

The Co-operator

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



Winterfest is Here!

by Heather Hackett, Marketing & Member Services Manager

The East End Food Co-op is pleased to present Winterfest once again this year! Our annual, seasonal celebration and fundraiser for the Greater Pittsburgh Community Food Bank will take place on Saturday, January 31st, 2015 at the Hosanna House in Wilkinsburg from 1 PM to 5 PM. The event will feature food, music, and fun for all ages!

Food
This year's menu will feature lighter fare than in year's past. We'll have vegetarian and vegan items provided by our own Co-op Café, as well appetizers and snacks donated by vendors and other local partners. There will also be an array of sweet treats for everyone, including cookies and goodies from our Bulk Department.

There will be non-alcoholic drinks, along with coffee and tea. Adults over 21 will also be able to buy a wristband for \$5 that will give them access to the open bar. We will have a number of East End Brewing Company's locally-brewed craft beers on tap, in addition to wine.



Music
The musical line-up is comprised of some of Pittsburgh's finest local entertainers. Union Rye will perform what they describe as "Folk. Fun and Fast." You can preview several of their songs at www.reverbnation.com/UnionRye. Shelf Life String Band, a five-piece ensemble performing acoustic string music, will also entertain attendees. Learn more about them at www.shelflifestringband.com. DJ Selecta, of WYEP's Grand Groove Radio, will keep the party going throughout the event with contemporary and classic offerings in R&B, Soul, Funk, Reggae, Jazz, House, and Hip-Hop. Learn more about Selecta and 720 Records, the local business he co-owns, at www.720records.com.

Fun
This year's event will be more child-friendly than ever before, so be sure to bring the whole family! Children's activities will be provided by the Co-op, the Children's Museum of Pittsburgh, Pittsburgh Toy Lending Library, and Assemble.

We'll also have a photo booth that's sure to provide excellent keepsakes for both children and adults! Our many thanks go to ShutterBooth for the generous contribution of their services for the day.

Last but not least, everyone in attendance will want to make sure to stop by the Chance Auction taking place! A number of great items are up for grabs and everyone in attendance will receive one free ticket upon arrival. Additional tickets will be available at very reasonable rates (\$2 for 1 ticket, \$5 for 3 tickets, \$10 for 10 tickets, \$20 for 25 tickets).

(Continued on page 2)

THE EAST END FOOD CO-OP PRESENTS:

WINTERFEST

SATURDAY, JANUARY 31ST - 1 PM TO 5 PM
* HOSANNA HOUSE *
807 WALLACE AVENUE, PITTSBURGH, PA 15221

JOIN US FOR A FESTIVE AFTERNOON OF MUSIC, FOOD AND FUN!

APPETIZERS LIGHT FARE SWEET TREATS WINE & BEER PHOTO BOOTH	\$5/ADULT MEMBERS \$8/ADULT NON-MEMBERS \$3/AGES 5-18 FREE - CHILDREN UNDER 5 +\$5 ACCESS TO THE OPEN BAR	ALL TICKET AND RAFFLE PROCEEDS WILL BENEFIT: 
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MUSIC PROVIDED BY LOCAL ACTS:
DJ SELECTA (WYEP'S GRAND GROOVE RADIO)
SHELF LIFE STRING BAND
UNION RYE

CHILDREN'S ACTIVITIES WITH:
CHILDREN'S MUSEUM OF PITTSBURGH
PITTSBURGH TOY LENDING LIBRARY
ASSEMBLE

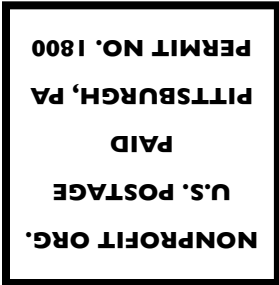
FOR MORE INFO AND TICKETS VISIT WWW.SHOWCLIX.COM/EVENT/WINTERFEST2015

THANKS THE FOLLOWING ORGANIZATIONS FOR THEIR PARTICIPATION AND SUPPORT:



IN THIS ISSUE:		HOLIDAY HOURS:	
CO-OP NEWS		Your Co-op will be closed on January 1st, 2015.	
THE FOOD YOU EAT		BOARD OF DIRECTORS:	
FOR YOUR INFORMATION		The next meeting will take place on Monday, January 26th at 7 PM.	
STAFF NEWS		NEW MEMBER ORIENTATIONS:	
CAFÉ MENU		To register, call 412.242.3598 ext. 438 or email memberservices@eastendfood.coop	
UPCOMING EVENTS		MEMBERS ONLY:	
		Be sure to use your 10% quarterly discount by March 31st! The next quarter goes from April 1st - June 30th.	

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



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

DATED MATERIAL:
DO NOT DELAY



Join the Conversation in Members’ Open Forums

by Erica Peiffer, Member Services Coordinator

As a co-op, we’re a group of people who share a common goal: to enhance the physical and social health of our community. As individuals, we each bring our own brand of passion and any number of ideas for how to achieve these ends. The East End Food Co-op values the diverse opinions and viewpoints of all members, shared in an open and respectful manner. Your voice makes the Co-op community stronger!

To ensure that members are well informed and their voices are being heard, we’re working to create more opportunities for members to learn and share ideas, both with staff as well as with each other. One such initiative, the newly developed monthly Members’ Open Forum, will create a chance to meet other members and discuss issues related to the store and our cooperative in general.

The first forum is planned for Thursday, January 15th, and we are considering repeating it on the second Monday of each month pending the feedback we receive. Members are invited to gather in the seating area at the front of the store at 7 PM. RSVPs are requested to ensure the comfort of all those who wish to attend,

although walk-ins will be welcome as long as the space allows. If a larger group is expected than the seating area can accommodate, the Co-op will make every effort to arrange and publicize an alternate venue and contact all those who RSVP. Reserve your spot by stopping by the Customer Service desk or calling 412-242-3598.

Members’ Open Forum will be directed by the needs, interests, and questions of members. Although I will be on hand to facilitate a loose agenda that includes standing items like a meet-and-greet, store news and updates, and a brainstorm, at the heart of each forum will be presentations and discussion on topics that you identify as important.

The goal of the first forum is to gather feedback on the format and scheduling of these events. Member Services employees will share some suggestions and ideas, and then together as a group we will brainstorm to identify topics of interest for upcoming forums. We hope you will join us on January 15th to get this conversation started! If you have any questions, please contact me at 412-242-3598 ext. 438, or email memberservices@eastendfood.coop.

MEMBERS’ OPEN FORUM

A CHANCE TO MEET AND SHARE YOUR IDEAS WITH OTHER MEMBERS!

Thursday, January 15th, 2015 * Starts at 7PM * Cafe Seating Area

PRESENTATION TOPIC:
Introducing Members’ Open Forum

BRAINSTORM :
Topics of interest for future forums

- Hear store news
- Participate in Member-to-Member communications
- Share news from your community

THIS EVENT IS FREE, BUT PLEASE CALL 412.242.3598 TO RESERVE YOUR SPOT.

Board Corner

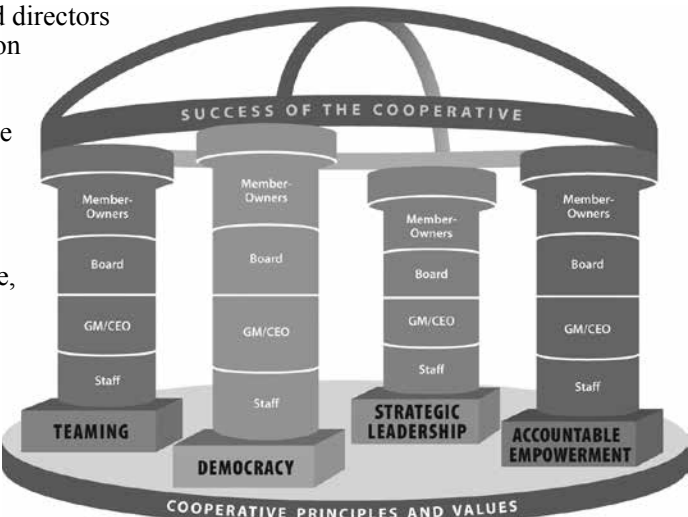
by Tina Russell, EEFC Board Director

The general manager and directors of the EEFC Board met on Sunday, November 16th, for an annual all-day educational retreat. Thane Joyal, consultant for the CDS Consulting Co-op, facilitated. CDS provides leadership development, governance, expansion guidance, and various other services to the EEFC and to other co-ops throughout the country.

The retreat was an opportunity for directors and the general manager to participate in team-building exercises, to reflect on events of the past year that were significant to the EEFC, to share ideas, and to set goals for 2015. Questions that were asked included: What have we learned?, Where have we been?, and Where do we intend to go? The group discussed what it means to be a co-op and the benefits of re-communicating the Co-op’s identity to current and prospective members. Thane suggested creating a board work plan, and reviewed the Four Pillars of Co-operative Governance with a focus on strategic leadership.

General Manager Justin Pizzella noted that the Co-op’s top priority is to keep the goals identified in the Ends Policy Statement in sight (see page 3). He presented an overview of the natural/organic foods and products market and provided insight into its impact at both a national and local level. The natural/organic sector is one that has recently experienced growth and this upward trend is projected to continue.

New board committees were determined with formal appointments to be ratified at the board meeting the next evening. Each director sits on at least one board committee and assignments are made annually when newly appointed directors are seated. Board committees consist of



Four Pillars of Cooperative Governance

the Annual Meeting, Board Perpetuation & Elections, Executive, Finance, Board Development, and Member Linkage Committees. I’d like to elaborate further on these latter two.

The focus of the Member Linkage Committee is to facilitate communications between the board and members, and to promote awareness of the board’s activities, particularly with respect to important topics such as expansion. In collaboration with the EEFC’s marketing team, the Member Linkage Committee organizes meetings and events to engage members.

The Board Development Committee’s primary role is to identify information, and educational materials, and pertinent training for new and existing directors. In 2015, Board Development Committee members will also work closely with the Member Linkage Committee to tell the Co-op’s story of its evolution to today’s member-owned store with more than 11,000 members.

Directors thank Thane for her time and guidance. The retreat was a productive exercise that provided the board with a clear understanding of its focus and objectives for the coming year.

Winterfest is Here!

(Continued from page 1)

Chance auction items available include:

- Heinz History Center: Free Passes (valued at \$60)
- Children’s Museum of Pittsburgh: One-time Admit Four Family Pass (valued at \$50)
- Natural Stitches: 1 Lace Cardigan; 1 Large Cowl (valued at \$200)
- Tula Organics: Beauty Sample Bag (valued at \$20)
- Pittsburgh Center for Creative Reuse: 3 Gift Cards to PCCR (valued at \$5)
- Una Biologicals: Gift Basket (valued at \$100)
- Simply Helpful: Gift Certificate for 1-hour of Decluttering (valued at \$25)
- Pittsburgh Zoo & PPG Aquarium: 2 Free Passes (valued at \$30)
- Andy Warhol Museum: 2 Passes (valued at \$40)
- Cutitta Chiropractic: 2 Relaxation Package Gift Cards (valued at \$120)
- Changin’ Time: Cloth Diaper Cake (valued at \$75)
- Phipps Conservatory and Botanical Gardens, Inc.: 2 Free Passes (valued at \$30)



- Construction Junction: 1 Gift Card (valued at \$100)
- Body Harmony Massage Therapy: 1-hour Massage (valued at \$65)
- Wexford Automotive Repair: Complimentary Oil Change (valued at \$59.99)
- East End Food Co-op: Gift Basket (valued at \$100)
- More to come!

We extend gratitude to all of the generous

businesses and organizations that donated to our Winterfest auction.

All for a Good Cause

All proceeds of this event will benefit the Greater Pittsburgh Community Food Bank. The Greater Pittsburgh Community Food Bank collects and distributes food through a 380+ member network in 11 counties in southwestern Pennsylvania. The Food Bank gathers food through solicitation, fund raising, special events, and community partnerships. Through outlets such as soup kitchens, food pantries, shelters, after school programs, senior high rises, MH-MR drop-in centers, neighborhood food assistance agencies, emergency or disaster-related feeding sites, regional food banks, Meals on Wheels, community centers, and special programs, the Food Bank currently distributes around 27 million pounds of food per year.



The Co-op is always happy to support them in their activities, and we were glad to nominate them as our recipient for the third consecutive year. Last year’s Winterfest was

a tremendous success with approximately 250 people coming out, and the Co-op was able to more than double its previous contribution to the Food Bank with a total of \$1,669 raised. We hope to even further increase that amount with this year’s event!

Join Us!

All food, non-alcoholic drinks, activities, plus one complimentary raffle ticket are included in the entry price. The cost to attend is \$5 for Co-op adult members (who must present their Co-op membership card at the door); \$8 for adult non-members; \$3 for ages 5-18 (member or non-member), and children under 5 are free. An additional fee of \$5 will be charged to any adults over the age of 21 who wish to consume alcohol and ID will be required. Pre-sale tickets are available online at www.showclix.com/event/Winterfest2015. Limited tickets will also be available at the door on the day of the event on a first come, first serve basis.

Hosanna House has a parking lot adjacent to the building. There are also metered lots across from Wilksburg High School in the next block, which are free on weekends. The street parking available is marked as residential, meaning guests staying for the duration of the event may want to avoid parking on the street. But shorter-term attendance should be amenable to the street parking regulations.

We hope to see you there!

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

Great to see sprouting seeds in bulk (even if pre-bagged to avoid mess). I suggest also stocking stainless screen mesh cut to fit wide mouth mason jars. I think lots more people would start sprouting!

Thank you for your thoughts on our sprouting section. Plastic wide-mouth jar lids for sprouting are actually something that we regularly stock, and should be back on the shelves shortly! They are easy to use and clean, in addition to being popular with our customer base.
-Bethany, Produce

Please carry at least one brand of stick unsalted, uncultured butter. The Minerva block contains “natural flavorings” and it’s a block. I highly recommend Cabot, but any reasonably priced brand would do. Thanks!

We now carry Cabot butter. Thanks for your suggestion!
-Fran, Perishables

Please reconsider keeping the wonderful volunteers.


Ending the volunteer program was a difficult decision. We are working on trying to craft a program that works for the store and members while complying with the law. I’d encourage you to review the documents on our website to gain an understanding of the issues involved. (Visit: www.eastendfood.coop/archives/6993.)
-Justin, General Manager

Have a thought that you’d like to share?

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

January’s Round Up Recipient: Trade Institute of Pittsburgh

register
RoundUp



The Trade Institute of Pittsburgh (TIP) exists to train and place young adults in skilled manual trades. The instruction provided by TIP not only fills a dwindling pool of skilled laborers, it also gives students facing extreme underemployment an opportunity to enter the workforce. Participants are offered free education by veteran tradesmen over a ten-week period with the goal of moving students out of chronic unemployment, thus breaking the cycles of poverty and crime in blighted communities.

TIP’s classroom is located in the Hosanna House on Wallace Avenue in Wilksburg. Their current training consists of an Introduction to Masonry course, with the hopes of expanding to additional trades such as welding and roofing. All training is funded through grants and private donations. In addition to a free classroom experience, TIP offers their students placement assistance, case management, counseling, and post-graduation mentoring. In the past four years, TIP has enrolled and trained 186 individuals with an 80% job placement rate.

Trade Institute of Pittsburgh believes they can help young men and women fulfill their purpose, train them, get them great paying jobs, fill voids for contractors, and ultimately change communities. For more information about this organization and how you might get involved, please visit their website or call 412-580-4822. And if you want to support TIP in their mission to train and place young adults in skilled trades, be sure to tell your Co-op cashier to Round Up your total this month!

Your spare change can result in positive change! www.tipgh.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:

SHADY LANE SCHOOL



DOUBLE WIDE GRILL

99¢ KIDS’ MEAL* MONDAYS

EVERY MONDAY/AFTER 4:00 PM WITH AN ADULT MEAL PURCHASE!


including: Tofu Skewer, Chicken Tenders, Cheese Pizza, Mac & Cheese ... and many more!

*With Adult Meal Purchase (Entrée, Dinner Salad, Platters, Burger/Sandwiches or Similarly Priced Menu Items.) Limited to 2 Kids under age 14 per 1 Adult. Not Available Memorial Day or Labor Day. Not valid with other offers or discounts. In-house only.

2339 EAST CARSON ST ★ PGH, PA 15203
412-390-1111 DOUBLEWIDEGRILL.COM


COMMUNITY IMPACT

OUR CO-OP GREW BY



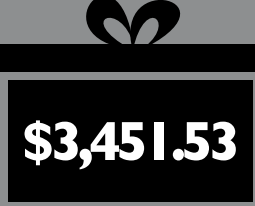
NEW MEMBERS

OUR OUTREACH REPRESENTATIVES REACHED




PEOPLE AT EVENTS

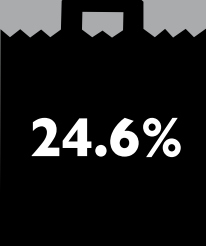
OUR CO-OP RAISED



THROUGH THE REGISTER ROUND UP FOR

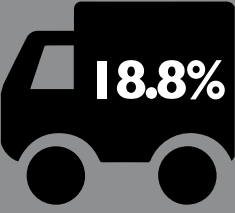


LOCAL PRODUCTS MADE UP



OF TOTAL STORE SALES

OF OUR PURCHASES



WERE FROM LOCAL SUPPLIERS

DATA COLLECTED DURING NOVEMBER 2014

Featured Community Partner: Natural Stitches

The East End Food Co-op is proud to partner with Natural Stitches. 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.

Natural Stitches is a full-service yarn shop that offers classes and supplies for knitting, crocheting, and spinning projects. The shop in East Liberty features a stunning array of natural and man-made fibers in a wide variety of colors, textures, and prices, not to mention needles, books, accessories and a nice selection of spinning tools and fibers. Instructors offer an array of classes for every level of expertise in a casual setting. Natural Stitches also hosts a number of regular groups that enjoy spending time knitting, crocheting, or spinning with other folks. All happenings are free to attend

and open to everyone, so stop on by! For more information, call 412-441-4410 or visit their website www.naturalstitches.com.

Members receive 10% off all regularly priced items including classes. 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.



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.

GROW PITTSBURGH is currently hiring for multiple positions. For more info visit www.growpittsburgh.org or call 412-362-4769 ext. 100.

IN A DISPUTE WITH ANOTHER? I help conflicting parties resolve disputes. I facilitate the discussion. You hold decisionmaking power. Commercial, neighbor, workplace, and other groups. Get it resolved. Save time and money. William Askin. Office in Pittsburgh. 412-922-5560.

Did you know... ...paying in cash is an easy way to support your Co-op?

From a personal finance perspective, credit cards aren't always good for sticking to a budget, but they're extremely convenient and can provide help when cash flow is an issue. From a business perspective, purchases paid by credit cards can provide some valuable cash flow advantages, and mitigate risk, as we know that the amount of money charged will be paid, and the Co-op is happy to provide this convenience for customers. In spite of these benefits, however, the fees associated with credit card transactions can weigh significantly on our bottom line.

Credit card companies have various, and sometimes arcane, fee structures. Terms like Interchange Fees, Qualified Rates, and Mid-Qualified Rates are usually peppered throughout any merchant agreement. Credit card fees can be reduced by examining these items and going through the contract with a fine tooth comb to make sure you comprehend all the minute details. But even then, the rules and fees incurred need to be vigilantly monitored, as credit card companies often change the way fees and rates are assessed.

Below is a chart showing the Co-op's sales for the past four fiscal years. Also shown is the amount the Co-op has paid

in credit card fees for each of those years.

As you can see, the fees are rather high. Depending on several variables, credit card sales account for anywhere between 40%-50% of total transactions. For Fiscal Year 2013-14 alone, the Co-op paid approximately \$120,000 in credit card fees, which amounted to 1.13% of total sales.

The effect on net income is even more profound. Using Fiscal Year 2012-13 as an example, we had an audited net loss of \$17,181. Had shoppers used credit cards even 10% less often, the savings in fees would have been approximately \$11,000 and decreased our loss to only about \$6,000.

Though members reducing credit card use is just a drop in the bucket, it is a drop nevertheless. If you're not able to shop with cash, you could consider using your credit card to purchase a Co-op gift card that will cover expenditures for multiple shopping trips. We are not charged fees for processing gift card transactions, so using this method to reduce the number of credit card transactions at your Co-op will reduce our expenses and help us stay financially strong.

FISCAL YEAR ENDING	SALES (UNAUDITED)	CREDIT CARD FEES	FEES AS % OF SALES
2011	\$7,986,873	\$95,250	1.19%
2012	\$8,546,539	\$102,730	1.20%
2013	\$9,578,612	\$111,928	1.17%
2014	\$10,561,910	\$119,556	1.13%



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!





www.blackberrymeadows.com



I was going to be cremated.

Until I learned about **GREEN BURIAL**

PennForestCemetery.com | 412-265-4606

Own Your Resolutions This Year

by Vanessa Broers, Sweat & Butter

The new year always feels like a fresh start. That energized, “I can tackle anything” mentality is a high you just know you’ll ride all the way to your happiest, fittest self. For those first few sweet weeks, bad habits seem to stay in hibernation. But then comes February, which stomps your goals into the frozen mud under a grey Pittsburgh sky. It’s time to break the cycle—2015 is the year that you’re going reach your goals! The decision and will to change are a great start, but they likely won’t carry you all the way to the finish line. To make sure you reach your goals this year, follow these three simple steps.

Identify the “what,” then figure out the “why”

Though you can apply these steps to many resolutions, I’m using weight loss as the example. The idea of weight loss will only motivate you for so long. It took a lifetime to build the habits you have, and the goal itself is usually not enough to inspire you to make long term sacrifices, or to step away from unhealthier foods and comfortable habits. The underlying reason you want to lose weight is the prize you win for reaching your goal. To find your underlying reason for change, state your goal and then ask yourself three times why you want to achieve it. The progression might look something like this:

- Goal (what): I want to lose ten pounds.
- Why #1: I want to feel better in my clothes and out of them.
- Why #2: I want to feel more confident about the way I look.
- Why #3: When I’m out with friends, I can focus more on what I’m doing than how I look.

So although the outward goal is to lose ten pounds, the real motivation and true desire is to feel self-expressed in every interaction, without the distraction of worrying about your outward appearance.

Once you have the “why,” work backwards to discover the “how” It’s incredibly difficult to change many things at once and stick with it. Once you’ve determined where you’d like to ultimately be, instead of trying to change everything at once, identify one or two things you can do in the first two weeks to get you closer to your

goal. Going back to the example of losing ten pounds, a reasonable first step might be to exercise once or twice each week if you aren’t already doing this. Once you feel comfortable with one step, you can increase the frequency, or add another. The aim is to build a foundation of small changes that will get you closer to your goal without completely overhauling your life in the short term. This method is unnerving to some, as making small changes over time may mean delaying the more immediate gratification that comes with big changes made all at once. Making small changes over a longer period of time, however, is more effective in creating habits that will enable you to reach your goals and maintain your new lifestyle in the long run.

Forget failure

The only way to fail is to quit trying. Although change requires discipline, it requires even more flexibility. There are going to be weeks where everything works out and you get closer to your goal by the minute. There will also be many days where nothing goes right and you feel like you’ll never get there. The key is to shift your mentality around the latter. If you view each messy day as a failure, you’re much more likely to abandon your efforts. When you adopt the mentality of flexibility, the off days aren’t as big of a deal because you know you can do better at your next meal and that tomorrow is another day to hit the gym. The more you allow yourself room to mess up without the mental beating you’re used to, the more likely you are to keep going.

Although the decision to make changes to your lifestyle can be intimidating, and sometimes isolating, making smaller changes and having patience with your progress can help reduce the stress you may experience.

If you’d like to learn more about setting realistic resolutions and sticking to them, join me for a workshop at your Co-op on February 4th (for more information, visit our website at www.eastendfood.coop/co-op/events).

Vanessa Broers is the owner of Sweat and Butter, and a certified holistic health coach with four years of coaching experience. She also holds a masters from Carnegie Mellon University in Health Policy and Management. You can learn more about Sweat & Butter at www.sweatandbutter.com.

Know Your Farmer: Emerald Valley Artisans

by Kate Safin, Assitant Marketing & Member Services Manager

Emerald Valley Artisans was established in October 2004 by husband and wife team Alisa and Alan Fasnacht, both life-long farmers who grew up on multigenerational family farms. Their 335-acre farm is located along historic Route 40 in Scenery Hill in Washington County, PA, and was originally purchased by Alisa’s ancestors.

Alisa and Alan had been managing their own herd of 17 Jersey and Holstein show cattle on the farm since 1996. One morning, Alisa decided to indulge her curiosity about the cheese making process and put together a batch of ricotta cheese with fresh milk from her dairy cows. She shared the cheese with friends, who were eager to have more.

That experience encouraged further experimentation with different types of cheese, and over the next five years, Alisa and Alan were busy developing a full line of fresh and aged cheeses. They learned more about the art by taking cheese courses at the University of Vermont, and by hosting a farm visit with consultant and artisan cheese maker, Peter

Dixon. A loan from The Progress Fund, which uses money from the U.S. Department of Agriculture’s Rural Business Enterprise program and Pennsylvania’s Department of Community and Economic Development, allowed Emerald Valley to upgrade their packaging presentation to include nutritional information and bar coding, which was instrumental in helping them enter the grocery market.

Today, just 10 short years later, Emerald Valley Artisans produces aged cheese, fromage, homemade biscotti, and gift boxes for a variety of local restaurants, wineries, and markets, including the East End Food Co-op. For the Fasnachts, their foray into cheese making is, “the continuation of the great traditions established by our families. It is our way to honor the people, the land, and most importantly, the cows whose influence is unforgettable.”

You can find Emerald Valley Black Jack and Queso Fresco at the East End Food Co-op. To learn more about Emerald Valley Artisans, visit their website www.emeraldvalleyartisans.com or find them on Facebook and Twitter.



Potato Leek Soup with Gruyere

Ingredients

3 tablespoons butter
3 large leeks, washed, trimmed & thinly sliced
2 cloves garlic, minced
1 teaspoon dried thyme
2 pounds russet potatoes, washed and diced into 1-inch pieces
1/2 cup white wine
4 cups vegetable or chicken broth
2 1/2 cups water
1/4 cup flour
8 ounces Gruyere cheese, shredded
Salt and ground black pepper, to taste

Preparation

- In a large stock pot or Dutch oven, melt the butter over medium-high heat. Add the sliced leeks and sauté for 5 minutes until leeks are soft. Add the garlic and thyme and cook for 2 more minutes, then add the potatoes, white wine, vegetable broth, and 2 cups of water. Bring to a boil, then reduce heat to a simmer and cook for about 10 minutes until the potatoes are just tender.
- While potatoes are cooking, whisk together the remaining 1/2 cup of water with the flour in a small bowl. Whisk the flour-water mixture into the soup once the potatoes are tender and simmer for another 5 minutes.
- Remove the soup from heat, remove 2 to 3 cups of the soup from the pot to a blender and blend in the cheese, then slowly stir the cheesy soup mixture back into the soup pot. Season with salt and black pepper and serve hot.

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

New In The Aisles

ELIZA’S KITCHEN - Prohibition Pies (Egg, Bacon & Cheese Pie, Steak in Gravy, Mushroom & Onion)

FRONTIER - Cinnamon Chips

TIERRA FARMS - Organic Chocolate Covered Almonds

TREE OF LIFE - Deglet Dates

EARTH FRIENDLY - Ice Melt

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Get Growing with Garden Dreams: Inspiration from ECHO

by Bob Madden, Garden Dreams Urban Farm & Nursery

Earlier this winter I had the great opportunity of visiting ECHO International Headquarters, an education and training center in Fort Myers, Florida, that is focused on how to grow food in a variety of environmental conditions with low-tech, low input, and sustainable methods. The large campus includes a Global Farm and Research Center, Reference Library, Seed Bank, Tropical Fruit Nursery, and Global Bookstore. It is operated by a team of staff and volunteers who give tours, work in collaboration with hundreds of other organizations, and care for an amazing plant nursery.

It is a Christian organization driven by donations, with their main purpose being to train missionaries to teach people how to grow food. There are those in the sustainability movement who are wary of the idea of using aid as a platform to promote Christianity in areas where people are suffering from war, poverty, and/or lack of food. However, ECHO is focused on reducing suffering in the world by training missionaries to implement and teach really productive ways of producing food, rather than focusing on converting people away from their traditional beliefs.

Each year, ten or so young people come to live and work at ECHO for one year, with the isolation of the farm acclimating them to being removed from American society. These individuals identify and seek out an organization, church, or community in the far ends of the world or in some of the food deserts here in the states and then travel there to help share the skills they have developed at ECHO.

ECHO’s facility enlists gadgets and methods collected from all over of the world to teach sustainable practices. Many of the most efficient and imaginative techniques to grow food in a low impact manner have been dreamt up in places where innovation was needed, rather than in an American university or think tank. As a gardener with a love of sustainable and permaculture design, I believe that learning and trying diverse methods to find what works best in each situation is central to finding our foothold in a strong local food web. I find



PHOTO COURTESY OF ECHO, WWW.ECHONET.ORG

the collecting, testing, and disseminating of these approaches to be incredibly exciting, and during my visit I was especially blown away by on-site examples of how to produce methane using three barrels, learning how to pump water with a homemade windmill, and examining ways to make homemade irrigation systems.

The ECHO gardens include demonstration plots on concrete, hillsides, as well as land that is flat, and/or below sea level. These many settings allow instructors to show methods for arid regions (to retain water) as well as places with high rains (to avoid leaching of nutrients). They focus on multi-purpose plants that are simultaneously easy to grow, highly nutritious, and medicinal or otherwise useful.

In conclusion, I had an amazing time at ECHO and am excited about using some of their techniques in the garden. I appreciate the efforts of their well-intended missionaries, whose skills could help the people they serve, through food security and food independence. Learn more about their operation and mission at www.echonet.org.

Bob Madden is the Outreach Manager at Garden Dreams Urban Farm & Nursery. Located in Wilkinsburg, Garden Dreams is a small, community-oriented business committed to 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 them at www.mygardendreams.com.

Dreaming a New Year

by Karen Bernard, Book Buyer

Maybe, instead of enacting the annual January ritual where we attempt to muster control and restraint, issue new rules for ourselves or set lofty goals (only to feel guilty or discouraged if we don’t have the energy or drive to follow through), perhaps now that the big holidays are over, we might all relax. Winter is the time for hibernation, after all, when we naturally slow down, stay inside more...sleep...dream. While there’s nothing wrong with establishing goals and developing healthier habits, we might consider a different, gentler approach to the new year and to change. As Jeremy Taylor says in *The Wisdom of Your Dreams: Using Dreams to Tap into Your Unconscious and Transform Your Life*, “dreams always come in the service of health and wholeness.” Dreams are often the source of great wisdom and direction.

This is easy to see in *The Secret History of Dreaming*, by Robert Moss. Moss talks about how dreams have been valued and honored by traditional cultures. “The first business of the day in an Iroquois village,” for example, “was dream sharing, as dreams were messages from the spirit and the deeper self and might contain guidance for the community as well as the individual.” Moss tells stories of how dreams have shaped our history, through people as diverse as Harriet



Tubman, Mark Twain, Winston Churchill, and The Beatles. While this book is based on solid scholarly research, it is entertaining and easy to read.

If you’re ready to work with your dreams now, you can read *Dream Tending: Awakening to the Healing Power of Dreams*, by Stephen Aizenstat, Ph.D. Rather than analyzing meaning from the outside, with standard interpretations for common images, for example, Aizenstat invites us to live within our dreams and “allow the dream to open from the inside out.” “The world is dreaming through us,” he says. When we go to sleep, something else comes awake—the dreaming psyche—and we have access to something bigger than our separate, everyday selves.

Another interesting approach to deeper wisdom is lucid dreaming, the practice of “awakening” while dreaming—becoming conscious, that is, that we’re dreaming, while we’re asleep. Through lucid dreaming we are able to directly face and overcome fears and inhibitions, and solve difficult and persistent problems. Lucid dreaming can also empower us with greater confidence and renewed creativity. *Exploring the World of Lucid Dreaming*, by Stephen LaBerge and Howard Rheingold, is the book to read on the topic, and we also carry *Lucid Dreaming: Gateway to the Inner Self*, by Robert Waggoner. “Why sleep through dreams (and sleepwalk through waking life),” asks LaBerge, “when lucidity is a learnable skill?”

Remind yourself, before you nod off, that you will remember your dreams. And have a very, very dreamy new year!



Snow Shoveling Tips

by Sarah Knight, Cutitta Chiropractic

When you clear your sidewalk or driveway this winter, you may lift and carry anywhere from a hundred to a thousand pounds of snow. It is a workout—and you should treat it as such! Each winter at Cutitta Chiropractic, we see dozens of patients who have hurt themselves shoveling snow, so I want to share some tips to prepare you for your winter workout.

Treat Shoveling as a workout

Just like you wouldn’t start running at full speed on a treadmill, you don’t want to start snow-shoveling without a warm up. Do a thorough and careful stretching session first, targeting your hamstrings, back, and shoulders. Resist the urge to throw yourself quickly into shoveling, instead pace yourself by starting slowly, and then carefully ramp up speed.

We advise that every 15-20 minutes you should take a 5 minute break, drink some water, and stretch your muscles again to keep limber. When you are done, make sure to do a cool-down stretch as well. Drink a lot of water and walk around a while, to give your muscles a chance to cool down before you collapse on the couch.

Dress in layers

When you first go out you’ll need the extra layers to keep you warm, but as you start moving, your body will warm up and you

should peel off the first few layers — this keeps you from overheating as you exercise. Drink lots of water and make sure you don’t end up sweating too much!

Don’t move the snow further than you have to

Visualize everywhere you’re shoveling as rectangles. Start in the center of your rectangle and move your snow to the nearest edge. Don’t haul heavy snow dozens of feet out of the way, just clear the areas you need to.

Don’t move snow twice

Before you start shoveling, decide where all that snow is going. Drop the first shovelful farther away and work toward the point you’ve identified. This way each scoop gets you closer and closer to your goal as you get more and more tired. Don’t pile snow in a way that will cause you to have to move it twice; this will double your work and double your chances of injury.

Keep your posture in check

- Push snow instead of lifting it, and remember to lift with your legs, not with your back.
- Keep your back straight as you move from a squat to upright; this keeps your leg muscles working and your back muscles protected.
- Use your shoulder muscles as much as possible, protecting your more easily damaged elbows and wrists.

- Hold the snow close to your upper body; over-extending it makes the snow feel heavier and makes your body work harder.
- Keep one hand close to the shovel blade to increase your leverage.
- Don’t twist your upper body as you throw the snow: this puts strain on your lower back.

Get a head start

It will be easier to remove layers of snow rather than wait until it is all on the ground. If it looks like you’re going to get dumped

on, try to get out and shovel every few hours to keep the weight you have to lift under control. This is the one exception to the “Don’t move snow twice” rule!

Sarah Knight works for Cutitta Chiropractic in Lawrenceville. Their practice offers Co-op members a free consultation and evaluation as part of the Community Partners Program, and at the time of the consultation/evaluation, members will also receive a coupon for a free 30-minute massage. For more information about their services, visit their website at www.cutittachiro.com.



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.

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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 **TJ Guzy** and **Josh Rievel** who were both chosen as Co-op staff picks for Employees of the Month. TJ is a cook and supervisor in the Café who has worked at the Co-op for over three years. Josh is a produce clerk who also works in customer service; he has worked here for two years and has been a member since 2010.



TJ GUZY

Q. What’s one thing you’ve learned in your time working at the Co-op?

A. I’ve learned a lot about local and organic options for meat, produce, and food in general.

Q. What’s your favorite product here?

A. Any of the vast local and delicious meat options. Everything in our Meat Department is incredible.

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

A. The people we work with here. It’s a friendly environment. Good people — good food!



JOSH RIEVEL

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

A. My co-workers.

Q. What’s your favorite product here?

A. The lemon-pepper tofu sandwich.

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

A. I like to play music and make videos.

NEW FACES

John Davis, Café

John is interested in natural foods because eating healthy will keep his body going. Outside work, John’s interests include sports, landscaping, and computers. John came to our Co-op because he wanted to work for a good company.

Mathew New, Café

Mathew is new to Pittsburgh; he comes to us from a restaurant in Vermont, where he exercised his skill with food-based puns. Mathew is a cartoonist, who likes to read and write comics. He also enjoys watching bad movies.

Megan Gallagher, Produce

Megan wanted to come to our Co-op to help make good food accessible to the Pittsburgh community. Megan loves the quality, healthfulness and flavor of natural foods and is interested in growing food and spending time in nature.

Faith Mahtani, Produce

Faith enjoys trying new, healthful foods, and is interested in working in an environment that makes them available to the local community, which is what brought her to our Co-op. Faith’s other interests include running, gardening, and cooking.

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Café Specials • January 2015

SUN	MON	TUE	WED	THU	FRI	SAT
				1 CLOSED NEW YEAR'S DAY	2 BURRITO BAR	3 MEAN GREEN PASTA
4 CHEF'S CHOICE	5 HONEY DIJON SEITAN	6 PEELI MATAR DAL	7 INDIAN KITCHEN	8 BUTTERNUT AND WANLUT LASAGNA	9 PIZZA: VEGAN & DAIRY	10 QUICHE FLORENTINE
11 CHEF'S CHOICE	12 SWEET 'N' SPICY TEMPEH WITH QUINOA	13 MASSAMAN CURRY	14 THAI KITCHEN	15 MOCK TUNA NOODLE CASSEROLE	16 BURRITO BAR	17 CORN & ROASTED RED PEPPER QUESADILLA
18 CHEF'S CHOICE	19 MAPLE GLAZED TOFU WITH YAMS AND CRANBERRIES	20 GUMBO	21 COUNTRY KITCHEN	22 KOLOKITHOPITA	23 PIZZA: VEGAN & DAIRY	24 HONEY BBQ TOFU
25 CHEF'S CHOICE	26 THAI TEMPEH	27 EGGPLANT PARMESAN CASSEROLE	28 PASTA BAR	29 SPICED CHICKPEA AND ZUCCHINI SAUTE	30 BURRITO BAR	31 BEER BRAISED BRATS

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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: 9AM - 1 PM

January Co-op Events

OPEN STUDIO NIGHT

Nora Gilchrist, Community Liaison

RESTORING BALANCE

Ryan Hetrick, Filmmaker
and Nutrition Coach

FED UP

Women for a Healthy Environment &
Leah Lizarondo, Brazen Kitchen

SUSTAINABILITY PIONEERS

Kirsi Jansa, The Institute for Green
Science at Carnegie Mellon University

THURSDAY, JANUARY 8TH, 6 PM
Pittsburgh Center for Creative Reuse

Happy New Year! Resolve to start 2015 off sustainably with some crafty acts of reuse and conservation by joining the East End Food Co-op and Pittsburgh's Center for Creative Reuse (PCCR) for an Open Studio Night and potluck. PCCR shares our Co-op's enthusiasm for material resource conservation and has invited us to join them—a second time—for an evening of creative reuse. Explore PCCR's bulk section and use standard tools to assemble one of a kind treasures in this self-guided crafting event. Bring a friend, a snack to share, and your imagination!

This is a pay-what-you-wish event for people 18 and older. Please call 412-242-3598 to RSVP!

WEDNESDAY, JANUARY 14TH, 6:30 PM
Gemini Theater

Have you ever wondered how your diet effects your body and brain's ability to function properly? Ryan Hetrick is a Neurocognitive and Traumatic Brain Injury Specialist who has grappled with this issue for nearly a decade. Through his work as a nutritional coach, Ryan sees the effectiveness of nutritional therapies for a wide range of ailments and has begun documenting his findings in his imminent film, *Restoring Balance, Autism*. Join us in learning how some of the top food allergens impact our health and how we can replace or avoid them for the better.

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

SATURDAY, JANUARY 17TH, 1:30 PM
Carnegie Library—Homewood

Our Co-op is partnering with Women for a Healthy Environment and local writer and food activist, Leah Lizarondo, to host a screening of the documentary film, *Fed Up*. The screening will be followed by a panel discussion featuring members of our community who are working to foster a healthier food system. *Fed Up* seeks to expose the truth behind diet-related illnesses that have reached epidemic proportions. Come participate in an exploration of what's wrong with our collective diet and health and learn what members of our community are doing to change the way we consume, access, and think about food.

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

WEDNESDAY, JANUARY 21ST, 6:30 PM
Gemini Theater

What does sustainability look like in Pittsburgh? How can we transition to renewable energy sources and what impact would that have on our city? Documentary filmmaker and CMU video journalist Kirsi Jansa offers answers to these questions in her new documentary film series, *Sustainability Pioneers*, which features vignettes of Southwest Pennsylvania residents' journey toward a new economy based on clean and renewable energy sources. Our Co-op is excited to show the first installments of *Sustainability Pioneers*, and host a panel discussion on community power.

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

Look for your Co-op at these upcoming events:

Sunday, January 25th, 10:30 AM – 4 PM: Our Co-op is excited to participate in this year's **Pittsburgh Yoga Expo** as a Lotus level sponsor! This event seeks to bring health, wellness, and mindfulness to Pittsburgh through a day of yoga demonstrations and workshops led by local yoga and healing arts providers. Other businesses and organizations—like our Co-op—will be on hand as well. Stop by our table! For more information and registration: www.pittsburghyogaexpo.com.

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