

# The Co-operator

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



## Member Drive Celebrates Cooperative Ownership

by Erica Peiffer, Member Services Coordinator

This July 4th, along with independence, we have another ideal to celebrate—cooperation! Each year since 1992, the International Co-operative Alliance and the United Nations have partnered to recognize the first Saturday in July as the International Day of Cooperatives, with the aim to increase awareness of the important role of cooperatives in the world’s economic and social development. For our Co-op, it is the perfect occasion to emphasize the member-owner’s role in the sustainability of our cooperative business.

To celebrate the role of member-owners and to highlight the many advantages of cooperative membership, our annual

Member Drive will kick off on Saturday, July 4th. Throughout the weeklong drive, scheduled to end Sunday, July 12th, Marketing & Member Services staff will be tabling outside the store and actively engaging with shoppers on the many benefits of member-ownership. Here’s what else is planned:

- **NEW MEMBERS RECEIVE A GIFT:** If you invest in your membership share during the Member Drive you will automatically receive a free gift and be entered in a drawing to win a \$50 gift card! It’s easy to join, just stop by Customer Service to fill out the application and make a payment toward your share.

- **CURRENT MEMBERS WIN PRIZES:** If you’re already a member, during select hours each day you will be invited to spin the prize wheel for a chance to win gift certificates and free merchandise courtesy of our Community Partners and fellow cooperative businesses.
- **REFERRALS ARE ENTERED IN A RAFFLE:** If you refer a friend or relative to the Co-op and they join during the Member Drive, your name will be entered in a raffle to win a \$50 gift card! (Please make sure that the person you refer can accurately provide your name and phone number/email to Customer Service.)
- **MEMBER MIXER:** Have a friend who’s not yet a member? Bring them to a free mixer event in our Café seating area on Wednesday, July 8th at 7 PM to learn more about Co-op history, principles, and membership while touring the store and sampling cooperatively-made products.

- **SHOP CO-OP:** Cooperatively-made products throughout the store will be highlighted with a special “Made by a Co-op” tag and will be featured at sampling stations in the aisles.

Member-ownership in a cooperative provides consumers the opportunity to invest in a locally-owned and democratically controlled business. The co-op’s purpose is to meet member needs, and fulfilling that purpose takes capital. The equity investment of members is a contribution to the collective capital of the Co-op. Membership shares don’t pay our salaries or bills—our revenues do



that. Instead, member equity allows us to remain fiscally strong and independent, and demonstrates to competitors and potential lenders that we have the confidence of our community. Co-op members aren’t just part of a club, or a loyal customer base—they are invested as owners of the business.

The success of any cooperative business is dependent on the vitality of its membership. We hope you’ll join us in celebrating the International Day of Cooperatives, and consider participating in the Member Drive. If you have any questions, please contact Member Services at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).



### IN THIS ISSUE:

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

### BOARD OF DIRECTORS:

The next meeting will take place on Monday, July 20th at 7 PM.

### NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 ext. 438 or email [memberservices@eastendfood.coop](mailto: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.

### HOLIDAY HOURS:

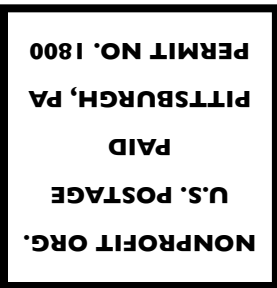
On Saturday, July 4th, the Co-op will close early at 7 PM, and the Café will close at 6 PM.

East End Food Co-op • 7516 Meade St. Pittsburgh, PA 15208 • [www.eastendfood.coop](http://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

It’s the beginning of a new fiscal year for the Co-op. We’ve been working a lot these past few years to ready ourselves to take on expansion. Much of our communication has been on why we are looking at expansion and the process we are following. (Find our expansion resources on our website at [www.eastendfood.coop/co-op/expansion](http://www.eastendfood.coop/co-op/expansion).) This month, I’d like to take a step back and look at the bigger vision and how expansion plays a key role in realizing the tremendous potential of our Co-op.

As part of our board’s governance, twice a year I present 1- and 5-year plans to the board. The 1-year plan tends to be very tactical and highlight the big things we will do that year. Currently, this plan is operationally focused with an emphasis on improving our store’s systems and identifying an expansion opportunity.

Looking further out, I sought out a diversity of viewpoints: I looked at trend and industry information, spent a lot of time with other food co-ops, and received input from staff and members about where we should be heading as a business. There is no lack of great ideas about how we should operate and what we should be doing. (Our monthly “Members Speak Out” column provides a small taste of some examples of those opinions.)

The first thing each vision focuses on is becoming an excellent grocer. The store is our primary engine for all the great things we do in the community and is the greatest embodiment of how we fulfill our Ends. The better we operate, the better service we provide and ideally we will gain more resources to help further the Ends. We also are looking to create an operational environment that is adaptive and flexible to the changing technological landscape we are in.

The second area is smart growth. This includes assessing the feasibility of opening additional stores with an eye towards creating an infrastructure that will allow the Co-op to support a food hub and centralized commissary. I see the food hub and commissary as key pieces to helping create a resilient and ethical food infrastructure.

Finally, the vision focuses on investment in both our staff and community. For staff, this will mean continual development opportunities, both personal and professional. In the community, I envision the Co-op being known as a business that gives. We already do an incredible job of redirecting revenue back into our community and I want us to be in a position that allows us to have an even greater impact, especially in areas that we value but aren’t directly addressing through our operations (for example, donating to a food bank).

What I presented to the board and in summary above represents a distillation of where the vast majority of our members want us to focus—and these developments will position us to thrive. There are opportunities available to our business already and there are so many more we are creating. I’m really excited about our future and the great things our Co-op will do!

Board Corner

by Mike Collura, EEFC Board Director

Board election season is once again upon us. Please keep an eye out for information on our board candidates in August, both in *The Co-operator* and at the store. Members will have all of August and September to vote for their choices, so get out the vote and take a role in shaping the leadership of your Co-op!

I had the opportunity to speak about board elections at the May Members’ Open Forum a few weeks ago. During the Forum, I gave some background on cooperative boards and the corporate law framework of Pennsylvania that allowed us to incorporate as a not-for-profit cooperative corporation. I reviewed some of the basic standards of conduct that the law requires directors to adhere to when serving on a board. We discussed the Duty of Care, which is a requirement that directors exercise reasonable, prudent care when making decisions. We also talked about the Duty of Loyalty, which prevents self-dealing or using one’s position for self-gain. Finally, I reviewed the Duty of Attention, which basically requires that directors actively participate in board business and that they be adequately prepared for meetings and projects.

We discussed the responsibilities of a co-op board, including overseeing the general manager; financial oversight of the co-op; engaging, educating, being accountable to, and fostering a sense of ownership among co-op members; and creating a long-term vision for the co-op. We also discussed the specific expectations that our EEFC Board holds, including various time commitments and committee participation.

I gave a brief overview of how our board is organized and described the governance structure we use, called Policy Governance. While we covered this in a bit more detail at the Forum, I can summarize by explaining that our board has written expectations (policies), we delegate the means of achieving our expectations (store operations) to our general manager, and we check (by monitoring compliance with our policies) to make sure that the general manager is within the limits of our expectations.

We also covered the various benefits that a director receives, including the educational and professional development opportunities as well as the board discount and board service stipend.

During the brainstorming session we discussed ways that members might be motivated to vote. Some thoughts we came up with include promoting Co-op awareness, beautifying the Co-op, having the candidates be present for meet-and-greets, identifying our Co-op’s struggles, and providing a way to vote electronically. If you have other suggestions, please send your ideas to [eefc.elections@gmail.com](mailto:eefc.elections@gmail.com). Let us know why you will vote in this year’s election and how we might inspire others to join you.

Please help us get the word out about the election and be sure to vote between August 1st and September 30th. Your board candidates will give brief statements at our Annual Meeting, where they will also be mingling and meeting all of you. The Annual Meeting will take place this year at the East End Cooperative Ministry on Saturday, September 12th; more information will be available in the coming months. We hope to see you all there!

Have questions or comments for the board? Email [boarddir@eastendfood.coop](mailto:boarddir@eastendfood.coop).

Members Speak Out

submitted by Mel Packer, member since 2003

All co-ops should operate with a social justice/political vision. While a co-op may not directly challenge capitalism, it should always attempt to function as a visible alternative. For even if a co-op is financially successful, it has failed if it does not challenge the market system that creates poverty in our midst. Capitalism creates many problems, not the least of which includes individual isolation, consumerist life-styles, and the promotion of unhealthy life choices.

If a co-op is to exist as an alternative financial model, it cannot do so without also being a social, political, and philosophical alternative, which means it cannot ignore the social problems of the members and others it serves, nor the problems of the communities in which it exists.

Simply put, if hunger exists within the larger community, the co-op must be willing to address the problem of hunger. The same goes for homelessness, racism, homophobia, etc. If wars strip our community of assets for education, the co-op should feel obligated to say so and act on that knowledge. All of this should be done co-operatively, of course, with others who hold similar values.

In other words, a co-op’s members should not allow it to exist as a business that only offers healthier foods and nutritional guidance. Instead, a co-op should work with the larger community to help develop housing co-ops, organize for better public schools, protest income inequality, etc.

Co-ops must realize that the food profit system must be challenged. And once that decision is reached, through an understanding that most financial enterprises exist solely to make a tiny minority obscenely wealthy, then the co-op becomes morally obligated to oppose the system as a whole. Any co-op that does less fails to meet its social obligations.

The East End Food Co-op and its members should meet that moral obligation and become an example for others by its willingness to address the larger social issues in our community.

submitted by Shane Eazor, member since 2013

For internationally-sourced produce, we look to Fair Trade or Equal Exchange products to guarantee fair labor practices within the farms growing our food. Although unionized labor and minimum wages are history in this country, farm work is notoriously underpaid in Mexico and Central American countries and through illegal employment methods here in the U.S.

Driscoll’s supplies berries to our Produce Department during the months we can’t carry local growers. They are also the main distributor of Sakuma Bros. Farm, who has been struggling with their hundreds of berry pickers in Washington and Baja California, Mexico.

Familias Unidas por la Justicia (FUJ) is a worker’s union formed in 2013 claiming allegations of systemic wage theft, racial harassment, and poor living conditions. They have supported eight strikes against Sakuma Bros. and have taken them to court five times. In 2014, Sakuma settled a wage theft law suit for a record \$850,000. Later that year, Sakuma applied for H2-A guest workers, a tactic that would hire international seasonal workers instead of dealing with the union. FUJ contacted the Department of Labor and Sakuma was forced to drop the application.

Despite these successes, Sakuma has refused to enter into contract agreements with FUJ to guarantee a healthy work environment. In response, the union has called for a boycott on Sakuma berries and secondary boycotts on their main purchasers Driscoll’s and Häagen-Dazs. This would put financial pressure on companies who have proven ignorant of workers’ welfare, giving the union leverage in getting these contracts into place.

Your Co-op doesn’t typically boycott products, so we will continue to support Driscoll’s berries when others aren’t available in spite of the active struggle for workers’ welfare. What is our responsibility as a business in encouraging healthy models and refusing to support business tyrants? Learn more at [boycottsakumaberries.com](http://boycottsakumaberries.com) and share your thoughts.

Members:  
Interested in sharing your  
thoughts with other members?

Consider submitting content for our “Members Speak Out” column, featuring articles, updates, and notices from members in the Co-op community. Please email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request the guidelines.

BOARD  
ELECTION

UPDATE

Voting will take place  
August 1st - September 30th  
Check next month’s newsletter for more  
information about the candidates and voting. All  
fully paid members are eligible to participate!



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

Why isn’t fair trade part of your product policy?

Thank you for your inquiry. Fair trade products are included in our product policy and we are trying to promote as many Certified Fair Trade products as possible. But when fair trade products are not an option, we will find alternatives.

-Maura, Grocery

Please consider carrying organic gelatin.

Other customers have also asked for this. Once our distributor carries an organic gelatin, we will gladly offer it.

-Ian, Grocery

The book selection is fantastic! I especially love the poetry and health (mind/body) selections!

Glad you appreciate our poetry selection—they’re some of my favorite poets! And the mind/body/spirit connection is so important. Thank you for your feedback!

-Karen, Books & Magazines

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

July’s Round Up Recipient: Grow Pittsburgh



Grow Pittsburgh is a nonprofit organization dedicated to teaching people how to grow food and promoting the benefits that gardens bring to Pittsburgh neighborhoods. Now in its tenth year, Grow Pittsburgh operates an Edible Schoolyard program in five elementary schools and has helped establish 17 community gardens in and around the city. Their one-acre urban farm in Braddock, along with two other sites, Frick Greenhouse and Shiloh Farm, produced 6 tons of food last year.

Grow Pittsburgh aims to serve as a hub of technical assistance, resources, and support for new and continuing gardens across Allegheny County. There are a number of ways you can get involved in learning from and supporting them. You can purchase their seedlings from the Frick Art and Historical Center, attend one of their “Let Us Eat” fundraisers held on the second Thursday of each month, volunteer, or become a Grow Pittsburgh member.

Grow Pittsburgh believes that access to locally-grown, chemical-free fruits and vegetables is a right, not a privilege. They envision the day when everyone in our region grows and eats fresh, local, and healthy food. To learn more about this organization, visit their website or follow them on social media. If you want to support Grow Pittsburgh in their mission to teach people how to grow food, be sure to tell your Co-op cashier to Round Up your total this month!

Your spare change can result in positive change!

[www.growpittsburgh.org](http://www.growpittsburgh.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:



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro

and our famous Seitan Wings!


Meat items also available!



2339 EAST CARSON ST ★ PGH, PA 15203  
412-390-1111 [DOUBLEWIDEGRILL.COM](http://DOUBLEWIDEGRILL.COM)


# COMMUNITY IMPACT

OUR CO-OP GREW BY




NEW MEMBERS

OUR OUTREACH REPRESENTATIVES REACHED




PEOPLE AT EVENTS

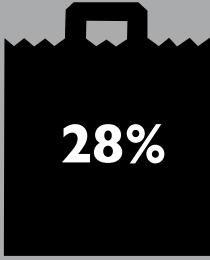
OUR CO-OP RAISED



THROUGH THE REGISTER ROUND UP FOR

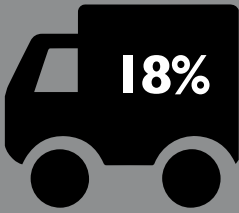


LOCAL PRODUCTS MADE UP



OF TOTAL STORE SALES

OF OUR PURCHASES



WERE FROM LOCAL SUPPLIERS

DATA COLLECTED DURING MAY 2015

## Featured Community Partner: Pittsburgh Alternative Health


The East End Food Co-op is proud to partner with Pittsburgh Alternative Health. 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.



is led by Darrell S.C.S. Misak, ND, RPh, an Oregon licensed Doctor of Naturopathic Medicine, a Licensed Pharmacist in Pennsylvania, and a member of the American Association of Naturopathic Physicians.

Pittsburgh Alternative Health strives to deliver naturopathic care with uncompromising compassion and integrity, offering an array of services focused on supporting your body's health restoration and maintenance. In addition to complete evaluations, consultation and wellness check-ups for the entire family, services include ionic foot baths, far-infrared sauna treatments, massage therapy, and more. All the staff at Pittsburgh Alternative Health have found personal motivation to adopt a naturopathic lifestyle, and educate by example and discussion to assist others in experiencing optimal health. The practice

Members will receive 10% off initial service fees. 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 us at [memberservices@eastendfood.coop](mailto: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](http://www.eastendfood.coop/co-op/community/community-partners-program).



Improving Optimal Health and Wellness through Dentistry.

- Holistic/Naturopathic Dentistry
- Non-metal Ceramic Restorations
- Minimal Invasive Dentistry
- Smile Makeovers
- Implants
- Veneers

S. Rand Werrin, DDS

Holistic approach to oral health care.

3506 5th Avenue, Pittsburgh, PA 15213

[www.dentalpgh.com](http://www.dentalpgh.com)

412-621-0200

## Did you know... ...co-ops around the world share the same Cooperative Principles?

As a cooperative, the East End Food Co-op is unique in that it exists to serve our members and our community. But as a business employing the cooperative model, we are not alone. The International Co-operative Alliance (ICA), a non-governmental organization established in 1895 to unite, represent, and serve cooperatives worldwide, identifies nearly 30,000 cooperatives in the U.S. alone! And worldwide, 250 million people earn their living as either members or employees of a cooperative.

As businesses driven by values, not just profit, cooperatives share internationally agreed upon principles and act together to build a better world through cooperation. You can read the seven Cooperative Principles on page three of every issue of *The Co-operator*. Their roots are traced back to the founding of the first modern cooperative in Rochdale, England, in 1844. A group of striking flannel weavers formed their own store to buy quality food at affordable prices. Though they weren't the first group to bulk-order food, the Rochdale Pioneers (as they are called in history texts) are considered founders of the cooperative movement because of their commitment to organizational standards, like establishing by-laws and publishing an annual report. The Rochdale Principles, a set of ideals for the operation of cooperatives, were originally adopted by the ICA in 1937 and then updated in 1966. The current version was adopted in 1995 as one part of the revised Statement of Cooperative Identity.

The Cooperative Principles are guidelines by which cooperatives put their values into practice. Here at East End Food Co-op, we embody each of the principles in a number of ways. For example:

- Our membership is open to everyone, can be broken into affordable payments, and is fully refundable.
- Our members vote democratically to elect our board of directors, and any fully-paid member may run for the board.
- All members must participate economically by investing in a share of the business and, in return, receive discounts on purchases in our store.
- Our product selection reflects what we, as members, want to buy.
- Information is provided via our newsletter, website, monthly board meetings, annual events like the Annual Meeting and Know Your GMOs, weekly workshops, and member orientations.
- Our Co-op is a member of other co-ops, including National Cooperative Grocers, and prioritizes products offered by co-ops, including Equal Exchange and Frontier.
- Our general donations and Register Round Up programs, free weekly educational events, environment-friendly practices, and product selection that caters to special diets are all examples of Concern for the Community.

To learn more, schedule a membership orientation with our Member Services staff by calling 412-242-3598 ext. 438 or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop). Other resources include the International Cooperative Alliance website ([www.ica.coop](http://www.ica.coop)) and some of the many relevant books from our Co-op's selection, including: *Humanizing the Economy: Co-operatives in the Age of Capital* by John Restakis, and our Co-op's own *A Discussion Course on Co-operatives: A manual for community self-directed education*.

healthy body. healthy mind

[schoolhouseyoga.com](http://schoolhouseyoga.com)

gentle yoga

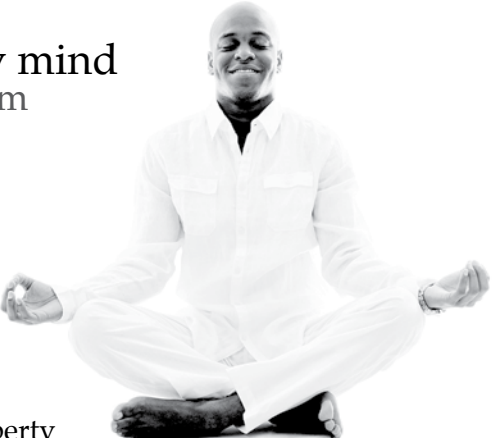
prenatal yoga

yoga levels 1,2,3

ashtanga yoga

yin yoga

kids yoga



squirrel hill

north hills

east liberty



No Batteries.

No Screens.

Pure Fun.

We specialize in American and European-made toys.

◀ STEM Toys ▶

◀ Books ▶

◀ Fun Gifts ▶

COOP MEMBERS:

Free Gift Wrap With Cute Recycled Paper

Blue Q Recycled Shoppers: Buy One Get One Half Off

IN LAWRENCEVILLE

4747 Hatfield St. at 48th

412.478.7099

Tues. - Fri. 11 - 7

Sat. 10 - 6

Sun. 1 - 5



## Get the Grill Started

from Stronger Together

Get set for great grilling with these grilling tips!

Start your grill about 30 minutes before you begin cooking. It’s a good idea to have a hot side for grilling meat and a cooler side for grilling fish, seafood and vegetables. If you don’t have a gas grill, consider using chunk charwood, which is preferred by chefs because it burns clean and hot, sealing in the flavor and moisture of grilled foods. Since charwood is produced with nonlumber wood fired in kilns, it is also the best environmental choice.

Aside from traditional grill items like beef, chicken and sausages you can add that char-grilled flavor to items such as:

**Corn:** Soak the corn in cold water for 30 minutes, peel back the husk, remove the silk, return the husk; then grill for 15–20 minutes, turning frequently.

**Mushrooms:** Wash fresh mushrooms quickly under running water; then pat dry. Skewer or place in a grill basket. Brush with oil and grill for 5–7 minutes. Whole portobello mushrooms take 10–20 minutes, depending on their size.

**Onions:** Slice thickly and brush with oil. Cook onions directly on the grid at medium high heat until they start to turn brown. You can also roast an onion by cutting it in half, wrapping it in foil with a little butter, and cooking it for about 30–45 minutes at medium heat.

**Peppers:** Grill whole peppers at high heat until skin is charred black, about 15–20 minutes. Cool in a paper bag for 15 minutes to loosen blackened skin. Peel and remove seeds.

**Potatoes:** Wrap baking potatoes in foil. Cook at medium heat for 25–30 minutes or until tender.

**Shellfish:** You can cook shellfish on the grill. If they are large, such as prawns or crab you can grill them directly on the



grid. Smaller shellfish, such as mussels, clams, oysters, scallops or shrimp can be skewered or cooked in a basket. Shrimp take about 8–12 minutes depending on their size.

**Steak:** Choose steaks that are no thicker than 1 1/2 inches, and which have some visible fat marbling for tenderness. To keep the juices intact, use tongs rather than a fork to turn your meat. At the hottest setting, sear for 1–2 minutes per side. Then move to a medium heat and cook for about 4 minutes per side for rare (it will feel fleshy to touch), 6 minutes per side for well-done steak (it will feel firm).

**Spare ribs:** Spare ribs are the most popular type of grilling pork ribs. Avoid using a direct heat source. Indirect cooking at a low temperature for several hours will produce very tender ribs. Season with a dry rub before you grill and add barbecue sauce at the end of grilling. Use a drip pan with water or other liquids, such as broth or juice, to keep ribs moist.

**Fish:** Firm fish, such as tuna, salmon or halibut can be cooked directly on the grill if handled carefully. A hinged wire grill basket is best for cooking whole fish or tender fillets. Grill fillets at medium to medium-low heat. Fish can cook quickly so turn only once to keep from crumbling.

*Reprinted with permission from StrongerTogether.coop. Find articles about your food and where it comes from, recipes and a whole lot more at [www.strongertogether.coop](http://www.strongertogether.coop).*

## Know Your Farmer: Healcrest Urban Farm

by Kate Safin, Assistant Marketing & Member Services Manager

Healcrest Urban Farm is a 1.7 acre, women-owned LLC partnership located in the Pittsburgh neighborhood of Garfield. Founded in 2004, this unique city farm produces medicinal and culinary herbs and fruit for value-added products. They are best known for their artisanal, gluten-free, and vegan ice pops, which can be found at the East End Food Co-op.



Photo credit: Lindsay M. O’Leary

Co-owners Maria Graziani and Dana Launius grow their herbs and fruit without the use of pesticides or fertilizers in a sustainable, urban green space that occupies 15 city lots in Pittsburgh’s East End. The farm is a member of the Pennsylvania Association for Sustainable Agriculture (PASA) and the Pittsburgh Food Policy Council. To learn more, visit [www.healcresturbanfarm.com](http://www.healcresturbanfarm.com).

**EEFC: What makes products from your farm unique?**

Maria Graziani (MG): Our business plan is to grow primarily for value-added production. We grow medicinal and culinary herbs and harvest for immediate production, so they are flash frozen or dried. The herbs then go directly into our handmade ice pops or get mixed into our herbal tea blends.

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

MG: That we have developed and sustained this land as green space over the past 10 years. Healcrest is a magical place, with wildlife, skyline views, and a sense of serenity in the heart of a community that has suffered, seen its share of racial and economic challenges, and deserves to have natural spaces for play and refuge, as well as access to quality food.

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

MG: Being an urban farmer has often meant bureaucratic hoop-jumping to control spaces, paying higher tax prices and permit costs, and countless labor hours healing the soil. It will always be a labor of love.

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

MG: Watering the greenhouse seedlings, checking on the new aquaponics system (yay!), shoveling soil, compost, and mulch around to its needed places, and listening to the birds sing. Not so bad a day, even when our backs hurt.

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

MG: That we can sustain the remaining pieces of city land surrounding the farm. Our community is gearing up for a larger land conservation project and Healcrest and I want to be a part of it. This farm was never just about me and my wants, but about the absolute human necessity to sustain green spaces and have food access—long term.

**EEFC: What is the most important thing for customers to know about your products?**

MG: That we make each ice pop batch by hand, using only Western PA grown fruits and herbs from our farm. They are sweetened only with organic non-GMO cane sugar and never ever contain anything artificial or highly processed. Enjoy!

### Stuffed Tomatoes with Pesto and Orzo

**Ingredients**

8 medium to large ripe tomatoes  
1 8-ounce package orzo pasta  
2 tablespoons extra virgin olive oil  
1 lemon, juice and zest  
1/4 cup fresh basil, finely chopped  
1 cup fresh spinach, finely chopped  
2 tablespoons pine nuts, toasted  
1 teaspoon garlic, minced  
1/4 cup grated Parmesan cheese  
2 tablespoons shredded Parmesan cheese  
1/2 teaspoon salt  
1/4 teaspoon ground black pepper

**Preparation**

- Cook the orzo according to the package directions, drain well and refrigerate until cold. In a large bowl, mix together the chilled orzo, olive oil, lemon zest and juice, basil, spinach, pine nuts, garlic, 1/4 cup grated Parmesan cheese, salt, and pepper.
- Wash and core the tomatoes, then scoop out the seeds and some of the flesh to make a space for the orzo mixture. Slice a small section from the bottom of the tomato so it will sit upright. Fill each of the tomatoes with a few tablespoons of the orzo mixture, sprinkle with shredded Parmesan and serve room temperature or chilled.

**Note**  
Accompanied with hummus, baba ganouj, and toasted pita triangles, these stuffed tomatoes make a lovely al fresco lunch. If you prefer, bake stuffed tomatoes for 15 minutes at 425° F and serve warm.

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

SUNBEAM CANDLES - Bug Me Not! Candles

C2O - TropFreezes Coconut Bar

WOODSTOCK - Pomegranate Kernels

CHUNKS OF ENERGY - Cha Cha Chia Bite-Sized Energy Bars

EARTH HENNA - Henna Tattoos for Kids

SURYA NATURE INC. - Color Fixation Leave-In Conditioner

DR. BRONNER’S - Organic Toothpastes

NUBIAN HERITAGE - Deodorants

NOURISH ORGANIC - Organic Deodorants

BOBO’S OAT BARS - All Natural Gluten Free Oat Bars

NUMI - Turmeric Teas

HAPPY BABY - Teethers and Nutrition Shakes

GODDESS GARDEN - Organic Sunscreens



# FOR YOUR INFORMATION

## Cookbook Club

by Erin Kelly, Outreach & Education Coordinator

You're invited to join our Co-op's Cookbook Club! Once a month we welcome a group of our members, customers, and neighbors into our Café seating area for a potluck gathering where cooks of all skill levels rub elbows, trade recipes, and share some of their favorite dishes. If you don't know much about cookbook clubs, don't worry—we're making up the rules as we go and are having a great time so far!

Cookbook clubs are not uncommon; an internet search for this type of group yields thousands of results describing gatherings hosted by neighborhood organizations, book stores, churches, and boutique cookware shops. Though each of these clubs has its unique blend of practices, expectations, and participants, they all share a similar purpose: celebrating food and community.

We noticed recently that there weren't any clubs like this in our area. And considering that food and community are two of the driving forces behind everything our Co-op does, hosting a cookbook club seemed like a natural fit so we were eager to fill this void. This Cookbook Club provides an opportunity for everyone who makes our Co-op strong—our neighbors, members, shoppers, and friends—to sit down together, share a meal, and revel in our communal love and appreciation of food.

Our Cookbook Club met for the first time on April 29th. As person after person trickled into our Café seating area, a smorgasbord began to accumulate. A crisp green salad perched beside a hardy croc of soup, while juicy beet burgers and Thai-style spring rolls flanked a fresh mango salad. Steamed greens, quinoa, spinach canapés, and sweet morsels of assorted cookies and treats all nestled together among other enticing accompaniments. By the time the event was officially underway, the seating area was overflowing with eager participants and delicious dishes.



While enjoying tastes of each plate, we shared our ideas for how the club could work. We discussed the best way of accommodating special dietary needs, whether RSVPs should be required, whether or not each meeting would revolve around a certain theme, and how to share our recipes. We agreed that all different types of foods would be welcome, but that participants will need to bring a list of ingredients for display. These events are open to everyone, but we are requesting that RSVPs be made in advance, to ensure that we have a seat for each person. In the future, we might explore themes or focus some months on local or seasonal foods, but for now we are sticking to the basics: celebrating good food and community.

Our next meeting will be at 7 PM on July 1st. You are welcome to join us, just give us a call at 412-242-3598 to let us know you're coming, and bring a dish to share along with a list of ingredients. You can find more information about our Cookbook Club on the events page of our website, on our Facebook page, on the back page of *The Co-operator*, or by calling our store. We are looking forward to sharing a meal with you!

## Getting to Know Our Farmers

by Heather Hackett, Marketing & Member Services Manager

Here at the Co-op, we strive to create an ethical and resilient food infrastructure. One of the many ways we try to accomplish this is by building and maintaining close ties directly with our suppliers. These relationships aren't just between our buyers and distributors; it's a storewide effort to share information with staff about the folks we work with so we can tell their stories and support them however possible.

Since coming to work at the Co-op, I've had no shortage of opportunities to learn more about our local suppliers. I've attended the Pennsylvania Association for Sustainable Agriculture's Annual Farming for the Future Conference where I'm able to connect with many local suppliers each year; and as our store's Buy Fresh, Buy Local representative, I've gotten to know additional growers. My department also coordinates our Community Event Series and has had the pleasure of hosting a number of local producers, such as North Woods Ranch, Clarion River Organics, Swiss Villa, and many more.

We also bring farmers and suppliers in to the Co-op to speak directly with our staff on occasion. Earlier this summer, we hosted a number of "Meet the Farmer" talks in our Produce Department.



Several of our staff were able to attend these gatherings and learn more about specific farms' operations, including those of Who Cooks For You Farm, Garden Dreams Urban Farm & Nursery, and Market on Middle. Topics covered ranged from soil fertility to pest control, to certification processes and more.

Beyond learning and talking about our suppliers, there are other direct ways we support their businesses. For instance, this past May I submitted a letter of support to the USDA on behalf of Three Rivers Grown, a local distributor seeking a grant that would allow them to expand their business. We expressed our interest in their growth, and confidence that if they were to receive the funds, they would increase access to regionally produced foods both for our Co-op and for the entire city.



Here at the Co-op, we see local suppliers and the products they provide as a cornerstone of the vision we hold for a vibrant, dynamic community of happy, healthy people. We are grateful for all the opportunities we have had to build stronger relationships within our local food system, and look forward to increased opportunities in the future as we ourselves grow and expand.



**WHETHER YOU'RE  
A GOURMAND OR  
A NOVICE COOK,  
YOU'RE INVITED  
TO JOIN THE**



**Connect with other  
food lovers in our  
community as we dive  
into some of our  
favorite cookbooks.  
Bring a recipe and dish  
to sample (and don't  
forget to label  
the ingredients!).**

**What more do you want from your house?**

Improve comfort and efficiency.  
Create more living space.



**AJ Stones**  
Master Green Remodeler

Older houses our specialty  
Consulting and Remodeling

**ajstones.com**  
**412-241-6042**





**Leave A Legacy**  
by helping to restore a forest.



**Penn Forest**  
Natural Burial Park

Green burial is  
the way to go.

**PennForestCemetery.com 412-927-0103**



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

Sarah Aerni, President  
Mike Collura, Vice President  
Mark Frey, Secretary  
Dennis Schauer, Treasurer  
Dirk Kalp ‘15  
Emily Mercurio ‘15  
Jared Evanoski ‘16  
Maria Bowman ‘17  
Tina Russell ‘17

MANAGEMENT TEAM

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

THE CO-OPERATOR

**Editor:** Heather Hackett  
**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. 103

Show how much you “LIKE” us and **follow** EEFC online!



EMPLOYEE OF THE MONTH



Congratulations to **Leslie Clark** who was chosen as the Co-op staff pick for Employee of the Month. Leslie has worked at the Co-op for 25 years as the Membership Database Specialist, and has been a member since 1986.

Q. What are your favorite things about your job here?

A. All of the diversity in our staff, and lots of laughter.

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

A. We have great local and organic produce and we’re open to everyone.

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

A. Dance and garden and sing with the Balkan Babes and the Vardo Sisters.

Q. How did you feel when you found out you were the Employee of the Month?

A. I was delighted and honored to be chosen by my fellow employees.

NEW FACES

**Anthony Perri, Front End & Produce**  
Anthony is a hip-hop musician and producer. One of the things Anthony likes best about the cooperative model is that every point of view is heard, from shopper to stocker. In the future, Anthony hopes to open new experiences around the world with music.

**Gregory Lattera Jr., Café**  
Gregory’s favorite products at the Co-op are the meat and cheese options. Outside work, Gregory participates in firefighting and community service. Gregory’s goal for the future is to become a full-time firefighter/EMT-P.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

<b>Jim McCool, Bulk</b>	<b>17 Years</b>
<b>Ian Ryan, Grocery</b>	<b>13 Years</b>
<b>Katrina Clark, Café</b>	<b>7 years</b>
<b>Jackson O’Connell-Barlow, Supplements</b>	<b>5 Years</b>
<b>Frank Salati, Front End</b>	<b>2 Years</b>
<b>Molly Sheedy, Front End</b>	<b>2 Years</b>
<b>Gabe Cantillo, Produce/Marketing &amp; Member Services</b>	<b>1 Year</b>
<b>Katie DiPrinzio, Café</b>	<b>1 Year</b>
<b>David Rosenberg, Café</b>	<b>1 Year</b>

Healthy Mind and Body

DEEP TISSUE MASSAGE, TRIGGER POINT,  
PERSONAL TRAINING, NUTRITIONAL GUIDANCE

**Lori A. Kshellack**

Licensed Massage Therapist,  
Certified Personal Trainer, Certified Nutritionist

412-969-3584

www.healthymind and body.net bootcamp27@gmail.com

Conveniently located in Regent Square for over 15 years. Special pricing for new clients and East End Food Co-op members. Call for details today!

Café Phipps: named a Food & Wine magazine 2014 Best Museum Restaurant in the U.S.

Café Specials • July 2015

SUN	MON	TUE	WED	THU	FRI	SAT
			1 INDIAN KITCHEN	2 SOUTHWEST TEMPEH	3 BURRITO BAR	4 FARM TO CAFÉ (FEATURING SEASONAL LOCAL PRODUCE!)
5 CHEF'S CHOICE	6 BRAISED KALE & WHITE BEANS	7 THAI CURRIED POTATOES WITH CHARD	8 THAI KITCHEN	9 VEGETABLE LASAGNA	8 PIZZA: DAIRY & VEGAN	11 FARM TO CAFÉ (FEATURING SEASONAL LOCAL PRODUCE!)
12 CHEF'S CHOICE	13 CHIMICHURRI TOFU	14 MOROCCAN CHICKPEAS & SWEET POTATOES	15 AFRICAN KITCHEN	16 ROASTED VEGETABLE QUESADILLAS	17 BURRITO BAR	18 FARM TO CAFÉ (FEATURING SEASONAL LOCAL PRODUCE!)
19 CHEF'S CHOICE	20 GNOCCHI WITH SPINACH PESTO	21 STUFFED CABBAGE	22 PITTSBURGH KITCHEN	23 MUSHROOM & ONION SMOTHERED POLENTA	24 PIZZA: DAIRY & VEGAN	25 FARM TO CAFÉ (FEATURING SEASONAL LOCAL PRODUCE!)
26 CHEF'S CHOICE	27 EGGPLANT & QUINOA PILAF	28 SZECHUAN VEGETABLES	29 STIR FRY BAR	30 ZUCCHINI CAKES	31 BURRITO BAR	

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

JULY 2015 COMMUNITY EVENT SERIES

1st

7:00 PM

**COOKBOOK CLUB**  
East End Food Co-op  
Café Seating Area  
Are you looking for an excuse to try out a new recipe? Join us for another meeting of our Cookbook Club! Bring a dish to share and a list of ingredients. Space is limited, so call now to reserve your spot!

8th

7:00 PM

**MEMBER MIXER**  
East End Food Co-op  
Café Seating Area  
Bring a friend who has not yet joined the Co-op to learn about our business and co-ops we support. Our staff will be on hand to offer tours of our store and there will be free samples and prizes!

16th

6:30 PM

**INTRODUCTION TO REIKI**  
Rebecca Troup, Mystical Truths  
Carnegie Library of Homewood  
Join Rebecca to learn more about Reiki, a Japanese Healing Tradition based on the premise that our bodies are part of a larger field of universal energy that can impact our overall well-being.

29th

6:30 PM

**BACKYARD CHICKEN BASICS**  
Danielle Marvit and Hannah Reiff  
Carnegie Library of Homewood  
Are you considering keeping chickens in your backyard? Join Danielle and Hannah for a basic overview of the information you'll need to succeed, including chicken breeds, coop design, feeding, and more.

These events are **FREE**, just call 412-242-3598 to reserve your spot! [www.eastendfood.coop/events](http://www.eastendfood.coop/events)

**MEMBERS' OPEN FORUM**  
A chance to meet & share your ideas with other members!  
**Monday, July 13th, 2015**  
**7 PM - Café Seating Area**  
This event is free, but please call 412.242.3598 to reserve your spot. More information (including this month's discussion and brainstorm topics) is available at [www.eastendfood.coop/co-op/membership](http://www.eastendfood.coop/co-op/membership).

**Save the Date:**  
**Saturday, September 12th**  
**Annual Meeting**  
All members welcome!  
Look out for more information in the coming months.

**EAST END FOOD COOP MEMBER DRIVE**  
SATURDAY, JULY 4 - SUNDAY, JULY 12

own the coop

stronger together