

The Co-operator

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

Members' Extra Discount Days

Sundays: 9/12 & 10/17

Shop 8 am - 9 pm

Board of Directors Meeting

All members are welcome.

Next Meeting:

Monday, September 20 ~ 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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9/15 - 9/28 Co-op Deals	
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EAST END FOOD CO-OP

7516 Meade Street Pittsburgh, PA 15208
412-242-3598
www.eastendfood.coop

Join a Fresh Crop of Local Artists at the 5th Annual Co-op Art Harvest!

Sunday, September 26, will be a community day of local food and farmers, live music, activities for kids of all ages and handmade art for sale. All activities take place right in front of East End Food Co-op, rain or shine!

- Music by Joy Ike, Cathasaigh, David Shelow and Friends ... AND MORE
- Local food for sale and sample, with the Vegan Goddess, the Franktuary Truck, Love Street Living Foods, Turner Dairy ... AND MORE
- Over 50 vending artists, and many activities for YOU to get creative!

The Co-op Art Harvest is part of PASA's Western PA Buy Fresh Buy Local® Local Food Month! More information about other events at www.buylocalpa.org/localfoodmonth

Co-op Deals replaces Monthly Co-op Advantage Flyer

No more Co-op Advantage monthly sales!

Now get the same great deals **bi-weekly** in the Co-op Deals Flyer —

- 35-38 different items on sale in each two-week period
- Sales start on a Wednesday and end on Tuesday
- First promotional period will run from **Wednesday, 9/1 thru Tuesday, 9/14**
- Second flyer runs from **Wednesday 9/15 thru Tuesday, 9/28**
- Sales open to members and other customers alike
- Between the two flyers, there are even more items on sale than before

coop deals



LOOK INSIDE FOR TWO, NEW co-op deals SALES FLYERS!

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, September 20 ~ 7-9 pm



Dated Materials — DO NOT DELAY



BOARD CORNER

by Jesse Sharrard

VOTE FOR _____! (It's your Right and your Privilege)

If you're reading this, chances are that you are a member of the East End Food Co-op. (If not, perhaps you're thinking about becoming one?) As a member, you are entitled to certain privileges, and voting for persons to represent your interests on the EEFC Board of Directors is among them.

Democracy is one of the foundation principles upon which the EEFC builds its existence. It is through democratic action that we as member-owners are able to help define our business identity.

Democracy is not something that happens once a year at elections: it is something that happens throughout the year as we participate in the life of the EEFC at whatever level we choose. That having been said, the election of Directors to serve on the EEFC Board is perhaps the most visible opportunity for the largest number of people to voice their interest in the responsible governance of our Co-operative. It is our chance to announce loudly, as a membership body, that we are involved and that we care.

You're not obligated to vote, of course, any more than you're obligated to attend classes, dine at the café, order discounted

cases of your favorite items, attend the annual meeting, volunteer in the aisles, present your member card for discounts, or even to shop at the store. But, chances are you participate in at least one of these activities, if not more. If so, I hope you will exercise your voting rights.

Becoming an educated voter is easy: information about the candidates is printed in this month's issue of The Cooperator, and is also posted inside the store. Read each candidate's statement and determine whom you think would do the best job. If you'd like to meet the candidates and find out more, they will be volunteering in the store on September 19 during this month's Membership Extra Discount Day (MEDD). They will also speak at the annual meeting on October 9.

Casting a vote is also a cinch: ballots are available at the customer service desk through October 8, and will be at the annual meeting on October 9. Simply fill in your membership number (each member family gets one vote), and mark off the candidate(s) you have decided upon. The EEFC will even lend you a pen.

Voting: it's a little action that can make a big difference.



within reach

by Berry Breene

What can I do to help make my community a place where I really want to live? I have asked myself this question often over the last six years. As a 20-year-old abroad, I dreamed of becoming a true expatriate, and joining the seemingly more "human" and art-savvy forces I found in Europe. Museums, bike lanes and chemical-free food abound. Beautiful graffiti is welcome on blank walls, and public sculptures soar in the sky. What wasn't to love (aside from maybe high taxes)? I was dissuaded one evening by a German man whose advice still resonates with me today. He said, "Why move here? Your country needs young, motivated people to go home and make positive change. Make your home what you want it to be." I can now apply this advice to my new role at the Co-op. What can I do to help the Co-op and Pittsburgh communities flourish, grow and learn in a sustainable way?

As a Front-ender in the store for nearly two years, I am happy to accept the Outreach Coordinator position at the Co-op. I have big shoes to fill, as Chris Farber moves on to graduate school. Though I am grateful for the wonderful programs she has initiated and look forward to helping them grow.

I hail from Oil City, PA, nestled in the valley of the Allegheny River in North West Pennsylvania. It's a beautiful town that has fallen on hard times as Pennzoil, Quaker State and Wolfs Head Oil companies are no longer headquartered or have refineries in the region. After high school I attended Allegheny College in Meadville, PA. Though not immediately enthralled with moving to yet another small post-industrial town, I grew to love Meadville. Passionate about

art, politics and travel, I found myself double majoring in International Studies and Studio Art with a German minor. I studied abroad in Cologne, Germany, for a semester and took month-long summer study tours in Ukraine, New Zealand and Paris over the course of my college career.

Upon my return to the United States, hometown or regional pride began to mean something to me, thanks to the sage advice I received from the German man. I started thinking bigger. Though unwelcomed and unaccompanied on small town streets, I biked. I got more involved in local food initiatives, shopping at Farmer's Markets and the local Market House. As an artist, I admire the monumental powers of public art and the community building it encourages. I began making public art, interning with a public art program through my college's Center for Economic and Environmental Development, and creating 3-D murals from recycled road signs donated by PennDot. Public art became my favorite form of artistic expression and I began painting murals. This summer I was awarded a Sprout Public Art grant for a mural in Trafford, PA. At a whopping 26x65 feet, I've been climbing scaffolding to great heights. Avenue B Bistro on Centre Ave dons the only other mural I've painted in Pittsburgh, seemingly small at 14x14 feet. Meadville, PA, houses two more of my murals and Titusville, PA, another, on the side of the Blue Canoe Brewery.

As the new Outreach Coordinator I have the opportunity to help build a bigger, more informed community around local, healthful, sustainable (and colorful!) food options, trying hard to repaint Pittsburgh and Western Pennsylvania's reputation for Rust Belt drudgery. With the

member services message

by Kara Holsopple, Member Services

One of my favorite cooperative principles is the second one in the internationally accepted list: Democratic Member Control.

There is a complete list of all of these principles on page 3 of this newsletter each month. Many times, I flip past this page, or don't see the list, because it is always there, always the same. But that's the beauty of it. Because it is always present in the store, too.

Here is what it says: *"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 cooperatives, members have equal voting rights (one member, one vote) and cooperatives at other levels are also organized in a democratic manner."*

"Whoa, members making decisions and policies?" you ask. "I thought the managers made the decisions and we just bought the groceries."

But behind the managers, behind the bulk bins, are nine people that you elect. Nine members, just like you—three of whom are elected each year by the rest of the membership. And they do indeed set the policies and make the overarching decisions about your Co-op. And they hire the managers and staff to do the work of serving you.

It's a cooperative principle, but it's also a member benefit. We list it that way in all of our brochures and materials. Because when you invest your money in the Co-op one time, you receive that one precious vote every year. It's yours with your membership.

I hope that you see it this way, and that you will consider sharing the value of this benefit with others who are curious why you are a member of East End Food Co-op. And I hope that you will take a moment to vote in the Board elections this month, as I will be doing for the eleventh time. It feels good when my member-side takes over and shoves that piece of paper in the ballot box.

And our Co-op is stronger for it, too!



help of volunteers, other organizations and Co-op staff, we can help celebrate how beautiful and bountiful our region truly is! We are graced with a four-season playground, enough water to make most states jealous, and plenty of blank walls screaming for community color.

I look forward to growing signage initiatives highlighting local food origins and the people who produce our food, accompanied by recipes and meal ideas. Volunteering at the Co-op is still an easy way for members to get involved in the Co-op community and receive extra discounts for doing so. I'm excited to work with Volunteers in my new role.

If you want to get more involved with the co-op community or are interested in volunteer opportunities, inquire at outreach@eastendfood.coop.

Co-op Tosses Receipts with BPA

by Doug Johnson, Sustainability Coordinator

It usually takes a lot to surprise me. A short time ago, a customer approached me and mentioned the danger of BPA in our receipt paper. My first reaction was that of disbelief. Why would anyone do that? Everyone knows that BPA is bad news, why would they put it on receipt paper? The idea seemed so preposterous.

Bisphenol A (BPA) is a chemical that is used commonly in polycarbonate plastic production. It is also employed as an epoxy resin to coat metal, such as the lining of some canned foods. The scariest thing about BPA is its prevalence in modern society. In 2004 the Centers for Disease Control and Prevention found detectable levels of BPA in 93% of the urine samples they tested as part of the National Health and Nutrition Examination Survey. BPA has been linked in some studies to developmental and reproductive mutations in fetal animals, and is seen by many as a danger to children through their pregnant and/or nursing mothers. On its website, the FDA states, "recent studies provide reason for some concern about the potential effects of BPA on the brain, behavior, and prostate gland of fetuses, infants and children."

What is even more shocking is that one of the most common uses for BPA laden -plastic is in baby bottles and infant feeding cups. As an organization, the Co-op has made strides in the past to limit the presence of BPA in the products that we carry. We strongly support companies like Eden Foods, which have gone out of their way to keep BPA out of their operations. But even Eden must contend with the realities of modern food production. The FDA has yet to approve a BPA free can for acidic products, such as canned tomatoes. If you are interested in hearing about Eden's struggles eliminating BPA from their manufacturing, visit their website, www.edenfoods.com, and search for "BPA." In looking to new products, our buyers and managers are conscious of the public concern for products that are free of this possibly dangerous chemical, and we appreciate the fact that so many of you are vocal about your fears regarding BPA.

On July 27, 2010 the Environmental Working Group (EWG) released a study in which high levels of BPA were found in forty percent of sampled receipts from a number of retailers. The levels of BPA contained in the receipts were much higher than the levels found in other sources of BPA contamination, such as canned foods or polycarbonate bottles. This information is especially distressing to those of us that handle a great deal of both receipts and food on a daily basis. According to the EWG, retail workers were found to have an average of thirty percent more BPA in their system than other sampled individuals.

In hopes of keeping our staff and our customers safe, on August 2, 2010, we replaced our standard register receipt paper with BPA free paper. To that anonymous customer who first brought this to my attention, I offer my sincere thanks and heartfelt appreciation for making our work environment a safer place.





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 ...

I loved your vegan biscuits with tomato, cilantro and hot pepper at the salad bar. Would you please share the recipe?

Thank you for the positive feedback. The biscuits were something that one of our cooks just whipped up. Check in upcoming issues or on our website for the recipe.

— Thomas Murphy, Café Manager

Just wanted to send thanks for the effort of finding BPA-free receipt paper. Good of the Co-op to do so. Hope we can do something about the excess of plastic bags in produce?

Thanks so much for your comments about the receipts! And we are currently investigating more eco-friendly alternatives to the plastic produce bags.

— Allisyn Vincent, Front End Manager

Great brunch! Friendly folks, as well. Thank you.

Thank you for your support. Our cooks are always trying new things, so please stop by again and often.

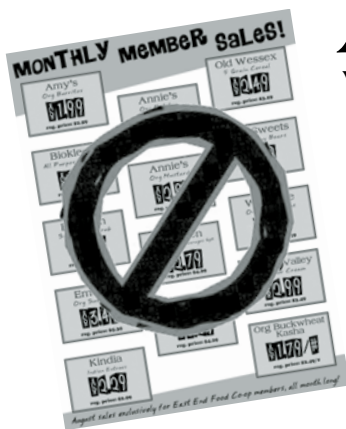
— Thomas Murphy, Café Manager

It would be very cool if the smoothie/juice menu got revamped to include green juices and smoothies.

Good suggestion. We will consider this as we look to update our options.

— Thomas Murphy, Café Manager

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



Are We Mad?

Well, Maybe a Little....

Introducing our newest in-store sales program!

You may have noticed that there are no “Monthly Member Sales” shown in this issue. That’s because we are discontinuing the MEMBERS-ONLY monthly sales program.

Instead, we will be introducing a NEW WEEKLY STORE SALES PROGRAM next month:

Meade Street Madness!

You’ll see TEN new items on sale each week, and the sale price will be for ALL shoppers.

Look for sale items each week in our store windows — which face Meade Street — and in our in-store flyer.

Raising Chickens - Part 1

A Review of Two Books

— by Claire Westbrook

City Chicks by Patricia Foreman and

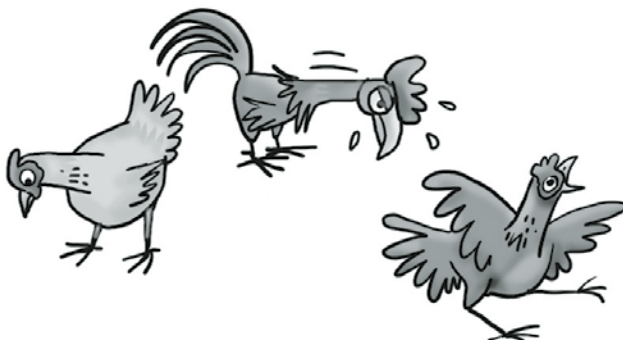
The Joy of Keeping Chickens by Jennifer Megyesi

As a city resident, I’ve long been attracted to the idea of raising any animal that’s allowed, whether it’s goats, chickens, or pigs. After having read these two outstanding pieces of work, I’m even more excited to get going with my career in animal husbandry. To start, *City Chicks* written in the same vein as the inspirational book penned by Ed Robinson over half a century ago called “*The Have-More*” Plan: *A Little Land-A Lot of Living*, which inspired millions of people after World War II to be more self-sufficient and independent. Ms. Foreman focuses on poultry as the way to “have more” in her excellent compendium of all things chicken.

Unless you’re crunched for time and the knowledge to get your own operation under way, check out the table of contents to find what interests you most (for me it was the “Be a Chicken Whisperer” section #11) and move around as you need, since this reference book covers practically everything. If you’re itching to get your birds a-growing, be sure to check out the most important part

of the book (oddly enough not the very first section but the 18th) which is “Getting City Chicks Legal in Your Town” so that you and your girls don’t get arrested for violating any sort of health codes or laws.

As for Jennifer Megyesi’s offering, that the jacket mentions the photographer alongside her name is a good tip off that imagery is a focus for the work. Granted, there is quite an array of information to be gleaned from the lush pages. But I



would not, after continuing to get caught up in the pictures instead of in the text, recommend that this book be the sole guide for anyone interested in raising hens. But then I don’t know that having just one book for anyone undertaking the

magnitude of animal husbandry would be something I’d recommend either.

Nevertheless, *The Joy of Keeping Chickens* offers some things that *City Chicks* doesn’t, like interesting recipes (Rumaki and Beer Can Chicken, to name two) and information on showing chickens. In addition to the lovingly photographed birds and eggs and children are the concise, but not too brief, appendices.

I found as I worked my way through both books, however, a surprising lack of actual costs involved with raising chickens. While this information ultimately would be what could make or break a hobby or fledgling (pun intended) business, I was encouraged by the worksheets that were presented in *City Chicks* for keeping track of any avian project that one may undertake.

Being a city chick myself, I’m inspired to spend time working with chickens so that I can surmise whether I really want to be responsible for more than just my two daughters. But until I get a little more land, I’ll just have to content myself with visiting the friends that I have who are in a flock all their own. Or start looking for a pad in the city that’s got room for more than just my family.

Stay tuned for interviews, insights and intrigue in the second half of this article.



the food YOU EAT

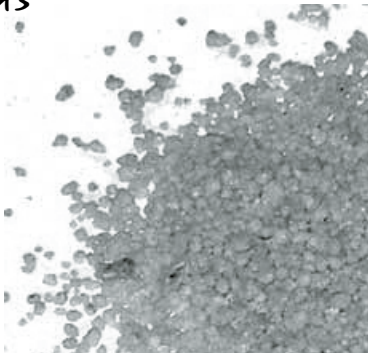
what's cookin' at the co-op café kitchen!



Light, wholesome and seasonal. You can't ask for much more in a side dish. Unless it is quick and easy to prepare—and it is! This dish, which pairs well with everything from local roasted chicken to braised tofu, takes literally minutes to prepare. After the vegetables are soft, and the couscous is added, you (and your family) only wait 5 minutes for the tiny pasta to be fork-ready. You can find whole wheat and traditional couscous in the Co-op's Bulk Foods department, and make a point to look for local Kistaco apples in produce, because they are worth it. Enjoy!

Apple and Sage Couscous

- 4 cups pearl couscous
- 5 cups vegetable broth
- 1 Tablespoon garlic, chopped
- 2 Tablespoons sage, dried
- 3 pieces celery, medium dice
- 1/2 onion, medium dice
- 1 1/2 granny smith apples, medium dice
- 1/2 cup curly parsley, chopped
- 1/4 teaspoon salt
- 1/4 teaspoon pepper



1. Sauté garlic, sage, apples and vegetables in olive oil until they're tender.
 2. Bring vegetable broth to a boil and remove it from heat.
 3. Add couscous and cover with a lid.
 4. When couscous is tender, add sautéed vegetables, chopped parsley and enjoy!
- Serves about six to eight people.

What's New ... in the aisles

Aisle 2

- Annie Chun's Korean Sweet and Spicy Sauce

Aisle 3

- So Delicious Coconut Milk Beverage Aseptic 32 oz. container
- Maca Sure Organic Chocolate 70% Cocoa

Aisle 5

- Laid in Montana Emu Oil Products—Acne Clean Soap, Sensitive Skin Cream, Rejuvenator Cream, Emugency 1st Aid Spray

Deli

- LOCAL PRODUCT—Mill Hall, PA! Nittany Valley Organics Raw Milk Cheeses
- Zukay Raw and Live Beverages—Ginger Carrot, Beet, Veggie Medley

Aisle 6

- Amy's Organic Chocolate Cake
- Tofurky Vegan Cheese and Veggie Pepperoni Pizzas
- If You Care Household Gloves with ethically-sourced latex



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

Don't forget to vote by October 8!

in the COMMUNITY

DUMP THE JUNK!

— by the Black and Gold City Goes Green Campaign

In September, **The Black and Gold City Goes Green** campaign wants you to think about junk.

Join Freecycle, a group dedicated to the idea that giving unwanted items away is better than throwing them out. You can find local Freecycle groups at this address: www.freecycle.org. It's difficult to measure the heat-trapping gas you'll save from using a service like this, but creative reuse helps keep items out of landfills, keeps a truck from hauling it to the landfill, and keeps the lucky new owner from needlessly buying something brand new.

Cancel your junk mail. Doing this saves trees from paper mills, and trees help absorb pollution causing climate change. Keeping junk out of your mailbox can also lighten the load of needless catalogues and circulars from mail trucks and delivery vehicles, saving fuel. Cancelling your junk mail can be challenging, and it's difficult to get all of it out of your life. This organization, www.dmachoice.org, is a non-profit service than get help to get you started.

The greenest action for this month is an oldie but a goody. **Bring your own reusable bags when you go shopping.** Some of us do this and do it well. Others probably tried at some point and started forgetting the bags at home. Take time to recommit. Switching to reusable bags can



prevent six pounds of global warming pollution per person each month. Most local stores sell bags, and others even give you a small discount off your total bill per bag. Bonus!

Already signed up for the campaign? Make sure you visit the website and report your actions by going to www.theblackandgoldcitygoesgreen.com.

First time hearing about the campaign? Check it awt! Each month, Pittsburghers are working together to reduce heat-trapping gases that cause global warming. The Campaign benchmarks one of three actions as green, greener, and greenest, which you can do at little to no cost. Visit www.theblackandgoldcitygoesgreen.com to sign up today.

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

A Happy Birthday to Ms. Nicy!



Nicy Simmons, or Ms. Nicy, as she is known to her friends, chose lunch at East End Food Co-op as one of the ways she celebrated her 100th birthday! Ms. Nicy is one of the biggest fans of the Co-op Café's soups.

REDUCE, REUSE, RECYCLE!

candidates for 2010 BOARD OF DIRECTORS

The 2010 Board of Directors Election is upon us and it's important to get to know your candidates before you cast your vote. Each of the five candidates was asked a series of questions and their answers to these questions are listed below. However, as a member of the Co-op you have the opportunity to meet them face-to-face and ask them your own questions. The candidates have been asked to attend the following events:

- Members' Extra Discount Day on September 19
- The Art Harvest on September 26
- Members' Annual Meeting on October 9

All votes must be received at Customer Service no later than October 8, or you may vote at the Members' Annual Meeting on October 9.

This year, the candidates were asked to answer these questions:

- 1. What is your experience as member, volunteer or staff member of the EEFC?**
- 2. What experiences have you had with other co-operatives or non-profit organizations?**
- 3. What experience and skills (professional or business) or unique perspectives will you bring to the EEFC Board?**
- 4. What do you think are some important one-year goals for the EEFC?**
- 5. Describe your vision for the EEFC five years from now.**
- 6. Why do you want to be on the Board?**



SARAH AERNI

1. What is your experience as member, volunteer or staff member of the EEFC?

I have been a member of the EEFC since shortly after I moved to Pittsburgh in 2001.

For the last three years, I have served on the Board of Directors of the EEFC.

2. What experiences have you had with other co-operatives or non-profit organizations?

My experiences with other cooperatives have increased since I have been on the Board of Directors at East End. Each year some directors are allowed to attend a conference held for those affiliated with consumer coops. Two years ago we hosted this conference in Pittsburgh, which gave me (and many other people associated with EEFC) the opportunity to meet directors, GMs and employees from many co-ops across the country. It was interesting to discuss differences, similarities, and common Coop practices with the attendees. Other board training sessions have allowed me to meet and interact with members of other cooperatives. Understanding the broader context in which the EEFC sits in the Cooperative world has been useful and interesting to me.

3. What experience and skills (professional or business) or unique perspectives will you bring to the EEFC Board?

My three years of experience on the Board have shaped my decision to run again. I now fully understand how to be a board member (the board provides good educational opportunities to learn this.) I have been serving as the Secretary of the Board for the past two years, and in addition, have been tasked with overseeing the process to have the Co-op Bylaws updated. Through initial discussions with various Co-op consultants and employees, I have become convinced that this is very important work for us to do as we move towards expansion. However, this process is somewhat involved and will take longer than the six months we had hoped for. I hope that my dedication to carrying through on this task will provide benefits to the EEFC membership and management in the coming years.

4. What do you think are some important one-year goals for the EEFC?

In the short term, we would like to continue running a sustainable, community-oriented business that provides benefits to its membership and to Pittsburgh. The Board is an important part of this process, as we oversee the General Manager (GM) and provide leadership and guidance on the strategic vision of the Coop. Although this may sound trite, I believe it is important work and so in the next year, I also think a good goal is to have a viable Board with committed, educated Directors on it. Finally, I would love to see the annual membership meeting be something that more people are aware of and attend.

5. Describe your vision for the EEFC five years from now.

The five-year business plan outlined by GM Rob Baran in the last few months is exciting to me and I would like to see it carried out as close as possible to the timeline that he mentions. To those who have not seen it, I urge you to do so. It includes planning for a second store, and eventual relocation of our current store to a new building which would have better amenities for community groups, better infrastructure and be a bit larger. I also hope we continue to expand our role in the community; to continue to support local farming and food infrastructure initiatives; and also to be an affordable source for local foods for consumers from across the entire Pittsburgh region.

6. Why do you want to be on the Board?

The reasons I outlined above explain my initiative to see that the Bylaws are reworked and updated so that the store expansion and relocation processes can be completed in a timely and efficient manner. This work will require a Director to oversee the process, and I have spent time over the last year learning what that will entail (so that I can help the process along but not try to do work for which I am not qualified). I would like to see this process through to completion. In addition, I enjoy working with the other people on the board and I also enjoy the process through which the Board works, which really involves democracy in action. It's not always the most efficient process, but it is dynamic and interesting, and it tests my social skills as well as my reasoning skills. Come check out a meeting some time and you'll understand!! Thanks for your consideration.



MIKE COLLURA

Our Co-op isn't just an organic food store; It is a place where a diverse group of people can be unified by the many core principals they share, such as concern for the environment and the community. It is also a vessel through which people can act on such principals. I have served on our Co-op's Board of Directors for the past four years. I have had the pleasure of holding the offices of both Secretary and Treasurer. During this time I have helped out on member extra discount day, volunteered with staff and the Board at Meadow Rock Farm, and participated in numerous other Co-op functions. These experiences have allowed me to interact with both staff and members on a very fulfilling level.

I work in the Banking industry in the field of Information Technology. I specialize in computer programming and both hardware and software support. My experience working for a small community based bank has given me the ability to see the importance of interacting with Pittsburgh's local business and community groups in order to construct a neighborhood network of support and sustainability.

I am also one of the founding members of the Lawrenceville Organic Community Garden. This project was started with the help of Allegheny Valley Bank, in partnership with the Lawrenceville Corporation and Lawrenceville United. This past year we were lucky enough to be able to partner with Grow Pittsburgh, which has provided us with funding, expertise, and support. We have started to bring in groups of youths from schools such as Career Connections Charter School in order to begin the education phase of our project. Our goal is to not only promote urban farming, but to teach the youths involved about the business and economics of food.

I hope that through community involvement in grass roots projects, and other opportunities, the Co-op is able to help foster the local urban farming concept and promote local food buying in Pittsburgh. Many times our members become disinterested with any higher levels of involvement. I believe that joining forces with organizations with similar goals like this will interest our member owners and allow them to be involved in their co-op in a context other than the physical store itself. Our Co-op will continue to become a hub for the community.

Over the next five years I envision the EEFC growing in size and in membership. We will develop a business model that will allow us to support more underserved neighborhoods. We will be more entwined with other like-minded businesses and organizations, which will serve as a supporting structure for buying power, political leverage, and many other things. As the cooperative business model develops into a stronger system, Pittsburgh will turn toward leaders in this realm such as their long-standing cooperatives.



BRYAN FISCHER

1. What is your experience as member, volunteer or staff member of the EEFC?

I am not a member of EEFC, nor have I yet volunteered or ever been a staff member. I intend to become a member within the next week or so to demonstrate my commitment to the organization's mission and vision.

2. What experiences have you had with other co-operatives or non-profit organizations?

I have spent well over 60% of my career working with or for non-profit organizations in dispute resolution (arbitration), NGOs (outside of the United States), economic development (more than a dozen years in western PA) and with cultural institutions (as clients).

3. What experience and skills (professional or business) or unique perspectives will you bring to the EEFC Board?

My world view aligns very closely with the EEFC's stated Principles and Value Statements. In terms of unique perspectives, I believe I may have subject matter expertise and life experiences that could be valuable to the EEFC Board. Professionally, I work with clients to help them define and achieve growth strategies, very often focused on goals other than profit maximization. For example a big focus for a number of my clients at the moment is improving organizational culture. I have worked in more than a dozen countries, but am a Pittsburgh native, with a strong commitment to the region and its well being. I feel strongly that I am an excellent match with the Skills and Qualities that your application indicates are of primary importance.

4. What do you think are some important one-year goals for the EEFC?

I will defer for the moment to the late Peter Drucker, the towering management guru of the 20th century who, late in life, turned much of his attention the non-profit (or for-benefit) sector. I

In one of his last books, published just a few years ago, Drucker insisted that all non-profits (indeed all organizations) need to have compelling answers to each of the following questions:

- What is our mission?
- Who are our customers?
- What do our customers value?
- How do we measure ourselves?
- What is our (improvement) plan?

I believe the EEFC would do well to consider this perspective and rigorously evaluate its performance along each of these dimensions. (And, incidentally, it is interesting to note that Drucker claimed that the best-run organizations he ever came across in his more than six decades of consulting were inevitably non-profits!)

5. Describe your vision for the EEFC five years from now.

To be a vibrant and well-recognized member of the community, known as a force for good.

Beyond the shorter term issues already noted above, I believe that for an organization such as EEFC, sensible, but profound partnerships will be a key to achieving the long-term vision.

6. Why do you want to be on the Board?

I have reached a point in my life and career where I am looking for opportunities to make a meaningful impact and one that reaches beyond the immediate organization. I am deeply interested in food, nutrition, sustainable communities, mindfulness and overall well being. In his latest book Drive, Daniel Pink calls attention to three important sources of human motivation: Autonomy, Mastery and Purpose. I believe that collaborating with the EEFC would represent a terrific way to pursue purpose (which Pink describes as "a cause greater and more enduring than ourselves").

ED JOHNSON

1. What is your experience as member, volunteer or staff member of the EEFC?

My experience with the East End Food Co-op has been as a core member since 1993. The EEFC has been an important part of my daily life and the life of my family. Primarily the Co-op is our source for bulk food items, produce, and fresh Café food as well as a source for relevant information on diet in many forms, mostly books and newsletters.

2. What experiences have you had with other co-operatives or non-profit organizations?

My experience with other non-profits was during my employment with the Urban League of Pittsburgh as a summer youth employment supervisor.

3. What experience and skills (professional or business) or unique perspectives will you bring to the EEFC Board?

My experiences, skills, and unique perspectives that I will bring to the EEFC will be in the form of 17 years of customer service and sales, as well as 10+ years of business research.

4. What do you think are some important one-year goals for the EEFC?

I think that some one-year goals of the EEFC are 1) fine tune its core strengths to further insure its unique position in the market segment we share with our other competitors. 2) To make real plans to expand in certain segments that will enhance the EEFC's unique position.

5. Describe your vision for the EEFC five years from now.

My vision for the EEFC five years from now is that it will be a major source of information and other resources for people who will have a better understanding of the changes of Healthcare that have been made law in this country and how they may still lead naturally healthy lives with these changes.

6. Why do you want to be on the Board?

I want to be on the board of the EEFC because I believe the positive results in peoples lives I have seen as a member are in line with my personal values and I would like to contribute to the EEFC's future results.

TOREY VERTS



Hello Co-op members! My name is Torey Verts, and I have been an EEFC member for almost 11 years and have served on the Board of Directors since 2007. I am honored to serve as your current Board President.

As a Board leader, I have helped to strengthen the processes and policies that govern our co-op.

I first visited the East End Food Co-op over 11 years ago and instantly loved it. Soon after that, I became a member and a regular shopper. Being a vegan and having very limited choices at other grocery stores, I appreciated all of the organic and natural foods that the Co-op had to offer.

Professionally, I have worked in the non-profit world for the past 12 years at local educational organizations. I obtained my Masters of Science degree at Slippery Rock University in Sustainable Systems (MS3), which is an environmental/conservation program. In this program I studied human impacts on the environment, natural resource management, permaculture, and green building design. The MS3 program especially raised my interest in local farming initiatives and the roles that co-ops have in supporting local farmers and educating communities about the benefits of local foods.

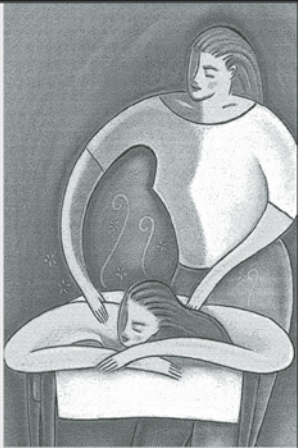
My fellow board directors describe me as well organized, hard working, dedicated, and diplomatic. I am a leader who can see the big picture, but I also realize the importance of the details and processes that turn a vision into reality.

During my tenure on the Board, I have chaired several Board committees including Member Linkage, Nominations and Elections, and Board Development. As President of the Board, I have focused on improving Board accountability, documentation, and processes. Board directors have a fundamental responsibility to serve as stewards for the Co-op. By holding ourselves accountable to these policies and procedures, I believe we create effective structures that support good governance and in turn, lay foundations for building a strong, healthy Co-op.

I am running again for the Board of Directors because I believe in the Co-op's mission, in its values, and in the opportunities that lie ahead for EEFC in the future. As a member of the Board, I will continue to support the educational, cultural, and sustainable events our Co-op offers to the community. As well, I believe that the East End Food Co-op can be a leader of co-ops on a national level. We can educate and engage our membership on co-op best practices, acting as a role model for others while helping to make our Co-op as productive and vibrant as possible.

If elected, I will continue to provide the leadership, dedication, and effort needed to support the values of our Co-op, the fulfillment of our Ends, and the integrity of our governing system. #

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Mike Collura, Treasurer
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Jesse Sharrard

WHO WE ARE

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

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

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

MANAGEMENT TEAM

Rob Baran, *General Manager*
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

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



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



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**FREE Yoga Classes for
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September 12 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.

Please join us!



**YOGA
IS MY
HEALTH
INSURANCE**

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,
7516 Meade Street, Pittsburgh, PA 15208.
Or e-mail to: memberservices@eastendfood.coop

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**The 5th
Annual
Co-op Art
Harvest
is Sunday,
September 26!**

staff NEWS

PROMOTIONS

Congratulations to *Jenny Kalinowski, Erica Adamson and Jason Clearfield*, who have all been promoted to Customer Service!

NEW HIRES

The Co-op welcomes two new employees, *Ellen Abbott* and *Jackson O'Connell-Barlow*.

Ellen will be working in the Café, which is great, because cooking with natural foods and good coffee are great interests of hers. She is also interested in environmental education, and she volunteers with the Homeless Children's Education Fund.

Jackson works in the Wellness department. He describes himself as a runner, not a power lifter. He volunteers, and also describes himself as "food obsessed and health obsessed."

Welcome, Ellen and Jackson!

Employee of the Month

Congratulations to **Ryan Ference** our **Employee of the Month for July 2010**. Interview by *Jessica Johnson*

How long have you worked at the Co-op?

I'm not sure, I think I started in October.

What are your favorite things about working here?

My favorite things are probably the free food and the people.

Are there things that you wish you could change?

No. Maybe the free lunch. I would have liked to experience that.

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

That's cool that you win \$50. I didn't know that. I didn't even know I was nominated.

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

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

Non-perishable food drive
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Pittsburgh Community
Food Bank

Pet supplies drive for
Animal Protectors of
Allegheny Valley



Free admission/parking!
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readers - activities - etc.!

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STEP NINE in the BETTER EATING
FOR LIFE PROGRAM is "Put Protein
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From which kinds of protein to
choose ... to how much a person
needs, the ninth installment of the
Better Eating for Life Plan puts this
crucial nutrient in perspective.

Included in the packet are
myth-busting facts about protein
sources and requirements, protein
choices suitable for any diet, and
a serving size chart. Strategies for
incorporating different protein
sources into meals is also part of the
packet.

Some of the recipes included in
Step Nine are Zingy Lentil Salad,
Leek-y Beans, Tofu Pesto and
Basmati Pilaf with Cashews and
Raisins. Additional web resources
for nutritional information and
recipes are available on the last
page of 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.

Your 2010 Board Ballot is enclosed!

Please read the instructions carefully and
vote **before October 8, 2010** or come to
the Annual Meeting on October 9 and vote
in person. **One vote per membership.**

Ballots may be mailed to Board Ballots,
East End Food Co-op, 7516 Meade Street,
Pittsburgh, PA 15208 or placed in the
ballot box in the store.

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September 2010 ... hot bar specials

sunday	monday	tuesday	wednesday	thursday	friday	saturday
			1 Burrito Bar	2 Tofu & Broccoli in Coconut Cilantro Sauce	3 Pizza Dairy & Vegan	4 Pasta w/ Kale, Currants, Walnuts & Brown Butter
5 Chef's Choice	6 CAFE CLOSED FOR LABOR DAY	7 Vegan Palak Paneer	8 Indian Kitchen	9 Corn & Squash Pudding	10 Pizza Dairy & Vegan	11 Seitan alla Diavola
12 Chef's Choice	13 Tofu & Hard Cider Stew	14 Sausage & Mushroom Lasagna	15 Pasta Bar	16 Tempeh & Eggplant Pot Pie	17 Pizza Dairy & Vegan	18 Red Lentil Stew w/ Vegetables
19 Chef's Choice	20 Black Eyed Peas w/ Butternut Squash	21 Peanut Sesame Orange Tofu	22 Stir Fry Bar	23 Creamy Squash & Cashew Curry	24 Pizza Dairy & Vegan	25 Baked Chili & Cornbread
26 Chef's Choice	27 Tofu Almondine	28 Mashed Parsnips w/ Sausage & Apples	29 Country Kitchen	30 Savory Bread Pudding		

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

new classes

Thursday, September 16, 7pm

Chemicals in the Home

Presented through CCAC and Pittsburgh Community Services Inc.

Consumers trying to green their homes and avoid toxins in laundry detergents, household cleaners, dish soap and more will get help from the cleaning products industry.

A voluntary program by makers of household products including Procter & Gamble, Colgate-Palmolive and Clorox means that this information will become more widely available and publicized. This class will help consumers interpret that information to make their homes a healthier environment for their families.

LOCAL FOOD CHALLENGE PRESENTATION

Thursday, September 23, 7pm

Healthy Benefits of Local Eating and screening of "What's on your Plate?"

— a witty and provocative documentary about kids and food politics.

With Janet Stuck, ND

Join us for a screening of this fascinating film and stay for a short Q&A with naturopath Janet Stuck, for information on fats, raw milk, cholesterol, the rise in obesity, diabetes, and metabolic syndrome. Janet is a member of the Liberation Wellness Team and works with Kevin Brown, author of the book "Liberation Diet" which is 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 <http://www.bullfrogfilms.com>.

LOCAL FOOD CHALLENGE PRESENTATION

Wednesday, September 29, 7pm

ANNUAL LOVIN' LOCAL SERIES — PART TWO

Local End of Season Dishes

With Deborah A. Uttenreither, CHHC AADP Certified Health and Nutrition Coach Founder/Director — LifeFuel Health Coaching

This is a great class to sample some quick, easy but healthy recipes anybody can do using veggies from the produce department and some bulk items. What the heck is Tempeh? Now is the time to find out.

Recipes include: Tempeh and Veggies with Pumpkin, Cilantro Pesto or Tahini Sauce, Gazpacho Variations or Squash Crostini

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@cccicenter.org.

* 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.

Save the Date!

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, to meet fellow members,
and most importantly, to vote
in the annual Co-op Board election!

One Month, Two Flyers,
More deals than ever!

First flyer starts
Wednesday,
September 1 and ends
Tuesday, September 14.

Second flyer starts
Wednesday,
September 15, and ends
Tuesday, September 28.

coop deals

SEPT 1-SEPT 14, 2010

- 10/\$7 BROWN COW Yogurt (4 oz. selected varieties)
- 2/\$5 NATURE'S PATH Organic Vanilla (2.5 oz. selected varieties)
- \$2.99 BARBARA'S BAKERY Sprinkled Cereal (2.5 oz. selected varieties)
- 2/\$5 SANTA CRUZ ORGANIC Organic Applesauce (2.5 oz. selected varieties)

Featured Inside:

- Zucchini: A to Z
- Roasted Ratatouille recipe
- Show us why your co-op rocks!
- Fall features in your co-op deli

coop deals

SEPT 15-SEPT 28, 2010

- 2/\$3 ANNIE'S HOMEGROWN Organic Pesto & Cheese Dipper (4 oz. selected varieties)
- \$1.79 NATURAL SEA Tuna (5 oz. selected varieties)
- 2/\$5 HUIR GLEN Organic Pesto Sauce (2.5 oz. selected varieties)
- 2/\$3 SO DELICIOUS Coconut PB Yogurt (4 oz. selected varieties)

Featured Inside:

- Show us why your co-op rocks!
- The beauty of beets
- Cheddar: none better
- Fast and delicious Golden Beet Salad