bags Reusable Produce Bags

## board corner

### Caring for Others as a CO-operative Value

by Jesse Sharrard

My son is not quite three months old and he's not much help around the house. He doesn't help out at all in the kitchen. He won't set the table, grate the cheese, snap the green beans, or even peel the carrots. He can't even hold a conversation to keep me company while I cook. And to top it all off, after I've done my best to prepare a healthful, creative, and tasty meal, he doesn't even eat any of it! (At least not first-hand.) Yet, he is a recent addition to my list of reasons for being part of the EEFC; after all he eats what my wife does and I want them both to eat well.

I've got a basic theory when it comes to food: I believe that food is life. It's essential to our very survival. We need calories to live, and the better our calories, the better our lives. If one survives on plastic food, one gets plastic calories: synthetic nutrition that hinders health and, in my view, happiness. On the other hand, if one begins with a diverse array of actual ingredients and cooks them well, one enjoys varied and natural calories while partaking of one of the most basic pleasures afforded to humanity: real flavor.

The creation of a meal is not just a chore, but an act of caring for all those who dine with you. That's one of the things I love about being a member of the EEFC: supporting a business with values that mirror my own—support for local farmers, use of real ingredients in the vegetarian café, opting for minimally-processed alternatives when opting for processed foods. It makes it easy to make good nutrition taste good for the people I care for.

Because when it comes down to it, food is not only life, but when shared with others, it also can be love. 🐼

## member services message

by Kara Holsopple, Member Services

Do you know one way some of our member owners own it? They volunteer to give classes, workshops and presentations for other members and shoppers. It's a wonderful crossroads where the cooperative principles of education, concern for community, and member participation meet.

In past years we have held presentations on everything from making vegan soups to planning a greener funeral. Most of the classes have been free to anyone who attended, and most have been generously donated by their presenters—and most of them have been Co-op members!

We would like to increase participation in these workshops and classes—both from presenters and attendees. Is there a topic that you are interested in that you think other Co-operators would like to or should know about, too? Do you like to cook and want to share your talents—and recipes—with other shoppers? Do you know someone who is an expert or has written a book about something we could begin a discussion group about?

Let us know! Please send suggestions, ideas or proposals to Kara at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or Berry at [outreach@eastendfood.coop](mailto:outreach@eastendfood.coop).

And don't forget to check the back page of each The Co-operator issue for new workshop and lecture listings. You never know what you might find! 🐼

## Order Up!

Order Holiday Favorites from the Co-op Café

### INCLUDING NEW ITEMS:

- 🍄 Mushroom Walnut Loaf
- 🍄 Green Beans Amandine
- 🍄 Wild Rice Salad

### AND CLASSICS:

- 🍄 Baked Turkey Tofu
- 🍄 Roasted Red Pepper Mac & Cheese
- 🍄 Mushroom
- 🍄 Sage Stuffing

### AND, OF COURSE

- 🍄 Our Infamous Pumpkin Pies

All available with  
48 HOURS NOTICE  
by calling

412-224-3598 ext. 114

Menus available  
in store and online.

## 5% Wednesday

November 17, 2010

Building New Hope

Local non-profit Building New Hope brings delicious organic, fair trade coffee to Pittsburgh coffee drinkers, grown by the farmers of **El Porvenir**



**Cooperative in Nicaragua.** The coffee is certified organically grown by the OCIA (Organic Crop Improvement Association). It is also environmentally sustainable as the plants grow under a canopy of wooded trees, reducing soil erosion and maintaining the biologically diverse habitat for plants, migratory birds and other wildlife. The coffee is hand picked, washed, patio sun-dried, and then carefully selected for market.

Fair trade products help create a meaningful relationship between producers and consumers. Past support by consumers of El Porvenir's coffee has helped cooperative members retain their land, escape crippling debt and expand their school. To fulfill our fair trade commitment this year, they Building New Hope needs to pay 50% of their coffee purchase now as the farmers prepare the coffee for harvest.

For every pound of Building New Hope coffee purchased, \$33 of benefit is generated for stakeholders in Nicaragua and the U.S., according to a recent graduate study. But Building New Hope is about more than coffee.

Their mission is to provide support and partnership to communities in development in Central America, particularly in El Salvador and Nicaragua through education, health and development.

They have two schools for children from financially distressed families who are taught by professional teachers and volunteers, providing them with well equipped classrooms, materials and activities that widen their world. And they support those who choose to continue to high school by providing scholarships.

Building New Hope has helped to facilitate delegations of medical professionals to rural communities and has arranged for emergency medical care for critically ill young people. They also operate an animal clinic to help control the local stray animal population in Granada, Nicaragua, utilizing the expertise of both local and visiting veterinarians.

Learn more about Building New Hope's work at [www.buildingnewhope.org](http://www.buildingnewhope.org), or by visiting with them in the store on November 17. And don't forget to buy their coffee in the Co-op's bulk department to brew at home! 🐼





#### 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 ...

#### What's the point of hydrogenated Tofutti Cream Cheese?

We currently offer the original Tofutti Cream Cheese, which is hydrogenated, because many shoppers like it and want to buy it. The newer non-hydrogenated version is also available for those who would prefer that option.

— Fran Bertonaschi, Perishable Buyer

#### Make the Co-op's website interactive with the membership so we can share information.

Thanks for your continued interest in this! The Co-op's new website has a forums section, and you can get to it from the homepage. There are forums for anyone to talk about both Co-op and community issues and news, and also members-only forums. Check it out and let us know what you think!

— Kara Holsopple, Member Services Manager

#### I'd like to see a list of items which have a low salt or no salt version. I'd be happy to work on this project.

Thanks for the offer! Another volunteer has actually compiled a list. It's available on our website now, on the "Special Diets" page, and will be available as a brochure in the store soon.

— Kara Holsopple, Member Services Manager

#### Please get Coconut Bliss ice cream—it's good!

We now have four flavors of Coconut Bliss—thanks for your suggestion.

— Fran Bertonaschi, Perishable Buyer

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



## within reach

by Berry Breene

### Tremendous Opportunity = Tremendous Obligation

A vast blue lake reflecting autumn's deciduous colors lies behind a small sandy beach and sloping front yard, from the porch this view is spectacular, humbling. This is my favorite place to engage nature, a cottage on a lake in Ontario. Every night the clouds allow we see the depth of the Milky Way; we hike the hills and swim the waters. It's a simple place of great beauty the locals seem to truly appreciate. They don't have to "return to the land" as they never left it. Rural Canadians in this area seem more aware of international goings on, policy and energy. A friend born and raised in Combermere, Ontario and I engaged in meaningful conversation about natural gas hydraulic fracturing (fracking) and its consequences in Pennsylvania. He watched Gasland, he's read articles, and he knows the risks. He's aware because Ontario may soon be drilling shale deposits for natural gas and he wants to know how this burgeoning industry will affect his community.

Natural gas is touted as a "clean" energy source, when it burns it releases far fewer emissions than say, coal. It's considered a "transitional" energy that we will exploit until we build the infrastructure for, or discover or invent a reliable, sustainable and renewable energy source for America. Natural gas may reduce our dependence on foreign oil and this "new" process of hydraulic fracturing can access natural gas deposits that conventional natural gas extraction cannot. This untapped market lies beneath Pennsylvania, New York, West Virginia, and beyond in the form of the Marcellus Shale. But hydraulic fracturing isn't new and we have a lot to learn from our neighbors in Colorado, New Mexico and Texas where this process has been used for many years. We can learn from past mistakes, how to best protect ourselves and our environment from harm in the midst of rampant gas industry development. Shale deposits have been discovered in Canada, Australia, Europe and they are looking to Harrisburg for best practices on safe development. I encourage you to simply become aware of our

regional energy sources and consider the pros and cons, from coal to natural gas to solar. What do you use, why? How can Marcellus Shale drilling affect you, your community, and your favorite place to be in nature?

The majority of Canada's power is currently sourced from hydroelectricity. Water is a sustainable and renewable resource and Canada has plenty of it. As with any energy source, Hydro has its drawbacks: human and animal habitat and migration disruption, unsightly usage of large amounts of land. Using the gravitational flow of water to churn turbines, creating electricity produces no greenhouse gas emissions and does not burn or consume any fossil fuels but this does not deem it environmentally neutral, there are still consequences and risks involved. Most of our regional electricity is sourced from coal and it's easy to presume natural gas is better for the environment. The end product, natural gas, may be clean burning, but the process of extraction is detrimental to communities, the environment and public health. Unconventional natural gas extraction from shale fracturing is a communal industry: large segments of society participate willing or not. Road and bridge degradation from increased tractor trailer traffic, depletion of millions of gallons of water from our rivers and streams and the possibility of ground water contamination are all factors that are often left out of the discussion by industry enthusiasts.

In late September I attended a Rachel Carson Legacy Conference: "Challenging the Marcellus Shale: Consequences and Alternatives." I learned of complexities and sensitivities of which I was previously unaware. Is hydraulic fracturing an evil industry out to destroy the planet or an advantageous industry creating jobs and, once extracted providing a "clean, transitional fuel?" These questions still stand. Natural gas hydraulic fracturing is happening all over Pennsylvania and will continue to happen. Only we, engaged citizens, can change the course of HOW it's done

by insisting regulations to the industry be implemented to ensure accountability. Have we so soon forgotten the devastation of under-regulated industry that caused the Gulf of Mexico to turn toxic? Marcellus Shale fracturing is in our backyards; it's not thousands of miles away in someone else's. The consequences are real and we must be aware.

New York State signed a moratorium on fracking until more studies have been done regarding environmental consequences of the process. The process of hydraulic fracturing, patented and developed by Halliburton in the 1940's, injects millions of gallons of high-pressure water combined with sand and a cocktail of chemicals into the earth to fracture a large sheet of rock, or shale, releasing gas that is then collected. Fresh water is collected locally and transported to well sites then stored in multi-acre large impoundment ponds. Used/contaminated water from fracking also needs a place for storage, though much of it stays in the earth. Well pads are built, often using 3 or more acres of concrete. Diesel and gasoline consumption for transportation of water and materials must also be considered as well as road deterioration. Gas leaks can contaminate ground water, destroying wells, causing illness and the necessity of trucked-in clean water for land owner consumption.

The Safe Drinking Water Act was enacted in 1974 to protect public health by regulating the nation's drinking water supply. Hydraulic fracturing produces millions of gallons of contaminated water due to the benzenes among other highly toxic chemicals (over 300 per frack). In 2005, then vice-president Dick Cheney (former chief executive of Halliburton) amended the Safe Drinking Water Act to exempt the natural gas industry from it. Known as the Halliburton loophole, this amendment gave the industry free reign on land, dissolving their accountability to disclose the chemicals used in the process, despite the level of toxicity and despite links to illness.

— Continued on Page 5

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



This is weeknight cooking at its best—fast, nutritious and convenient. Spicy Pumpkin Curry Soup is a ‘pantry recipe’, because everything but the mushrooms and bell pepper can be pulled from the cupboard or pantry in a pinch. Take the heat up or down by adjusting the cayenne, or try a different hot pepper or spice blend for a change. Serve with a salad and thick slices of bread or cornbread to sop up the soup.

### SPICY PUMPKIN CURRY SOUP



1 onion, diced  
2 cups, white mushrooms, sliced  
1 red bell pepper, diced  
2 cloves garlic, minced  
1/4 cup olive oil

5 cups water  
1/4 cup lemon juice  
1/2 cup canned chickpeas  
1/2 cup canned kidney beans  
1/2 cup canned pinto beans

1 Tablespoon dried thyme  
1 teaspoon cumin  
1/8 teaspoon cayenne  
1 teaspoon salt  
1 teaspoon pepper

1. In a large soup pot, sauté onions, mushrooms, peppers and garlic in olive oil for five minutes.
2. Add spices and sauté for two more minutes.
3. Add water, lemon juice and all beans.
4. Bring to a boil, and then turn down to a simmer.
5. Mix in pumpkin puree and allow to simmer for 10 minutes.

Serves 6 to 8 people.

## Get Your Money's Worth, in Miles...

If you do drive, there are some things you can do to get the most out of your car and the money you spend filling it up and driving it around.

1. **Drive at the speed limit.** The U.S. Department of Energy states that your gas mileage decreases rapidly at speeds above 60 mph. In fact, by driving 70 mph instead of 60 mph, you actually spend \$0.48 more per gallon for gas. You should keep in mind that all posted speed limits are intended to preserve your vehicle, your safety, and, as luck would have it, your wallet and the environment.
2. **Check your tire pressure.** According to the U.S. Department of Transportation, about 25 percent of passenger vehicles operate with under-inflated tires. Not only does this put your personal safety at risk, it lowers your fuel efficiency, and means you'll need new tires sooner. Proper inflation saves you money and actually improves your gas mileage by around 3.3 percent. The proper pressure for your car's tires can usually be found in the owner's manual or the door post. You should check the pressure once a month and before long trips.
3. **Don't idle your car.** Turn off your ignition if you're waiting more than 20 seconds. Contrary to popular belief, restarting your car does not burn more fuel than leaving it idling. In fact, idling for just 10 seconds wastes more gas than restarting the engine. An idling car uses between 1/5 to 7/10 of a gallon of



fuel an hour. An idling diesel truck burn approximately one gallon of fuel an hour.

Report your actions at [www.theblack-andgoldcitygoesgreen.com](http://www.theblack-andgoldcitygoesgreen.com) to find out how you and the Pittsburgh region are making a positive change to reduce your environmental impact. No computer? No problem. Call us at 412-258-6680 and we'll record your actions for you and show you how your actions make a difference.

New to the Black and Gold City Goes Green Campaign? We're happy you are here! The goal of the campaign is to work together to reduce heat-trapping gases that cause global warming, making a significant measurable decrease in pollution. Each month, the Campaign details a new set of actions (green, greener, greenest), which you can do at little or no cost.

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

## Holiday Meal Makeover

Cooperative News Service

Festive meals, “complete with all the trimmings,” are part and parcel of holiday celebrations. Unfortunately, entrees and trimmings alike are often calorie-laden dishes that leave us feeling sluggish and regretful.

This year, when you share the bounty, why not give it a healthy makeover? With a few simple substitutions, you can transform your typical holiday dinner into a real cause for celebration.

Here are some tips for lightening up—and fortifying—traditional holiday fare:

### APPETIZERS

- Aim for a variety of textures, flavors and color. (Variety can translate to added nutrients as well as appeal.) Add some dried fruits, like raisins and apricots, to a dish of heart-healthy nuts, for example. Serve red and green grapes with cheese slices and crisp whole grain breads.
- Offer a veggie platter before the big meal to start everyone off on the right foot and to cut down on consumption of higher-fat, higher-calorie foods.
- Serve low-fat dips with baked chips, whole grain crackers, and fresh vegetables.
- For cream cheese spreads, substitute Neufchatel, a lower-fat, lower-calorie cheese, for regular cream cheese.

### MEATS

- Choose leaner cuts of meat, organic and local when possible.
- Opt for plain turkey rather than self-basting, which is higher in fat and sodium. Then baste the meat yourself, if you like, with a low-sodium broth, wine or fruit juice. Placing a foil tent over the meat will also help prevent drying.
- Roast meat on a rack so fat will drip into the pan.
- Remove the skin from meat before serving.
- By the way, portion control is paramount at the table. Here's a handy guideline for meats: one serving of meat, fish, or poultry is about the size of a deck of cards.

### STUFFING

- When preparing stuffing, increase the fiber and B vitamins by using whole grain bread and wild or brown rice instead of buttery white breads.
- For even more nutrients, replace some of the bread in your recipe with added produce, like onions, celery, and apples. You can also use fruits and vegetables in place of fatty sausage in stuffing recipes. If you prefer to include sausage, consider lean chicken or turkey sausage. Dried fruit (like apricot and dates) and chopped nuts (like walnuts and pecans) will add flavor and interest without excess salt and butter.
- Use vegetable broth or low-fat chicken broth, rather than melted butter, for moistness.
- Cook your stuffing in a casserole dish instead of inside the bird. Not only is it safer, it'll also reduce the amount of fat in each serving.

### GRAVY

- Skip the drippings and use low-fat broth to make your gravy. Thicken the broth with cornstarch or arrowroot, and season with spices. (There are also some excellent natural gravy mixes available.)

- If you do use meat drippings to make gravy, first refrigerate the drippings, and then skim the fat off the top before using.
- Serve gravy with a spoon rather than a ladle or gravy pour spout; you'll wind up eating less of it.
- As an alternative to gravy, serve salsa, chutney, or fruit compote with meat, poultry, or fish.

### PRODUCE

- Serve a variety of colorful, in-season fruits and vegetables, like kale and carrots, yams and cranberries, squash and red and green apples.
- When preparing mashed potatoes, use skim milk, non-fat buttermilk, non-fat sour cream, and/or low-fat evaporated milk instead of butter and milk or cream. Add garlic powder, Parmesan cheese, or even horseradish for tang.
- For added nutrients and fiber, leave the skins on potatoes while cooking and mashing.
- Try mashing other vegetables, too, like turnips, sweet potatoes, and rutabagas.
- Keep in mind that sweet potatoes and yams are naturally sweet and creamy and don't need to be drenched in sugars. (They're also a great source of beta-carotene!) Instead, use spices like cinnamon and nutmeg to enhance the flavor. You might even serve them baked, as you would a plain baked potato. Or combine them with white potatoes for mashing. If your guests are looking for candied yams and you don't want to disappoint, bake yours in a little fruit juice (apple or orange) with cinnamon, nutmeg, and vanilla extract.
- Skip the butter and excess salt. Season vegetables with spices and enliven with a spritz of lemon juice. Add a topping of nuts. Instead of a green bean casserole, for example, serve fresh green beans with a squirt of lemon, a sprinkling of slivered almonds, and a sprig of dill.
- Grill veggies with a little olive oil to bring out their sweetness and maximize nutrients.
- Make your own cranberry sauce. (It's easy!) Cranberries are a great source of vitamin C, some of which is lost in the canning process.

### CASSEROLES

- Transform high-sodium, high-fat casserole recipes with substitutions. A flavorful low-fat vegetable broth can replace a can of soup, for example, and baked onions or chopped nuts can take the place of a fried onion topping.
- In place of a tradition casserole, consider serving a pilaf, full of healthful grains and vegetables.
- Choose stronger-tasting cheeses (like an extra sharp rather than a mild cheddar), and you'll need less of it in your casserole.
- Many casserole recipes can be just as tasty when the salt is reduced by half. Increase other spices, if you like, for added flavor.

### SOUPS

- Make a soup creamy without using cream: Add a little blended tofu, pureed potatoes, or non-fat evaporated milk. Or take a ladle full of the warm soup, puree in the blender, then add back to the soup.
- Chill soups and stews and skim any solid fats off the top before heating and serving.

## BAKED GOODS

- Reduce fat in baked goods by substituting unsweetened applesauce, mashed bananas, or pureed pumpkin, pears, peaches, apricots, or plums for half of the oil. Ground flaxseed can stand in for about one-third of the butter in a recipe.
- If you reduce the fat in a recipe, take care not to overmix or overbake. Overmixing develops the gluten and toughens the product. And baked goods with reduced fat tend to bake faster and dry out faster than those containing oils and butters. Check for doneness earlier and lower the oven temp just a bit, maybe 25 degrees.
- Reduce cholesterol by substituting 2 egg whites for 1 of the whole eggs in a recipe. (It's best to leave at least 1 whole egg in the recipe.)
- Increase fiber by using whole wheat, whole wheat pastry or bran flour for half of the all-purpose flour called for in a recipe.

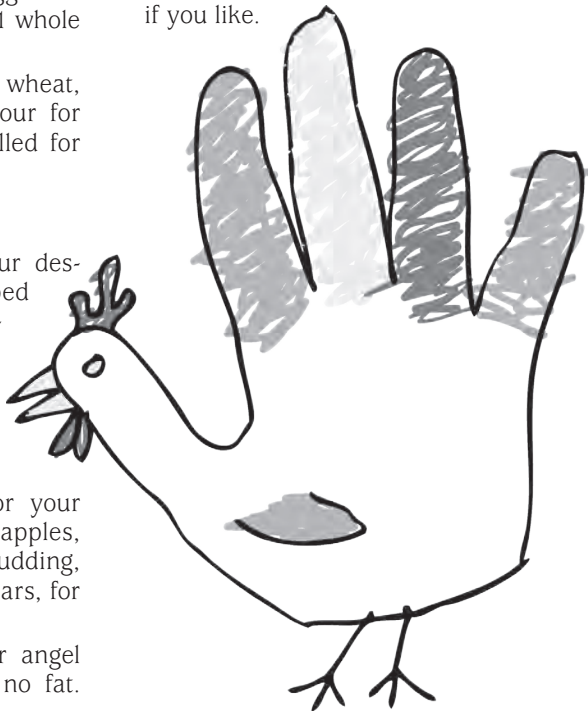
## DESSERT

- Use fresh fruits lavishly in your dessert spread. Strawberries—dipped in dark chocolate, if you like—are always luscious, apple slices with caramel are seasonally festive, and a big bowl of assorted pears (couldn't be easier) is colorful and enticing!
- Use fruits as the mainstay for your baked desserts, too—baked apples, fruit tarts, blueberry bread pudding, peach custards, and poached pears, for example.
- If you do serve cake, consider angel food cake, which has little or no fat. Serve it with fruit, of course!
- Transform your pumpkin pie recipe by using nonfat evaporated milk for the filling and forgoing the crust (serve soufflé style). Or try a recipe for pumpkin tofu pie, which typically contains no saturated fat.
- In many dessert recipes, you can decrease the sugar by about one-fourth, then increase spices and extracts (vanilla, almond) to boost flavor. Adding coffee granules will intensify chocolate flavor.
- Instead of topping pies, cakes, and cobblers with full-fat ice cream or whipped cream, substitute fat-free sorbet or frozen yogurt.

- If you're baking holiday cookies, use smaller cookie cutters for smaller portions.
- Instead of icing cakes, dust with powdered sugar.
- Use streusel topping instead of a top piecrust.

## BEVERAGES

- To add to the festive atmosphere, serve a variety of drinks before the meal, like sparkling juices, warm mulled cider, and eggnog or soynog (look for light varieties, make your own using skim milk rather than cream, or dilute traditional eggnog with skim milk).
- At the table, fill glasses with plenty of fresh, iced water. Add a slice of lemon, if you like.



- If you're serving alcohol, wine is a better choice. While all alcoholic beverages tend to be high in calories, wine (especially red wine) also provides resveratrol, a healthful antioxidant.

## ONE MORE THING!

In the spirit of the season, take care not to waste food. If you've made more than enough, send leftovers home with guests or to a neighbor who might enjoy them. You might even tuck in a copy of the recipe for each dish. After all, as healthful and delicious as your recipes are, everyone will soon be asking! 🐔

## Tremendous Opportunity = Tremendous Obligation

— Continued from page 3

This loophole likely made Dick Cheney a lot of money. The freer the market is the fewer rules the market has to follow. From an economic standpoint industry wants to maximize profit and regulations like the Safe Drinking Water Act cost money. In 2010, I hope that industries of all types consider the social and environmental consequences as well as economic, because we are not a one-dimensional society and tax payers shouldn't foot the bill for industries neglect. The FRAC act is currently being discussed and would dissolve the oil and gas industries exemptions from the Safe Drinking Water act and would require full disclosure of chemicals used in the fracking process if passed.

John Hanger, Secretary of the Pennsylvania Department of Environmental Protection stated that water withdrawal for fracking is now monitored in Pennsylvania and apparently 5 million gallons per frack is small compared with coal and other industries. As of August 28th, 2010 wastewater can no longer be dumped, it must be "treated to the safe drinking water standard"- if possible. The regulatory process is making small strides. Professor Ingraffea of Cornell University raised other issues. Many of these companies are headquartered elsewhere and bring trained workers with them. Praise for job creation is often misguided and there should be a system ensuring the gas industries train homegrown workers. Emergency response preparation should be considered in case a leak does occur- we need to be prepared. The infrastructural impact of road degradation is "significantly misunderstood" according to Dr. Kent Moors of Duquesne University. Regional industrial waste treatment needs to be developed and according to Dr. Moors water treatment is a waste of money, people get sick in treatment facilities and it is virtually impossible to make the contaminated water safe again. Therefore he encourages a moratorium on fracking until the chemical free fracturing

process that's been successful in Oklahoma and Arkansas can be implemented in Pennsylvania. The impetus for other gas companies to develop this technology is likely with 23% savings on operating costs and the marketability of "being greener".

A severance tax is necessary to counter costs of local infrastructural degradation, environmental contamination and public health deterioration. A tax will not deter development because each state above the Marcellus Shale will develop one. It's a safeguard that will be used to repair and prevent damage. As of October 8th, the Pennsylvania House of Representatives voted in support of a severance tax of 39 cents per thousand cubic feet of natural gas extracted. It is now on the senate floor. Contact our senators and let them know how you feel about the severance tax.

I don't need to travel to Canada to find pockets of overwhelming natural beauty, it's all around us in Western, PA. Though I am sensitive to my favorite landscape being changed or damaged by yet another fleeting industry. We have post-industrial scars from which we are still recovering in Pennsylvania; my little lake in Ontario is virtually untouched by industry. Can we learn from our ever-present industrial past, better educate ourselves and do all that we can to truly understand the consequences of our actions to prevent more irreversible damage to our region? We can become more aware. We can watch Gasland, and complain that it's too anecdotal or biased but nonetheless start a conversation. We can read industry reports praising shale development, talk to our neighbors. Act. Contact local law officials through [www.pennfuture.org](http://www.pennfuture.org) or follow developments on [www.fracktracker.org](http://www.fracktracker.org). Write legislatures directly to support a moratorium, the FRAC act or the severance tax. Get involved because the industry is here, knocking on your our doors, looking for takers and hoping we are unaware. 🐔

## Interested in the MARCELLUS SHALE debate in our region?

For information and the latest on events related to the controversy around drilling in the Marcellus Shale throughout the region, go to <http://marcellusprotest.org/>

### EVENTS:

- November 19** *National People's Oil & Gas Conference* in Pittsburgh  
<http://marcellusprotest.org/node/226>
- November 19** *Health Effects of Shale Gas Extraction: What is Known and What Can We Predict?*  
<http://marcellusprotest.org/node/267>



## Save the Date!

*Saturday December 18, 2010 6:30~9:30pm*  
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**WHO WE ARE**

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

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

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

**MANAGEMENT TEAM**

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

**EAST END FOOD CO-OP**

7516 Meade Street  
Pittsburgh, PA 15208  
Store 412.242.3598  
Café 412.242.7726  
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- DEC. 8** Supplementing Your Health — Putting it all together  
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All programs begin with light refreshments at 6:30 pm Discussion starts at 7:00 pm

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**11 AM - 7 PM**

**WEEKENDS**

**WEEKEND BRUNCH BAR**  
**9 AM - 1:30 PM**

**HOT FOODS**  
**1:30 PM - 7 PM**

# The Co-operator

**Kara Holsopple**, Editor/Advertising Sales

**Linda Raden, LR Design**, Design, Layout & Production

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

We welcome letters to the editor.

Send your message (250 words or less) to —

Attn: EEFC Member Services, 7516 Meade St. Pittsburgh, PA 15208 or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

## Submission Deadlines

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

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

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

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

WRITE TO US: The Editor of *The Co-operator* welcomes your letters! Send your 250 words or less to:  
Kara Holsopple, Member Services, East End Food Co-op,  
7516 Meade Street, Pittsburgh, PA 15208.  
Or e-mail to: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

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Or e-mail

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## staff NEWS

### NEW HIRES

Welcome to all of our New Employees!

**Ryan Gockel**, Café — ex everything-Renaissance-person

**Michelle Grier**, Front End — loves football and basketball

**Cindy Li**, Café — likes vegan cookies

**Lindsay McKee**, Café — working towards being a social studies teacher

**Keith Osborne**, Stockroom — volunteered on an organic farm in southern France

**Yaw Owusu-Antwi**, Stockroom — has a passion for nature

**Rachel Sherman**, Café — fell in love with baking at a housing co-op

## Employee of the Month

Congratulations to **Jamaal Davis**, our **Employee of the Month for August 2010**. Interview by Jessica Johnson

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

Going on two years now!

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

The people. Helping everybody out is cool.

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

About what?

**Working here!**

Oh, I don't know. It's OK.

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

I was excited.



**THE CO-OP IS  
CLOSED ON  
THANKSGIVING  
DAY**

**Thursday  
November 25**



## 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.



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## November 2010 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
	1  Pasta w/ Kale, Currants, Walnuts & Brown Butter	2  Tofu Turkey w/ Mole	3  Burrito Bar	4  Roasted Root Vegetable Gratin	5  Pizza Dairy & Vegan	6  Spicy Red Tempeh
7  Chef's Choice	8  Mock Tuna & Noodles	9  Curried Pea Quiche w/ Tomato Chutney	10  Indian Kitchen	11  Shepherd's Pie	12  Pizza Dairy & Vegan	13  Ginger Cilantro Tofu & Kale
14  Chef's Choice	15  Cheesy Spinach Strata	16  Chinese "Beef" Noodle"	17  Stir Fry Bar	18  Tempeh w/ Winter Squash & Roots	19  Pizza Dairy & Vegan	20  Sun Dried Tomato Cream Pasta
21  Chef's Choice	22  Sausage w/ Apples, Yams & Greens	23  Maple Glazed Tofu w/ Yams & Cranberries	24  Thanksgiving Bar	25  Closed for Thanksgiving	26  Pizza Dairy & Vegan	27  Chickpeas, Green Beans, Corn & Spelt w/ Feta
28  Chef's Choice	29  Seitan Stroganoff	30  Huminta de Quinua al Horno				
<div><b>WEEKEND BRUNCH BAR 9 AM to 1:30 PM</b> WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! <b>HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS</b></div>						

## New Weekly Sales Program Starts Each Wednesday

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**TEN ITEMS** for everyone at a better price **EVERY WEEK.**

Check online at [www.eastendfood.coop](http://www.eastendfood.coop),  
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for advertised sales.

## new classes

November 11, 7pm

### Healthy Holiday Stuffing, Sides & Starters

With Deborah Uttenreither, CHHC AADP Certified Health and Nutrition Coach Founder/Director LifeFuel Health Counseling

Tired of the same old candied yams and string bean casserole? Do you have vegans and vegetarians at your holiday table or do you just need a change? This complimentary class is for you!

We will explore tasty, easy to prepare seasonal ingredients in both raw and cooked dishes. Some ingredients will even help to build your immunity against the winter cold and flu season.

Fabulous Fennel: A tasty but easy fall seasonal dish that can be used as a stuffing or as a savory side dish.

Crazy Cruciferous with Tahini Miso Sauce: This dish always turns out to be a favorite even among those who fear vegetables.

Sweet Pear and Arugula Salad: Delicate pears and spicy Arugula Yum!

November 12, 7pm

### An Evening with Charlie Fox: Never Be Sick Again

Charlie Fox, the-self described "83 year youngster," will present information on his take on heart disease, cancer, candida, diabetes and sinus problems, and how to prevent them.

Free booklets and nutritional samples for all who attend, as well as books on health as door prizes. Charlie's talks are informative as well as entertaining--so don't be a couch potato--be smart tomato and bring a friend.

December 9, 7pm

### Healthy Party Appetizers and Finger Food

With Deborah Uttenreither, CHHC AADP Certified Health and Nutrition Coach Founder/Director LifeFuel Health Counseling

Lets have some fun and bring on the party! Free Drawing and Recipe Swap Party a little healthier this year with a serving table of easy but healthy finger foods and drinks. Come join this class as we explore easy alternatives to chips and other party fare that your guests will remember.

Recipes for class will include raw dips, crostinis and a fabulous drink plus others!

Bring some of your own party favorite recipes (bring multiple copies) for a recipe swap and entry into a drawing for a free gift!

Thursday December 20, 1pm

### Kid and Family Fun Winter Break Movie Screening: "WHAT'S ON YOUR PLATE?"

A Witty and Provocative Documentary About Kids and Food Politics

With Janet Stuck, ND

FREE popcorn and refreshments, and FREE Chipotle gift certificates for the first 10 families!

Join us for this cool film where, over the course of one year, two eleven-year-old city kids explore their place in the food chain. Then stay for a Q&A with Janet Stuck. She is a Naturopathic Doctor and a member of the Liberation Wellness Team. She has worked with Kevin Brown, author of the book "Liberation Diet," based on the principles of the Weston Price Foundation.

For more information on the film, about which Alice Waters said, "... This movie can have a real impact on the way we think about what we're eating...." visit [www.bullfrogfilms.com/catalog/woyp.html](http://www.bullfrogfilms.com/catalog/woyp.html)

#### \* About LifeFuel Health Coaching

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



OCT 27 - NOV 9, 2010



\$1.99  
MUIR GLEN  
Organic Soup  
14.5 oz. (400 ml) each  
12 for \$19.99 (suggested retail)



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YOGI  
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\$2.39  
NATURE'S PATH  
Organic Instant Oatmeal  
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Featured Inside:

- Sweet Potato Casserole recipe
- Why sweet potatoes are so good (and good for you)
- Fresh festive side dishes from your co-op's deli
- Visit Stronger! Together.coop for great recipes and information

One Month, Two Flyers,  
More deals than ever!

First flyer starts  
Wednesday,  
October 27 and ends  
Tuesday, November 9.

Second flyer starts  
Wednesday,  
November 10, and ends  
Tuesday, November 30.



NOV 10 - NOV 30, 2010



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WHOLESDOME  
SWEETENERS  
Organic Sugar  
16 oz. (454 g) each  
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\$2.39  
PACIFIC NATURAL  
FOODS  
Organic Broth  
16 oz. (454 g) each  
12 for \$28.68 (suggested retail)

Featured Inside:

- Wild Rice Cranberry Fluff recipe
- What gives cranberries their bounce?
- Glaze your next sandwich or omelet with Gingery chutney
- Spicing up your family's Thanksgiving traditions