

THE CO-OPERATOR

a monthly newsletter of the East End Food Co-op

Pittsburgh, PA

STORE NEWS

MEMBER BONUS!

Don't forget to use your first Member Bonus—now until September 30! **Members receive 10% off** on the order of their choice!

BOARD OF DIRECTORS MONTHLY MEETING

ALL MEMBERS ARE WELCOME.

Check meeting times in store entrance for next meeting.

Check out the weekly deals for **MEADE STREET MADNESS** on our website: www.eastendfood.coop

CO-OP ORIENTATION

Join us for an orientation and learn the secrets every member wants to know — Tuesdays at 7pm.
Call 412.242.3598 ext. 103 to register.

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SPECIAL INSERTS:

8/31 - 9/13 CO-OP DEALS
9/14 - 10/4 CO-OP DEALS

EAST END FOOD CO-OP

7516 MEADE STREET
PITTSBURGH, PA 15208
412-242-3598
www.eastendfood.coop

Fall Gardening

by Hannah Reiff

While many of us think of growing vegetables in the spring and summer, fall is also a great time to grow some tasty veggies that prefer cool weather. Perhaps you feel wishful when looking at that weedy patch of soil in your backyard where you meant to plant tomatoes but didn't have the time. Maybe you are wondering what to do with the empty space left behind after your squash plants succumbed to powdery mildew. With some good timing and season extension strategies, you can still plant in these spaces and harvest fresh produce into the fall and even into the winter!

Good crops for a first-time Pittsburgh area fall garden:

▷ **SALAD GREENS.** If you are a first-time fall gardener, try growing salad greens in a cold frame, under row cover, or even without any protection. Quick growing, hardy, and productive, these crops reliably offer good harvests for the beginner. Spinach tops the list as a hardy superstar. If you cover it for winter, it should pop back up in the early spring for delicious spinach salads. Arugula can be planted close together and harvested as baby greens in just 20 days! Plant it every 3 weeks to have a continuous supply. Spicy greens such as mustard and mizuna are also good fall choices, as is lettuce. Lettuce turns to mush with hard frosts though, so plant every few weeks and pick it young or cover it with hoops and row cover if you can. Salad greens can even be grown in shallow containers and planters. Cut them to harvest, leaving a little over 1" of the stem intact to re-grow more leaves.

▷ **GARLIC.** This is a great crop! Since it is planted late, in September or October, it can assume space summer tomatoes or squash once occupied. Add some compost and aged manure to the soil if you can before planting. Buy seed garlic, break apart the bulbs and plant the cloves pointy end up 6" apart and a few inches deep. Apply a winter mulch such as chopped leaves or straw and harvest the following summer when the foliage just starts to die back.

Tools to extend your growing season even further:

▷ **ROW COVER** is woven fabric used over hoops of metal or pvc on your beds to provide frost protection. You can order season extension systems from companies such as Johnny's Selected Seeds or you can build your own. You'll want to make sure your row cover is heavy weight to offer the most protection, or you can even use plastic, just be sure to open it from time to time to vent and ensure the soil is moist.

▷ **A COLD FRAME** is a box on the ground with a clear lid that uses heat from the sun to keep your veggies warm. These "tiny greenhouses" can be easily built from discarded windows. A lid that vents is helpful to avoid frying your plants on sunny days.

▷ Late September and October plantings will benefit from protection with row cover or cold frames. For more great information on growing fall gardens, check out a copy of Eliot Coleman's book **Four Season Harvest**, available on the Co-op shelves.

Happy gardening!

GENERAL PLANTING TIME FRAMES FOR FALL CROPS (when to get them in the ground)				
CROP	JUL	AUG	SEP	OCT
Beets	X	X	X	
Broccoli	X	X	X	
Cabbage	X	X	X	
Chard	X	X	X	
Collards	X	X	X	
Kale	X	X	X	
Leeks, Bunching	X	X	X	
Scallions	X	X	X	
Sorrel	X	X	X	
Peas		X		
Endive		X	X	
Lettuce		X	X	
Arugula		X	X	X
Cilantro		X	X	X
Mizuna		X	X	X
Radish		X	X	X
Spicy Greens		X	X	X
Spinach		X	X	X
Garlic (needs no cover)			X	X

Garden Dreams Urban Farm & Nursery
806 Holland Ave, Wilksburg 15221
Hours: 9am - 5pm Wednesday thru Saturday
(check for updates and fall hours)
www.mygardendreams.com

PLEASE JOIN US FOR THE 6TH ANNUAL CO-OP ART HARVEST! RAIN OR SHINE, RIGHT OUT IN FRONT OF THE STORE...

- Dozens of local artists and crafties vending every kind of handmade under the sun — jewelry, painting, paper art, photography, ceramics, upcycled clothing, knits and bags, soaps and more!
- Local food vendors including Turner Daing, The Vegan Goddess baked goods, and Franktuang!
- Make art with AIR silkscreens, Creative Reuse Pittsburgh and interactive Raku!
- Live, local music all day, including Joy Ike, The Squirrel Hillbillies, Owl Style, Cathasaigh, Steel Pan Combination Band, For Greater Consciousness, and Tracy Dratch and Eve Goodman!
- Local nonprofits Buy Fresh Buy Local, The Pittsburgh Tote Bag Project, Feral Cat Outreach, and more will also be there—so please, you be, too!

EAST END FOOD CO-OP
and Vegetarian Cafe

ART HARVEST

SUNDAY SEPTEMBER 25
12-5 PM

Community, food, music and art will be the order of the day as the Co-op throws our annual arts fair on Sunday September 25th on Meade Street, right in front of the store! Please join us and make this event a special and successful day for our members, customers and community!

details at www.eastendfood.coop

ALL MEMBERS ARE WELCOME TO ATTEND THE CO-OP BOARD MEETINGS.

Check the bulletin board in the front vestibule for dates, times and agenda items. Check meeting times in store entrance for next meeting.



WE OWN IT.



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

www.eastendfood.coop

and Vegetarian Cafe

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Rob Baran,
General Manager

rob's corner

Hi folks, it's another edition of Rob's Corner. Let's talk produce and the Co-op's Board of Directors. You probably have noticed some pretty big changes in the produce department recently. We have had some of our productive long-time staff move on, and have some new faces in the department nowadays with fresh new ideas, and a little different perspective on what makes a great produce department. In addition, we have been taking a real hard look at our performance over the last few years, and wondering if we really have had our priorities straight in what we are asking our staff to do. Most folks would agree we have a pretty strong produce department, but there is another level to be had, just why and how would we reach for this other more challenging model are the kinds of questions we are exploring this year.

Luckily for us, there are some great resources to help in situations like this, and we have recently begun working with renowned organic produce consultant Mark Mulcahy. Mark has worked with us before, but it's been a while. He brings a wealth of experience, having consulted with oh - a few hundred stores over the years, and has his own nationally syndicated organic media show, Organic Conversation. He's a great guy, and in addition to assisting us with our layout, is working intensively to help our staff reduce waste, improve efficiency, and then reinvest those savings into some lower prices.

We think there are a lot more sales to be had in produce, but we have to get better to go and get them. Lots of changes happening in produce this year, and we are thinking that by early 2012 we can reach that next level.

On the Board front, I am writing about this issue now because the deadline for candidates passed, and we did not get a single application. I wish this was a surprise, but it's often a challenge to recruit good candidates to run for the Board, even though we provide extensive training and development. I get to see a lot of Co-op's as the designated rep to the National Cooperative Grocers Association. I also get to talk with many General Managers and Board Members from these Co-op's.

After 6 years I have come to the conclusion that we have been blessed with one of the highly functional Boards in our industry. It's a good group of folks, and a great Co-op, and the work they do has been very effective at delivering to you a real Triple Bottom Line business. But they could use some help, also from you. The deadline will likely be moved back to mid-September, so please consider running for the Board. It's a rewarding experience, and your Co-op needs you.

If you want to discuss the possibility of Board candidacy, please get in touch with me. rbaran@eastendfood.coop / 412 242 3598 ext 117.

The New Bylaws are Here!

By Sarah Aerni

We are proud to unveil the updated and revised Bylaws of the East End Food Co-op. This is the culmination of many months of hard work. Working with a lawyer who is very experienced in the laws governing Co-ops in Pennsylvania (he helped write the current law), we have modernized, updated and streamlined this document. In addition, as discussed previously, if a majority of members vote to approve this document, we will end our incorporation in the District of Columbia and reincorporate/ reorganize ourselves in our great Commonwealth.

Some other important changes that have been made to the bylaws with these revisions include:

- We have decided to incorporate as a "cooperative corporation" under the PA Cooperative Corporation Law of 1988. This is the type of business entity under which other Co-ops in PA, such as Weaver's Way, have also incorporated. We are allowed complete flexibility to raise capital from EEFC member loans, while minimizing federal income taxation according to rules governing this by the IRS.
- The ability to run a member loan campaign will be very useful to us as expansion planning continues.
- We allowed for the possibility of instituting patronage rebates instead of the current register discount. The Board has not approved this change yet; we are merely allowing it as a possibility in the future.
- We have changed the quorum requirements for the annual meeting to include members who cast ballots before the election. We clarified the absentee ballot procedures and the board will put in place clear policies to govern processes that have been removed from the bylaws (such

as the time frame in which the Annual meeting must occur in the calendar year).

- In the spirit of co-operation, we kept the section that required mediation in the case of a dispute between a member and the Co-op. We felt that this additional step was useful in helping to avoid a drawn-out lawsuit.
- We added further clarification on the election process, on the staggering of terms for directors, on the conflict of interest policy that directors must agree to, and on indemnification of directors (that final part was required by the PA law).
- We standardized language across the document.

All in all, it does consist of a lot of changes. We have tried to keep you, the membership, updated as this process has played out. We have also looked at the Bylaws of many other Co-ops and have tried to use some of their best practices in our new document. I think it is now more readable (although there is still plenty of required legalese). Please send any questions about these changes to board-dir@eastendfood.coop, care of Sarah Aerni, Secretary.

We are now asking you to support the decisions we've made as we've worked through the process of updating the bylaws. The board and the GM believe that these changes will allow our co-op to be able to finance future expansion projects and adapt to an ever-changing business climate, while maintaining cooperative values and structures in our organization. Please vote YES to adopt our new bylaws! Thanks for reading and taking the time to vote when you receive the ballot in your mailbox!

board corner

Call for Board Candidates Extended to September 12

by Mark Frey, Director through 2012, Chair, Nominations and Elections Committee

Ordinarily, the September Co-operator would contain an announcement of Board of Directors candidates, as well as a short biographical piece on each candidate. Typically the deadline for declaration is August 1, to allow time to compile this information and generate the ballots for distribution in the newsletter. This year – despite extending the deadline for declaration of candidacy – we have yet to receive any candidates for the three open Board seats. Candidate information and ballots must be available for at least one month before the Annual Meeting, currently scheduled for October 15. In the event that no candidates for election declare, the Board may need to appoint qualified Directors to the open seats. In light of these circumstances, the deadline for declaration of candidacy has been extended until September 12, 2011.

As the Co-op grows and the

natural-foods environment changes, important decisions will be made influencing our position both in the local food ecosystem as well as the national and global cooperative movement. Presently our Co-op is planning for remodeling and expansion. The Board of Directors will play a crucial role in steering these processes.

The details of Board service were outlined in last month's Board Corner, but I'll touch briefly on them again here. The Board of Directors is elected from the membership, by the membership, to guide the visioning and oversight of the Cooperative. Our Board of Directors is made up of 9 members, one of whom may be a current operational staff member from the store. The Board is responsible for setting the policies that guide the Co-op, as well as financial oversight and hiring and monitoring of the General Manager. The Direc-

tors serve three-year terms which are staggered so that three seats are open for election each year. We meet once a month, plus other meetings as necessary for committee work or special initiatives. Directors should plan to commit 10--20 hours a month to Board work. Sample minutes are available in the Candidates' Packet, available from customer service in the store, or by emailing eefc.nominations.and.elections@gmail.com.

Candidates with experience in management, finance, or law may possess skills that allow for rapid adjustments to the duties of a Director, but candidacy is open to members of any profession or background. No prior experience in Policy Governance is required. New directors will attend a two-day training retreat – one day of which is tailored to new Board members, and the second day with the full

board. Additionally, the Board provides instruction and a Directors' manual to help new Directors get up to speed.

To be eligible to run, you must be a fully-paid member of the Co-op, at least 18 years old, and must not have an overriding conflict-of-interest. Candidates should plan to attend at least one Board meeting before the election (The next Board meeting is Monday, September 19th). To declare your candidacy, please submit the declaration form found in the Candidates' Packet, a short bio, and a resume to customer service or eefc.nominations.and.elections@gmail.com before the close of business on September 12th.

Candidate information and ballots will be available in-store beginning September 15. Additionally, this information will be mailed to members on or shortly after this date.



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

The new quarterly member discount is brilliant! I used to use the monthly, but it was such a hassle. Thanks for the great change.

Thanks so much for your feedback, and I'm glad that the new system is working better for you.

— Kara Holsopple,
Member Services Manager

Put a large notice on the Co-op website page exhorting people to watch the following documentaries: Gasland and The Vanishing Bee.

Okay, you heard the man. Seriously, though—we won't be putting them on our website, but thanks for the suggestions and if people reading this would like to take your advice, we wouldn't object!

— Kara Holsopple,
Member Services Manager

Letter to the Editor:

"Black and Gold City Goes Green," in the last The Co-operator, suggests "Go green with blue bags" as one way to join the green revolution.

Consider amending that to **"Go green with blue."** Blue plastic non-disposable containers marked with the recycling symbol (available in different sizes) are a far better choice for recycling than blue bags. I have yet to see such a container caught in a tree, or floating across the sidewalk, or littering a park.

Blue bags make a mess, and are seriously counter to the notion that shopping is best done using re-useable string or cloth bags. Besides, it sounds like you're encouraging readers to shop at Giant Eagle!

Please consider an entire article on the subject of the menace of plastic bags, and how the right way to recycle starts with using your own bag for shopping and leads to using permanent blue bins for recycling.

Thanks!

— David Mahler



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

Securing my roots with *Radical Homemakers* and Shannon Hayes

A Review by Claire Westbrook

As we all watch the last days of summer pass us by and think of what autumn will bring, be it returning to school or preparing our homes for that big end of season yard sale, one thing is certain: the world in the throes of a major transition and some pretty significant decisions (and actions) need to be made if we ALL hope to be able to continue living (well) on this planet. A lot of folks are aware of this and are doing something about it already, like Shannon Hayes, farmer- in -residence with the rest of her family at Sap Bush Hollow Farm in southeastern New York.

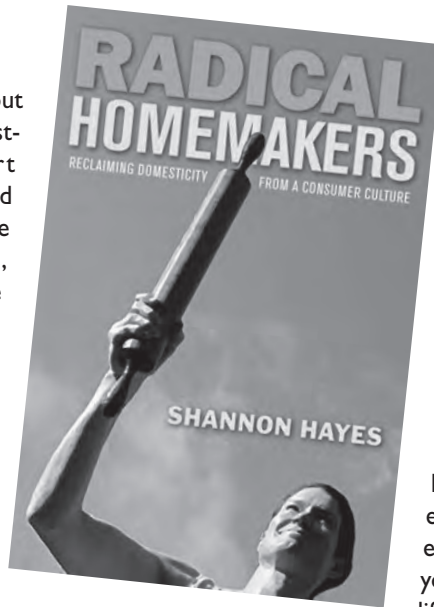
The subtitle of Ms. Hayes latest publication is "Reclaiming Domesticity from a Consumer Culture", and this IS exactly what is needed to help heal our relationships, the Earth, and ourselves. For many of you who are reading this, it's probably pretty obvious that consumerism, consumption, and straight out capitalism have ultimately done more harm than good for people in general....just look at the mess that the U.S. is in thanks to things like highly processed foods and various chemical usage throughout the country!

The first portion of *Radical Homemakers* looks at how many of us "evolved" from talented and resourceful homesteaders and homemakers with excellent health and community infrastructure to brainwashed, addicted, overworked, unhappy, overweight, underpaid (.....umm, need I go on?) individuals--in less than a hundred years! And it's good that the book cites as many references as it does, otherwise I wouldn't have become so enraged (and even more inspired)--espe-

cially after having read about what the home-economist-turned-marketing-expert Christine Frederick devised for the subsequent demise of not just the woman, but also the man, of the home. Her 1929 treatise on "Selling Miss Consumer" hands down (and I only got excerpts that Hayes included!) not only pigeonholed women as dim-witted and incompetent, but created a rather noteworthy career by cementing the idea of the American housewife as being easily manipulated regardless of her stage in life. I could go on but it's better that I don't, especially when the upside of all the marketing madness that has been at the heart of the last 50 years of our country's "prospering" is the state in which so many of us now find ourselves in: frustrated, tired, lonely, and anxious.

Yeah, I don't know about you, but I'M ready for some (more) change! And not the kind that comes from outside, but from within. Part of the reason I picked this book to check out is that I've been mostly on the *Radical Homemaker* path for quite some time now, and it just makes sense to me. As a *The Co-operator* reader, I'm imagining you're more likely to be on this path, too, and if you're not, then keep reading.

What is a *Radical Homemaker* anyway?



According to Hayes it's men and women who have chosen to make family, community, social justice, and the health of the planet the governing principles of their lives. Sounds pretty good and easy so far, huh? It IS. And if you're not so sure, then checking out the latter half of *Radical Homemakers* will quite simply, and eloquently, spell out for you how to change your life for the better. Hughes

interviews twenty different families and individuals around the country. She reviews skills that are both old to us (nurturing relationships, working with a life-serving economy, and cultivating an ability to self-teach), and more newly acquired (setting realistic expectations and limits, redefining pleasure in our lives, rediscovering the real taste of food, and adopting a fearless attitude in withstanding contrary cultural expectations). *Radical Homemakers* is, quite honestly, a reaffirming (and reassuring), committed, and honest exploration into what it is REALLY going to take to help not just some of us, but ALL of us, live the kind of lives we deserve to live.

For more info on Shannon Hayes and *Radical Homemaking* go to www.radicalhomemakers.com

CONGRATULATIONS TO GREG GEORGES OF OAKMONT, PA—

He won the Woodstock Barbeque Grill Raffle in July!
We threw in a bag of firestarters and natural wood charcoal to get the party started.

Happy Grilling, Greg!

REDUCE, REUSE, RECYCLE!

THE FOOD YOU EAT

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



Let's get back to our roots!

This recipe signals the start of a new season, and the start of more easy, weeknight suppers.

This nutritious, colorful side dish can accompany almost any meal with style—and very little time and effort. Try other herbs or spice mixes to taste, and enjoy!

Roasted Roots

- | | |
|----------------------------------|--------------------------|
| ¾ pound carrots, bias cut | ¼ bunch parsley, chopped |
| ¾ pound parsnips, bias cut | |
| ¾ pound beets, bias cut | MARINADE: |
| ¾ pound sweet potatoes, bias cut | ¼ cup balsamic vinegar |
| | ¼ cup tamari |
| | ½ cup olive oil |



PREHEAT OVEN TO 350°.

1. Cut all vegetables on a bias cut about 1 1/2 inches long/ 1 inch wide/ 1/3 inch thick.
2. In a bowl, combine vinegar, tamari and oil. Toss carrots and parsnips in marinade to coat, remove and place on a lined sheet pan.
3. Toss potatoes and beets in marinade, remove and place on a separate sheet pan.
4. Bake for about 25 minutes or until just soft.
5. Toss together with parsley and serve hot or cold.

SERVES 4 – 6 PEOPLE

NEW IN THE AISLES

Aisle 1

- Equal Exchange Extra Virgin olive oil, from small farmers in Palestine

Aisle 3

- BARRE Pirouette Bar
- Latimore Valley Farms Raspberry Syrup, Hot Pepper Jelly, Raspberry Salsa
- Go Picnic! Ready-To-Eat Meals—Crackers and Peanut Butter, Cracker and Hummus
- Lucy's Gluten Free Cookies—Snack Size Cinnamon Thins and Chocolate Chip
- So Delicious Coconut Milk 6.5oz. Aseptics—lunchbox size!

Aisle 4

- LOCAL PRODUCT! Bravo Habenero Sauce
- Loveforce Raw Kale Chips

Aisle 5

- Aura Cacia Shower Tablets

Aisle 6

- Amande Cultured Almond Milk, 6 oz. Blueberry, Cherry and Coconut flavors

Gifts / Back to School!

- Engage Green Backpacks and bags—made from recycled plastic bottles
- Eco Lunch Gear Reusable Sandwich Wraps and Snack Bags
- Stainless Steel Eco Lunch Box
- Fabkins Organic Cotton Napkins for Kids
- Seriously Safe Brand Stainless Steel Food Containers
- Lunchopolis Lunch Boxes
- EnviroNotes Recycled Folders, Index Cards, Notebooks
- O'Bon Non-toxic Pens and Pencils

Genetic Engineering, the Farm Bill, and Beyond

By Theresa Sabatini

Here's a quick re-cap of points to set the groundwork for this article: Commodity crops are subsidized by the government, causing a glut of cheap corn, soy, cotton (cottonseed), wheat, rice, and canola in the marketplace. Most of these are genetically engineered, and they're available at prices below production costs to manufacturers of all sorts. The governmental agencies in charge of industrial oversight, like the FDA and the USDA, are peopled with industry insiders who go back and forth from "public service" posts to private sector jobs in companies like Monsanto.



Genetically Engineered crops are subsidized and made available as cheap grist for the industrialized food mills churning out processed cereals, crackers, breads, cookies, corn-sugar laden snacks and drinks. But the USDA says we should limit these kinds of foods and fill half of our plates with vegetables and fruits (see choosemyplate.gov).

The original "Food Pyramid" was designed to get Americans to gobble up those excess commodity crops in the forms of processed grains and by-products, and their advice was contrived to convince us that corn, canola, soy, and cottonseed oils are good for us. These recommendations are now being challenged widely due to the ever-climbing rates of heart disease, high blood pressure, and obesity.

Enter the pharmaceutical companies. Not only are they using genetically engineered "pharma-crops" to create pharmaceuticals of all kinds with no labeling requirements – think vaccines, blood substitutes, and hormones to name a few¹ – they're also cashing in on the chronic health problems caused by the bad foods being shoveled onto our plates through the economics of industrial farming and the outrageous round-robin profit-making created by the farm bill and its subsidies.

Huffpost Food had a great graphic showing the layout for the 2011 Whitehouse garden, "America's Kitchen Garden," a lovely vegetable and herb garden with two side plots for blueberries and raspberries: peas, endive, cauliflower, swiss chard, lettuce, spinach, radishes, and more. Below this idyllic and healthy organic garden plan (yes, the First Lady plants organic in case you missed the media frenzy and chemical industry backlash in April 2009) is another graphic, showing "America's Subsidy Garden," one planted in 35% corn (for processing, animal feed, and ethanol), 20% wheat, 20% cotton, 15% soybeans and smaller amounts of rice, canola, sorghum, tobacco, and a few more. In this garden, less than 1/2 of 1% is planted in vegetables and fruits, even though the new government "plate" recommends that at least half of our plate at each meal should be filled with veggies and fruits. The caption, "Which garden should we be showering with our tax dollars?" drives the point.²

The farm bill comes up for debate and re-funding in 2012, and there are a lot of resources out there to learn about it in all its fearful convolutions (see the recommended reading list below). The Environmental Working Group (EWG) reports that the 2008 farm

bill, officially known as the Food, Conservation, and Energy Act of 2008, was 1,770 pages (beats War and Peace by nearly 300 pages!), and in 2010 alone its programs spent 96.3 billion dollars. EWG finds that "since 1995, just 10 percent of subsidized farms – the largest and wealthiest operations – have raked in 74 percent of all subsidy payments," and that spending has a huge impact on our health and environment.³

The farm bill as it stands is irretrievably broken. Almost none of our tax-funded subsidies support sustainable, diverse small farms, while most of the farm money goes to commodity crops and even, through the myriad loopholes in that hefty volume, to city dwellers who have never farmed or set foot onto farmland. According to a WTAE report back in 2008, "people living in Pittsburgh zipcodes got \$4.1 million in farm subsidies from 1995 to 2006."⁴ That's city-folks, not farmers.

The bill also supports GE crops not only through subsidies, but by giving incentives for farmers to use "appropriate technology" like GE seeds, pesticides, and herbicides, to qualify for better crop-insurance deals, which circles back into the pockets of the agribusiness giants like Monsanto, Dupont, and Syngenta, who are busy pushing GE seeds onto the farmers of the world in the guise of humanitarian aid with the help of The Gates Foundation.⁵ Let there be no mistake; Bill Gates is heavily invested in numerous biotech ventures⁶ and works closely with Monsanto and Dupont to force more acceptance of GE technology and crops around the world, targeting especially the poor and vulnerable countries who need REAL help not the thinly veiled profiteering of patented seeds and company branded chemicals. (The Gates Foundation and the World Economic Forum we'll have to save for another day.)

So, what to do? It's a far-reaching issue, not easily handled with the usual sound-bites and slogans of politics and industry marketing, though you'll hear plenty of that in the coming months. What we need is a complete revamp of the system. A re-thinking of all we hold dear in terms of American agricultural success: BIGGER, faster, cheaper, more, our boast that we lead the world with innovation and technology. Our industrialized agricultural system has been viewed as a marvel, a model to follow, the envy of the world. But the U.S. Working Group on the Food Crisis says that according to a large and comprehensive 2008 study by International Assessment of Agricultural Knowledge, Science, and Technology for Development (known as the IAASTD), "conventional industrial agriculture has significantly degraded the world's soils and other natural resources, and now threatens water, energy, and climate security. The report warns that expensive, short-term fixes—including GM crops—are not likely to reduce long-term hunger and poverty, and could even worsen environmental and social problems in many communities."⁷ The study recommends the sustainable agriculture of agroecology, "which

— Continued on page 8

Farm Bill Reading —

- <http://simplegoodandtasty.com/2011/05/18/your-guide-to-understanding-the-farm-bill-starts-here>
- http://www.cato.org/pub_display.php?pub_id=8193.ewg.org/agmag/2011/07/why-the-farm-bill-matters/
- <http://lettucelink.blogspot.com/search/label/Farm%20Bill%202012>
- <http://www.fsa.usda.gov/FSA/fbapp?area=home&subject=landing&topic=landing>
- <http://rootsofchange.org/content/2012-farm-bill-priorities>
- http://students.brown.edu/College_Hill_Independent/?p=4660

IN YOUR COMMUNITY, ON YOUR PLANET

NCGA NEWS SERVICE:

School Lunch Makeovers

Smack in the middle of a child's busy day of work and play we have an opportunity to foster his or her well-being—and provide a hands-on nutrition lesson—with a healthful meal. A school lunch program, which provides at least one third of most kids' calories for the day, can boost intake of key nutrients and help kids perform better academically and in extracurricular activities. Most importantly, it can promote good health now and in the future.

Unfortunately, many school lunch programs fall far short of this potential, serving meals that are high in saturated fats and cholesterol and low in essential nutrients and fiber. Rather than contribute to our children's health and well being, these school lunch programs are putting kids at higher risk for obesity, heart disease, diabetes, and other chronic disease, while teaching them nothing about smart food choices.

Why would a school serve kids a lunch that's anything less than perfectly nutritious?

Failing Grade Excuses

The National School Lunch Program, which shapes most school lunches in this country, was established in 1946. It provides federal support (via financial aid and surplus foods) to schools that serve USDA-approved meals. Thanks to the program, 28 million children receive lunch in school every day.

Participation in the program is voluntary. In order to receive federal funding via reimbursed cash subsidies and agricultural commodities, participating school lunch programs must meet The Dietary Guidelines for Americans, which currently require that a school lunch meet one third of the recommended daily allowance of protein, vitamin A, vitamin C, iron, calcium and calories. In addition, no more than 30 percent of the calories may be from fat, and no more than 10 percent may be from saturated fats. While many experts believe that these guidelines are far from adequate, the USDA's own assessments report that 80 percent of schools, by exceeding the guidelines for fat intake, are not meeting them. Ironically, the government itself is largely to blame.

Much of the food served in school lunch programs comes from the USDA's

commodities program, in which millions of pounds of surplus meat—in particular beef, pork, and other high-fat meat products—are purchased from farmers and then distributed to qualifying schools. Other commodities include canned goods that are high in salt and/or sugar, and refined white flour, noodles, and rice. Few are healthy, low-fat, cholesterol-free, fiber-rich fruits and vegetables or whole grain products. School food service programs work with tight budgets. With less nutritious products provided at a fraction of the cost of the healthier options, it's easy to understand why a lunch program would serve canned, sweetened fruit rather than fresh or a high-fat, fiber-free hamburger rather than lean-meat or veggie burger, for example.

The government isn't solely to blame for the poor performance of school lunch programs, of course. The influence of the press (including commercial ads shown on Channel One in schools), peer pressure, and the desire to make money all play important roles. Because schools must only meet the government standards for foods that are subsidized, they're free to use fast foods (often served in a la carte menus) and soda and snack food vending machines to raise cash—at the expense of kids' nutrition.

Decisions about what to serve in school lunches are made by local school lunch staff, and they're influenced by training, background, availability of food, budget, and personal preferences. The old Food Group model is most often used for meal planning. Because this model centers planning around meat and dairy products, resulting meals are often higher in saturated fats and lower in vitamins and minerals than meals based on more modern, nutrient-based models, which focus on whole grains, vegetables, fruits, and legumes.

Needs Improvement

Many experts have evaluated school lunch programs, and report cards vary from school to school. In general, the following recommendations surface:

School Lunches Need More: Fresh vegetables and fresh and dried fruits; whole grains; legumes. A variety of foods—high in different nutrients; 100 percent fruit

juice; fresh water with every meal; calcium-rich, non-dairy milk alternatives, like fortified juices, soy milk, rice milk; foods that are high in fiber, minerals, vitamins and antioxidants; low-fat vegetarian and vegan entrees; low-fat versions of condiments and deli-meats (if offered); healthful snacks such as yogurts, veggies and dip, air-popped popcorn, baked snacks.

School Lunches Need Less: Foods that are high in saturated fats, cholesterol, sugar, salt, and calories; refined foods; fried foods; fruit drinks and sodas; meat and poultry.

Other recommendations suggest excluding irradiated foods and purchasing organic foods whenever available. And to facilitate healthful eating, the school cafeteria should be a pleasant place to eat, with adequate time allotted for kids to sit and enjoy their lunches.

Earn an E for Effort

If your child's school lunch program isn't stellar, you can improve its grade. To get going:

- 🍎 Eat at school. Evaluate the program.
- 🍎 Talk with your child about what he or she likes and doesn't like about school lunches. Explain—in terms that make good sense to your child—why a healthful lunch is such a good idea. (Tell her that she'll run better in track, perform better on her tests, and feel more alert in that afternoon class, for example.)
- 🍎 Serve healthful foods at home—for breakfast, for after school snacks, and for dinner.
- 🍎 Be a good role model for your child, by eating well yourself both at home and when eating out.
- 🍎 Work with other parents and teachers. Join the PTA (which is supportive of improving school lunches) and form a nutrition committee, if your school doesn't already have one. (If it does, they'll be happy for your energy.) Push for healthy lunches as well as programs that teach kids about nutrition.
- 🍎 Support food service providers. Tell them you appreciate their work and would like to help make the program the best it can be. (Don't be adversarial.) Contact your district food service director for information and input, too.
- 🍎 Talk with the school administration. Explain that you believe that good nutri-



tion for children should be a priority in the school budget. Work to remove fast food, junk food and soda vending machines. Suggest that the school provide training programs for food service workers. Many schools have a wellness policy (relating to physical activity levels as well as nutrition). Ask to see your school's; it will likely state support of your endeavor.

- 🍎 Contact your government representatives. Voice your opinion that the federal government should prioritize the health of school children over the subsidization of agribusiness. Tell them that any USDA purchases on behalf of children should foster their health rather than threaten it.

A Couple of Good Tutors

Citizens for Healthy Options in Children's Education (CHOICE) provides menus, information, support for food service persons, teachers, and parents: www.choicusa.net

The Healthy School Lunch Campaign, sponsored by the Physicians Committee for Responsible Medicine (PCRM), provides meal planning and recipe ideas, marketing materials, and other support to school and government officials, food service workers, and parents: <http://www.healthyschoollunches.org/>

East End Food Co-op partners with Food Is Elementary in Pittsburgh to teach students at local schools how good wholesome foods can taste—and to get them asking for more from their parents and schools. Learn more at <http://www.facebook.com/pittsburghfoodiselementary>

East End Food Co-op Parks It!

September 16 — Pittsburgh Park(ing) Day

PARK(ing) Day is an annual, one-day, international event in which artists, designers, activists and citizens collaborate to temporarily transform parking spots into "PARK(ing)" spaces.*

The event is an opportunity to have people think about how important public spaces are and how parks improve our communities. These park installations aim to transform urban environments designed for vehicle use into a communal space for public use."

Come see what East End Food Co-op will come up with for Pittsburgh Park(ing) Day! **We'll be parking ourselves in front of the store from 10am-6pm—**stop by and re-imagine what green space could look like in our neighborhood!

A special SHOUT OUT to **STAFF MEMBER JENNY KALINOWSKI** for suggesting EEFC participate in Park(ing) Day!

* According to the official website (<http://pghparkingday.wordpress.com/> or <http://www.facebook.com/ParkingDayPGH#!/ParkingDayPGH?sk=info>)





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ANJALI YOGA TEACHER TRAINING — Share what you love while you deepen your practice. Become a Yoga Alliance 200 hour certified Yoga Teacher at our beautiful retreat center located nearby. Starting September 2011. See <http://anjaliyogateachertraining.com> for details.

DE-CLUTTERING FOR THE WHOLE YOU — Creating openness and breathing space in your home and in your life. It's not just "straightening up" one more time. Co-op member discount. Jude Goldstein, M.A. in Counseling, 845.641.7908 / judegoldstein@yahoo.com

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DR. DONALD MANTELL, MD, ND, Natural Health Solutions, Treats All Cancers. Wholistic Approach for Optimum Health with 30 years of experience in wholistic medicine. 3495 Greensburg Rd. Murrysburg, PA 15668, 724-327-5604.

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

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

EAST END FOOD CO-OP

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

www.eastendfood.coop
memberservices@eastendfood.coop

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.

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

WRITE TO US ... We welcome letters to the editor!

Send your message (250 words or less) to:

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

Or e-mail to: memberservices@eastendfood.coop

SUBMISSION DEADLINES

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

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

STAFF NEWS

NEW HIRES...

Bethany Chiarizio (Produce) is a Pittsburgh native who is about to finish a degree in Art Education. She loves making things—including sewing, quilting and pizza!

T.J. Guzy (Co-op Café) enjoys experimenting in the culinary world, and is a recent grad of Le Cordon Bleu in Pittsburgh. T.J. loves golf, wordworking, and camping, and would someday like to open a restaurant that caters to vegetarians and healthy lifestyles.

McCall Scott (Manager on Duty) has moved 12 times and has finally settled in Pittsburgh. She's a self-described farmer's market junkie, and is also a henna artist who does mehndi for brides and parties.

Ian Shiver (Co-op Café) makes a fierce soy latte, and he's not afraid to say so. He also brews his own soda, and likes to skateboard, take photos and record bands.

Ray Walker (Co-op Café) loves to be around happy people who so that he can smile back. He likes working with kids, and he plays ball and boxes.

Welcome to all of our new staff members!

DID YOU KNOW...

Step Nine in the *Better Eating For Life Program* is "Put Protein in Its Place?"!

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.

Employee of the Month



Congratulations to Arnie Moon, Employee of the Month for ?? 2011, Interview By Anne Johnson

Q. How long have you worked at the Co-op?

A. Worked here when the Co-op first moved here for a short time, then Rob re-hired me in Feb. 2006.

Q. What are your favorite things about working here?

A. Like the teamwork between different departments, the joking and teasing with the staff and helping when needed. "if you like your job, you never work a day in your life."

Q. Are there things that you wish you could change?

A. It would be nice if staff and co-op members would please pick up any litter they see on the floor.

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

A. At first I thought to myself it's about time (), but then I really felt highly honored and thankful to

everyone for their vote.

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**The 6th
Annual
Co-op Art
Harvest
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September 25!**

If you haven't used your first Member Bonus yet, it's good until September 30.

The second Member Bonus runs from October 1 through December 31.

SHAKE IT UP, BABY.

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fall classes

THURSDAY SEPTEMBER 8, 7PM

Annual Lovin' Local Series

Deborah Uttenreither CHC AADP
LifeFuel Health Coaching
www.lifefuelhealthcoaching.com



This is a great class to discuss and sample some quick, easy but healthy recipes anybody can do using local veggies from the produce department and some bulk items.

Recipes include: Veggies with Cilantro Pest and Great 5-minute Gazpacho Variations

Come join the table!

TUESDAYS, 6:30-8:30 PM: SEPTEMBER 13,
SEPTEMBER 27, OCTOBER 11, OCTOBER 25,
NOVEMBER 8, NOVEMBER 22

Healing Relaxation Workshop

with Kirs Jansa

HEALING RELAXATION WORKSHOP
IS AN INTRODUCTION TO LIVING LIFE
MINDFULLY.

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

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

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

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

SATURDAY SEPTEMBER 17, 11:30AM-6PM

Co-op Field Trip—literally!

JOIN US FOR THE 5TH
ANNUAL BUY FRESH,
BUY LOCAL FARM TOUR



The Buy Fresh Buy Local Farm Tour in Western Pennsylvania showcases sustainable agriculture in the region and invites consumers to take a "behind the barn look" at where their food comes from, who is growing it, and how it is grown! Farm Tour is an opportunity for producers in the region to meet new customers and local foods enthusiasts, demonstrate their sustainable growing practices to the public, and highlight the diversity of agriculture in the region.

The Co-op group will take a total 25 members and shoppers on the tour—in two vans. Call 412-242-3598 to reserve your spot—only the first 28 people to call will be able to go with our group. We'll meet at the Co-op and tour the best of Southwestern PA agriculture together.

» Go local!

TUESDAY SEPTEMBER 20, 7PM

Better Life Through Better Posture

With Eddie Shaw

FIND YOURSELF HUNCHED OVER MORE
OFTEN THAN NOT?

Find out how to prevent your poor posture from negatively affecting your back and neck, and causing other health problems in years to come.

Learn some basic exercises, and how breathing and stretching can help improve your posture and your quality of life.

Eddie Shaw is a local massage therapist with eleven years experience, specializing in relaxation and deep tissue massage.

Eddie can be reached via email, es_message@yahoo.com or on his website, squirrelhillmassage.com

» Cost, \$10.

September 2011 ... hot bar specials

sunday monday tuesday wednesday thursday friday saturday

<div> </div> <p>Show how much you "LIKE" us on Facebook. Find our Fan Page by searching for East End Food Co-op, and give us the thumbs up today!</p>						
				1	2	3
				Cheesy Spinach Strata	Pizza Dairy & Vegan	Pasta w/ Kale, Currants, Walnuts & Brown Butter
4	5	6	7	8	9	10
Chef's Choice	Café Closed Labor Day	Sausage & Mushroom Lasagna	Burrito Bar	Summer Squash Gratin	Pizza Dairy & Vegan	Seitan alla Diavola
11	12	13	14	15	16	17
Chef's Choice	Tofu & Broccoli in Coconut Cilantro Sauce	Vegan Palak Paneer	Indian Kitchen	Pasta w/ Pumpkin Seed & Mint Sauce	Pizza Dairy & Vegan	Red Lentil Stew w/ Vegetables
18	19	20	21	22	23	24
Chef's Choice	Barley Risotto	Peanut Sesame Orange Tofu	Stir Fry Bar	Creamy Squash & Cashew Curry	Pizza Dairy & Vegan	Broccoli & Mushroom Quiche
25	26	27	28	29	30	
Chef's Choice	Tofu Almondine	Mashed Parsnips w/ Sausage & Apples	Country Kitchen	Mango Mojo Tempeh	Pizza Dairy & Vegan	

Serving DAILY vegetarian and vegan specials, vegetable and grain side dishes — all made from scratch in the Co-op Café. Also featuring fresh soups, a salad bar, and deli sandwiches and salads. Don't forget your made-to-order smoothie, juice or Fair Trade espresso drink!

café hours

weekends

WEEKEND BRUNCH BAR
9 AM - 1:30 PM
HOT FOODS
1:30 PM - 7 PM

daily

JUICE BAR
8 AM - 7 PM
SALAD BAR & SOUP
8 AM - 7 PM
HOT FOODS
11 AM - 7 PM

ONE MONTH, TWO FLYERS, LOTS OF GREAT DEALS!

FIRST FLYER RUNS FROM
WEDNESDAY, AUGUST 31
TO **TUESDAY, SEPTEMBER 13**

SECOND FLYER RUNS FROM
WEDNESDAY, SEPTEMBER 14
TO **TUESDAY, OCTOBER 4**

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www.eastendfood.coop



fall classes

THURSDAY OCTOBER 20, 6:30PM

Mindful Eating for Well-being

With Deborah Brooks, MS, RD, LDN

Mindfulness is a quality of greater awareness we can bring to any part of our lives. Many of us struggle with food, with eating, and with our weight. Mindfulness in eating empowers us to discover and change our unhealthy habits and behaviors around food, to break the cycles of shame and guilt around eating, and to re-discover our ability to have a healthier relationship to food and our bodies. Whether you are working on weight loss or just interested in eating in a more healthy and balanced way, this class will teach you practical skills you can use to bring more peace and deeper awareness to your meals and your relationship with food.

Deborah Brooks, MS, RD, LDN, is a registered dietitian and a licensed dietitian-nutritionist who practices in a wellness center in Mount Lebanon. She specializes in weight control and healthy cooking. She is a long-time meditator, retreat organizer and teacher of mindfulness meditation with the Laughing Rivers Community of Mindful Living.

THURSDAY NOVEMBER 10, 7PM

Astrology — Helping to Define Your Life's Purpose

With Cathy Bednar

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



GENETIC ENGINEERING, — continued from Page 4

joins modern scientific methods with local farming knowledge to build diverse and productive systems without relying on expensive seeds and chemicals." This study has been endorsed by 58 countries so far, and perhaps we in America should follow someone else's lead now, a lead in a new-old agricultural direction, for the betterment of our country, our health, our environment, our future.

FOOTNOTES:

- http://www.ucsusa.org/food_and_agriculture/science_and_impacts/impacts_genetic_engineering/faqs-about-pharmaceutical-and.html
- http://www.huffingtonpost.com/2011/06/01/white-house-garden-subsidized-crops_n_869616.html
- <http://www.ewg.org/agmag/2011/07/why-the-farm-bill-matters/>
- <http://www.wtae.com/news/16978861/detail.html>
- http://fora.tv/2010/01/29/Rethinking_How_to_Feed_The_World#Bill_Gates_Backs_Genetically_Modified_Food_Research
- http://www.businessweek.com/bwdaily/dnflash/jun2001/nf20010614_991.htm
- <http://usfoodcrisisgroup.org/node/15>