

The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

Members' Extra Discount Days
Sundays: 10/17 & 11/14
Shop 8 am - 9 pm

Board of Directors Meeting
All members are welcome.
Next Meeting:
Monday, October 18 ~ 7-9 pm

The Co-Operator Deadline
All submissions and ads are due 10/10 for the November 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.

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

Support Your Local — and Other—Co-ops!

NCGA Cooperative Newsservice

October is National Co-op Month! As a member of your food co-op, you know the reasons to celebrate, including access to quality food and products; a share in the economic and social success of a cooperative business; and pride in the contributions of your co-op to your community. Hopefully you make the most of your membership and support your co-op—by attending member meetings, staying informed about relevant topics, voicing your opinions about co-op decisions, chipping in during co-op events and programs, and supporting the store financially with your purchases. This month is a good time to evaluate whether there are additional ways for you to incorporate co-ops into your lifestyle. Here are a handful of possibilities.

Join more co-ops!

Think about the services you purchase and the products you buy beyond your local food co-op. You may be surprised to find that there's another local co-op that provides just what you need. After all, there's no limit to the goods and services that can be provided for the mutual benefit of members. For example:

- Need a loan or want to start a savings or investment account? Eighty-six million people belong to cooperative credit unions in this country. Assets total \$668 billion, with \$443.5 in outstanding loans.
- When it's time to sign up (or transfer) utilities, don't overlook utility cooperative options in your area. Electric utility co-ops alone serve 37 million people in this country. You won't always have a choice of provider for services like electricity, but occasionally more than one option is available, especially when it comes to other services, like telephone, Internet, and cable services.
- Looking for a place to live? Housing co-ops have a combined budget of \$11 billion and are available in many cities.
- Support consumer goods co-ops (like REI), purchasing co-ops (like Ace Hardware), and producer-owned co-ops (like SunKist) when shopping for products not available through your local co-op.

- Evaluating your insurance needs? Mutual insurance companies, whose policyholders share in the company's earnings, offer life insurance, health insurance, homeowner's insurance, car insurance, and other insurance.
 - Vacation at a cooperative camp. Available for kids and adults, cooperative camps teach cooperative principles in a fun atmosphere.
 - Does a non-profit, consumer-governed health care system sound appealing? The first health care co-ops were formed in this country in 1921. Some serve a wide variety of people; others are organized according to geographical areas, careers, or age groups—such as farmers, writers, or the elderly.
 - Consider researching funeral and memorial services co-ops so that when you need these services you'll know where to turn.
 - Save energy and money by joining a local transportation co-op—like a simple carpooling group or a worker-owned cab company.
 - Farmer co-operatives. There are almost 3,000 agricultural co-ops in the U.S., accounting for 300,000 jobs and annual volume of over \$111 billion. But your small local farmer may offer cooperative membership in his or her farm, too, enabling you to share in the bounty of a local harvest each season. Basically, whenever you need a service—legal advice, a haircut, landscaping, you name it—take the time to find out if there's a co-op that services your area for your needs!
- Purchase products that are cooperatively produced and/or distributed when you shop.**
- Familiarize yourself with co-op brands, and look for them on the shelves when you shop, especially at your food co-op. You may find spices and other products from Frontier, a natural products co-op, for example, and dairy products from Organic Valley. Fair Trade items, organic items, produce and meat from local farmers and crafts items from both local and Third-World artisans are also good signs (though none of these guarantee co-op sourcing). Ask your co-op staff to direct

you to products that come from other co-ops if you're unsure.



Start your own co-op.

No co-op to meet your need for childcare? By pooling time and resources with other parents, you can form your own affordable, quality childcare co-op. Want to provide home care in your area but need support from others in the know? Home care co-operatives are springing up all over the country. Why not start one in your area? Need a vehicle only occasionally? Organize a car co-op! You get the idea.

Visit other co-ops.

Visiting and patronizing other cooperatives while on the road is a great way to support the cooperative world, meet like-minded people, and enrich your traveling experience. You can find co-ops in local phone books and on the Internet; visit www.ncga.coop/member-stores for a list of food co-ops nationwide. Or you may want to purchase a hard copy of the National Co-op Directory at: www.nationalco-opdirectory.com.

Spread the Word!

With concern for the environment and the economy running high, this a great time to champion the contributions of co-ops to environmental and economic sustainability. Most people learn about co-ops via word of mouth—from friends, coworkers, and family members. So talk up the co-ops you belong to and know about. Purchase a membership or a product as a gift, by way of introduction. Or offer to accompany someone who's never been to your co-op to show her or him the ropes.

Be on the lookout for more opportunities.

Your local co-op can help you become more involved with co-operatives on a larger scale, if you like. Your experience on your local co-op board may qualify you for a regional position, for example. And your co-op can help put you in touch with other cooperatives in your community. In addition, if you're able, support cooperative development with your donations and participation in fundraising and awareness-raising events. 🌱

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, October 18 ~ 7-9 pm



Dated Materials — DO NOT DELAY

East End Food Co-operative
7516 Meade Street
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www.eastendfood.coop



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Rob Baran,
General Manager

rob's corner

Hello people, it's been a while. I am just getting over a bout with the burnout bug this past summer. When I travel darker paths, the ability to write abandons me, and things like these little articles become exceedingly difficult.

Upon returning to East End in 2005, I was our 14th General Manager in the previous 15 years, which of course was a huge weakness for the organization. As now the longest tenured GM at the Co-op, the ability to get through the tough times and continue moving the Co-op and myself forward is one of the things that distinguishes me from some of my predecessors. And of course, the job is a little easier nowadays. In particular, we have had a strong Board of Directors during my time here, and easily the best staff in the history of the organization. It's been nice to see the Co-op not really skip a beat while I got myself back on track.

We have been focused much of this year on a long-term strategic planning. The management team of the Co-op has really taken on the leadership role in this process, and this is the first business plan of any kind here that is not coming directly from the GM's office. Another sign we are growing up. A thank you is in order for all the members who turned out this year for focus group discussions about the future direction of your Co-op. We heard you, we liked it, and we used it, too. When we complete the plan, you will see a lot of what you told us driving the narrative.

While not quite complete, our strategic plan has an expansionist flavor to

it. There is a desire to reinvest in our store now, open a 2nd location in 2012, and relocate the existing store within the neighborhood in 2016 or so. We have identified key trends within and without our market that point us in the direction of an even greater commitment to core East End values of local, organic, sustainable, and healthy. With this in mind, now is the time for that last facelift and reinvestment in our existing store. Additionally, there are some really nice tax credits for major equipment purchases that expire soon, and it would be a shame not to take advantage of them. Look for significant improvements to the perimeter of the store late this year, as we reinvest in those parts of the Co-op where local, organic, sustainable, and healthy foods live the most. Additionally, there is the possibility we can add a beer department soon. We have gotten really positive feedback from the membership, staff, and board on this one, and we will do what we can to make it happen. The state will surely make us jump through a dozen flaming hoops while balancing a ball on our nose, though. So keep your fingers crossed that we make it through the bureaucratic labyrinth with a beer license in hand.

It's good to be back in conversation with you, the folks who really make all this happen. It's your decision to invest in and shop at your local Co-op that drives the bus. And in tough times with an uncertain future, it's nice to know we can count on you, as likewise you can count on us. See you next month. 🍷

member services message

by Kara Holsopple, Member Services

Your Co-op's new website is up, live and ready for YOU!

East End Food Co-op's website has been through a few reincarnations through the years, aided by staff and a few dedicated and generous volunteers. It grew as much as it could, but its outdated architecture no longer met the Co-op's needs, or those of our members and customers.

So we shopped around and found the talented team at Fireman Creative (<http://www.firemancreative.com/>) were able to provide us with the website that we wanted, and had some pretty great ideas of their own.

You can see the result for yourself at www.eastendfood.coop. Same name, same domain, new look.

You can find much of the same information that was there before: sales flyers, special events announcements, contacts for your Board and co-op staff. But you will also find new features.

Each month we will feature a local or unique product or ingredient, and a related recipe that you can shop for in the store and make at home. Members and customers can now special order products online by filling out a simple special order form. We'll call you or e-mail when your order comes in, just as we would if you placed the order by phone or in person at the store. A discussion board for customers, with a special members only section gives all of us another place to discuss Co-op and other topics of interest.

We hope you will take a look around the new site, and let us know what you think. It's taken us some time to get here, but we have lots of time—and room—to grow.

As always, feel free to e-mail member-services@eastendfood.coop. 🍷



of a company's profits aimed at rewarding those who own stock. These dividends are paid out in proportion to the amount of stock owned.

A co-op, however, rewards its member-owners based on both the fact of ownership, and level of use of the co-op's services. Co-ops typically have either a discount model (where members get a discount at the register at the time of purchase) or a patronage rebate model (where members receive a rebate check based on their level of purchases over some period of time, such as a quarter or a year). Regardless of which model is used, co-op members receive benefits through their use of the co-op, not just by virtue of having invested in it financially.

Owning a single share, having a single vote, and being rewarded based on usage – those are the main differentiators in the area of equity between a standard corporation and a co-op. So, what are you waiting for? Get shopping! 🍷

Streamlining Meal Preparation for Healthy, Inexpensive Weeknight Meals

by Robin Asbell

These days, keeping the budget under control is a priority. At the same time, we all need to eat well. Luckily, it's easy to put together meals that are affordable, but that still have that special touch. The bulk bins are a treasure trove of nourishing bargains, the produce department is a great value, and you can even stretch cheaper cuts of the clean meats you use.

The one thing that the grocer doesn't sell is time. Sure, they have prepared foods, but to pinch your pennies, you can make the most of your efforts by cooking meals yourself at home. And supplement purchased foods with home-made, like stretching a can of soup with leftover veggies or grains.

To really make the best use of your dollar, have to have a plan before a single penny is spent. Menu planning should be a required study from grade 6 on, in my opinion. From the plan comes the list, and you can save time at the store as well. If you don't have a crockpot, you should consider getting one.

Beans. It's okay to admit it, we all got a little hooked on canned beans. Convenient, easy and fast, cans of beans still deserve a spot in the pantry for quick, emergency dinners. At a cost of about .50 per cooked cup of dried versus \$1.30 a cup for canned, dried save you money. Simply sort and soak overnight-leave them in the fridge for up to a week if you don't get to them. If you don't have time to soak, you can try the quick soak, by bringing the beans to a boil, then turning off the heat and letting them stand, covered, for an hour. The crockpot I mentioned comes in handy for hands-off beans. Of course, smaller legumes like lentils and peas cook more quickly.

Grains. Everything grain is cheaper if you do it yourself, whether baking or cooking. In the grocery store, you can buy wonderful breads with very little effort. Still, baking a batch of bread, muffins or biscuits once a week can save you money. Cooking a batch of an affordable bulk grain, like brown rice or barley, can last you all week. Once you have it, crumbling it into soups, meatloaves, breads, and casseroles is easy. You can even buy prepared foods and serve them over reheated home-cooked grains.

Cheaper meat, stretched. There is nowhere quite like the meat counter to compare prices and save. The more bones that are in the cut, the less it costs, and the less trimming has been done, so the less

— Continued next page

Robin Asbell is a long-time contributor to the Mix, and as the former Head Chef of the Wedge Deli, she developed many recipes for popular foods still sold today. She is author of The New Whole Grains Cookbook (Chronicle 2007) and The New Vegetarian Cookbook (Chronicle 2009). Robin writes for magazines like Vegetarian Times, Better Homes and Gardens Heart Healthy Magazine, Experience Life and Health Magazine. Her popular cooking classes are offered around the region, and she travels to teach across the country.

BOARD CORNER *by Inna Nirenberg*

Value of Equity — A Difference in Philosophy

Over the past several months we have been examining the various Values, as defined by our Statement of Cooperative Identity. This month we will look at the concept of Equity.

A cooperative's legal and financial structure is one of the most easily recognizable differences between this form of commercial entity and a standard company. Companies can choose to raise capital by issuing stock, which can then be bought by various investors. The stock has a value, which changes based on tenets of supply and demand in the open markets, and each investor can buy as much of a company's stock as they choose.

As in a co-op, a company's investors, or stockholders, are said to own a part of the company. But the similarities end there. While both corporate stockholders and co-op member-owners get to vote for the entity's board of directors as well as on major issues put forth by the organization, in a corporation a stockholder gets a vote

proportionate to his or her investment in the company. That is, the vote of a shareholder owning 100 shares of stock counts 100 times more than the vote of one holding a single share. In contrast, co-ops adhere to the "one share one vote" idea, meaning that a single member-owner can only buy a single ownership share in the cooperative, at a predetermined price, and this share gets a single vote.

Part of the idea behind the cooperative model is to combine the entity's ownership with its use — that is, having the ownership reside with the people who actually use the co-op's services. This creates a much closer link between the financial investment in ownership and a direct connection with the products and services offered.

Additionally, the benefit structure between a standard corporation and a co-op differs based on the above distinction in ownership. A traditional publically owned company can choose to issue dividends to its shareholders. This is money paid out



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.

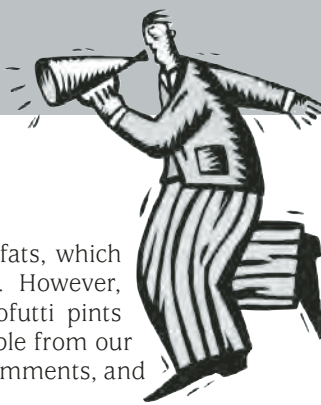
7: Concern for Community

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 ...

Best Comment Card We Have Ever Received

This comment was found on a laminated, color copy in our freezer case, where the Tofutti it celebrates once lived.

Yet again will I ask about my beloved Tofutti; have you banished her forever from the store?

Over the past several weeks since her departure, I've grieved. To lift myself from the depths of despair, I mindlessly began to flirt with the two cool Dream sisters (Soy and Rice), and had a brief dalliance with another sweet thing; a tryst that can only be described as "Purely Decadent," but it was not the same. There was no true passion in any of our encounters. "Good Karma" was also lacking.

With Tofutti, our 5-year love affair was brazen, torrid, shameless and real; she satisfied my every longing! Please, please, please bring her back to me.

If you could only look into my poor wretched soul(as I stand gazing mournfully through the freezer door), you would see her name tattooed upon my heart:

T – is for the Taste, that is

O – so divine!

F – is for her Fineness that intoxicates like wine.

U – for the Unmistakable , unalterable way I feel.

TT – for the double Thrill that's sublimely rich and real.

I – is for Imploring and my cries to those above to taste once more the kisses of her vanilla, soybean love!

— from a Once Happy Co-op Shopper, Since 1986

Well, we are speechless. The only thing we can say is that we are very sorry; we will not be carrying Tofutti frozen dessert pints in the freezer case again. It doesn't sell as well as other

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

Streamlining Meal Preparation, continued from page 2

you pay. When you ogle that boneless grass-fed tenderloin, you are aspiring to quick-cooking, instant tenderness. The cheap cuts, on the other hand, usually need low and slow cooking, and possibly more knife work on your end. Hamburger is cheap cuts, ground up. Whole chickens cost less, and you get bones for stock.

Vegetables, chop once, use twice. When I teach healthy cooking classes, people often tell me that chopping all those vegetables takes too much time. I guess it never occurred to me that you could get through life with no chopping.

If you want to set yourself up, try doing your onions and garlic for the week. Don't try to save chopped raw onions. Best to go ahead and sauté them for an hour, and make the magical flavor enhancing ingredient: caramelized onions. Throw several cloves of garlic in the food processor and pulse to chop, drizzle in a little olive oil, then transfer to a jar and put plastic wrap on the surface before putting the lid on. If you are a stir-fry aficionado, add fresh ginger to the mince, and you are set for quick meals all week.

Another way to set yourself up with cooked vegetables, and avoid waste, is what I call a basic boil. Go through that vegetable drawer and get out some carrots, any stray roots, celery, stuff that would be good in soup. Chop it, simmer it with some stray garlic and onions, add some greens at the end, and you have a vegetable base. Season it up as soup, scoop some out and mash them like potatoes, puree or leave in chunks for pasta sauce, throw it in the processor with beans and tahini for a hummus-like dip. All the chopping and cooking is done, just use it up.

Now that you have your prep waiting, or a crockpot slow stewing, you won't be tempted on the way home from work to take any fast food detours. Congratulations!



Caramelized Onions and Caramelized Onion-Feta and Spinach Pasta

Makes 6 cups pasta, 3 cups total caramelized onions

As long as you are prepping, cook up a whole bag of onions at once. Use a cup for this pasta, and refrigerate or freeze the rest. They are a source of concentrated flavor, sweetness, and complexity that can go in just about any quick dish. Onions are cheap and good for you!

5 pounds onion, slivered

8 cloves garlic, peeled

2 tablespoons extra virgin olive oil, or butter
salt and pepper

8 ounces whole wheat pasta

5 ounces salad spinach, chopped

8 ounces feta cheese, drained and crumbled

1/2 cup green olive, chopped

1/2 teaspoon dried oregano

➤ To caramelize onions, warm oil in a large pot, then add the slivered onions. Stir over high heat until the onions start to soften, then reduce to medium. Stir for another five minutes, until they start to stick. Reduce heat to lowest setting and stir every five minutes for an hour. If you want to keep going, you can keep caramelizing them until they are shrunk to two cups. You can also caramelize in the slow cookerjust put the oil and onions in overnight on low. When you can watch them, take off the lid and turn it up to high to cook down the liquids. They should not be soupy. Season with salt and pepper if desired, store your cooled onions in the fridge. Makes about 3 cups, depending on how long you cook them.

➤ For pasta, cook the pasta, and while it drains, heat a cup of onions in the same pot, and add the spinach and hot pasta, toss over medium heat until the spinach wilts. Add feta, olives and oregano. Toss the pasta and season with salt and pepper.

— More recipes on pages 5 and 7

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



Pumpkins, pumpkins, pumpkins—October is ALL about pumpkins. We at the Co-op Café never disappoint with our vegan pumpkin pie, chocolate pumpkin cake or pumpkin mousse. This bread is another vegan favorite featuring wholesome baking ingredients like organic walnuts and raisins, whole wheat flour and pure maple syrup, which can all be found in the Co-op's Bulk department. Enjoy!

Pumpkin Beer Bread (VEGAN)

- 1 ½ cups unbleached white flour

1 ½ cups whole wheat pastry flour

1 ½ teaspoons cinnamon

½ teaspoon allspice

1 Tablespoon baking powder

½ teaspoon salt

1 cup walnuts, chopped
- 1 cup raisins

½ cup maple syrup

2 Tablespoon fresh ginger, grated

1 12 oz bottle Wolaver's Organic Pumpkin Beer (or any other pumpkin beer)

¼ cup brown sugar

Pumpkin butter, to top bread (optional)



1. Preheat oven to 350 degrees F.

2. Grease a 9"x5" loaf pan.

3. In a large bowl, whisk together dry ingredients, making sure to break up any lumps. Stir in nuts and raisins.

4. In a separate bowl, whisk together maple syrup, ginger and beer.

5. Make a well in the center of the dry ingredient bowl and pour 1/3 to 1/2 of the beer mixture into the center. Carefully fold some of the dry ingredients into the center.

6. Gently fold the remaining beer mixture into the dough until it is just absorbed. Be careful not to over mix or stir vigorously, as this will destroy the bubbles and make the bread dense.

7. Pour dough into loaf pan and smooth the top with a spoon or rubber spatula. Sprinkle brown sugar over top of bread.

8. Bake for 50-55 minutes or until a toothpick inserted into the center comes out clean.

What's New ... in the aisles

Aisle 1

- Spectrum Coconut Oil Spray

Aisle 2

- Health Valley Beef Broth
- Annie Chun's Roasted Seaweed Snacks — Sesame Wasabi and Sesame Seaweed

Deli

- Florette Goat Brie

Aisle 3

- Glutino Gluten Free Yogurt and Chocolate Covered Pretzels

Aisle 4

- Beanitos Chips — Black Bean and Flax and Pinto Bean and Flax
- Bear Naked Soft Baked Granola Cookies — Chocolate and Fruit and Nut

At the Registers

- Living Nutz Snacks — Wicked Chili Almond, Bodacious Banana Bread Walnut, and other flavors

Aisle 6

- Naturally It's Clean — Laundry Pre-treat and Carpet Cleaner
- 7th Generation 70-Count Wet Wipes
- Green Genius Biodegradable Bags — Zip Sandwich Bags, Double Zip Freezer Bags, Trash and Kitchen Bags
- Applegate — The Great Organic Uncured Stadium-Style Hot Dog



Special Ordering Cut-Off Dates!

Because our new Co+op Deals Sales run every two weeks, there are new cut-off dates for when sale items may be special ordered to receive the SALE PRICE.

If the sale begins:	Cut-Off Date when SALE ITEMS must be special ordered to receive the sale price
9-29-10	10-7-10
10-13-10	10-21-10
10-27-10	11-4-10
11-10-10	11-18-10

Raising Chickens - Part 2

A look at raising chickens in the city.

— by Claire Westbrook



Am I ready to build a chicken coop and have my kids surrounded by clucking birds? Sure, but I don't have the space. I have tried to envision any sort of possibility with where we live now, but it just isn't happening and this what brings me to part two of this article continued from last month. What is it like to raise chickens in the city? Are we legally able to do so? Do chickens LIKE being in the city? The answers to these questions weren't too hard to find after putting out a shout to folks and getting connected with the founder of the Pittsburgh Poultry Association (PPA), Chris McGuigan, as well as some other folks who are raising their own flocks in the city.

As a kid Chris wanted to have chickens but it wasn't until he was an adult that he was able to finally get his wish for having a home that could accommodate some feathered friends. The owner of six hens, Mr. McGuigan founded PPA in response to the new zoning that's being proposed for raising livestock in the city. The focus of the organization is to educate the public. Currently there



isn't any type of zoning on raising chickens in the city with the exception of one rule, no fowl at large.

For folks in the city interested in keeping chickens, mostly to be able to have fresh eggs, the idea of birds running wild in the streets seems unlikely. But with more people jumping on the poultry train, some city residents are concerned with issues like the increase in predators (raccoons, foxes, and hawks all love a little chicken if they can get it!) in their neighborhoods and the actual squawking of the birds being a violation of noise levels.

As for whether or not chickens like being in the city, Erika Peterson hasn't noticed much of a difference between the two birds she keeps in the backyard of her city home and the hundreds of birds she houses in the country as part of her poultry business, Green Circle Farm. Given an appropriate living setup, chickens can live just about anywhere. Granted, one of the chickens had an injury and would have been harassed by the rest of the flock if she hadn't removed it. The other hen (pictured with Ms. Peterson) keeps it from getting too lonely.

Having one chicken wouldn't bode too well for it since they do like company (birds of a feather...) and this is something that one would want to consider when planning for an avian setup. Not that much room is required, but when designing something for the city, especially if you have limited space, it's important to keep a few factors in mind. Predator protection, adequate roaming space, and shelter from the elements are all important considerations.

It's interesting though the spaces folks come across in the city for housing their birds. Kathleen Knaur found a great home near a local park that already had a side yard enclosed (for dogs) that she found perfect for having



The girls have plenty of room to roam in the Knaurs' side yard

chickens, instead. It wasn't long before it proved necessary to enclose the top of the yard with mesh to keep hawks from swooping down for a free lunch and to dig a few feet down all around the fencing of the yard to fill with gravel to keep foxes from sneaking in. With Ms. Petersons' setup, the birds are taken in to the garage at night and have a recycled hutch to snooze in.

While I've brainstormed all kinds of different ways to make having some of my own chicks possible I've come to realize that there are just some places in the city where it's not possible to have a flock of hens, no matter how much I want really fresh eggs. The reviewed books in the first part of this article also made me aware that in addition to the costs involved with keeping chickens (which really can vary depending on how thrifty you are or on how many birds you want to raise), there's also the maintenance to consider, whether it be the actual time involved with feeding and keeping things clean or healthcare costs.

So for now we'll be content with buying local eggs and visiting our friends that have hens if we need to get our live petting-feeding-clucking fix. I'd suggest the same for anyone else if they really don't have the resources for keeping chickens in the city. 🐔

Give the Car, your Wallet, and your Commute a Brake!

Summing up research, social commentator David Brooks wrote in The New York Times, “The daily activity most injurious to happiness is commuting.”

This month, the Black and Gold City Goes Green Campaign challenges you to shave miles off your car and keep them off, too. Use your car less and keep money in your pocket and global warming pollution out of the air. Park the car in the driveway one day per week so you can enjoy the camaraderie of carpool or rideshare; a walk or bike ride; or a hands-free trip on the bus (if you grab a seat—otherwise, hold on) on your daily commute.

Another way to keep your mile-o-meter slimmed down is to avoid short trips and plan trips in advance. Stop for groceries before picking up the kids or hit a couple shops on the same trip so you spend less time on the road. Reset your trip odometer at the beginning of each week and try to drive fewer miles than the week before.

Think you can cut out the car? Be ready to be good buddies with your bus driver when you get a brand new bus pass, shape up with a bike, or get a Zipcar account. The change could mean more money saved and less stress, as well as fewer greenhouse gas emissions in the City of Bridges.

Report your actions at www.the-blackandgoldcitygoesgreen.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 PennFuture.

Order Up!

The Co-op Cafe's Autumn Harvest Menu debuts October 1st. You can special order all of your vegetarian holiday favorites — and new menu items that are sure to become favorites — with only 48 hours notice.

Vegetarian and vegan holiday meals were never so easy. Check out the menu online or in the store starting October 1st.

“VOTING: it's a little action that can make a big difference.”

Don't forget to vote by October 8!

7th Cooperative Principle: Concern for Community

Donations were made to these and other organizations over the past month on behalf of the Co-op's membership:

City of Asylum —

<http://www.cityofasylumpittsburgh.org/>

Bike Pittsburgh Carfree Fridays —

<http://bike-pgh.org/events/car-free-fridays/>

Homewood Children's Village —

<http://www.homewoodchildrensvillage.org/>



within reach

by Berry Breene

October is National Co-op month; a campaign to raise awareness of cooperation. The East End Food Co-op is one of 29,000 cooperative businesses in the U.S., but what IS a co-operative business? Simply put a co-op is an enterprise owned and operated by its members, rather than a traditional store with one owner who makes all the decisions and reaps all the benefits. With open voluntary membership we own the store and we vote to elect our decision making board of directors; with one member comes one vote. Education, Collaboration and Community are also principles of cooperation that set cooperative businesses apart from others. From supermarkets, credit unions, artist's cooperatives to sporting goods stores, co-ops come in all shapes and sizes.

In Pittsburgh there are several different types of co-operatives. The Just Seeds Artist Cooperative is a worker-owned collaboration of likeminded printmakers dedicated to “the transformative power of personal expression in concert with collective action.” Headquartered in Pittsburgh with their new office in Lawrenceville, Just Seeds is a decentralized group of artists from Canada, the U.S. and Mexico joining together and making art for social and political causes, operating an online store and wholesale distribution center.

The Penn's Corner Farm Alliance is a cooperative of farmers in Southwest Pennsylvania joining together to sell boxes of fruits, vegetables, dairy and other farm foods directly to consumers through their Community Supported Agriculture (CSA) program. The collective action of these farmers enables them to offer more products and convenience to consumers. The

vegetable farmer can team up with a dairy farmer and others to sell their products in one box to a common audience with no middleman, giving the farmers more decision making power and more money in their pockets.

Some Co-op's like REI (Recreational Equipment Incorporated) give dividends to their members at the end of the year. Dividends in traditional corporate structures are payments given to shareholders at the end of the year, or a portion of corporate profits distributed to shareholders. At REI this profit is distributed among its 3.8 million members based on individual consumption. The more you buy from REI the higher the dividend you will receive at the end of the year!

As a member of the East End Food Co-op you are a shareholder in our business. You have access to our credit union, a member-owned and operated, non-profit, financial cooperative. Through the credit union you can earn dividends from interest earned on savings accounts. As members of the East End Food Co-op our “dividends” are manifested through store discounts. From 2% everyday savings, the 10% savings on Member Extra Discount Day (MEDD), to the 20% discount on un-cut case orders we give back to our member-owners through these special discounts. (Remember, we are a cooperative open to everyone, not just our members, though only members receive the aforementioned benefits!) We are striving to make the Co-op an evermore inviting, authentic and welcoming place to buy healthful, fresh products. While shopping this month be sure to tell us why you love our co-op!

Recipes for Streamlining Meal Preparation

— Continued from page 3

Crockpot Chicken and Chicken with Barley Soup

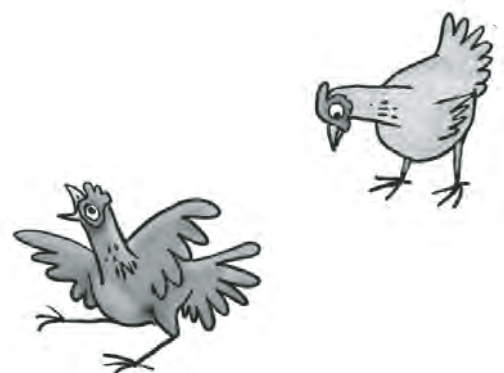
Makes about 9 cups.

This is an almost effortless way to make a pot of soup, with extra breast meat ready to throw into sandwiches, stir fries, or pastas through the week. If you don't have a crockpot, simmer on low heat on the stove for two hours, check the meat for doneness.

- 1 whole chicken, skinned
- 2 chicken breast, on the bone
- 1 medium onion, chopped
- 2 medium carrots, peeled and chopped
- 2 ribs celery, chopped
- 1/2 cup hull-less barley
- 6 cloves garlic, peeled, whole
- 4 stems fresh thyme
- 2 large bay leaf
- 1/2 bunch Italian parsley, divided
- 4 cups chicken stock or water
- 1/2 cup dry sherry
- salt and pepper

➤ Strip all the skin from the chicken, for a leaner soup. In a large slow cooker, put the onion, carrots, celery, barley, garlic, thyme, bay leaf, parsley stems (tie them with string into a bundle) and stock or water. Place the chicken in the pot bone down, and press to submerge as much as possible. Cover the pot and cook on high for 5 hours, or low for 7 hours.

➤ Uncover the pot and check the barley for tenderness. Remove and discard the thyme stems, parsley stems and bay leaf. Add the sherry to the simmering broth and stir. Take the chicken out and reserve the two breasts for another use. When cool enough to touch, strip the meat from the carcass and put back in the soup. Add parsley, and salt and pepper to taste.



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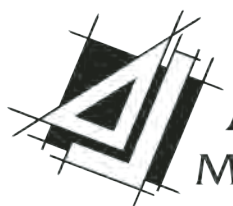
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WHO WE ARE

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
Credit Union 412.243.7574

www.eastendfood.coop
memberservices@eastendfood.coop



BY REFLECTING ON OUR DIRECT
EXPERIENCES, WE CONSTRUCT OUR OWN
UNDERSTANDING OF THE WORLD IN
WHICH WE LIVE.



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October 17 at 10:00am, 10:30am, 11:00am and 11:30am.

Offered courtesy of Yoga Is My Health Insurance, and taught by Lilith Bailey-Kroll, owner of Pratique Yoga.

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

Classes are held in the Gemini Theater, accessible through the Co-op, and are appropriate for anyone aged 12 and up.

The classes offer gentle chair yoga, perfect for street clothes.

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The Co-operator

Kara Holsopple, Editor/Advertising Sales

Linda Raden, LR Design, Design, Layout & Production

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

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 Holsopple, Member Services, East End Food Co-op,
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Or e-mail to: memberservices@eastendfood.coop

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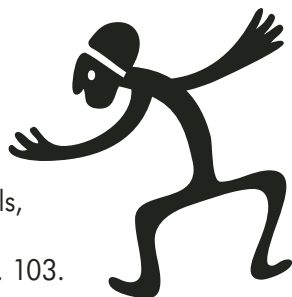
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staff NEWS

NEW HIRES

Say hello to new staff member *Ebba Schmid* in the Front End. She's our new Manager on Duty. Ebba recently graduated from Chatham University with a BA in Visual Arts and Women's Studies. Besides photography, hanging out with her pug Banksy takes up most of Ebba's free time. Welcome, Ebba!

Streamlining Meal Preparation

— Continued from page 5

Sweet Potato Panzanella

Nothing satisfies your appetite, and your need to use up old bread, like a classic panzanella made with fresh tomatoes and basil. This cool-weather version is just as tasty, served a little warm and hearty with sweet potatoes and aged cheese.

12 ounces sweet potato, cut into 1/4 inch thick slices

4 cups whole wheat bread, cut into 3 inch squares

1 tablespoon extra virgin olive oil

1 pinch salt and pepper

1 clove garlic, crushed

2 tablespoons red wine vinegar

3 tablespoons extra virgin olive oil

1 cup flat leaf parsley, washed, dried and chopped

3 ounces sarvecchio or other aged hard cheese, shaved

➤ Pre-heat the oven to 350 degrees. In a one quart pot, put the sweet potato slices in water to cover, then bring to a boil. Simmer for about 5 minutes, until the slices are tender but not falling apart. Drain and cool until just warm.

➤ While the sweet potatoes cook, put the bread on a sheet pan and toss with the tablespoon of oil, salt and pepper. Toast for 10 minutes, stir, and toast for 5 more. The bread doesn't need to be dry as croutons, just crisped.

➤ In a medium bowl, whisk the garlic, vinegar, and olive oil. Add the warm sweet potatoes and bread, parsley and cheese and toss. Serve within the hour.

CAFÉ HOURS

DAILY

JUICE BAR

8 AM - 7 PM

SALAD BAR & SOUP

8 AM - 7 PM

HOT FOODS

11 AM - 7 PM

WEEKENDS

WEEKEND BRUNCH BAR

9 AM - 1:30 PM

HOT FOODS

1:30 PM - 7 PM

Come to the 9th Annual Greater Pittsburgh Pagan Pride Day!

Sunday, October 3, 2010 11 AM - 7 PM
Four Seasons Lodge - Boyce Park - Monroeville

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DID YOU KNOW...

STEP TEN in the Better Eating For Life Program is "Make Friends with Fat!"

"Fat" became a dirty word in the 1980s through the 1990s, but now consumers are coming around to incorporating the right fats into a healthy diet. Fats are essential to a healthy immune system and regulating inflammation, blood pressure and metabolism.

The Step 10 packet covers types of oils, from mono-unsaturated to tropical, and includes a discussion about the role of cholesterol in the body. A servings chart is also provided for common types of fat, and a suggested list of snacks and eating choices, including walnuts and flaxseeds, is provided.

As usual, the Better Eating for Life packet includes some delicious recipes like E-Z Olive Tapenade, Tangy Citrus-Cran Flax Muffins, Poached Salmon with Greens, and Sweet Pepper Walnut Dip. Web resources and recommended cookbooks round out 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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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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October 2010 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
					1 Pizza Dairy & Vegan	2 Autumn Sausage Stew
3 Chef's Choice	4 Mock Chicken & Biscuits	5 Black Bean & Yam Quesadilla	6 Burrito Bar	7 Broccoli Quinoa	8 Pizza Dairy & Vegan	9 Kale & White Bean Stew
10 Chef's Choice	11 Buckwheat & Mushroom Pilaf	12 Tea & Ginger Simmered Chickpeas	13 Indian Kitchen	14 Apple & Squash Gratin	15 Pizza Dairy & Vegan	16 Seitan & Potato w/ Creamy Saffron Sauce
17 Chef's Choice	18 Quiche Lorraine	19 Goulash	20 Pittsburgh Kitchen	21 North African Stew	22 Pizza Dairy & Vegan	23 Tempeh Adobo
24 Chef's Choice	25 Autumn Millet Risotto	26 Spicy Peanut Tempeh	27 Stir Fry Bar	28 Butternut & Walnut Lasagna	29 Pizza Dairy & Vegan	30 Harvest Ragout
31 Chef's Choice	WEEKEND BRUNCH BAR 9 AM to 1:30 PM WHEAT-FREE PANCAKES, EGGS, TOFU SCRAMBLER, VEGAN FRENCH TOAST, ROASTED POTATOES AND MORE! HOT FOODS BAR 11 AM to 7 PM – DAILY 1:30 PM to 7 PM – WEEKENDS					

— Fall Harvest — Celebrating Local Foods

For the Co-op's Annual Meeting

Saturday, October 9
5:00-7:00 PM

At the Waldorf School of Pittsburgh
201 S. Winebiddle St., Pittsburgh, PA 15224

Please join us for dinner made with local ingredients,
to meet fellow members, and most importantly,
to vote in the annual Co-op Board election!

new classes

Thursday, October 7, 6:30-8:15pm

Backyard Composting!

with the Pennsylvania Resources Council

Get a head start on next year's garden by building a compost pile! Join the Pennsylvania Resources Council for their backyard composting workshop which thoroughly covers the importance of composting, setting up a compost pile, proper maintenance, and ways of using finished compost.

Registration is required. Cost is \$40 per person or \$50 per couple.

Participants will receive one composting bin with each registration. For more information, visit www.prc.org. Register online, call 412-488-7490, ext. 226, or email precompost@ccicenter.org.

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!

* 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 LifeFuelHealthCoaching.com or call 412-719-4140.

WE OWN IT-



Co-op deals

SEPT 29 - OCT 12, 2010

- \$7.99** EQUAL EXCHANGE Organic Coffee (12 oz. bag)
- \$2.99** EQUAL EXCHANGE Organic Chocolate Bar (3.5 oz. bar)
- \$1.79** BLUE DIAMOND Organic Raisins (1.5 lb. bag)
- 2/\$5** MI-DEL Cookies (12 pk. assorted cookies)

Featured Inside:

- All about apples
- Butternut Apple Soup (with a ginger drizzle)
- Healthy, healthy fall favorites from your co-op's deli
- Cooperation: Equal Exchange, your co-op, and coffee farmers

One Month, Two Flyers,
More deals than ever!

First flyer starts
Wednesday,
September 29 and ends
Tuesday, October 12.

Second flyer starts
Wednesday,
October 13, and ends
Tuesday, October 26.

Co-op deals

OCT 13 - OCT 26, 2010

- \$11.99** SPECTRUM NATURALS Organic Extra Virgin Olive Oil (1.5 L)
- \$2.79** IMAGINE Organic Soup (12 pk. assorted soups)
- \$1.19** MIIR GLEN Organic Tonnies (12 pk. assorted tonnies)
- 2/\$5** CASCADIAN FARM Organic Frozen Potatoes (10 lb. bag)

Featured Inside:

- The goodness of garlic
- Featured recipe: Shrimp Scampi
- Exploring the world of specialty cheeses
- October is Co-op Month; learn more about cooperatives