

The Co-operator

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



Local Produce Forecast for 2015

by Evan Diamond, Produce Manager

Well folks, I'm happy to declare that the 2015 growing season is officially under way! Most people in our region think of Memorial Day as the kickoff point, but for me it always feels like it's begun once the first starter plants arrive at the Co-op from Wilmington Gardens and Garden Dreams. Now I can start getting dirty in my garden! Since we're at the very beginning of the season now, I'm going to lay out some of the highlights you can look forward to this year, in the hope that you can take the best advantage of local offerings.

May and June are a blast. Everything is fresh and new and exciting. Farmers are eager to get back into the soil and this is a great time for foraged edibles like ramps and chanterelles. This is also the time when the local strawberries start to come in. You can be sure to find a selection of tender, young greens this time of year, which will lead to some of the best salads you're going to eat all year long; and there will be plenty of fresh herbs that are cold hardy, or come from green houses. Homework assignment: pickled garlic scapes. If you've already done this, then I challenge you to lacto-ferment them. And if you've done that, start preserving berries in brandy like the Danish and Germans do, to make *Rumtopf* to enjoy when winter comes.

July 4th should be penciled in on your calendar as the day we'll declare independence from imported tomatoes! This is when we aim to start bringing in heirlooms from Who Cooks For You Farm, and there will be much to celebrate. July is also the month for a more diverse range of berries, like the amazing blueberries we source from Maxim Berry Farm and

Smith's Organic Farm. This is when some of the earlier field crops will start coming in too. We'll be carrying an assortment of hot peppers, bell peppers, and summer squashes from Smith's Organic Farm, as well as green beans from Wilmington Gardens.

If the growing season was a body, August and September would be the heart. We're going to have a lot to offer locally, including one of my favorite August harvests: elderberries. We get these tart berries from Maxim Berry Farm and it's a real treat to make wine with them. You can expect the Co-op to be flush with melons, also, this time of year. We purchase a lot of great watermelons from Clarion River Organics and Tuscarora Organic Growers, and I'm hoping to get some of Smith's Organic Farm honeydew as well this year. Then—of course—there's corn. Every year it's a struggle to source local, organically grown corn, but it's a battle that I love to fight. I'm happy to report that I've had some good discussions with local farms around corn already, and I'm confident we will have something to offer during these months.

All of the sudden it's October before you know it. While the days are starting to get shorter, you should take the opportunity to eat all the fresh greens you can get your hands on. It's a great time of year for lettuce, and the kales and chards will continue until after the first frost. You should also see some offerings of cold weather crops, like broccoli and cauliflower, that take a long time to grow, and thrive in the fall weather here in Western Pennsylvania. Other than that,

you can start stocking up on winter storage squashes and pumpkins, and enjoy the freshly harvested potatoes and sweet potatoes while you start unpacking all your winter coats and long johns.

Remember: this is just the highlight reel. We'll be offering lots of resources and information all season long, with more details as the months come into focus. Check out the Produce Storage Guide online at www.eastendfood.coop/market/produce. In the store, we offer a Local Product

Guide in the aisles as well as at Customer Service. And I will be submitting a monthly Local Foods Forecast for our EEFC E-News, so if you haven't subscribed yet, be sure to sign up on our homepage at www.eastendfood.coop. The e-blast is also a great source for other local food news during the season, like farmer profiles, events, and other updates pertaining to the 2015 growing season.

Thank you for supporting local farms. And good eating, everyone!

CELEBRATE PLANT SOMETHING DAY MAY 19, 2015



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BOARD OF DIRECTORS:

The next meeting will take place on Monday, May 18th at 7 PM.

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 ext. 438
or email memberservices@eastendfood.coop.

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by June 30th!
The next quarter goes from July 1st - September 30th.

HOLIDAY HOURS:

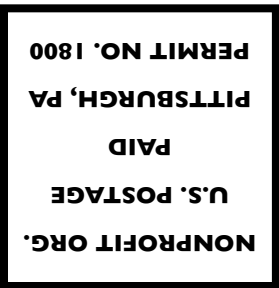
Your Co-op will close early at 7 PM on Monday, May 25th.

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



DATED MATERIAL:
DO NOT DELAY

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



GM Report

by Justin Pizzella, General Manager

With the change in seasons, it seems like a good time to highlight some of the changes we’re making at the Co-op.

Customer Service Training

One of our primary operational focus areas is developing a formalized training program for everything we do. A key area we have concentrated our efforts on is customer service. This past fall a number of our employees underwent customer service training conducted by trainers from Zingerman’s, a group of nine food-based businesses in Ann Arbor, MI, who are renowned for their excellent customer service. What made the experience especially rewarding was hosting staff from several other food co-ops at the trainings—cooperation in action!

Throughout winter, a group of our employees adapted the insights from Zingerman’s into a customer service program for the entire staff. As of March 31st, every Co-op employee completed Course One of this training! Going forward, new staff members will undergo the same course as part of their orientation process. We will also continue to develop other courses. Our hope is that as each of us gets better, the experience of shopping here will bring even more satisfaction.

Parking

We continue to seek solutions to our parking constraints. Recently, we were able to secure a limited number of additional off-site parking spaces near the Co-op. By arranging with a few employees to utilize these spaces, it’s freeing up a number of parking spots each day in The Factory’s parking lot. We have also arranged additional off-site parking for the entirety of our staff working during the weekend.

Even with this additional parking, the problem persists and we continue to work with others in our neighborhood to utilize existing parking. Unfortunately though, most of the folks we have reached out to are unwilling or unable to let us use their parking lots. Beyond additional parking, we are also seeking other solutions. For instance, we are investigating the option for a valet service that would operate during peak times. We will also soon be announcing a delivery option for buying your groceries online.

Expansion

Recently, the *Post Gazette* ran an article that linked us to a possible new store in Downtown Pittsburgh. In that article, I confirmed that I had talked to the owners of PPG Place. At this point, though, *all* that we have done is talk—there have been no commitments and we continue to explore other options. As far as our plans go, the number one priority is enlarging our existing store. Any other opportunities we may undertake are being weighed against this priority.

In addition to the past articles we’ve written about expansion, we will continue to have member meetings to provide an overview of the process the board will be following to make expansion decisions as well as elicit member input into the process. We’ve also created a new section on our website to provide information on our expansion process and rationale, which we encourage members to check out: www.eastendfood.coop/co-op/expansion.

As I close, I want to extend an appreciation for all our customers, members, and staff that continue to make the Co-op such a great place to shop!

Want a Stronger, Healthier Region? Consider Co-op Leadership!

by Mike Collura, EEFC Board of Directors Vice-President

What’s your vision of your community at its healthiest? Your investment in active Co-op membership demonstrates a drive toward fulfillment of this potential. Thriving local food producers provide secure local jobs and a more resilient local economy. You’ve sensed the revolution in consciousness taking place as people are becoming increasingly aware of their power to demand high-quality food options and an enhanced level of wellness.

If you recognize that the opportunities for positive community transformation and growth have never been greater, we invite you to share your vision. Contribute to the strategic leadership and development of an organization well-positioned for opportunity: Serve your Co-op and your community as a member of the East End Food Co-op Board of Directors.

Qualities of a Good Board Candidate

In addition to being dedicated to the Co-op and its principles, a good candidate for the board possesses the following qualities and abilities:

- Excellent communication skills
- Ability and desire to work closely with other board members as part of a cohesive team
- Vision for the future, and an ability to see present-day decisions in the context of the long-term health of the Co-op
- The ability to speak openly and independently in group discussions, while also being able to abide by decisions arrived at collectively by the board
- Good judgment, honesty, and courage

Qualifications

Directors are elected by the EEFC membership. To run for the board, a candidate must:

- Not have an overriding conflict of interest
- Be a voting member of the Co-op, at

least 18 years old, who has fulfilled his/her financial obligations to the Co-op

- Attend at least one board of directors meeting before the end of the election cycle in September
- Attend and speak at the Annual Meeting on Saturday, September 12th
- Complete the declaration of candidacy form, found in the Candidate’s Packet available from Customer Service or online at www.eastendfood.coop/co-op/board

Elections for the board of directors will take place this fall. If you are interested in running, please review the candidate packet, then complete and submit your answers online before July 1st, 2015. You may submit your candidacy by visiting http://bit.ly/eefc_candidacy.

Referrals

If you are not interested in running for the board yourself, please consider asking someone who you think would make a good candidate. The board of directors would be happy to reach out to any potentially interested candidates who would like to learn more about participating in the governance of the Co-op.

Learn More

Learn more about the board by visiting www.eastendfood.coop/co-op/board. You are also invited to attend this month’s Members’ Open Forum, which will revolve around the 2015 Board Elections. Join us in the Co-op Café seating area on Monday, May 11th at 7 PM to discuss the election process and to brainstorm about ways we can motivate members to vote in our upcoming election. This event will help members better understand how elections work at the Co-op, and sharing your story about why you will be voting may help us inspire other members to cast their ballots. We hope to see you there!

Hosanna House, Inc.’s **Sherwood Event Center** is perfect for weddings, showers, reunions, parties, banquets and retreats!



Allow anywhere from 25 to 300 guests to indulge in swimming, tennis, basketball and dek hockey. The venue also features a grilling area, equipped commercial kitchen and a 2,800+ sq. ft. covered, lighted pavilion.



Contact us and ask how you can save on your booking!
412-342-1351
eventcenter@hosannahouse.org

HOSANNA HOUSE
A PLACE CALLED HOPE!



The Co-op would like to wish a fond farewell to our friends and neighbors at the



Co-op members can keep track of their progress on a new space and learn more about their summer camps by visiting their website.

www.geminitheater.org



LOOKING FOR WAYS TO
GET MORE **INVOLVED**
IN YOUR CO-OP?

RUN FOR THE
BOARD OF DIRECTORS

If you are interested in running, pick up a candidate packet from Customer Service or at www.eastendfood.coop/co-op/board, then submit your answers along with a photo online at: http://bit.ly/eefc_candidacy before July 1st, 2015.

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

Interested in sharing your thoughts with other members?

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

ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Customer Comments

Where is the organic okra?

At this time of year the options for organic okra in the store include: canned in Aisle 2, and in our freezer case in Aisle 5. During the summer we’ll be carrying fresh local okra in the Produce Department as it becomes available. We’ll also keep our eyes peeled in case it becomes available sooner from a national distributor.
-Bethany, Produce

Please start carrying the one gallon jug of Braggs Apple Cider Vinegar again. Or allow me to special order it.

We apologize, our distributor commonly experiences a shortage of one gallon bottles at this time of year. We’ve been trying to order this product, and once our distributor has it available it will return to our shelves.
-Ian, Grocery

Breakfast was great! Eggs, kale, raspberry sauce, sausage, all great! Thank you for doing this.

So glad that you enjoyed our breakfast! I will be sure to pass this along to the team!
-Amber, Café

No more requests for charity at checkout!

Our Front End team continues to explore the best way to communicate the Round Up option because we understand that not everyone wants to participate. Yet our donations continue to rise and we receive a lot of positive feedback. So we hope that you can understand why the program will continue in the future, and can only reassure that no one is under any pressure to contribute.
-Heather, Marketing & Member Services

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

May’s Round Up Recipient: Pittsburgh Center for Creative Reuse



Pittsburgh Center for Creative Reuse (PCCR) is a nonprofit organization that promotes resource conservation, creativity, and community engagement through material reuse. Last year, PCCR diverted 35 tons of useful materials from the landfill by taking in donations from local businesses, nonprofits, and individuals, and offering them for re-sale at their store. Artists, teachers, and anyone with a knack for crafting can peruse the shop for inspiring ideas.

PCCR facilitates a number of programs in their store and throughout the community. On the first Sunday of each month they host Bar Crafts at the Allegheny Wine Mixer in Lawrenceville, and every second Thursday of the month PCCR has an 18-and-over BYOB potluck in their store for Open Studio Night. You can also find them at the Three Rivers Arts Festival this year, offering hands-on creativity for folks of all ages.

Located just a block away from the Co-op at 214 North Lexington Street, PCCR is open every day from 11 AM to 6 PM. For more information and a list of their upcoming events, visit their website or call 412-473-0100. If you want to support PCCR in their mission to keep useful stuff out of landfills and get it into the hands of creative folks in our region, be sure to tell your Co-op cashier you want to Round Up your total this month!

Your spare change can result in positive change!

www.pccr.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:

PITTSBURGH
CENTER FOR
CREATIVE
REUSE



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro





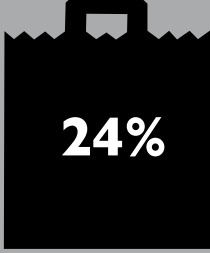
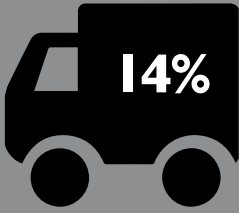
and our famous Seitan Wings!

Meat items also available!



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412-390-1111 DOUBLEWIDEGRILL.COM

COMMUNITY IMPACT

<p>OUR CO-OP GREW BY</p>  <p>55</p> <p>NEW MEMBERS</p>	<p>OUR OUTREACH REPRESENTATIVES REACHED</p>  <p>3,892</p> <p>PEOPLE AT EVENTS</p>	<p>OUR CO-OP RAISED</p>  <p>\$3,682.69</p> <p>THROUGH THE REGISTER ROUND UP FOR</p>  <p>Jubilee Soup Kitchen People Helping People</p>	<p>LOCAL PRODUCTS MADE UP</p>  <p>24%</p> <p>OF TOTAL STORE SALES</p>	<p>OF OUR PURCHASES</p>  <p>14%</p> <p>WERE FROM LOCAL SUPPLIERS</p>
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DATA COLLECTED DURING MARCH 2015

Featured Community Partner: Steel City Movers

The East End Food Co-op is proud to partner with Steel City Movers, LLC. 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.

Steel City Movers is an employee-owned company that believes in offering their customers knowledge, professionalism, and courtesy as they make moving as smooth and stress-free as possible. They aim to change the way customers view the labor industry—to beat the stereotype of movers as indifferent, unprofessional, and only out to make a buck. Customer satisfaction is their number one priority.

Service begins the moment they receive your call and continues through your entire move. Steel City Movers offers the following:

- loading and unloading your truck, mobile storage unit, trailer, or other moving vehicle
- packing and unpacking your belongings
- truck rental arrangements, including reservation, pickup, driving assistance, and return
- cleaning services
- piano moving service

Members will receive a 5% discount on labor charges. To take advantage of this discount, fully paid Co-op members must be sure to present their plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services at memberservices@eastendfood.coop or call 412-242-3598 ext. 438. You can check out the full listing of your Co-op's partners by visiting our website at: www.eastendfood.coop/co-op/community/community-partners-program.



Did you know...

...that our Co-op strives to promote products that are fair trade?

Here at the Co-op, our buyers always consult our Product Guidelines when deciding what to stock on our shelves. These guidelines dictate that we carry foods and other products that do not exploit workers or the environment in the way they are produced or sourced. A "fair trade certified" label is one way we identify products that meet these standards.

"Fair trade" is a term used to describe products that reach consumers through an equitable and humane trade system. A number of third-party certifiers have developed standards that products must satisfy to be considered fair trade, which is why you will see different logos on different products. Fairtrade International, a trademark of FLO (previously known as Fairtrade Labeling Organization), is the most common fair trade certification in the United States. While each certifying body has its own criteria, they all share a common purpose: ensuring that farmers and producers command a fair, living wage. Many of these certifications also call for food products to be produced sustainably. They also help to ensure that small farmers can gain access to market and are able to invest in their communities.

We here at the Co-op are currently working on better tracking of our contribution to the fair trade movement through sales in our store, so at this time we are only able to report some preliminary information:


- Our Grocery Department reports selling more than \$330,000 in Fair Trade Certified products last year.
- Our members and customers purchased over \$92,000 worth of Equal Exchange products alone. (For more information about how Equal Exchange supports and defines fair trade, visit their website www.equalexchange.coop.)

- Through our purchasing of Equal Exchange coffee beans, our Co-op single-handedly supports about seven small cooperative coffee farms.
- Our Co-op purchased 92,800 Equal Exchange bananas last year, translating to \$12,760 paid directly to small farmers.
- This year in celebration of Fair Trade Banana Month, we used promotional efforts to increase our April monthly sales to an impressive 8,080 pounds of fair trade bananas.

Like the fair trade movement in general, our sales of fairly-traded goods, number of fair trade product offerings, and commitment to an ethical and equitable food system are growing all the time. Beyond the number of dollars our members and other shoppers spend on Fair Trade Certified products, our Co-op contributes to spreading awareness about fair trade in a number of other ways, including:

- We sponsor, support, and attend events in our community that promote fair trade.
- Our new member orientation includes an overview of the importance of fair trade, as well as highlighting what products we have available.
- Anyone can access more information about fair trade on our website at www.eastendfood.coop/market/fair-trade.
- We also provide copies of the Fair World Project's free monthly publication "For a Better World," in our community brochure racks while supplies last. (More information about this periodical can be found at www.fairworldproject.org.)

Learn more about fair trade at the Co-op by checking out the "Support Fair Trade" article on page 5.



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NEWSLETTERS CATALOGS BROCHURES
POSTERS BUSINESS CARDS ENVELOPES
LETTERHEAD ADS POSTCARDS FLYERS

Support Fair Trade

by Heather Hackett, Marketing & Member Services Manager

World Fair Trade Day is an initiative of the World Fair Trade Organization (WFTO) that takes place on the second Saturday of May every year. Occurring this year on May 9th, this observance celebrates fair trade’s contribution to the fight against poverty and exploitation.

Here at the Co-op, we try to provide as many fair trade items as possible. Below is a list of just some of the many products available at your Co-op that are Fair Trade Certified:

- All bananas
- Almonds & cashews in our bulk section
- All Equal Exchange chocolate bars, candy and chocolate chips
- Alter-Eco chocolate and rice
- Endangered Species chocolate
- Chocolove chocolate
- All the coffee beans in our bulk section
- Just Coffee bags of coffee
- Equal Exchange bags of coffee
- Café 19 bags of coffee
- Building New Hope bags of coffee
- Rishi tea
- Choice tea
- Guayaki tea
- Many wholesome sweeteners (e.g., sugars, agave syrup, molasses)
- Alaffia red palm oil
- Dr. Bronner’s coconut oil
- Nutiva coconut oil products
- Spectrum coconut oil
- Dr. Bronner’s coconut oil
- Dr. Bronner’s soaps
- Alaffia beauty products
- African Market Baskets
- Matr Boomie gift items



On your next visit to the store, feel free to ask an employee to point out some of the fair trade products we have available. You can also pick up a free copy of Fair World Project’s monthly publication, “For a Better World,” in our community brochure racks while supplies last. Fair World Project (FWP) is an independent campaign of the Organic Consumers Association which seeks to protect the use of the term “fair trade” in the marketplace, expand markets for authentic fair trade, educate consumers about key issues in trade and agriculture, advocate for policies leading to a just economy, and facilitate collaborative relationships to create true systemic change.

Learn more about the importance of fair trade at the Co-op by checking out the “Did you Know..?” article on page 4. You can also stop by the store on May 9th to sample some of our many fair trade products between 12-6 PM. If you have any questions, or want to share ideas about other ways the Co-op can help keep trade fair, please email memberservices@eastendfood.coop.

Know Your Farmer: Wilmington Gardens

by Kate Safin, Assistant Marketing & Member Services Manager

Wilmington Gardens is a 50-acre certified organic farm that produces approximately 90 varieties of organic, non-GMO seedling plants for gardens and a dozen different crops that are custom grown and marketed nearly exclusively through the East End Food Co-op.

Owner and Operator Rick Contray established the farm in New Wilmington, PA, in 1991 and currently manages 3 full greenhouses and 4 acres of produce with the help of friends and family. You can find their garden seedlings at the Co-op from the spring through the summer. In the Produce Department, you can find their zucchini, bell peppers, hot peppers, kale, eggplant, cut basil, dandelion, green beans, and zebra tomatoes. Customers are likely to see Rick outside the Co-op on Monday and Thursday evenings stocking the seedling shelves; he welcomes anyone interested in learning more about his farm to stop and chat with him!

East End Food Co-op (EEFC): What inspired you to start in this business?
Rick Contray (RC): I’ve always had a desire to live closer to the land and earth and try to be as sustainable as practically possible. In the ‘70s, I used to read the old, outdated *Mother Earth News* from the ‘60s.

EEFC: What makes products from your farm unique?
RC: Our greenhouses and farm fields are, and have been, inspected and certified as organic each and every year since 1991, which brings confidence to the customer that everything we do here is done under strict guidelines in order to be called organic.



EEFC: What are you most proud of as a local farmer?
RC: Being able to make a modest living off the land while doing as little harm to the environment as practically possible. I was also one of the first 20 certified organic farmers in the state of Pennsylvania, and still one of the very few certified organic farms in my county.

EEFC: What is the biggest challenge of being a farmer?
RC: Aging! My aching back!

EEFC: What is your hope for the future of your farm?
RC: That it can remain as an oasis for wildlife and a greenspace for many years to come.

EEFC: What is the most important thing for customers to know about your products?
RC: That their support of certified organic farmers allows me and others to remain in business as a real alternative to mainstream, chemically-laden, and GMO produced faux food!

New In The Aisles

HUDSON VALLEY - Seed Packets
BEYOND MEAT - Beast Burger
LUNDBERG FAMILY FARMS - Organic Sweet Dreams Rice Cakes (milk chocolate and dark chocolate) and Organic Brown Rice Cake Stackers (lightly salted and no salt)

Grilled Vegetable Salad

Ingredients

5 tablespoons olive oil, divided
1/3 cup lemon juice
2 tablespoons Dijon mustard
1-2 tablespoons fresh thyme leaves
1-2 tablespoons roughly-chopped fresh rosemary
1 tablespoon roughly-chopped fresh mint
1/4 to 1/2 teaspoon crushed red pepper flakes
2 cloves fresh garlic, peeled and minced
1 yellow onion, quartered
1 small eggplant, cut into 1/2-inch slices
1 zucchini, sliced lengthwise, 1/4-inch thick
1 red bell pepper, seeded and cut into large chunks
1 medium tomato, cut into 4 to 6 wedges
1/3 pound green beans, trimmed
1 cup whole button mushrooms
1 cup pearly couscous
1 3/4 cups water

Preparation

1. In a large mixing bowl, combine 4 tablespoons of olive oil with the lemon juice concentrate, mustard, fresh herbs, spices and garlic. Add vegetables, toss well and marinate for 30 minutes.

2. Meanwhile prepare the couscous. Heat 1 tablespoon olive oil in a medium-sized pot over medium heat. Add dry couscous and sauté for about 3 minutes, stirring frequently, until lightly browned and toasted. Add water and bring to a boil, then reduce heat, cover and simmer for 10-15 minutes until couscous is tender and liquid has been absorbed. Remove from heat and set aside.

3. Preheat grill to medium-high heat. Remove vegetables from marinade and grill until tender. Roughly chop grilled vegetables and place back into the marinade, tossing well to coat. Combine with or serve over the couscous.

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

YOUTH PROGRAMS DESIGNED FOR KIDS AGES 10+

YOUTH GROW

Saturdays, 10:30-12pm

May 2 / Edible Planters
June 13 / The Secret Life of Honeybees
July 18 / Build a Bug Mansion

YOUTH COOK

Fridays, 5-7pm

May 29 / Spring Fritters
June 19 / Dip It
July 10 / Summer Smoothies

YOUTH MAKE

Fridays, 5-7pm

May 22 / Mission Control: Making Space
June 26 / Survivor: MAKESHOP
July 24 / Reconstruction Junction

children’s museum
PITTSBURGH

10 Children’s Way, Pittsburgh, PA 15212

Pre-registration required
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bit.ly/cmpyouth

Get Growing with Garden Dreams: Becoming Certified Organic

by Bob Madden, Garden Dreams Urban Farm & Nursery

Garden Dreams has been growing high quality seedlings since 2001. What draws most people to us is our huge selection of heirloom, hybrid, and open-pollinated varieties, so folks have a lot of options to choose from—many of which you can’t normally find at your average nursery. We have always used the best seeds and soils available to get the plants off to a great start and to make the grower’s experience more enjoyable.

Until recently, we felt that we didn’t need organic certification because we knew that we were growing great plants that stood up to any standard. This year, however, we decided to get organic certification so that people who don’t know about Garden Dreams and our growing practices can see the USDA stamp right on our tags, and trust that we are doing our best to provide safe and healthy plants.

What it Takes to Become Certified
We had a great experience working with the folks from Pennsylvania Certified Organic. They were very helpful and did everything they could to make the process go smoothly. For the most part, we were already using materials and seeds allowed by Pennsylvania certifiers, so the main thing we needed to do was to make sure the records of the supplies we use were well organized. The certifiers came to our location in Wilkinsburg and spent the day with our production manager, Hannah, going over our records and methods. Although we haven’t changed our practices, we are excited to “go organic” officially so that we can reach even more people this growing season.

How Does Our Organic Garden Grow?
We are still a small business, growing here onsite, so we are able to keep a close eye on everything. We are very lucky to have a dedicated production manager who focuses much of her time on monitoring the plants, regularly removing them from bad weather and then placing them back outside to harden off and get some sunshine.

Along with paying good attention to our seedlings, we have done a lot of work to source the best soils and amendments for plant health. We start with Ohio Earth Foods’ Plant Pro Potting Soil, which is a great product mixed up in Hartville, OH, that’s available at the Co-op for \$12.99 a bag. It’s full of a variety of natural amendments that support young plants. We add crushed oyster shells to the mix for a slow release of calcium. We also add mycorrhizal fungus, which is a powerful plant ally. The fungus springs to life in the moist soil and attaches to the roots, then works to get the plant what it needs to thrive. When you bring new plants home from our nursery, you are helping to inoculate your garden because all of your plants will benefit as the fungus spreads.

We have also created habitat and food sources for beneficial insects, to keep pests at bay. When growing our plants, we don’t spray to kill bugs (even with organic sprays). We allow beneficials to do the work for us—and they are much more effective! Lastly, all of our plants are sprayed with seaweed and fish emulsion. These amazing natural fertilizers support the plants with a variety of accessible micronutrients to keep them growing strong.

More Information
You can learn more about our nursery’s offerings at www.mygardendreams.com. Feel free to drop us a line or give us a call if you have questions about our plants, or the certification process. To learn more about Pennsylvania Certified Organic’s USDA-accredited certification program, visit www.paorganic.org/ certification.

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).

A Farmer’s Perspective on What to Grow

by Chris Brittenburg, Who Cooks For You Farm

There’s nothing like the flavor of a big, fat, juicy, homegrown tomato slice with a dusting of salt and pepper. Most everyone with a green thumb has tomato plants growing in a garden, crammed into pots, or hanging from a windowsill. It’s hard to beat that flavor with any other vegetable—they’re delicious!

There are many different kinds of vegetables out there and they all require varying levels of fertility. Because tomatoes require high levels of nutrients they are considered heavy feeders. This characteristic may be a bummer for many who attempt to grow them, only to harvest five nice tomatoes. And while even casual gardeners might be disappointed by this kind of yield, I can tell you that five tomatoes per plant would sink a farm business! For this reason, I encourage steering away from heavy feeders for the most part. Why work so hard to produce so little? Why not, instead, grow low maintenance vegetables with low fertility requirements, that require little watering and no pruning, and have low incidence of disease?

Another consideration when choosing what to plant is timing. Instead of having one middle-of-the-summer tomato and pepper garden, for instance, consider maximizing



the output of your garden by taking advantage of the full growing season, from spring through fall. Spring/early summer vegetables are finished in July, offering an opportunity to clean out the garden and plant fresh greens and root vegetables for fall!

Do you share my passion for growing a diversity of vegetables and growing them well? Then join me for a workshop hosted by your Co-op, taking place at the Carnegie Library of Homewood at 6:30 PM on Wednesday, May 13th (more information is on page 8). We’ll discuss varieties of vegetables, and I’ll share suggestions about many plants, including dates to seed, expected harvest dates, and examples of how a farmer like me would approach setting up your garden if I were in your shoes. This event will be very interactive with lots of open discussion, so please bring questions!

Chris Brittenburg and his wife, Aeros Lillstrom, co-own and operate Who Cooks For You Farm. Their certified naturally grown produce is available through a CSA, farmers markets, and right here at the East End Food Co-op. More information about their farm can be found at www.whocooksforyoufarm.com.



Pollinators: Who Are They and Why Should We Care?

by Linda Hite, Penn State Extension

Pollination of flowers is critical, not only to our food supply, but to the worldwide plant population. Fruits such as blueberries and cherries rely on bees for up to 90% of their pollination, which results in higher yields of fruit. For example, one bee can visit as many as 50,000 blueberry flowers which, in turn, can lead to 6,000 blueberries.

When people think of pollinators, most often, they think of the honeybee (*A. mellifera*). Honeybees were imported by

European settlers for a supply of honey and wax. The honeybee quickly acclimated to its new home and is now the number one commercial pollinator, essential to agricultural and flower crops.

While most headlines focus on honeybee decline, all bees have been found to be in decline, including native bees. Native bees, those that existed here before the colonists introduced the honeybee, have been found to play a crucial role in pollination of food

crops. North America is home to approximately 4,000 types of native bees, many of which are specialist pollinators—meaning they pollinate particular plants. The blueberry bee (*Habropoda sp.*), squash bee (*Peponapis sp.*), and azalea bee (*Andrena sp.*) are examples of specialist pollinators.

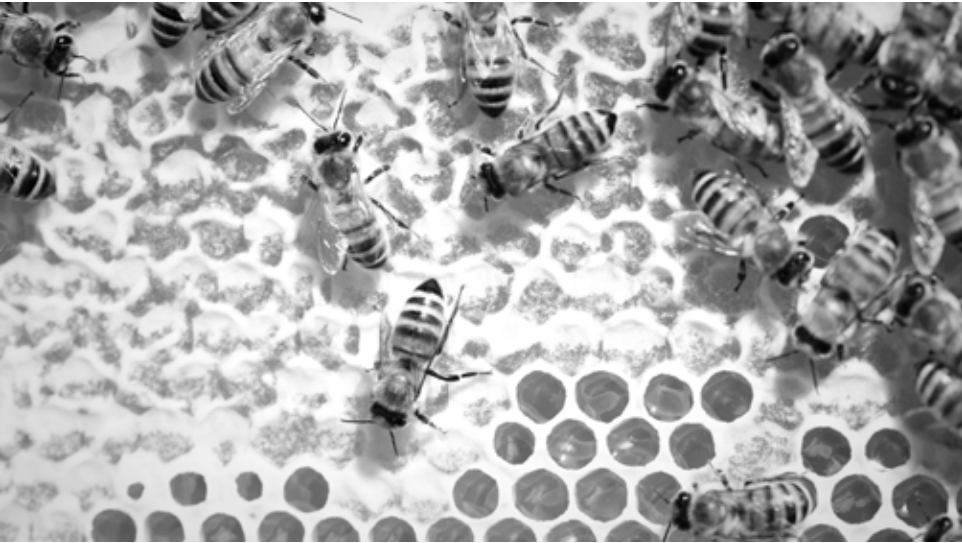
Bees are certainly the most well-known pollinators, but the enormous task of pollinating the world’s plants isn’t only the work of honey and native bees. There are other animals that are pollinators too, including species of wasps, flies, birds, bats, and butterflies. Even mammals like monkeys and lemurs have been found to be pollinators.

While the world of pollinators is diverse, recent studies have shown that pollinators of all shapes and sizes are being negatively impacted by parasites, chemical pollutants, and loss of habitat. Home gardeners can help protect pollinators by creating a haven that provides for their basic needs and avoids the elements known to threaten their existence. To learn more about how to keep pollinators healthy, please join the Penn State Extension Master Gardeners for an



event hosted by your Co-op at the Carnegie Library of Homewood on Wednesday, May 6th at 6:30 PM. We’ll also discuss how you can certify your garden as pollinator friendly. We hope to see you there!

Linda Hite is an avid gardener with a passion for pollinators who recently completed the Master Gardeners Program at the Penn State Extension. You can learn more about the Master Gardeners by visiting www.extension.psu.edu/plants/master-gardener/counties/alleghehy.



THE CO-OP

The East End Food Co-op is Pittsburgh's only member-owned natural and organic food market, serving the community since 1980. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged and perishable goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads, and vegan dishes.

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

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

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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 **Julie Sinnamohideen** who was chosen as the Co-op staff pick for Employee of the Month. Julie has worked at the Co-op for ten years and is the Accounts Payable & Payroll Specialist.

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

A. I learned what chocolate (among other things) is supposed to taste like.

Q. What do you like to do when you're not at work?

A. Walk in the park, read, give massages, visit family, and go out to eat.

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

A. I would move it to a warmer climate!

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

A. Relieved! When my boss told me, he set it up like I was in trouble—then paused and said, "You're the Employee of the Month!"

NEW FACES

Elizabeth Brophy, Café

Elizabeth comes to us from Milwaukee, WI, and the kitchen at the Outpost Natural Foods co-op. One thing that Elizabeth appreciates about the cooperative model is the community that co-ops create. Outside work, Elizabeth is an artist, and is especially interested in contemporary art.

Classifieds:

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

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



Penn Forest
Natural Burial Park

Fifth Annual Picnic
Saturday, June 13, 11am - 4pm
Enjoy food, music, tours & more!

121 Colorado Street
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GOOD
for you
and the
planet



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


PHIPPS
phipps.conservatory.org

Café Specials • May 2015

SUN	MON	TUE	WED	THU	FRI	SAT
					1 PIZZA: VEGAN & DAIRY	2 CHEESY SPINACH STRATA
3 CHEF'S CHOICE	4 JAMBALAYA	5 TANDOORI VEGETABLES	6 INDIAN KITCHEN	7 GINGER CILANTRO TOFU & KALE	8 BURRITO BAR	9 LEMON THYME MAC 'N' GOAT CHEESE
10 MOTHER'S DAY BRUNCH	11 ROASTED POTATO NICOISE	12 SPICY PEANUT TEMPEH	13 AFRICAN KITCHEN	14 CANNELLINI BEANS IN TOMATO RAGU	15 PIZZA: VEGAN & DAIRY	16 QUINOA POLENTA WITH ROASTED RED PEPPER SAUCE
17 CHEF'S CHOICE	18 BUTTERNUT & WALNUT LASAGNA	19 STUFFED CABBAGE	20 PITTSBURGH KITCHEN	21 YAM & BLACK BEAN ENCHILADA CASSEROLE	22 BURRITO BAR	23 BUFFALO TOFU
24 CHEF'S CHOICE	25 BEER BRAISED BRATS	26 MASSAMAN CURRY	27 THAI KITCHEN	28 SPICED CHICKPEA & ZUCCHINI SAUTE	29 PIZZA: VEGAN & DAIRY	30 BROCCOLI & MUSHROOM QUICHE
31 CHEF'S CHOICE						

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

MAY 2015
COMMUNITY EVENT SERIES

6th

6:30 PM

POLLINATOR GARDENING
Penn State Master Gardeners
Carnegie Library of Homewood
7101 Hamilton Ave, Pittsburgh, PA 15208
Pollinator populations are dwindling and our flower gardens and food supply are at stake. Join the Penn State Master Gardeners to learn how to create a pollinator sanctuary in your own garden.

13th

6:30 PM

GROWING ADVICE FROM A LOCAL FARMER
Chris Brittenburg, Who Cooks For You Farm
Carnegie Library of Homewood
7101 Hamilton Ave, Pittsburgh, PA 15208
Come talk gardening with one of our Co-op's own local suppliers! Chris will discuss how to deal with pests, soil fertility, season extension, and answer your questions.

20th

6:30 PM

UNDERSTANDING USDA DIETARY GUIDELINES
Paula Martin, MS, RDN, LDN, Carnegie Mellon University
Carnegie Library of Homewood
7101 Hamilton Ave, Pittsburgh, PA 15208
What can the USDA Dietary Guidelines tell us about environmental health, nutrition, and sustainability? Join Paula for more information about these questions and more!

27th

6:30 PM

DIY GREEN CLEANING PRODUCTS
Rachel Breit, Naturally Clean
Carnegie Library of Homewood
7101 Hamilton Ave, Pittsburgh, PA 15208
It's time for spring cleaning! Rachel will demonstrate how to create safe and environmentally friendly household cleaners out of materials you probably have in your pantry right now.

These events are **FREE**, just call 412-242-3598 to reserve your spot!
www.eastendfood.coop/events

MEMBERS' OPEN FORUM

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

**Monday, May 11th, 2015
7PM - Café Seating Area**

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

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

Look for your Co-op at these upcoming events:

Saturday, May 2nd, 11 AM – 1 PM: Our Co-op will discuss healthy food choices at the STEM Stars Expo!
More information: www.carnegiesciencecenter.org/stemcenter/carnegie-stem-girls/

Sunday, May 3rd, 8 AM – 12 PM: We are partnering with Allegheny Chesapeake Physical Therapy to host a **Marathon Tailgate** in our parking lot! Snacks and refreshments will be provided.

Friday, May 15th: Stop by our table at **Food Revolution Day** at Obama Academy to learn what our Co-op does to support the healthy food culture in our area!
More information: www.foodrevpgh.com

Saturday, May 16th, 11 AM – 4 PM: Make your own trail mix with our Co-op at **Venture Outdoors Festival** in Point State Park!
More information: www.ventureoutdoors.org/festival

Saturday, May 30th, 12 PM – 8 PM: Our Co-op is excited to participate in this spring's **Vegan Fest!**
More information: www.PittsburghBellydance.com