

The Co-operator



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

The Healing Power of Bone Broth

by Kylie Walker, *A Slice of Ky*

Bone broth is a staple in traditional cultures around the world and for good reason. Not only is it the way our ancestors made use of every part of the animal by letting nothing go to waste, but it's also an incredible healing food. Typically, bones are simmered for an extended period of time, which is the difference between bone broth and regular broth or stock. Bones contain many precious nutrients, which become available through the process of simmering for 12+ hours.

The nutrients that are released through cooking have numerous and extensive benefits for our health. Collagen, an integral part of the bone, is made of amino acids such as glycine, proline, arginine, and glutamine. When you simmer bones for a long time, the collagen turns into gelatin. Gelatin is what makes the broth jelly-like when cooled – a sign of very good quality. Gelatin soothes the digestive tract and restores the gut lining, which reduces inflammation and aids in healing conditions such as autoimmune disorders, food sensitivities, acid reflux, IBS and leaky gut. Gelatin is also a basic building block of skin, so it naturally strengthens the skin from the inside out. Drink a little bit of bone broth every day and notice that acne, wrinkles, and cellulite disappear. Also released when bones are cooked with



vinegar for a long time are vital minerals, such as calcium, phosphorous, magnesium, and potassium, in a highly bioavailable form, which means they are easily absorbed and utilized by the body. These minerals, combined with the amino acids in gelatin and glycosaminoglycans (like glucosamine and chondroitin sulfate), form a powerful potion for supporting joint health. Joints are only as strong as their connective tissues, and bone broth provides the appropriate nutrients to restore and reinforce cartilage, tendons, and ligaments, so it can halt joint pain from conditions such as tendonitis and arthritis. Bone broth also provides the necessary compounds to form and maintain strong bones, take the pressure off of aging joints, and build bone mineral density. Additional benefits from bone broth include

a boost in metabolism, detoxification, and immune system function.

Bone broth is clearly a powerful superfood offering substantial healing and health-promoting benefits. While it is indeed simple and economical, it's essential to prepare your broth properly in order to reap all of the benefits. In order to make the most nutritious broth possible, you need to start with high-quality bones from organically-raised animals. When animals are raised in a healthy environment and eating their natural diet, they embody significantly more vitamins, minerals and healthy fats, and less environmental toxins than conventionally-raised animals. Bones from just about any kind of meat can be used. Check with local markets, butchers, and farmers, or save the bones from your dinner roasts. Use a variety, including meaty ribs and marrow bones, and joints like knuckles, chicken feet, and oxtails. To impart better flavor, roast the meaty bones at 350 degrees until well-browned prior to making the broth. To yield more gelatin, use extra cartilage-rich joint bones. Establish these foundational elements and follow the adjacent recipe to create a high-quality, nutrient-dense broth. Start benefiting by incorporating bone broth into your routine and consuming at least 8 ounces every day.

Kylie Walker is the creator of the blog A Slice of Ky at www.asliceofky.com, which highlights healthy living topics and offers recipes and nutritional information. She is currently studying at the Nutritional Therapy Association, and in November 2016 she will become a certified Nutritional Therapy Practitioner.

Bone Broth Recipe

Ingredients - use organic when available:

- 5 pounds of bones from wild or pasture-raised animals, a mixture of meaty and joint bones
- 4+ quarts cold, filtered water
- ½ cup raw apple cider vinegar
- 3 onions, roughly chopped
- 5 carrots, roughly chopped
- 5 celery stalks, roughly chopped
- 3 garlic cloves, crushed
- 1 bunch fresh rosemary
- 1 bunch fresh parsley

Instructions:

1. Place the joint bones and vinegar into a large stockpot, cover with water and let stand for one hour.
2. Meanwhile, roast the meaty bones at 350 degrees for 30-60 minutes.
3. Once well browned, add the meaty bones (along with the juices) and vegetables to the stockpot.
4. Add additional water, if necessary, to cover the bones (do not fill higher than 1 inch from the rim of the pot).
5. Bring to a boil and use a spoon to skim off the foam that rises to the top.
6. Once skimming is complete, add the rosemary, cover and reduce heat.
7. Let simmer for a minimum of 12 hours and as long as 48 hours (longer for heavier bones like beef and shorter for chicken or fish).
8. Just before finishing, add the parsley and simmer an additional 10 minutes.
9. Remove the bones and strain the broth into a large bowl.
10. Let cool in the refrigerator and remove the congealed fat that rises to the top. If using high-quality bones from wild or pasture-raised animals, save this fat and use for cooking.
11. Store in the refrigerator for up to 5 days or freeze for up to 1 year.

IN THIS ISSUE:

<u>CO-OP NEWS</u>	2-4
<u>THE FOOD YOU EAT</u>	5
<u>FOR YOUR INFORMATION</u>	6
<u>STAFF NEWS</u>	7
<u>CAFÉ MENU</u>	8
<u>UPCOMING EVENTS</u>	8

BOARD OF DIRECTORS:

The next board meeting is Monday, August 15th 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 September 30th! The next quarter goes from October 1st – December 31st.

E-NEWS:

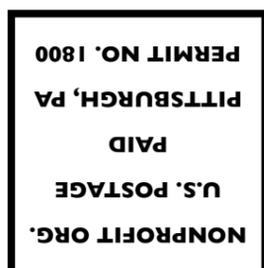
Would you prefer to receive *The Co-operator* online? Email memberservices@eastendfood.coop for details.

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

At this past month's July Board meeting, I presented the B2 report detailing our operational strategic plan for the next three years. This plan is a departure from what we have been working towards over the last few years, which was expansion of the Co-op. While expansion is not off the table and will be critical to the long-term success of our Co-op, as a business we are at a watershed moment. Significant competition, consumer behavior, the economy, and the way we communicate and interact with each other requires that our Co-op evolve. We cannot continue to do what we've always done and expect different results. This year, we are focusing on a few key initiatives: pricing, redirecting our marketing efforts, engagement of members, engagement of staff, and continued operational improvements. I'd like to discuss a few of these initiatives.

The number one area of member dissatisfaction with our store is our pricing. Through the Co+op Basics program and aggressive promotions in Produce, we have significantly reduced prices in just about every area of the store. We are continuing to expand the Co+op Basics program, and a big focus of the year will be promoting the great values Co+op Basics offers our shoppers every day. Additionally, we extend incredible discounts to our staff, members, seniors, and individuals with economic hardships. These discounts are approximately 3.5% of our total sales. We are going to communicate these programs better.

For the last several years, our marketing department has been focused on events and outreach. We've had some natural attrition in the department and we are taking the opportunity to re-evaluate everything we do to ensure our efforts have real value. Our focus in the coming year will be on branding the store, developing a new website, re-tooling our event programs, and engaging members.

In speaking with other Co-ops, I have learned there isn't a silver bullet or one program that in one day will provide a solution to member engagement. We must accept that we cannot be all things to everyone, and that with the challenges we face, there needs to be a level of focus on doing a few key things well. However, we do need to understand what our members want from the Co-op, what participation really means, and how members want to be engaged. To start this process, we have begun surveying our members on these key questions.

Co-ops are a powerful way to effect change and do great things in the world, as long as there is a balance between meeting the economic needs of operating a business and determining what to do with profits. I'll end by once again revisiting a favorite quote: "You must be economically efficient to be socially effective." The coming years are going to be challenging. I'm looking forward to creating an incredible future for our Co-op and our community together!

Board Corner

by EEFC Board of Directors

At the East End Food Co-op the driving guidelines for our work come from the board's Ends policy. According to our policy, we exist to "enhance physical and social health in our community." As a cooperative, we have a duty to serve the needs of not just our member-owners, but also our broader community. This mandate comes directly from Cooperative Principle number seven: Concern for Community. The board often talks about who our community is. Is it limited to member-owners, shoppers, at the border of neighborhoods or towns? We leave this statement intentionally ambiguous in the policy to prevent restricting this idea and excluding those that choose us as part of their community. This is very much in the spirit of Cooperative principle number one: Voluntary and Open Membership.

A while back we did some research on where our member-owners were coming from and were surprised to find that a large chunk of member-owners were traveling from further away than we might have expected. At one point in our co-op's history, we envisioned that many communities would come together and form their own neighborhood co-ops and that the East End Food Co-op would only need to focus on the East End of Pittsburgh. Unfortunately, it is quite hard work to get a new consumer co-op from a fledgling startup to an operational store. While some other neighborhoods have organized to form their own consumer cooperative grocery stores in the past, none of these groups have made it to that critical stage of traction where they were able to grow and retain a member-owner base. In the absence of other consumer co-ops like us in our area, we have become many people's store of choice, growing to over 12,000 active members.

In the spirit of Cooperative principle number six (Cooperation among Cooperatives), we hope to one day have a thriving consumer cooperative sector in Pittsburgh with several co-ops that we can

partner with. Until that time, we will do the best that we can to demonstrate that the cooperative business model is the best and most sustainable model for meeting our member-owners' needs, supporting our local food infrastructure and economy, and generally making Pittsburgh a stronger and more vibrant community of happy, healthy people.

It is the board's role to ensure that we stay committed to serving all member-owners as best as we can. As the community that we serve grows, a more diverse set of member-owners come into our organization. This adds to the richness and resiliency of our Co-op, but also makes it increasingly difficult to determine its needs. The board is tasked with ensuring that all segments of our co-op are considered when we make decisions. We understand that some of our member-owners and shoppers come from further away and might make it to the store less regularly.

We also understand that different people use the co-op differently. Some member-owners attend every educational event, social event, and governance meeting they can while others simply use the co-op for access to clean food that they can trust. While it is the board's job to encourage and foster a sense of ownership and involvement, we value all of our member-owners equally, regardless of how they use the co-op to meet their needs. This is driven from the cooperative values of equity and equality.

You may have already started to notice the co-op reaching out to you via email to begin the process of gathering your input. Management has begun a process of engagement to try to understand our co-op's needs a bit better. The initial surveys that have gone out touch on member-owners needs related to communication, specifically *The Cooperator* newsletter. This survey is the beginning of a larger effort of reaching out to understand your needs. Expect more to come over the next year.

BOARD ELECTION UPDATE

Voting will take place September 1st - October 9th. Check next month's newsletter for more information about the candidates and voting. All fully paid members are eligible to participate!

For more information visit: www.eastendfood.coop/co-op/board

Member Drive Success

by Erica Peiffer, Member Services Coordinator

A warm welcome to all new members who made an investment in our Co-op during the 2016 Member Drive! As a fellow shopper, I am glad to know you are now enjoying the benefits of membership that I've enjoyed for years, and I'm sincerely grateful for your support of this cooperative endeavor that is our grocery store.

This year's Member Drive kicked off on the International Day of Cooperatives, July 2, and concluded on Sunday, July 10. During the nine-day drive, 72 new households invested in a membership share. To put this number in perspective, our Co-op grew by an average of 12 member households per week during the last fiscal year. Membership growth is important for our Co-op for several reasons. It strengthens the equity of our business, enabling us to sustain and improve the quality of service offered. It also means a greater number of consumers are receiving

the full value of shopping at the Co-op. As our membership grows, our buying power increases, and so does our influence on the food systems at large, locally and globally. In short, membership growth positions us to more effectively fulfill our Ends.

The main goal of the drive was to inform shoppers about the benefits of cooperative ownership and to encourage membership investments, but there were a variety of activities that invited everyone to celebrate their connection to our Co-op. Staff interacted daily with shoppers at a table set up on the sidewalk in front of the store. The most popular attraction was a prize wheel loaded with free gifts for members. Tabling hours were made a bit tastier thanks to local vendors that joined us! Naturi Yogurt, Wigle Whiskey, and Ideal Granola partnered to offer up personalized parfaits. Nugo helped us power through with delicious energy bars.

And Building New Hope kept everyone caffeinated with their cooperatively-produced, organic shade-grown coffee. Cooperative business partner Equal Exchange conducted a chocolate tasting along with a presentation about our Co-op's link to small farmer cooperatives around the world. Elizabeth Barbaro Tutoring joined us to highlight the discount she offers on her services for members via the Community Partners program. And last but not least, if you sat in the Café seating area during the drive, you likely saw our "field of membership" literally grow before your eyes, as each new member was represented by a vegetable sprouting up on the farm landscape of this crafty display.

Many thanks to everyone who supported the efforts of the Member Drive, including members who joined or referred someone to join during the drive, Co-op staff for



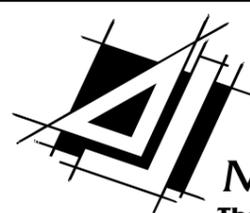
their extra efforts, our Community Partners, fellow cooperative businesses, and local suppliers for the great prizes and snacks, and everyone who took the time to stop by the table to "talk Co-op." We look forward to continue engaging with members throughout the year!

S. Rand Werrin, DDS

Holistic Dentistry

3506 5th Avenue
Pittsburgh, PA 15213
www.dentalpgh.com
412-621-0200

- Promotion of health and wellness, as well as treatment of disease.
- The whole person approach: mind, body, and spirit, not just mouth & teeth.
- Mercury-free care, office cleanliness a priority, and in-house laboratory.
- Highest quality dental care in Western PA.



AJ Stones
Master Green Remodeler
The fusion of innovative design and craftsmanship.

Older homes our specialty.
Consultant, Designer and Remodeler

www.ajstones.com
412-241-6042

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

Is anyone doing anything to replace the plastic bulk bins with scoopers inside with the food?

The bins that you are referring to will soon be moved to a new location and be replaced with scoops which have their own hopper. Thanks for your comment.
-Jim, Bulk

In the produce area, there are kinds of dates, all with names I've never heard of. I bet few people have. Wouldn't it make sense to have some descriptive information about them, characterizing their properties, flavor, etc., so as to help shoppers? Otherwise, why have all these different dates?

Thanks for the suggestion! At different times, especially when we had even more variety, we did have a print out. With the limited space for signage, sometimes we opt to let the product speak for itself. The good news is we have a lovely produce crew who would be happy to talk about date varieties and even have you taste the difference. Thanks for supporting our Co-op!
-Evan, Produce

Can you get the gluten-free version of Good Belly probiotic juice drink?

I plan to bring this product into the store. Thanks for your suggestion! I didn't realize they made a gluten-free product.
-Fran, Grocery

I would love to put a CO-OP magnet on my car (vs. a sticker). Can you get magnets?!

Wow, do we love this idea! I will look into some options and if there is an affordable selection, I certainly see this as a possibility. Thank you!
-Kate, MMS

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

August's Round Up Recipient: First Waves

register
RoundUp



First Waves was founded in 2014 as a collaboration of organizations seeking to reinvent education, and watershed conservation for under-served youth. Through the use of standup paddleboarding and river surfing, First Waves offers a unique approach that attracts, inspires and retains participants while providing a hands-on education in filmmaking, digital media, and watershed conservation.

With the help of partnerships with The Sprout Fund, Pittsburgh Filmmakers/Pittsburgh Center for the Arts, Paddle Without Pollution, Big Brothers Big Sisters, SurfSUP Adventures and Body Glove International, over 70 youth have benefited from First Waves programs. Their Stewardship Events have helped remove more than 2500 – pounds of litter and contaminants from Pennsylvania lakes, streams and rivers.

To learn more about First Waves and to watch the short films they have produced, visit their website or call 724-989-7259. If you'd like to support them in their mission to use standup paddleboarding and the art of filmmaking as a catalyst to inspire conservation of local waterways and mentorship for at-risk youth, be sure to tell your Co-op cashier to round up your total this month!

Spare change can result in positive change!

www.firstwaves.org

Co+op™ basics

Looking to stretch your grocery budget?

Just look for this logo.
Co+op Basics offers everyday low prices on many popular grocery and household items.



COMMUNITY IMPACT

CO-OP SHOPPERS CONTRIBUTED



THROUGH THE REGISTER ROUND UP FOR



412 FOOD RESCUE RECEIVED



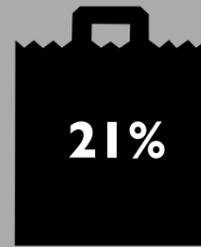
POUNDS OF FOOD FROM THE CO-OP

OUTREACH REPRESENTATIVES REACHED



PEOPLE AT EVENTS

LOCAL PRODUCTS MADE UP



OF TOTAL STORE SALES

OF OUR PURCHASES,



WERE FROM LOCAL SUPPLIERS

MEMBER IMPACT

MEMBERSHIP GREW BY



NEW HOUSEHOLDS

MEMBER EQUITY INCREASED



FOR A TOTAL OF \$1.2M

OF OUR MEMBERSHIPS,



SHARES ARE FULLY PAID

OUR CO-OP HAS



ACTIVE MEMBERS

MEMBER PURCHASES MADE UP



OF TOTAL STORE SALES

DATA COLLECTED DURING JUNE 2016

Featured Community Partner: Elizabeth Barbaro Tutoring Services

The East End Food Co-op is proud to partner with Elizabeth Barbaro Tutoring Services. The Community Partners Program aims to provide 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.

Based in Regent Square, Elizabeth Barbaro is a respected teacher, consultant, and coach, offering children ages 3-12 and their parents personalized support. Her services include expert tutoring in reading, writing, and math skills; effective training in organizational skills, time management, and test preparation; and parent education and support for questions regarding child education and development. Elizabeth is trained in Collaborative Problem Solving, providing effective tools for children and parents to work together to resolve behavior challenges peacefully. Elizabeth believes that empowering parents is a key component to a child's success at school, and her recommendations provide parents with strategies to support their children educationally and emotionally. Elizabeth holds a M.S. in Early Childhood and Elementary Education, and a certification in New York and New Jersey in both General Education and Special Education. A former



public-school teacher in Greenwich Village and founding teacher of one of the first charter schools in New Jersey, Elizabeth has compiled 20 years of experience and respect in the field of education.

Members receive a free consultation and \$5 off per hour. To take advantage of this discount, fully paid Co-op members must be sure to present their 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.

Meet the Owner: Eric Member Since 2008

Where do you live?
In Squirrel Hill.

What was your motivation for coming to the Co-op?

I came to the Co-op to be a part of a community food effort. I had been a member of food co-ops in other cities. Food is so incredibly important in our lives. It's easy for us not to think about it and just eat whatever is in front of us at the grocery store, but I believe it's really important to think about and put effort toward what we eat, and being a member of the Co-op is a step in that direction.

What is your favorite thing you get from the Co-op?

The bulk department. The soup from the Café. Blue corn tortilla chips. And I always get the peanut butter bars from the Bakery, when you have them. Please make more of those.

If you could change one thing about the Co-op, what would it be?

I wish the Co-op had more seating and outlets for people to sit with the computer and work. The coffee, pastries, and prepared foods here are great, and I'm often looking for a coffee shop atmosphere to work in.

What do you LOVE about the Co-op?

Back to the reason I came in the first place, the ties to the community and the connections people can make to their food is really important. And I always like the people I meet here.

What do you like to do when you're not at the co-op?

Gardening, for sure. I love to run – marathons and all that. I like to travel to faraway places and see how people there are dealing with things.



Staff Picks

Who would know the best products to buy at the East End Food Co-op better than our Staff? We asked some of them to name a few of their favorites and tell us why they love them!



Nugo - Dark Mint Chocolate Chip

It's a local brand from Oakmont, PA. It's vegan, dark chocolate, mint all of the above equals deliciousness. Almost like eating mint ice cream.
- *Omaye A.*

Guayaki - Bluephoria

I'm not sure why they named this product like they did, but I like to think it represents the state of being a little brought down by our modern world, but still very excited to live through it. A little bit dark, and a lot energetic, I've gotten through many a morning by remaining Bluephoric.
- *Mike E.*



Ancient Grains - Gluten Free Pasta

These noodles retain the texture of pasta! They're not mushy like other gluten free noodle options. Plus they're made with non-GMO corn and healthy quinoa. The best gluten free noodle there is!
- *Kate S.*



Bubbie's - Sweet Pickle Chips

It is a divine sweet nectar. Perfect in every way, a symphony of vitamins and minerals.
- *Courtney C.*



Spotlight on Local: Leona's Ice Cream

by *Kate Safin, Interim Marketing & Member Services Manager*

Leona's Ice Cream makes locally-sourced hand-crafted ice cream and ice cream sandwiches that are 100% real dairy and 100% lactose free. The company was established in 2013, and all of their ice cream is made in their Wilkesburg kitchen by a team of four bakers and ice cream makers. You can find their delicious ice cream sandwiches at the East End Food Co-op. To learn more about Leona's Ice Cream, visit, www.leonaspgh.com, and follow them on Twitter, Instagram, and Facebook.



East End Food Co-op (EEFC): What inspired you to start your business?

Katie Heldstab, Owner (KH): My wife Christa and I received an ice cream maker as a wedding present, which was awesome, but I'm lactose intolerant. I took that opportunity to start making my own lactose free ice cream, with unique flavors and super premium quality, that simply isn't available in dairy alternative "ice cream." From there, Christa had the idea to make sandwiches so they could be hand held and easily distributed.

EEFC: What makes your products or business unique?

KH: We create the only lactose free super premium ice cream sandwich in the country. There are lactose free or dairy free sandwiches, and there are super premium sandwiches, but there is no other super premium lactose free ice cream sandwich. We offer the real dairy ice cream experience without the side effects that impact more than 60% of Americans with lactose intolerance.

EEFC: How do you source ingredients? Do you partner with any other local producers?

KH: We work with local fruit farmers whenever possible and source our dairy from family farms that are required to maintain grass fed, heritage breed cows, use no synthetic hormones, and provide clean and minimally processed dairy. While we are not certified organic, we

are dedicated to sourcing our ingredients as locally as possible. We like to do our business with a smile and a handshake.

EEFC: What is the greatest challenge you have faced as a local business?

KH: Our biggest challenges in the beginning were regulation-based. Pennsylvania has multiple and opaque layers to navigate in the world of dairy. Just figuring out the ground rules was a huge challenge. Once we began to grow we had the same issues as many food-based businesses: finding people who are aligned with our mission and want to work in a kitchen. We are extremely fortunate to have found the incredible staff we have today – they bring so much knowledge, creativity, and hard work to our kitchen every day.

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

KH: Our goal is to expand our product line to include pints. Additionally, we would like to expand to have a regional presence.

EEFC: Why do you think people should shop local?

KH: Beyond the good feeling you get when you spend your money locally, there is a real economic benefit. More of the dollars you spend stay right here in the community.

Parmesan-Crusted Green Beans

Ingredients

- 1 pound green beans, trimmed
- 2 eggs
- 1 cup milk
- 1 cup flour
- 2 cups bread crumbs
- 1/2 cup grated Parmesan cheese
- 2 teaspoons garlic powder
- 2 teaspoons onion powder
- 2 teaspoons oregano, dried
- 3 tablespoons lemon zest (optional)

Preparation

1. Preheat oven to 350° F.
2. In a medium stockpot, bring 3 inches of salted water to a boil. Add the green beans and cook for 3 minutes, remove from heat, drain and immerse in cold water to cool. Drain and set aside. In a small bowl, combine the breadcrumbs, Parmesan cheese and oregano with the onion and garlic powders.
3. In a wide bottom bowl, blend together the eggs and milk. Place half the flour on a wide plate, and half the bread crumbs on another plate. Working in small batches, place green beans in the flour and coat well. Remove the beans from the flour, shaking off any excess, and place them into the egg wash and coat well. Use a pair of tongs to remove the beans from the egg wash and place into the breadcrumb mixture. Coat well with bread crumbs and place the coated beans onto a large baking sheet in a single layer. Repeat the steps with the remaining beans.
4. Bake the beans for 18-20 minutes until crisp, remove from the oven and serve, garnished with fresh lemon zest.



REPRINTED BY PERMISSION FROM STRONGERTOGETHER.COOP.
FIND MORE RECIPES AND INFORMATION ABOUT YOUR FOOD AND WHERE IT COMES FROM AT STRONGERTOGETHER.COOP.

New in the Aisles

CUTTING ROOT APOTHECARY – Medicinal Teas

LA PRIMA ESPRESSO – Rachel Carson Blend Coffee

MIKEY'S MUFFINS – Original Gluten Free English Muffins

NATURAL FACTORS – Double Strength Theracurmin

APOTHECARY MUSE – Trail Blazer Deodorant

SIPP – Zesty Sparkling Beverage (Orange)

MY BREAD – Gluten Free Flatbread Pita

OH DOUGH – Gluten Free Sandwich Thins

CUPFUL – Kieffer (Blueberry, Strawberry, Plain)

BEETNIK – Frozen Entrée (Beef Stroganoff, Chicken Cacciatore, Sesame Ginger Chicken)

FOR YOUR INFORMATION

Did you know... ...the Co-op accepts SNAP benefits?

SNAP (Supplemental Nutrition Assistance Program) is a program administered by the United States Department of Agriculture (USDA) to assist citizens that are in need. In Pennsylvania, benefits are then distributed to eligible recipients through the ACCESS program.

How does ACCESS work for SNAP beneficiaries?

All SNAP beneficiaries in the state of Pennsylvania are given an ACCESS card, which enables household residents to use their benefits through the EBT (Electronic Benefit Transfer) system. At the time of purchase the beneficiary will swipe their ACCESS card and enter their PIN number (a unique personal identification number known only by the card holder). The SNAP funds will then be deducted from the appropriate account to pay for SNAP eligible items. If insufficient funds exist in the account, the transaction will not complete.

Do I qualify for SNAP?

Eligibility for SNAP benefits is determined by several factors. The best way to see if you qualify is to apply, which you can do online using the State of Pennsylvania's COMPASS website at www.compass.state.pa.us. You may also apply by sending an application (which can be downloaded and printed from the COMPASS website) to your local county assistance office.

What products are included/excluded by SNAP?

SNAP guidelines for included/excluded foods are specific and set by the USDA. Generally speaking, benefits may be used for foods intended to be prepared and eaten at home, such as: breads, beans, grains, and cereal; fruits and vegetables; meat, fish, and poultry; and dairy products.

SNAP benefits may not be used for the following: beer, wine, liquor, tobacco, or cigarettes; foods that are hot at point of sale; food to be eaten in the store; vitamins, supplements, and medicines; pet food; bottle deposits; and non-food items such as tissue, soap, cosmetics, or other household items.

The majority of food selections sold at the East End Food Co-op are eligible for SNAP, even vegetable seeds and plants. However, some foods are deemed ineligible by the USDA. These include, but are not limited to: food from our hot bar; salad bar food eaten on the premises (note: take-out salad bar food remains eligible); and made-to-order juices and smoothies from the Caf .

There are also a number of items throughout the store that may seem SNAP eligible, but surprisingly are not. These products tend to be medicinal in

nature and, as such, they are considered supplements by the USDA. We most often see confusion arise in our Bulk Herbs Department. A good rule of thumb for determining whether or not an item of this uncertain nature is SNAP eligible is to examine the label on the product. If there is a "Nutrition Facts" label, then the product is most likely covered. If, instead of a "Nutrition Facts" label, the item in question has a "Supplement Facts" label, then it is probably considered a supplement by the USDA and is ineligible. If you have any questions as to whether or not an item is SNAP eligible, please feel free to inquire at the Customer Service desk.

Does the East End Food Co-op offer any additional discounts?

We realize that healthy eating can be costly and provides a challenge for many folks. To this end the East End Food Co-op offers a 10% courtesy discount on all transactions for which a customer uses SNAP benefits. We hope that offering this discount will make healthy foods more affordable and accessible to everyone in our community.

The 10% courtesy discount for ACCESS card users may sometimes be combined with additional discounts, but the aggregated discount may not exceed 20%. In cases where the SNAP courtesy

discount exceeds the member discount, then only the SNAP discount will apply. Here are examples of some commonly combined discounts and their final discount percentages:

DISCOUNT COMBINATION:	FINAL DISCOUNT:
Member (daily) +SNAP	10%
Member (daily) + SNAP + Senior	15%
Member (quarterly) + SNAP	20%
Member (quarterly) + SNAP + Senior	20%
Non-member SNAP	10%
Non-member SNAP + Senior	15%

How can I learn more?

Questions about the SNAP program specific to East End Food Co-op can be directed to the Customer Service desk. Additional general information about SNAP is available online at www.dhs.state.pa.us/foradults/supplementalnutritionassistanceprogram.

Becoming a Smart Shopper

By Lindsay Wojtaszek, Just Harvest

Making smart choices while grocery shopping can be a difficult task when you are on a tight budget. But if we make unwise choices simply because of budget restraints, how can we expect to be in good health? Ongoing unwholesome choices can increase our risk of disease and, potentially, cause a domino effect on our health. They may also affect our ability to work. My goal is to share information about the importance of good food choices and provide tips to make shopping easier.

Before shopping, start by cleaning out your pantry, getting rid of all the unhealthy items. Do an inventory on what you have, and what you need. Get into a habit of planning meals for the upcoming week. Try to think ahead with recipes you want to make in the near future. Start a list of what you will need for breakfast, lunch, dinner, and snacks. Keep in mind that some recipes use the same ingredients. After an inventory, you might realize you don't need as much as you think.

Shopping every two weeks will help you get into a routine and

keep your grocery shopping to a minimum. If you receive public benefits, such as food stamps, this will allow you to split your dollars in half for the month. Researching and comparing bulk prices from wholesale stores, supermarket chains, and the Co-op is another great way to save money. To save even more, keep in mind that brand names can be costly and unnecessary. Often the ingredients of generic brands and store brands are similar, so don't hesitate to toss more generic foods in your cart.

Frozen fruits and vegetables provide similar health benefits as their fresh counterparts, and often cost less and will last longer. However, you should try your best to avoid frozen prepared dinners. Most frozen prepared foods have lost the majority of their nutrients, can be very high in sodium and trans fats, and never taste very fresh. Frozen prepared foods are simply not very healthy. It's best to restrict their use to occasional situations. Barring crises and serious time crunches, cooking from scratch will always be the better option.

You can make your own frozen meals by preparing a large batch of something and freezing small portions for a later. This gives you control over the ingredients that are used, and could easily save you time and money in the last few days before your next shopping trip.

Everyone makes changes at their own pace, but I hope that these tips help you begin your journey toward better health. I encourage you to make these practices part of your lifestyle. As you learn and incorporate changes, things will only get easier. And with a little time and effort, these health conscious choices will save you money and help you feel better!

If you would like to learn more about grocery shopping on a fixed income, please join me at the Co-op on August 3 for my Shopping on a Budget presentation (see page 8 for details).

Lindsay is an intern at Just Harvest, whose mission is to take action against hunger in Allegheny County. To learn more, visit www.justharvest.org.

SHOPPING ON A BUDGET



This event is FREE! Just call 412-242-3598 to reserve your spot!

WEDNESDAY, AUGUST 3RD, 7 PM
LINDSAY WOJTASZEK, JUST HARVEST
POWER/EEFC CONFERENCE ROOM

Join us to learn how to stretch your dollar and get the most out of your shopping experience. We will share tips on product selection, cost savings, meal planning, food for special diets, and healthy choices for children. Information about SNAP, food stamp eligibility, and the Just Harvest farmer's market Fresh Access project will also be discussed.




7516 MEADE STREET, PITTSBURGH, PA 15208 - WWW.EASTENDFOOD.COOP
PAT BUS ACCESSIBLE: ROUTES 67, 69 & 71C



Visit us in our new space just two doors down.
Same Village, Just Bigger!

Set of two espresso cups with demitasse spoons handcrafted by makers in the famous ceramics village of Bat Trang, Vietnam.



TEN THOUSAND VILLAGES
5820 Forbes Ave, Pittsburgh
Mon, Wed, Fri, Sat 10-6; Tue, Thu 10-8
412-421-2160 tenthousandvillages.com/pittsburgh

Offer valid at participating stores until 8/31/16. Not valid with other discounts, gift card, Oriental rug or Traveler's Find purchases. One coupon per customer per day.

Leave A Legacy

by helping to restore a forest.



Penn Forest
Natural Burial Park

412-927-0103
PennForestCemetery.com

Green burial is the way to go.

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

BOARD OF DIRECTORS

Mike Collura, President
Mark Frey, Vice President
Sarah Aerni, Secretary
Dirk Kalp, Treasurer
Greg Nicholas
Caroline Mitchell
Alice Leibowitz
Thomas Pandaleon
Amit Shah

MANAGEMENT TEAM

General Manager: Justin Pizzella
Human Resources: Jen Girty
Finance: Shawn McCullough
IT: Erin Myers
Grocery: Maura Holliday
Café: Amber Pertz
Front End: eric cressley
Produce: Evan Diamond

THE CO-OPERATOR

Editor: Kate Safin
Assistant Editor: Karen Bernard
Contributors: Mike Eaton, Erica Peiffer
Design & Layout: Molly Palmer 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.

Contact Us:

If you are interested in more information about advertising or would like to submit an article, please contact Member Services:

Email: memberservices@eastendfood.coop
Phone: 412.242.3598 ext. 142

Show how much you "LIKE" us and follow EEFC online!



EMPLOYEE OF THE MONTH

Congratulations to **DeAnna Srock** and **Yoojin Lee** who were both chosen as staff picks for Employees of the Month. DeAnna has worked here at Customer Service for one year, and recently accepted a position as Meat/Cheese Clerk. Yoojin has worked at our Café Counter for one year.



DEANNA

Q. What's your favorite thing about your job here?

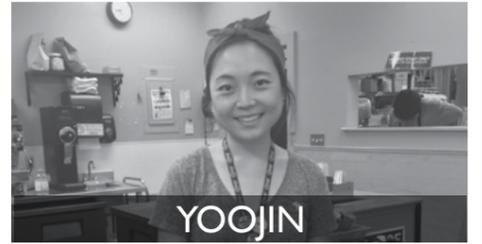
A. My coworkers and the super-supportive environment that we all create for each other.

Q. What wouldn't you ever change about the Co-op?

A. The quality that we hold our products to — the buying practices. I think that's really important. Knowing that we provide healthy, quality food to the community.

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

A. I like to make jewelry, and I sell it here. I ride my bike a lot. I like camping. Biking. Swimming! Watching movies.



YOOJIN

Q. What's your favorite product, food, item, etc here?

A. A favorite product of mine would have to be the hemp seeds we carry in bulk. I order it in 5 lb. bags and keep it in the freezer because of how much I eat it!

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

A. I'm a graduate student in research, and study tissue engineering & regenerative medicine. With the little time I have, I enjoy being in the kitchen cooking up a delicious meal from the amazing produce and ingredients I get at the Co-op.

Q. If you could change one thing about the Co-op, what would it be?

A. If I had the superpower to level out the floors of our store, I'd do that for sure!

NEW FACES

Evelyn Pandos, *Front End*

Evelyn leads quite a life outside our Co-op as the Zine Coordinator at Mr. Roboto Project and the program director at WRCT (88.3 FM). Evelyn appreciates the cooperative business model because it's important that people have a say in the spaces and resources they use.

Joshua Bala, *Café*

Working at our co-op represented a chance for Joshua to work for an organization that is invested in its employees. Joshua has fifteen years of experience in food service and enjoys camping, music, welding, and tabletop gaming.

Melissa Kira, *Produce*

Melissa has done a little bit of everything in previous grocery store experience. The co-op model interests Melissa as an alternative to large corporations. Outside work, Melissa enjoys reading and loud punk music.

Shannon Wetzel, *Café*

Shannon plans to apply diverse skills from previous work experiences, including time in laboratories and haunted houses, to the role in our Co-op's Café. Shannon aspires, among other things, to be a professional tattoo artist, prolific musician, and visual artist.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

Germaine Gooden-Patterson, HBA	20 Years
Bethany Chiarizio, Produce	5 Years
Mike Eaton, Grocery-IT-Marketing & Member Services	4 Years
Maura Holliday, Grocery	4 Years
Chad Nelson, Front End-HBA	3 Years
Cathy Brunetti, Front End	2 Years
Emile Heffern, Café	2 Years
Lily McIntyre Molloy, Café	1 Year
DeAnna Srock, Front End	1 Year

CAFÉ SPECIALS • AUGUST 2016

SUN	MON	TUE	WED	THU	FRI	SAT	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
	1 CORN, CHARD & CAULIFLOWER GRATIN	2 SUMMER VEGETABLE TART	3 QUINOA POLENTA	4 SWISS CHARD PANCAKES	5 BURRITO BAR	6 AM: BRUNCH PM: ENCHILADA CASSEROLE	
7 AM: BRUNCH PM: QUICHE	8 CORN, CHARD & CAULIFLOWER GRATIN	9 SUMMER VEGETABLE TART	10 QUINOA POLENTA	11 SWISS CHARD PANCAKES	12 BURRITO BAR	13 AM: BRUNCH PM: ENCHILADA CASSEROLE	
14 AM: BRUNCH PM: QUICHE	15 CORN, CHARD & CAULIFLOWER GRATIN	16 SUMMER VEGETABLE TART	17 QUINOA POLENTA	18 SWISS CHARD PANCAKES	19 BURRITO BAR	20 AM: BRUNCH PM: ENCHILADA CASSEROLE	
21 AM: BRUNCH PM: QUICHE	22 CORN, CHARD & CAULIFLOWER GRATIN	23 SUMMER VEGETABLE TART	24 QUINOA POLENTA	25 SWISS CHARD PANCAKES	26 BURRITO BAR	27 AM: BRUNCH PM: ENCHILADA CASSEROLE	
28 AM: BRUNCH PM: QUICHE	29 CORN, CHARD & CAULIFLOWER GRATIN	30 SUMMER VEGETABLE TART	31 QUINOA POLENTA				

AUGUST 2016 COMMUNITY EVENT SERIES

SHOPPING ON A BUDGET

Wednesday, August 3rd, 7 PM
Lindsay Wojtaszek, Just Harvest
POWER/EEFC Conference Room

Proper nutrition and a healthy diet can be achieved on any budget! Join us to learn how to stretch your dollar and get the most out of your shopping experience. We will share tips on product selection, cost savings, meal planning, food for special diets, and healthy choices for children. Information about SNAP, food stamp eligibility, and the Just Harvest farmer's market Fresh Access project will also be discussed.

REDUCING EVERYDAY AGHES AND PAINS

Thursday August 25th, 7 PM
Sarah Knight, Cutitta Chiropractic
POWER/EEFC Conference Room

We'll show you how to reduce your aches and pains without medication by focusing on treatments that actively address the underlying causes of your pain, rather than simply reducing your symptoms. Learn how to end your suffering of everyday shoulder, lower back, and knee pain and live a life free of aches the natural way.

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

Look for your Co-op at this upcoming event:

Saturday, August 27th, 8:15 AM for 1.5 Mile WALK/9:00 AM for 5k RUN: Our Co-op is proud to sponsor Run Around the Square, one of Pittsburgh's largest foot races! Join us in cheering on our friends and neighbors!

More information: www.runaroundthesquare.com

The Co-operator Readership Survey

Please take a moment to complete our brief survey about your experience with our monthly newsletter, *The Co-operator*. Your feedback provides valuable information that will help us determine how to best serve you! All answers are confidential.

www.eastendfood.coop/co-op/survey

This survey should take 1-3 minutes to complete.

Become a Co+op Explorer today!

free fruit for kids 12 and under

To get started, sign up at Customer Service!