

The Co-operator

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



Every Day is Earth Day at the Co-op!

by Kate Safin, Assistant Marketing & Member Services Manager

At the East End Food Co-op, we strive to make every day like Earth Day by focusing on sustainability and respect for the environment in everything we do. Our triple bottom line of people-profit-planet, coupled with our commitment to the 7 Cooperative Principles, guide us in making a positive impact on the world we live in. This is seen in the products we carry on our shelves and the support we provide in the community. Our sourcing practices and buying guidelines direct our buyers to stock our shelves with products that are:

- Whole and minimally processed
- Local
- Certified Organic
- Certified Naturally Grown and/or Biodynamic
- Non-GMO Project Verified/Specified Non-GMO
- Certified Fair Trade
- Certified Humane
- Minimally packaged or in recyclable and/or returnable containers
- Produced using humane and ecologically sound methods that don't exploit people, animals, or our environment

A walk through our aisles reveals our dedication to eco-friendly products, from non-toxic household cleaners and personal care items to goods sourced from sustainable farms sold in recycled (and recyclable) containers like glass jars and post-consumer recycled cardboard. We encourage our shoppers to explore our vast Bulk Department, where they are able use their own reusable containers and completely eliminate the waste created by packaging.

Our commitment to local products means that many of the items on our shelves and in our Produce Department haven't traveled very far to get here, reducing carbon emissions created by longer transit. While our definition of "local" includes a 250-mile radius surrounding Pittsburgh, much of the produce we carry travels only one hour or less to get to the Co-op. Organic and Certified Naturally Grown farms provide us with produce cultivated using traditional farming methods that are in concert with the Earth. It is not genetically engineered or sprayed with toxic chemicals, and comes from farms that grow a diversity of crops that support beneficial insects and pollinators.

Our Meat Department specializes in locally raised meat from small family farms with animals who live and graze on open pasture. Farming methods like rotational grazing are used by many of the farms that supply us with naturally raised or organic, antibiotic- and hormone-free meat.

In the Café, juices and smoothies are crafted with organic fruits and vegetables. The salad bar contains local, organic produce, and daily hot bar specials are created with seasonality in mind so our cooks can utilize as many local ingredients as possible. Rather than disposing of produce that is bruised or otherwise less than perfect, the Café uses these "ugly" fruits or vegetables in juices, smoothies, and in-house made deli salads, soups, and entrees. Shoppers who dine in are able to use reusable bowls, plates, and utensils, and will notice that our Café seating area has three distinct ways to dispose of their waste: compost for non-dairy food scraps,

recycling for glass, metal, and plastic containers, and landfill for those items that simply cannot be recycled. See page 4 for more information on our recycling and composting efforts.

An emphasis on local, organic, and fair trade products is just the start. At the check-out, groceries are packed in paper (not plastic) bags, and shoppers who bring their own reusable tote bags receive a 10 cent bag credit. Co-op gift cards are made from recycled PVC plastic, and our newsletter is printed on recycled paper with eco-friendly soy ink. Along with this, we are proud to be one of only 33 certified Bike Friendly Businesses in the state of Pennsylvania.

We also give generously to the community around us. Over the years, Co-op shoppers have donated thousands of dollars in spare change through the Register Round Up program to support organizations dedicated to improving the environment, such as Clean Water Fund, Nine Mile Run Watershed Association, Tree Pittsburgh, Grow Pittsburgh, and GTECH Strategies. See page 3 to learn more about this month's Round Up Recipient, Pittsburgh Parks Conservancy, and the work they are doing to improve green spaces in our city parks.

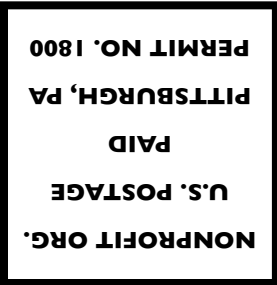


The Co-op also makes an impact by educating others. Each week we welcome the community to learn about a variety of Earth-friendly topics through our free event series. Gardening, composting, and water conservation are topics frequently found on our calendar of events.

There are so many ways to be "green" every day when you shop Co-op!

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BOARD OF DIRECTORS:	
The next meeting will take place on Monday, April 20th at 7 PM.	
NEW MEMBER ORIENTATIONS:	
To register, call 412.242.3598 ext. 438 or email memberservices@eastendfood.coop .	
MEMBERS ONLY:	
Be sure to use your 10% quarterly discount by June 30th! The next quarter goes from July 1st - September 30th.	
HOLIDAY HOURS:	
Your Co-op will close early at 7 PM on Sunday, April 5th.	

East End Food Co-op • 7516 Meade St. Pittsburgh, PA 15208 • www.eastendfood.coop • 412.242.3598 • Open to Everyone, Every Day 8 AM – 9 PM



DATED MATERIAL:
DO NOT DELAY

East End Food Co-op
7516 Meade St.
Pittsburgh, PA 15208

GM Report

by Justin Pizzella, General Manager

Considering that our Co-op’s Ends Statement states that we exist to be a “sustainable member-owned business open to everyone,” I am always interested in viewpoints around sustainability, especially interpretations of the word’s meaning and ways that people and organizations go about being sustainable. So my interest was immediately piqued when I recently saw a blog post entitled “The Evolving Meaning of Sustainability” from the Hartman Group, a market research company focused on the food industry. The post featured an infographic showing how the consumer understanding of the term “sustainability” has changed between 2008 and 2013. The results are summarized as:

While consumers associate a diversity of meanings with the term “sustainability,” the sustainability mindset involves a greater awareness of practices and products beyond sustainable attributes, including those perceived to impact the greater social and economic good. One of the most common associations with the term is the notion of endurance over time. The notion of responsibility as doing the right thing has particular resonance with consumers in that it symbolizes an underlying value that guides their views about sustainability.

I forwarded this infographic to some Co-op staff as well as other colleagues to get their thoughts. The response that resonated the most for me was, “To me, sustainability means ‘ability to last over time,’ the other things are what you do to become sustainable or are effects of becoming sustainable.”

I admit that I more often get wrapped up in defining sustainability in terms of the things that create it. For example, when asked what sustainability means to me, I often reply that “at its core, the Co-op needs to make more money than we spend.” I stand by that statement, yet what I really mean is that the Co-op needs to endure over time and one way we do that is by running sound financials.

Another key to the Co-op’s ability to last over time is the participation of our

members. There are many ways you can do this, including, but not limited to:

Use the Co-op
Shop the store and bring your friends here.

Learn with us
We offer many educational workshops each month. (See page 8 for this month’s listings.)

Let us know your thoughts
Monthly, we are hosting Members’ Open Forums. Our board is now regularly having Member Linkage events. You can also reach out via the store Comment Cards, or email.

Stay in the loop
Read *The Co-operator* and sign up for E-newsletters so you know what’s going on at the Co-op.

Take an active role in the Co-op
Run for the board during our next election cycle coming up this summer and fall.

Work at the Co-op
Check out our employment opportunities on our website (www.eastendfood.coop/co-op/employment).

I’m proud of the leadership our Co-op has taken on sustainable issues. We’re at the forefront of the local movement. We are a values-driven business. We do so many sustainable things as an organization that we often take them for granted. That said, as we move forward as a business, there is so much more we can do. There are operational things like reducing our physical waste, reducing our expenses, reducing our energy consumption, and figuring out more efficient ways to do the things we do. There are social values things like continuing to provide great wages and benefits to our staff, sourcing local, selling “clean” and healthy food, and sourcing fair trade.

I’m interested in your thoughts on this article: What does sustainability mean to you? How can we accomplish being more sustainable here at the Co-op? You can email input to me at gmfeedback@eastendfood.coop.

Board Corner

by Emily Mercurio, EEFC Board Director

A few weeks ago, on February 28th, the Board of Directors’ Member Linkage Committee met with 17 Co-op members, staff, and other board directors in the Administrative Offices’ Training Room to discuss how to move forward with member linkage in light of the recent termination of the Volunteer Program and other aspects of board communications.

We started the meeting by reviewing our Ends Policy Statement. Then Marketing and Member Services Manager Heather Hackett read through some of her notes and findings pertaining to the ending of the Volunteer Program. Heather has done a lot of research on volunteer programs at other co-ops and has examined interpretations of the Fair Labor Standards Act (FLSA). There are several other co-ops around the country who have similarly ended their in-store programs because of the FLSA, and we expect more co-ops to do so in the future. While the East End Food Co-op no longer has an in-store Volunteer Program, we are seeking ways to create a legal external program that would allow members to volunteer as Co-op representatives in some capacity. We don’t yet know exactly what this type of program could look like, but be assured that the Co-op’s staff and board are working on it and will communicate important information to our members.

After Heather’s presentation, I read a

statement affirming that the board has heard the concerns of members over the ending of the Volunteer Program. But since it is now time to move on from that decision, I posed the question “How can we be united in meeting our Ends?” We then had a great discussion on how the board can better communicate with members. Some suggestions included: emphasizing meeting topics more clearly on member event posters; improving the dialogue with members on major Co-op issues like expansion; and a desire for overall better communication with the membership about how and why certain decisions are made. Board President Sarah Aerni suggested that all of the Co-op’s members review our bylaws and past articles from *The Co-operator*, so that they are informed on the roles and responsibilities of the board and membership, and are also aware of the thinking that has already been done on strategic long-term issues like expansion. We then reviewed the role of the board and discussed the new “How the Co-op Works” diagram included in the February issue of *The Co-operator*.

This meeting was extremely helpful for planning future Member Linkage events and improving communication with members, and I’d like to again thank everyone who attended. Our next Member Linkage meeting is planned for April 25th (more information is available below). We hope to see you there!

THE CO-OP’S BOARD OF DIRECTORS
INVITE YOU TO JOIN US TO

Talk Expansion with the board!

Members are invited to join the conversation by:

- Discussing the rationale for expansion
- Learning about the board’s role and decision-making process
- Brainstorm our expansion priorities as a group

No RSVPs required; seating will be first come, first served.
Date: Saturday, April 25th
Time: 10-11:30 AM
Venue: Carnegie Library of Homewood
7101 Hamilton Ave Pittsburgh, PA 15208



Have thoughts you’d like to share with the board of directors? Email boarddir@eastendfood.coop.

Members Speak Out

submitted by Joni Rabinowitz, member since 1986

The Co-op educates our member-owners and the public about important issues which threaten our health. We should take the next step and address social responsibility—and we should bring the power of our mighty membership into play.

In 2013, Michael Potter, CEO of organic food pioneer Eden Foods, announced that they won’t cover contraceptive services in their employees’ health plan, as mandated by the Affordable Health Act, because contraception “almost always involves immoral and unnatural practices.” They took the U.S. Department of Health and Human Services to court and won in the Supreme Court.

Member-owners in co-ops across the county were incensed, and called for action. Some of the country’s largest and best-known co-ops—through surveys or comment periods or meetings—asked their member-owners what to do. After hearing directly from their members, the co-ops took various actions: some dropped all Eden Foods products, some dropped some Eden Foods products, some took no action. And the co-ops educated the public and reported to local newspapers about their deliberations and their results. They urged

their members to write to Eden Foods and to contact their Congress members about the Supreme Court.

It’s a complicated issue, because Eden Foods, a pioneer in the organic food movement, has high organic standards, opposes GMOs, and hasn’t sold out to large corporations. But shoppers are beginning to look beyond the food, towards consideration of the people who produce the food and many co-op people felt this insult to women warranted action.

Did our Co-op miss this opportunity for members to have some impact on an important social issue? Although our Co-op conducts general member surveys, our bylaws have no provisions for seeking opinions from members on particular issues. We need to think about that.

Let’s help our members make connections and work for change. We are more than merely consumers.

submitted by Fran Bertonaschi, member since 1986

As the Co-op moves closer to some form of expansion, I would like to take this opportunity to examine one of the two options that have been proposed. The idea of opening a second store has been discussed for more than five years, and from what has been said and written about it, the rationale for this option seems to be as follows: We need a second store, to generate more profits, so that we can afford to undertake projects that will meet our Ends Policy.

A number of programs have been mentioned, including: community kitchens, food distribution hubs, and co-op convenience stores in food deserts. While all of these may be worthwhile projects, should they be the driving force behind our expansion decision?

From its inception, the Co-op has had a mission to provide its members, and the larger community, with good food using a co-operative business model. Operating

a successful food store has been our goal, and by doing so, we have benefited the community in other ways: promoting organic foods, supporting local farmers and small businesses, and creating a community of people who share our values. In essence, the store has been our Ends, our vision to transform the future.

In this context, viewing a second store as a means to generate profits to undertake community programs, is a fundamental shift in the concept of our Co-op. The store, rather than being the goal itself, becomes the means to generate profits for other Ends.

Of course, the Co-op has always tried to make a profit, but that profit has been used to improve the store itself, or to cover losses from unprofitable years, or returned to staff in the form of profit-sharing. These profits have been the by-product of a successful not-for-profit enterprise, not the main reason for its existence.

Interested in sharing your thoughts with other members?
Consider submitting content for our “Members Speak Out” column, featuring articles, updates, and notices from members in the Co-op community. Please email memberservices@eastendfood.coop to note your interest in making a submission and to request the guidelines.

ENDS POLICY STATEMENT

East End Food Co-op exists to enhance physical and social health in our community. To these ends, we will create:

- A sustainable member-owned business open to everyone
- An ethical and resilient food infrastructure
- A vibrant, dynamic community of happy, healthy people
- A creative vision to transform the future

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

Most cooperatives around the world follow the core principles that were adopted by the International Co-operative Alliance in 1995. Cooperatives trace the roots of these principles to the first modern cooperative founded in Rochdale, England, in 1844. These principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all people able to use its services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.

3. Member Economic Participation

Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If the co-op enters into agreements with other organizations or raises capital from external sources, it does so based on terms that ensure democratic control by the members and maintains the cooperative’s autonomy.

5. Education, Training and Information

Cooperatives provide education and training for members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. Members also inform the general public about the nature and benefits of cooperatives.

6. Cooperation among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.

Customer Comments

Bulk honey near the floor makes for mess & waste—can’t see where it’s coming out, and some have trouble getting down there. Why not have jars low & honey high?

Thank you for your concerns, we appreciate the feedback. Due to the weight of the bins, for the safety of our customers and staff, the honey needs to be on the bottom shelf. Please ask a Co-op team member for assistance anytime.
-Maura, Grocery

Please train your cashiers to say “Thank you for bagging your own groceries” - it’s not to be expected...

You’re right, we should thank customers who bag their own groceries. I’ve reviewed our training materials, and realized that this courtesy (thanking for bagging) had not been explicitly stated. Consider the oversight fixed—and thanks for bringing it to my attention. Belated thank you’s for bagging your groceries! We’re also always happy to help!
-eric, Front End

This place is wonderful! Keep up the good work!

Thank you for taking the time to share this positive feedback! We’ll continue to work on improvements we hope will make the Co-op even more wonderful, in order to serve our members and community.
-Heather, Marketing & Member Services

Have a thought that you’d like to share?

Fill out and submit a comment card at customer service during your next visit!

April’s Round Up Recipient: Pittsburgh Parks Conservancy



The Pittsburgh Parks Conservancy is a non-profit organization that works to restore the city’s park system. The projects they undertake are managed with careful attention to the needs of our region and with regard for the environment and historic design. Educators at the Conservancy provide environmental education classes to students of all ages, and as a member of the Urban EcoStewards partnership, they’re able to provide free trainings to their many volunteers.

The work of the Pittsburgh Parks Conservancy can be observed all around the city. They restored the Reynold’s Gate Houses in Frick Park in 2000, and the Highland Park Entry Garden in 2005. They also transformed Schenley Plaza from a parking lot back into a green space. Through their Daffodil Project, tens of thousands of daffodil bulbs have been planted in parks throughout the region, and in the past five years, their volunteers have planted over 3,500 trees.

The Pittsburgh Parks Conservancy is currently in phase one of construction for the new Environmental Center at Frick Park, designed to meet the Living Building Challenge and LEED Platinum standards for energy efficiency. To learn more about this organization, visit their website or follow them on social media. If you want to support them in their mission to restore our city’s park system to excellence, be sure to tell your Co-op cashier to Round Up your total this month!

Your spare change can result in positive change!

www.pittsburghparks.org

CO-OP CAFÉ ARTWORK

Each month, East End Food Co-op partners with a local school or community organization to beautify the Co-op’s Café seating area with artwork created by area youths.

This provides an opportunity to highlight the importance of art education in the Pittsburgh community while strengthening our partnerships with local educators, many of whom use the Co-op to help teach young folks about nutrition and local food. Be sure to check out this month’s art exhibit created by:

PROPEL
BRADDOCK
HILLS HIGH
SCHOOL



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro

and our famous Seitan Wings!

Meat items also available!



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COMMUNITY IMPACT

OUR CO-OP GREW BY



NEW MEMBERS

OUR OUTREACH REPRESENTATIVES REACHED



PEOPLE AT EVENTS

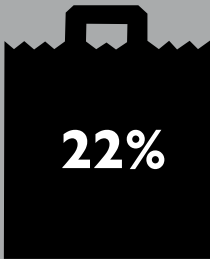
OUR CO-OP RAISED



THROUGH THE REGISTER ROUND UP FOR

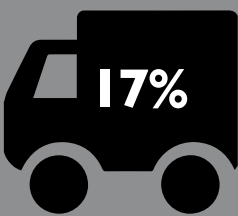


LOCAL PRODUCTS MADE UP



OF TOTAL STORE SALES

OF OUR PURCHASES



WERE FROM LOCAL SUPPLIERS

DATA COLLECTED DURING FEBRUARY 2015

Featured Community Partner: Pittsburgh Center for Creative Reuse

East End Food Co-op is proud to partner with Pittsburgh Center for Creative Reuse. The aim of the Community Partners Program is to provide East End Food Co-op members great benefits and, at the same time, to promote local businesses. Because we are committed to supporting our community, we truly value the partnerships we build through this program. Locally-owned businesses have a huge impact on the infrastructure of our regional economy and we firmly believe that we are all stronger together.



at 214 North Lexington Street, PCCR is open every day from 11 AM to 6 PM, and on the second Thursday of each month they host an Open Studio Night from 6 – 8 PM. They also offer educational programs, in-store and around the region. For more information, visit www.pccr.org or call 412-473-0100.

Members receive buy one, get one half off bulk bags. To take advantage of this discount, fully paid Co-op members must be sure to present their green plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services at memberservices@eastendfood.coop or call 412-242-3598 ext. 438. You can check out the full listing of your Co-op's partners on our website at www.eastendfood.coop/co-op/community/community-partners-program.

Pittsburgh Center for Creative Reuse (PCCR) is a 501(c)3 organization that promotes resource conservation, creativity, and community engagement through material reuse. PCCR keeps useful items out of landfills by offering it for re-sale at their store. Artists, teachers, and anyone with a knack for crafting should peruse the shop for inspiring ideas and affordable materials. A treasure trove of arts and craft supplies, fabric, yarn, sewing notions, office supplies, paper, business and industrial discards and surplus, and vintage curiosities, PCCR will most likely have what you need for your next project. Located just a block away from the Co-op

Classifieds:

SCHOOLHOUSE YOGA has classes for everybody: Gentle, Prenatal, Mommy & me, Kundalini, Ashtanga, Yin, Yoga levels 1,2,3. Strip District, Squirrel Hill, North Hills.

IMAGINE YOURSELF HERE! Classified ads available in *The Co-operator* for only \$35/month. Member and contract discounts available. For more info contact memberservices@eastendfood.coop or call 412-242-3598 ext. 103.

Did you know...

...the Co-op prevents thousands of pounds of materials from entering the waste stream every year?

Through recycling and composting partnerships that allow us to responsibly dispose of a variety of materials, we ensure that much of the waste generated by the Co-op does not end up in a landfill. Our recycling mix, which consists primarily of cardboard, averages 820 pounds a day. In a year, this adds up to almost 300,000 pounds of cardboard and other materials that are recycled rather than thrown away!

Here are some other materials the Co-op keeps out of the waste stream:

- **Pallets:** We generate approximately 8,666 pounds a month (104,000 pounds a year) in pallets. These pallets are picked up for reuse by a recycler several times a week.
- **Fluorescent light bulbs:** Last year we recycled 96 bulbs of all shapes and sizes at Construction Junction.
- **Batteries:** We recycled over 100 pounds of rechargeable and alkaline batteries in 2014. Most of these batteries came from the UPS (Uninterrupted Power Supply) that all Co-op computers are plugged into.
- **Metal:** Any metal waste generated by the Co-op, from scrap metal to larger items such as old equipment, is recycled. These items are sold for scrap, melted down, and turned into new stuff.
- **E-waste:** We recycle our e-waste (computers, monitors, UPS's, and basically anything with circuits) through eLoop LLC, at Construction Junction. In 2014, we recycled over 400 pounds of e-waste.
- **Toner:** About 50 pounds of printer toner and drums were recycled in 2014.



The Co-op is also committed to composting our unsold or damaged produce and any food waste generated by the Café. Steel City Soils, a local organization dedicated to building soil in the Pittsburgh region, picks up approximately 5,075 pounds of food scraps every month, which they turn into compost that supports local urban agriculture.

Every day, the Co-op works to protect the environment by eliminating waste in any way we can. Each department sorts waste between bins headed for recycling, compost, or a landfill. Documents are printed double-sided, office supplies are repurposed and reused, and cloth towels are usually used instead of paper towels—all small things that add up to keeping things green. By working together toward sustainability we are responsibly reducing the amount of waste that ends up in landfills each year, and reducing our impact on the world around us.

Garden Share CSA

Receive seeds & seedlings from us every few weeks and grow your own CSA Share in your backyard.

SIGN UP!

Or sponsor a Garden Share for 2015 today!

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Renewable Energy in Pittsburgh Food

by Evan Diamond, Produce Manager

Renewable energy is typically defined as energy produced by resources that can be replenished on a human time scale, like water, and the sun. The use of this energy is not something Western Pennsylvania is typically known for—given our associations with coal mining and modern-day fracking—but there are plenty of people and organizations involved in Pittsburgh’s local food network that are committed to using clean energy and creating sustainable systems.

One of those organizations is Clarion River Organics, located in Sligo, Pennsylvania. Clarion River is a cooperative of 15 Certified Organic and horse-powered Amish family farms. They supply the East End Food Co-op with a wide range of produce all year round. They also participate in various farmers markets in the Pittsburgh area and offer a CSA program. On the farm they use a particularly energy efficient method of cooling produce called ice cutting. If you ever wondered how food was kept cold before the advent of refrigeration, ice is the answer. Ice cutting was a prevalent industry in the 19th century and involves cutting from the surface of lakes and ponds once the ice is around one foot thick. The Amish farmers break up the ice and use a conveyor system to transport their harvest. These ice chunks stay packed together in their ice house all year long, slowly melting and creating an ideal temperature and humidity level for the storage of fresh produce. For more information about this technique, you can see blog posts at www.clarionriverorganics.com.

Water is another sustainability issue many locals are grappling with. Among many other kinds of conservation projects, Co-op Member Maren Leyla Cooke has done a lot to reduce water usage and waste at her Squirrel Hill home on the outskirts of Frick

Park. Buckets and rain barrels capture the rain and keep her gardens healthy and her pond full, and an expansive roof garden absorbs more water, preventing excess runoff. Also nestled among many raised plant beds is an array of solar panels that have thus far captured enough energy to offset more than nine tons of carbon dioxide relative to coal-fired power. Since the rooftop isn’t big enough for the garden plus all the panels the family would need for power, they purchase wind and solar electricity for the remainder of their needs. Maren also hosts a monthly series of environmental education events called Sustainability Salons at her home. On April 11th, the focus will be on local food systems and healthy eating. If you’re interested in attending, go to www.marenslist.blogspot.com.

Speaking of solar energy, did you know that the largest residential solar array in Pittsburgh is an 8 minute walk from the Co-op? Between 2012 and 2014, 74 panels were installed on the roof and side yard of Co-op Member Fred Kraybill’s Point Breeze home. Also housed on the property, Shiloh Farm’s urban growing operation is managed by Cassandra Morgan of Grow Pittsburgh and sports a small farm stand on Thursday afternoons during the summer. Fred is committed to sharing his inspiration and is part of a campaign called Solarize Allegheny, which offers education and outreach about solar power. For more information about Solarize Allegheny, visit www.solarizeallegheny.org.

We’re excited to support the activity and progress of the many clean energy initiatives taking place in our own back yard. To learn more about the efforts we make here at the store to “go green,” check out “Every Day is Earth Day at the Co-op” on page 1, and “Did You Know...?” on page 4.

Know Your Farmer: FireFly Farms

by Kate Safin, Assistant Marketing & Member Services Manager

FireFly Farms was established in Bittington, Maryland, in 2002, as a farmstead operation. In order to manage long-term growth, FireFly sold their herd in 2006 and shifted their focus entirely to cheese making, sourcing milk for their handmade goat cheese from two farms. In 2011, they relocated to a new facility in Accident, Maryland, that allowed them to quadruple the size of their operation. A member of the American Cheese Society, FireFly Farms currently sources milk from six farms and supplies restaurants and small retail shops in the Mid-Atlantic region with fine goat cheese and a few varieties of cow’s milk cheese. You can find the following FireFly Farm cheeses at the East End Food Co-op: Allegheny Chevre, Cabra LaMancha, Merry Goat Round, Mountain Top Bleu, and Black & Blue. To learn more about FireFly Farms, visit their website at www.fireflyfarms.com, find them on Facebook, or email info@fireflyfarms.com.



Of our aged cheeses, Merry Goat Round and Cabra LaMancha have the highest sales. In many ways I believe our blues (Mountain Top Bleu and Black & Blue) are the most interesting, as there are very few 100% goat blues made in the United States or the world.

EEFC: What are you most proud of as a local farmer?

AC: We are the first commercial creamery to become established in the state of Maryland. We’re so proud to be creating a handmade, delicious product; to be changing the minds (and palates!) of folks who think they do not like goat cheese, and then they try FireFly’s and they are shocked and thrilled at how much they love it. Our cheeses have earned 73 medals (nationally and internationally combined).

EEFC: What is a typical day on your farm like?

AC: We receive milk from our producers every three days. We then have that window of time to process all of that milk before the next delivery. During the winter, the volume is much lower and is easily managed. In the summer, our cheesemakers work at a different speed. We produce cheese every day, 365 days of the year.

EEFC: What is the biggest challenge of being a farmer?

AC: Currently, finding enough goat’s milk to supply our cheese demand.

EEFC: What is your hope for the future of your farm?

AC: To continue like we do every day — loving what we’re doing!

New In The Aisles

- GLUTINO - Wafer Bites (Hazelnut & Lemon)
- NEAT - Egg Replacement
- SUSTAIN - Condoms
- FRIENDSHIP FARMS - Bread

Asparagus and Bell Pepper Quiche

- Ingredients**
- Filling*
- 1/2 pound asparagus, trimmed and cut into 1-inch pieces
 - 1/3 cup red pepper, diced
 - 1/2 cup shredded cheddar cheese
 - 1 pre-made 9-inch pie crust
- Quiche*
- 6 eggs
 - 2 cups half and half
 - 1 teaspoon ground black pepper
 - 1/2 teaspoon salt
 - 1/4 teaspoon ground nutmeg
 - 1/4 teaspoon dried thyme
- Preparation**
1. Preheat oven to 325°F.
 2. Bring a small pot of salted water to a boil, and gently steam or blanch the peppers and asparagus until al dente, roughly 3 minutes. Drain and cool.
 3. In a medium-sized bowl, combine the cooked vegetables and cheese. Mix well and scoop the filling into the pie shell.
 4. Crack the eggs and add them to the bowl. Beat them slightly, then whisk in the half and half and spices. Pour the mixture into the pie shell, over the vegetable filling.
 5. Bake on a center rack in the preheated oven until completely set.
- Ingredient Note:**
- Add 1/2 cup cooked, chopped bacon, ham, chicken, or sausage.



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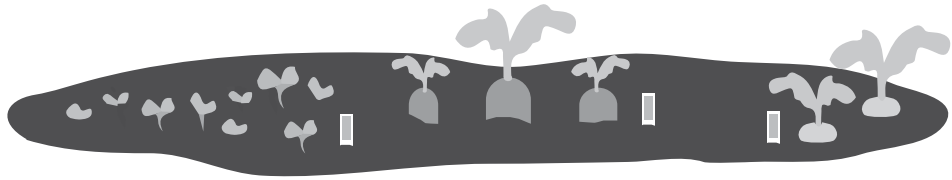
And, get 1/2 price admission to Phipps on 4/25!

FutureFestPGH.com



Get Growing with Garden Dreams: Listening to the Garden

by Hannah Reiff, Garden Dreams Urban Farm & Nursery



My gardening goal is to get a great harvest, though sometimes other creatures interfere with my plans. Carol Deppe talks about this in her great book, *The Resilient Gardener* (available in the Co-op's Book Department). At the risk of sounding cheesy, if we consider it our job as gardeners to protect our plants, and also to learn from creatures that want to share in our harvests, I think we will find the harvests we *do* get all the more rewarding.

Here is an example: The land surrounding my home garden happens to support a vole population. Voles are small mammals that look like a cross between a mouse and a mole and they like to eat roots. I know they're around because I see their little tunnels in the mulch, and I see hawks constantly on the hunt. The voles have not yet devoured my root vegetable patches, or stripped the bark off any of my young trees, but who knows how many roots they have munched on underground?

I've been contemplating the potential damage these voles could do to my plantings. But I have also been trying to observe them and figure out what they might be doing that could help my garden. I've noticed that the networks of vole tunnels have really started to aerate our heavy clay soil. (Think: earthworm tunnels on steroids.) Organic matter falls into the tunnels and fills them. Water is then able to filter through this organic matter more slowly and sink into the soil instead of running off. Granted, these tunnels may end at a plant root that the vole is munching on, but this little mammal is simultaneously improving my soil structure.

The voles also offer a free chicken protein snack. A hen will snap up any vole that dares to cross her path. I've decided "the vole diet" is a lazy alternative for raising mealworms to get that glossy sheen on my chickens' feathers.

I have read that voles have discerning tastes. They love eating sunchoke tubers.

Since sunchoke plantings have the potential to spread too vigorously and get out of control, this seems like a match made in heaven. I now plant my sunchoke near the back of our property where we need erosion control, in hopes that the voles will help keep them in check.

Finally, the voles feed our population of garden snakes. I leave many undisturbed areas for the snakes to hide, including some brush and rock piles, though the top of the compost pile seems to be their favorite area to sunbathe and wait for prey.

Observing the voles is part of what I like about gardening. Though my garden is not a "natural ecosystem" in the sense that it's not untouched by human intervention, like all of nature, it seems to find balance if I spend most of my time watching what's going on and then making educated interferences instead of just immediately imposing my will on the garden. There is a myriad of vole deterrents and traps that I could buy, many of which are cruel and poisonous. But these products don't take into account the way voles live: they are territorial, and they are very good at reproducing. Even if I killed every vole in the joint, my guess is that others would promptly move in.

During this month of April, when we think about our connection to the Earth and how we can better care for her, let's think about our gardens and what they have to teach us if we are willing to really watch and listen. Happy Earth Day!

Hannah Reiff is Production Manager at Garden Dreams Urban Farm & Nursery. Located in Wilksburg, Garden Dreams is a small, community-oriented business committed to increasing access to healthy, fresh food by providing strong vegetable, herb, and flower starts to home gardeners, community gardens, nonprofits, schools, and retail markets (including the East End Food Co-op). You can learn more about their operation at www.mygardendreams.com.

New Life, and Hope, for Degraded Land

by Myrna Newman, Allegheny CleanWays

In his poem, "Manifesto: The Mad Farmer Liberation Front," Wendell Berry challenges us to "practice resurrection." Pittsburgh has made huge strides in resurrecting from its industrial past. Our air, water, and land are much cleaner and healthier, by far, than they were a century ago. Our city has become a leader in green building, and fish and fowl that were once scarce in this region have returned. Yet remnants of our industrial past and a culture of exploitation of the land rather than stewardship still remains.



Land pollution, in the form of litter and illegal dumping, is one example that still plagues our region. A 2009 survey of the City of Pittsburgh identified 279 illegal dump sites within the city limits. While systematically cleaning up these sites for the past six years, we at Allegheny CleanWays have come to believe there may actually be closer to 700 illegal dump sites, many of them along the steep wooded hillsides and stream-filled ravines that define our landscape. Currently, we have identified 483 sites within the city of Pittsburgh, and estimated that debris covers slightly more than 770 acres and weighs over 2 million pounds.

Illegal dump sites degrade our quality of life. They create significant risks to public



health and safety, are unsightly, lower property values, and decrease the overall environmental, economic, and social health of the community. Chronic illegal dumping contributes to other kinds of blight, which further discourages neighborhood business and homeowner investment, and contributes to a higher number of vacant and abandoned properties. Vacant and abandoned properties also decrease the tax revenue in the area, which affects schools and infrastructure. Cleanup and remediation of dump sites can cost local governments between \$600 and \$1,000 per ton.

To learn about what's being done to address this issue and to hear more about "resurrecting" these sites where dumping has occurred, join me for a presentation on Wednesday, April 15th at 6:30 PM. "Illegal Dumping: Pittsburgh's Dirty Secret" will be hosted by your Co-op at the Carnegie Library in Homewood, and you can learn more on page 8.

Myrna Newman started working for Allegheny CleanWays (ACW) in June 2007, and became the Executive Director in 2011. Prior to working for ACW, Myrna was involved in public education for 14 years. Later she studied Sustainable Systems at Slippery Rock University and was the lead environmental field technician for a multi-million dollar soil remediation project in Utah. For more information about Allegheny CleanWays, visit their site at: www.alleghenycleanways.org

Becoming a Clean Energy Citizen

by Sharon Pillar, SmartPower

Pennsylvania has entered the exciting realm of energy democratization: We now have the ability to "vote" on how our electricity is generated, and we can actually generate that electricity ourselves. This relatively new market of energy choice can not only dramatically transform our electric grid, but could lend profound assistance to battling climate change and improving air quality in Western Pennsylvania.

First of all, the cost of solar has dropped so much that almost any homeowner with an appropriate roof can harvest their own clean energy—with no emissions or greenhouse gases—by installing solar panels. In doing this, they would be joining more than 200 people who already have solar in Allegheny County. A solar loan or home equity line of credit could allow many people to purchase solar with no upfront cost and would result in a monthly loan payment that would replace the usual electric bill. These loans can actually bring down the monthly cost of solar to less than the monthly electric bill, saving money and providing homeowners with a known and stable energy cost for decades.

Even those who can't solarize their homes can participate in this new energy democracy. The Electricity Generation Customer Choice and Competition Act was passed in 1995 and, as a consequence,

utility rate caps came off by 2010 and allowed electricity generators to compete for our business. For those who can't go solar at home, choosing an electricity generator that places clean wind and solar energy onto our grid is a great alternative to purchasing fossil-fuel generation from coal and natural gas.

The solar revolution has hit Western Pennsylvania and there's a number of ways to learn more about how you can become a clean energy citizen. Below are just a few of the many initiatives and events taking place in our region:

- Solarize Allegheny, a program that began in February 2015, is designed to help people navigate the solar market by connecting them with qualified, reputable installers to get quotes. In just the first two months, more than 100 people requested quotes for their homes and businesses.
- The Allegheny Solar Cooperative (ASC) is a newly-forming solar initiative that allows ASC members to purchase shares of a solar system for a non-profit—a great solution for those who can't go solar on their own.
- A Solar Home Tour is scheduled for April 18th in Point Breeze to give people an up-close look at solar in action and allow them to talk to

homeowners about their experience.

- On June 20th, the Solar Unified Network of Western Pennsylvania (SUNWPA) will hold the 2nd Annual Allegheny SolarFest, which is estimated to more than double last year's attendance of 800 people who came out to hear great music and learn about solar energy.
- In the fall, PennFuture will hold its 5th Annual Solar Tour of the region.

Sharon Pillar is Vice-President of SmartPower, a non-profit marketing firm that helps to connect Americans to clean energy choices. For more information about Solarize Allegheny and the Point Breeze April Solar Home Tour, visit www.SolarizeAllegheny.org. To choose a clean energy provider, visit www.PAPowerSwitch.com (look for providers marked "Renewable Energy: 100% PA"). To learn more about Allegheny SolarFest, visit www.sunwpa.org.

Photo Credit: Adam Rossi of Adam Solar Resources



THE CO-OP

The East End Food Co-op is Pittsburgh’s only member-owned natural and organic food market, serving the community since 1980. 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 and perishable 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.

The Co-op is open to the public and membership is not required to make purchases, but members do receive better prices, have access to the Federal Credit Union, and can vote and serve on the board of directors.

7516 Meade St. Pittsburgh, PA 15208
www.eastendfood.coop

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THE CO-OPERATOR

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Assistant Editor: Kate Safin
Design & Layout: Molly Masood
Printed By: Indiana Printing & Publishing

The Co-operator is a monthly publication mailed to East End Food Co-op members. Additional copies are available in the store’s foyer, and at outreach events. *The Co-operator* is also available online at www.eastendfood.coop.

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

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EMPLOYEE
OF THE MONTH



Congratulations to **Sandy Overby** who was chosen as the Co-op staff pick for Employee of the Month. Sandy has been a member of the Co-op since he was just four years old, and he works here in the Front End as a cashier.

Q. What’s your favorite thing about the Co-op in general?

A. The open-minded atmosphere, and diversity of customers and employees.

Q. What’s your favorite Cooperative Principle? Why?

A. Concern for the Community, because I’m from the East End and grew up here.

Q. What are your favorite products here?

A. I’m a huge fan of our local raw milk selection, and of our eggs.

Q. What do you like to do when you’re not at the Co-op?

A. In my free time, I like making things with my hands. I also do some freelance graphic design and photography.

NEW FACES

Yoojin Lee, Café

Yoojin applied to our Co-op thanks to our emphasis on supporting the community and local environment—as well as for our high-quality produce. Yoojin is pursuing a science/research Ph. D. and is interested in biophysics research. Yoojin hopes to relate these studies to personal passions in food, health, and nutrition.

Shakira O’Neil, Front End

Some of Shakira’s favorite things in our store are the juice bar and the bulk section. Shakira also loves people, talking about food, cooking, and tea. Next summer, Shakira plans to finish her graduate program and to continue to work in the community.

Michael Wilson, Produce

Michael comes to us with a background in farming and retail work, and he has a passion for local and organic produce. Outside of work, Michael is into teaching yoga, camping, ayurveda, travel, and Buddhism. He hopes to start a farm, and to promote and instill healthy habits to all who seek them.



Penn Forest
Natural Burial Park

Fifth Annual Picnic

Saturday, June 13, 11am - 4pm

Enjoy food, music, tours & more!

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Café Specials • April 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1 INDIAN KITCHEN	2 CAULIFLOWER & BROCCOLI MORNAY	3 PIZZA: VEGAN & DAIRY	4 MEAN GREEN PASTA
5 EASTER BRUNCH	6 HONEY DIJON SEITAN	7 TOFU LOAF WITH MASHED POTATOES	8 COUNTRY KITCHEN	9 MUSHROOM STROGANOFF	10 BURRITO BAR	11 QUICHE FLORENTINE
12 CHEF'S CHOICE	13 MOROCCAN CAULIFLOWER & LENTILS	14 BEER BRAISED BRATS	15 PITTSBURGH KITCHEN	16 SEA BURGERS	17 PIZZA: VEGAN & DAIRY	18 CHIMICHURRI TOFU
19 CHEF'S CHOICE	20 STEWED GREENS OVER COUSCOUS	21 COCONUT CURRY TOFU	22 THAI KITCHEN	23 KIM CHEE FRIED RICE	24 BURRITO BAR	25 SWEET & SPICY TEMPEH WITH QUINOA
26 CHEF'S CHOICE	27 GRANDMA ANNIE'S SPINACH BALLS	28 SPANIKOPITA	29 GREEK KITCHEN	30 CURRIED RED LENTILS WITH CHICKPEAS & CHARD		

STORE HOURS:

OPEN DAILY: 8 AM - 9 PM

Café HOURS:

JUICE & COFFEE BAR: 8 AM - 7 PM

SOUP & SALAD BAR: 8 AM - 7 PM

HOT FOOD BAR: 11 AM - 7 PM

WEEKEND BRUNCH: 9 AM - 1 PM

April Co-op Events

GETTING TO KNOW GARDEN HERBS <i>Bob Madden, Garden Dreams Urban Farm & Nursery</i>	HUNGER & POVERTY SIMULATION <i>Katy Millins and Julie Rusin, Pitt FeelGood</i>	ILLEGAL DUMPING: PITTSBURGH'S DIRTY SECRET <i>Myrna Newman, Allegheny CleanWays</i>	INTRO TO ORGANIC GARDENING <i>Bob Madden, Garden Dreams Urban Farm & Nursery</i>	COOKBOOK CLUB <i>East End Food Co-op</i>
WEDNESDAY, APRIL 8TH, 6:30 PM <i>Carnegie Library of Homewood</i> Add some excitement to your gardening—and cooking—repertoire this season with fresh herbs! Join Bob Madden of Garden Dreams Urban Farm & Nursery for the second installment of his three-part springtime gardening workshop and get to know garden herbs. We will learn how to plant, maintain, and harvest several popular herb varieties and will discuss some basic troubleshooting techniques. Most herbs grow happily in pots and window boxes, so don't let the lack of a garden bed keep you from joining in the fun!	SATURDAY, APRIL 11TH, 2 PM <i>Carnegie Library of Homewood</i> What does hunger look like? How do global poverty and food insecurity perpetuate one another? What can we do to end hunger and poverty in our lifetime? The University of Pittsburgh's chapter of the national FeelGood organization is committed to finding answers to these questions and wants you to join in the conversation. Julie Rusin and Katy Millins will facilitate an interactive simulation to help illuminate the systemic causes of global hunger and poverty and start a dialogue about the need for sustainable development.	WEDNESDAY, APRIL 15TH, 6:30 PM <i>Carnegie Library of Homewood</i> Pittsburgh has been named the Most Livable City six times since 2000. We also pride ourselves on being one of the Greenest cities. But there is another side of Pittsburgh that we don't talk much about—the pockets of blight scattered throughout the hillsides and along our lovely rivers. Myrna Newman will discuss a particular type of blight: illegal dumping. Join us to learn about the environmental, social, economic, and health costs associated with illegal dumping and how you can help Allegheny CleanWays reverse the damage.	WEDNESDAY, APRIL 22ND, 6:30 PM <i>Carnegie Library of Homewood</i> Calling all beginner and budding gardeners: would you like to have a bounty of fresh and healthy produce at your doorstep this summer? This workshop will cover all the basic skills and methods you need to know to start digging in. Experienced urban farmer and garden educator Bob Madden will discuss layout, soil management, planting, watering, weeding, and of course, growing and harvesting some of your favorite veggies. Bob will answer your questions about gardening, and help you prepare to get growing.	WEDNESDAY, APRIL 29TH, 7 PM <i>Café Seating Area</i> Do you spend hours perusing the cookbook section of the library, scroll endlessly through food-centric Pinterest boards, and collect recipes from friends? Connect with other local food lovers as we dive into our favorite cookbooks. Our Co-op welcomes gourmands and novice cooks alike to join us for the inaugural meeting of our Cookbook Club. We will brainstorm how the club should work and share homemade snacks, potluck style. Bring your ideas and a dish (along with a list of its ingredients) to share!

These events are FREE, just call 412-242-3598 to reserve your spot!

Look for your Co-op at these upcoming events:

Wednesday, April 1st, 4 PM – 6:30 PM: Our Co-op is excited to participate in the University of Pittsburgh's Enactus organization's **Fair Trade Fair!** We'll join other local businesses and organizations that are similarly committed to supporting fair trade policies. Stop by the William Pitt Union to learn what our Co-op does to promote fair trade as we work toward a more ethical food system. For more information: www.enactuspitt.wordpress.com.

Wednesday, April 22nd, 11 AM – 7 PM: Our Co-op is excited to be featured in Pittsburgh's first-ever **Earth Day Pop-Up Organic Market and Food Truck Festival** in Mellon Square Park! Stop by for lunch or come down in the evening for a free concert featuring Pittsburgh's own Chris Jameson. Our Co-op will be there all day; stop by our booth to learn what we do to promote environmental sustainability! For more information: www.PittsburghEarthDay.org.

Saturday, April 25th, 8 AM – 12 PM: We're excited to join Court Appointed Special Advocates (CASA) of Allegheny County for their seventh annual **Superhero Run!** Dress as your favorite superhero and walk or run the 5K or 1K racecourse in North Park to raise funds and awareness to help prevent child abuse and aid abuse victims. Our Co-op will provide fruit for runners and will be on-hand to cheer you on! For more information and race registration: www.pgh-casa.org.

MEMBERS' OPEN FORUM

A chance to meet and share your ideas with other members!

Thursday, April 16th, 2015

7PM - Café Seating Area

This event is free, but please call 412.242.3598 to reserve your spot.

More information (including this month's discussion and brainstorm topics) is available at www.eastendfood.coop/co-op/membership.