

# The Co-operator

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



## Celebrating Local Food Month

by Heather Hackett, Marketing & Member Services Manager

This September marks the tenth annual celebration of Local Food Month in Western Pennsylvania. This celebration was started by our friends at Pennsylvania Association for Sustainable Agriculture (PASA) and the Buy Fresh Buy Local® program, and East End Food Co-op is always an eager participant.

To help you make the most of our region's bounty this month, we are making it easy to identify local products here at the store by displaying Local Food Month tags. You can also pick up our Local Product brochure at Customer Service and in the grocery aisles to familiarize yourself with the farmers, producers, and suppliers who keep our regional food system strong and vital.



Read on for some tips and tricks for taking advantage of our area's most healthful food—local, organic fruits and vegetables:

### Keep Produce Fresher, Longer

For an overview of ways to lengthen the life of your produce, check out the Produce Storage Guide available on our website: [www.eastendfood.coop/market/produce](http://www.eastendfood.coop/market/produce). Some general tips include:

- Keep fruits and vegetables cold. Colder temperatures slow the oxidation process and keep most items fresher longer.
- Avoid stacking or crowding and forego airtight containers, as air circulation prolongs the life of fresh produce.
- Don't wash or prepare produce until

you're ready to use it.

- Eat, or preserve, produce quickly to ensure maximum flavor.

### Preserving the Harvest

Western PA's growing season is relatively short, and food preservation is a great way to extend the harvest. There are a number of methods to consider using, such as drying, freezing, canning, and fermenting.

**Drying:** Dehydrating removes the moisture from foods and prohibits bacteria from growing. Dried foods will stay good and tasty for months, or even years. A variety of dehydrators are available for various costs, but it's also possible to use an oven.

**Freezing:** The most nutritional way to store food, freezing can keep produce good for up to a year and requires little more than baking sheets and ice cube trays. Foods should ideally already be cold before they are frozen, and once frozen they should be kept in airtight containers.

**Canning:** This method does require some investment, as you will need jars, a canner, and some accessories. But once you have the tools you need, canning will preserve many items for up to a year or longer. And if you find yourself with an overabundance of canned items, you can share them with others as a great gift for any occasion!

**Fermenting:** A process by which sugars are converted into alcohols and carbon dioxide, or organic acids, using yeasts, bacteria, or a combination of the two, fermenting will allow foods to resist spoiling if kept at cool temperatures. Aside from effectively storing food, the process of fermentation also creates various strains of beneficial

probiotics that aid digestion and support the immune system. Fermentation requires no special equipment, although it does take some time for the microbes to do their work.

To learn more about these, and other, food preservation techniques, stop by our Book Department on your next visit. Our book buyer keeps a number of helpful titles in stock, including:

- *The Complete Book of Small-Batch Preserving: Over 300 Delicious Recipes to Use Year-Round*, by Ellie Topp and Margaret Howard
- *Preserving by the Pint: Quick Seasonal Canning for Small Spaces* by Marisa McClellan
- *Wild Fermentation: The Flavor, Nutrition, and Craft of Live-Culture Foods*, by Sandor Ellix Katz
- *Fermented: A Four-Season Approach to Paleo Probiotic Foods*, by local author Jill Ciciarelli

### Learn More

When you buy local food, you help to ensure that family farms in your community will continue to thrive, and that healthy, flavorful, plentiful food will be available for future generations. The time is ripe to taste the season's best right here at home! For more information about Local Food Month, please visit [www.pasafarming.org/wpabfbl](http://www.pasafarming.org/wpabfbl). To learn more about our commitment to local, sustainable agriculture and the work of PASA, check out the "Did You Know...?" article on page 4. You can also learn more from Jessy Swisher of PASA on page 5.

In addition to our year-round commitment to supporting our local suppliers and prioritizing local products, this September you can also join us for our Local Food Month Sampling event on Thursday, September 17th at 7 PM. We hope to see you there!



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### BOARD OF DIRECTORS:

The next board meeting is Monday, September 21st at 7 PM.  
The Annual Meeting is Saturday, September 12th. See page 2 for information.

### 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 Monday, September 7th, 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



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Members Speak Out

submitted by Zoe Mizuho, member since 2011

As a member of the East End Food Co-op and a cofounder of CooperatePittsburgh (cooperatepgh.org), which seeks to promote awareness of cooperatives, collectives, and resource sharing organizations in the Pittsburgh area, I’m interested in exploring the radical potential of genuine cooperation to create a just world, and I would like to see EEFC live up to its potential as a leader in this area.

Early food cooperatives led the way in establishing the cooperative sector as a deliberate alternative to the capitalist business model because they recognized that capitalism itself is inextricably bound up with injustice. Capitalist values of individualism, private ownership, and fear-based competition and hoarding are at the root of systemic racism, income-inequality, war, and environmental crises. Since the Cold War, however, it’s been difficult to criticize capitalism in our country. Most people take for granted that socialism and communism have failed, and, so, have accepted capitalism as the only possible way of life, perhaps seeking to reform the system when possible. The magnitude of injustice that exists, and the climate crisis we face, make clear that reform is not sufficient.

I believe there is an alternative—neither reform nor immediate political overthrow—which I am calling *divergence*. Divergent interventions help us change ourselves, our communities, and our environments from within. They are possible in the current moment, but their goal is to create a radically different world. Rather than proposing a model, or an ideology, and failing to live up to it, we choose to make the road by walking: trusting our own values, joys, frustrations, and inspirations to show us the way.

This is politics as an organic process rather than an abstract theory. As we practice skills like decision-making by consensus,

mutual aid, speaking truth to power, and voluntary simplicity, we begin to wean ourselves from the capitalist system. As we each resist oppression in our lives and implement new solutions based on principles of sharing, interconnection, justice, and happiness, we build a world we want to live in, and, at the same time, become people capable of the trust, love, whimsy, commitment, and internal motivation necessary to maintain the world we are working for.

It’s important to stress that cooperatives are a vehicle for divergence not because they assuage our consumer guilt, but because they are an opportunity for participation. A cooperative has no real meaning if it is not made up of members who view themselves as owners, who are motivated to participate in decision making and visioning at critical moments, and who take their role as stewards seriously. Most organizations, including corporations, are collectively owned in some way. What distinguishes co-ops is that they are collectively governed and values-driven organizations that care about the well-being of their members and of our planet more than they care about making a profit.

Although EEFC has fallen under the sway of capitalist logic in recent years (engaging in competition, creating a culture of secrecy and hierarchy, monetizing and quantifying everything, and imagining that bigger is always better), I have high hopes that we can right ourselves and choose to return to our stated goal of developing “a creative vision to transform the future.” But this transformation, by its very definition, cannot happen from the top down. We cannot expect a board or management team, however well intentioned, to create an egalitarian future; only the robust participation of all members can create a true cooperative. Please get involved and make your voice and values heard!

Members: Interested in sharing your thoughts with other members?

Then consider submitting content for our “Members Speak Out” column, featuring articles, updates, and notices from members in the Co-op community. “Members Speak Out” topics may include a wide range of subjects, such as:

- Thoughts about co-ops—ours or others
- Opinions about expansion
- Information about food or farming
- Environmental issues
- News from the Co-op’s community
- Other topics of interest to our members

The Co-op embraces diversity and opposing viewpoints and hopes to encourage an active dialogue amongst our membership. To leave space for a larger number of member voices while maintaining efficiency in producing our newsletter, we have established guidelines for submission. Please email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request these guidelines.

Board Corner

by EEFC Board of Directors’ Annual Meeting Committee

Fall is coming soon and that means another Co-op board year is approaching its end. With this in mind, we, your board of directors, would like to cordially invite you to our East End Food Co-op Annual Meeting!

Annual membership meetings are a feature of many co-ops and they are often written into the by-laws as a responsibility of the board. They are opportunities for the board and general manager to communicate important financial information and other news that may be of interest to the membership at large. The general manager gives a report about the successes and struggles of the business in the last year, and a director presents a report about the governance work of the board.

The board of directors operates on a yearly schedule that runs from November to October. Between August and the end of September, all Co-op members can vote for directors to govern the cooperative (one vote per household membership). Excitingly, this year, five candidates are running for the three available seats. Each candidate will give a short introductory speech at the Annual Meeting and will be available for questions and conversation. Join us and meet the candidates! Voting in board elections is an important responsibility of membership, and we encourage you to come and talk to your candidates before submitting your ballot. For more information on the candidates in advance of the meeting, as well as voting

instructions, please refer to the Co-op’s website at [www.eastendfood.coop/co-op/board/board-elections](http://www.eastendfood.coop/co-op/board/board-elections). You can also stop at Customer Service for information and ballots.

In addition to being a time for Co-op business, the Annual Meeting provides a chance for new members and old friends to gather and celebrate as a community. Our membership has recently grown to over 11,700 households! All members, and their families, are welcome.

This year, those in attendance can take part in an interactive exercise exploring what they value about the Co-op. There will also be some children’s activities for our younger members. As always, we will be serving a delicious meal courtesy of the Co-op Café. Locally brewed beer from the East End Brewing Company will be available, along with wine (IDs required).

This year’s Annual Meeting is on September 12th, from 5-8 PM, at the East End Cooperative Ministry’s Community House in East Liberty. The address is 6140 Station Street, Pittsburgh, PA, 15206. Please see our website for directions and information about parking ([www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting](http://www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting)). The meeting is free, but you are encouraged to RSVP with Customer Service, either at the store, or by calling 412-242-3598. We hope to see you there!

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



# 2015 ANNUAL MEETING

DATE: Saturday, September 12th  
TIME: 5:00 - 8:00 PM  
VENUE: East End Cooperative Ministry  
6140 Station St, Pittsburgh, PA 15206

- Meet board candidates and vote for the 2015 board of directors
- Get updates on the past year of business at your Co-op
- Participate in an interactive exercise that will explore what members value about the Co-op
- Children's activities will be available
- Dine on a delicious meal from your Co-op's Cafe
- Wine and beer will be provided (ID required)

This event is FREE, but RSVPs are requested. Stop by Customer Service to reserve your space, or call 412-242-3598.

More information is available on our website at: [www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting](http://www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting)

GET OUT AND VOTE

BOARD ELECTION UPDATE:

Ballots must be received by the end of business hours on September 30th.

More information about the candidates and voting can be found at Customer Service, at the Annual Meeting, or on our website.

[www.eastendfood.coop/co-op/board/board-elections](http://www.eastendfood.coop/co-op/board/board-elections)



ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Customer Comments

Is there a video camera in the Café? If yes, why?

We have security cameras throughout the store, with the exception of the bathrooms. The Co-op’s use of security cameras complies with state and federal laws. We use the security camera system as a tool to ensure the safety of our shoppers and staff, as well as to protect the assets of the Co-op.  
-Jen, Human Resources

Produce looks amazing today! SO FULL, SO COLORFUL!!

Thanks so much for the love! We strive to highlight the beauty of all of our wonderful fresh produce. It’s nice to hear that it provides both health and aesthetic appeal.  
-Bethany, Produce

Please focus 100% on organic and local. Shelf accordingly. Large corporate brands should not be front and center. Also vegan, raw, and gluten free—thanks!

We attempt to carry as many organic and local items as possible. We’re also very mindful of trying to represent vegan, raw, and gluten free products within our store. However, it is necessary for us to carry a wide variety of brands that match our buying guidelines with an emphasis on organic and non-GMO products. Many large companies offer products that fit these guidelines, a number of which are very popular with our customers. I would encourage you to continue supporting organic and local products that we carry—the more customers that purchase these products the more space we can offer to them on the shelves. I hope this begins to address your comment. Please let us know if you have any specific organic and local companies you would like to see us carry. Thank you for your suggestion.  
-Ian, Grocery

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

September’s Round Up Recipient: Shady Lane

register  
RoundUp



As a leader in the development of early care and education since 1966, Shady Lane has a demonstrated commitment to children, families, and educators. This learning institution serves as a highly valuable resource and member of our community. With a focus on the value, attributes, and individuality of each child, their best practices today encourage children’s development as both individuals and members of their families and a diverse, inclusive community.

NAEYC accredited and Keystone STARS rated, Shady Lane accepts children age 2 -5 during the school year and children Kindergarten through third grade in summer months. Each year, they commit over \$80,000 in scholarships to families who would otherwise be unable to afford full tuition. They have served as a model for other early childhood programs, through site visits, publications, conferences, collaborations, and by providing professional development and consultation services.

Shady Lane’s staff and educators take great pride in creating a school where educators listen, where parents participate, and where children thrive and flourish. You can learn more about Shady Lane by visiting their website, or you can give them a call at 412-243-4040. If you want to support Shady Lane in its mission to help all children realize their full potential, be sure to tell your Co-op cashier that you want to round up your total this month!

Your spare change can result in positive change!

www.shadylane.org

CO-OP CAFÉ ARTWORK

Each month, East End Food Co-op partners with a local school or community organization to beautify the Co-op’s Café seating area with artwork created by area youths. This provides an opportunity to highlight the importance of art education in the Pittsburgh community while strengthening our partnerships with local educators, many of whom use the Co-op to help teach young folks about nutrition and local food. Be sure to check out this month’s art exhibit created by:

SHADY  
LANE



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro

and our famous Seitan Wings!

Meat items also available!



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# COMMUNITY IMPACT

OUR CO-OP GREW BY



NEW MEMBERS

OUR OUTREACH REPRESENTATIVES REACHED

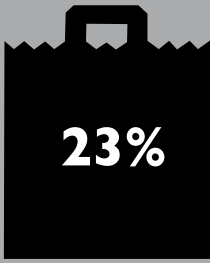


PEOPLE AT EVENTS

OUR CO-OP RAISED

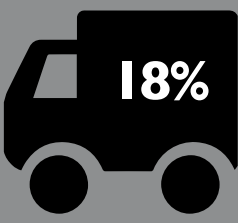


LOCAL PRODUCTS MADE UP



OF TOTAL STORE SALES

OF OUR PURCHASES



WERE FROM LOCAL SUPPLIERS

DATA COLLECTED DURING JULY 2015

## Featured Community Partner: Kollinger Auto Body, Inc.

The East End Food Co-op is proud to partner with Kollinger Auto Body, Inc. 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.

Kollinger Auto Body is a family-owned and -operated collision repair company located in Wexford, PA. Known for consistent quality service for over 37 years, the technicians and administrative staff at Kollinger Auto Body service all types of collision repair from small nicks, dents, and scratches to major collision repair.

Using only the finest parts, materials, and “green” water-based paints, their philosophy is focused on complete customer satisfaction and quality service. Kollinger Auto Body honors most insurance estimates and will handle your claim along with a replacement vehicle or rental car.

All fully-paid Co-op members receive \$25 off one complete auto detail. Be sure to present your plastic membership card at the time of payment to take advantage of this discount. If you have any questions about the Community Partners Program, contact Member Services 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).





## IMAGINE YOURSELF HERE

The Co-operator reaches **10,000** homes per month and is posted online each month on our website.

Email or call us to **get the word out!**  
[memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)  
412-242-3598 ext. 103

## Did you know... ...the Co-op is a Permanent Business Partner of PASA?

Founded in 1992, the Pennsylvania Association for Sustainable Agriculture (PASA) is a diverse network of growers, businesses, and consumers. The organization facilitates healthy food and farming by offering innovative education, marketing, and advocacy programs to its members and the general public. As the largest statewide, member-based sustainable farming organization in the United States, PASA defines its mission as “promoting profitable farms that produce healthy food for all people while respecting the natural environment.” Realizing the synergy between these ideals and our own Ends, East End Food Co-op values our relationship with PASA and is proud to be a Permanent Business Partner since 2007.

PASA’s mission is sustained through the support of its members. There are various levels of membership, with a tiered structure of rates and corresponding benefits to meet the needs and interests of every type of supporter, from Individual to Permanent Business Partner. Designed for businesses and non-profits, the Permanent Business Partner membership is secured by making a one-time investment of \$3,000, which represents a lifetime commitment to PASA’s mission. Funds from this type of membership are placed in a special Partnership Fund to support ongoing programs and services.

Along with sourcing from as many local producers as possible—many of whom are also PASA members—our Permanent Business Partner membership is a way for us to support our local food system and work with others to promote the health of local communities. In addition to our membership, we support PASA in a number of ways, including:

- Yearly sponsorship of the Farming for the Future Annual Conference, PASA’s flagship event
- Sponsoring staff members to attend, and occasionally hosting workshops at the conference
- Cross-promoting events with the Good

PERMANENT BUSINESS PARTNER



**Pennsylvania Association for Sustainable Agriculture**  
[www.pasafarming.org](http://www.pasafarming.org)

- Food Neighborhood program
- Buy Fresh Buy Local program partnership (coordinated by PASA)
  - Participation in Local Food Month each September
  - An annual memorial contribution on behalf of former EEFC General Manager Gus Gent

The East End Food Co-op is proud to support PASA’s efforts. PASA connects farmers, food, and people through outreach, provides farm-based education and research opportunities, and advocates for a safe, sustainable, and equitable food system. To learn more about the work and achievements of this member-based organization, to view listings for workshop offerings and networking opportunities, or for more information on membership, visit [www.pasafarming.org](http://www.pasafarming.org). You can also speak with a PASA representative at the Local Food Month Sampling Session taking place at the Co-op on Thursday, September 17th. (See page 8 for more details.)

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## Moving Along the Local Food Continuum: Local Food Month and Beyond

by Jessy Swisher, Pennsylvania Association for Sustainable Agriculture

I have to say that I love to eat avocados. And we all know that avocados are not grown in Western Pennsylvania. With the worsening drought in California, where most U.S. avocados are grown, and the rising oil and energy costs for producing and transporting food in our modern agricultural system, it is increasingly evident that Americans will need to turn towards more regional and local food sources.

Buy Fresh Buy Local® is a regional brand and a marketing campaign designed to increase demand for locally produced food. The Buy Fresh Buy Local Chapter here in Western PA (comprised of 19 counties), is one of 70 Buy Fresh Buy Local Chapters across the country. These chapters are coordinated through the Pennsylvania Association for Sustainable Agriculture (PASA) and FoodRoutes Network, LLC.

One of the stated goals of the program is to help consumers find, choose, and appreciate great local foods. And toward that end came Local Food Month, a celebration of the bounty of local foods produced here in Western PA. Every September, Local Food Month inspires a variety of events that offer ways for people to connect with their food sources. Events change each year and may range from cooking demos, gardening and homesteading workshops, talks about food regulations and other important concerns, and the chance to meet local farmers.

This year, your very own East End Food Co-op will host a Local Food Sampling Session on Thursday, September 17th, providing the chance to talk with your growers and producers (see page 8 for more information). Additionally, PASA will once again return to the Mother Earth News Fair in Seven Springs, PA, from September 18-20. Every year, PASA hosts an information booth and stage, featuring workshops presented by PASA members on topics like healing herbs, cheese making, and mushroom cultivation.

If you're a gardener and would like to learn more about the most local food option possible (growing your own!), you



can attend PASA's regional workshop on "Preparing for Fall & Winter Gardening." Held on September 10th at Garden Dreams Urban Farm & Nursery, this workshop will discuss how to extend the harvest of a variety of hardy vegetables. Events like this and others sponsored by our Buy Fresh Buy Local Partners provide the chance for consumers to deepen their love for, knowledge of, and connection to, local foods, so that they might choose local products more often.

So while you don't necessarily need to give up the avocados or other exotic, non-regional foods that you love, we hope you will incorporate more local foods into your diet. Our choices fall along a continuum, and we can all move along it by starting with something small and gradually incorporating more practices into our lives that lead toward greater sustainability. For instance, you may start to shop at farmers markets or join a CSA, or select items at the East End Food Co-op that were produced locally. You can also begin looking at labels, and asking questions that will help you purchase consciously. Local Food Month is just the beginning of the journey, but hopefully a fun and interesting beginning!

Jessy Swisher is PASA's Western Region Program Coordinator and Coordinator for the Western PA Chapter of Buy Fresh Buy Local. For more information about the Western PA Chapter of Buy Fresh Buy Local, visit [pasafarming.org/wpabfbl](http://pasafarming.org/wpabfbl). More information on Local Food Month events can be found at [pasafarming.org/events](http://pasafarming.org/events).

## Know Your Farmer: Oyler's Organic Farms & Market

by Kate Safin, Assistant Marketing & Member Services Manager

Oyler's Organic Farms & Market is a sixth generation, 360-acre USDA Certified Organic farm located in Biglerville, PA. They are best known for their certified organic apples, apple cider, and apple juice, but also sell grass-fed and -finished beef, pastured pork, pastured chickens, Thanksgiving turkeys, and vegetables from their market.



Oyler's Organic Farms & Market is a member of the Pennsylvania Association for Sustainable Agriculture (PASA) and the Farm to Consumer Legal Defense Fund, and is one of the few certified organic apple orchards on the East Coast. You can find their organic apples and apple cider at the East End Food Co-op seasonally. To learn more about Oyler's, visit [www.oylersorganicfarms.com](http://www.oylersorganicfarms.com), find them on Facebook, or you can email [oylersorganicfarms@gmail.com](mailto:oylersorganicfarms@gmail.com).

**East End Food Co-op (EEFC): What inspires you to be a farmer?**  
Katrina Oyler (KO): We are a sixth generation farm. We have continued to make farming our occupation because we value providing nutrient-dense, certified organic products for consumers.

**EEFC: What makes products from your farm unique?**  
KO: Our family is fully involved in all aspects of our operations. Customers can truly know their farmer. We grow the apples, pick the apples, package the apples, and press the apple cider on our farm.

**EEFC: What are you most proud of as a local farmer?**  
KO: Providing customers with local, organic apples that aren't imported from the West Coast or other countries.

**EEFC: What is the biggest challenge of being a farmer?**  
KO: Growing organic apples on the East Coast. It's very challenging due to the wet growing season when compared to West Coast organics. Every year is a learning year with growing practices.

**EEFC: What is the most important thing for customers to know about your products?**  
KO: We strive to produce an apple that is nutrient-dense and free of surface blemishes. However, due to the challenges of growing organics, our apples don't always have the perfect, cosmetic appearance.

**EEFC: What is a typical day on your farm like?**  
KO: During our fall harvest, we begin the day at 4 AM. Deliveries go out first thing in the morning. Some employees will pick apples all day. Others will work in the cider room pressing cider or sorting and packing apples. We also organically raise beef, chicken, and pigs, so they need tended to as well.

**EEFC: What is your hope for the future of your farm?**  
KO: We hope to plant more apple trees to offer a wider selection of varieties to our customers and to expand into organic stone fruit like plums, apricots, and pears.

## Easy Quick-Pickled Beets

**Ingredients**  
1 pound beets, 2 1/2 inch diameter  
1 small white onion, slivered  
1/2 cup white wine vinegar  
1 teaspoon salt  
1/4 cup sugar  
1/2 cup water  
2 1-quart canning jars with lids  
1 teaspoon whole cloves  
whole allspice (optional)  
a couple of bay leaves (optional)

**Preparation**  

- Scrub the beets and place in a large pot, cover with water, and bring to a boil. Boil the beets until they are tender when pierced with a paring knife, about 25 minutes. Drain, and run cold water over each beet, slipping the skins off and paring off the tops and root tips. Let the beets stand until cool enough to slice. Thinly slice beets, then pack into the two 1-quart canning jars, alternating with sliced onions.
- In a 1-quart non-reactive pot, combine the vinegar, salt, sugar and water. Add optional spices, if desired. Bring to a boil over high heat, then pour the liquid over the beets in the jars. Screw the lids on the jars tightly, then refrigerate for 4-7 days before serving.

**Tip:** Try using the leftover brine in potato salad or vinaigrette, for a lovely boost of color.



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

## New In The Aisles

- ANCIENT HARVEST - Lentil & Quinoa Macaroni and Cheese
- BACON'S HEIR - Pork Clouds
- CALIFIA FARMS - Barista Blend Pure Almond Milk
- FISHPEOPLE - Wild Salmon & Chardonnay Reduction Sauce Entrée
- LUNDBERG - Organic Whole Grain Quinoa & Rice Seasoning Mix
- MAPLEBROOK FARM - Hand Dipped Whole Milk Ricotta
- MEDITERRA - Savory Nutrition Bars
- MILLIE'S - Ice Cream (Assorted Flavors)
- NUTIVA - ChiApple™ Organic Superfood Pouches
- PACIFIC - Organic Burmese Tofu and Seitan
- SIMPLE MILLS - Almond Flour Baking Mixes
- THE PIGGERY - Pâté



Get Growing with Garden Dreams: Lessons from Wasps

by Hannah Reiff, Garden Dreams Urban Farm & Nursery

At Garden Dreams, we have a lovely patch of asparagus. Asparagus is harvested in spring for about two months by cutting off the spears as they grow out of the soil, and then you stop harvesting and allow the plants to grow into beautiful, six-foot tall ferns to recover their energy for the next year’s harvest. Last year we had a whole lot of red and black asparagus beetles show up and deposit eggs on our asparagus ferns, and the larvae that hatched out munched our ferns down to the nubs. Luckily, a lot of cilantro was blooming near the asparagus and this little patch seemed to be a nursery for ladybugs. Eventually

their brood marched around the plants, snacking on asparagus beetle larvae until they were gone.

Since the plants were weakened by all the munching, I wanted to take precautions for 2015. After the hard frosts, I cut back and removed all the old growth and the bamboo support stakes so the beetles couldn’t wait out the winter there. 2015 rolled around, and in May we noticed the asparagus beetles once again hanging out. I guess they found somewhere else to overwinter, and they were back. An employee and I hastily planted cilantro around the asparagus,

begging it to flower quickly and attract some ladybugs once again. I visited the asparagus patch every few days with a cup of soapy water, and knocked the beetles into it (sorry, guys...) but the eggs had been laid and the little larvae were starting to scoot around the plants... *munch, munch, munch*. These things were numerous. And they loved asparagus as much as I do!

One day while I was dutifully knocking beetles into soapy water, I noticed a lot of wasps lurking around. They were weaving in and out of the asparagus, like they were hunting. And they were. I watched a wasp alight on an asparagus fern, rip an asparagus beetle larva off the plant, and carry it off to feed its babe back at the nest. Within days, the asparagus, which had really started to be covered with larvae, was completely free of it. The wasps had cleaned every last one of them off the plants, and were still hanging around, just waiting for another egg to hatch so they could have another delicious snack.

The insect world is a violent one. Eat or be eaten (or parasitized!). It keeps itself in balance. Introduced insects and other bugs that show up can devastate certain species and throw whole ecosystems out of whack, but for the most part, the

insect world takes care of itself. We can help this system work by just providing habitat, food, and nesting sites in our garden. Planting flowering herbs like dill, cilantro, fennel, alyssum, and native plants and grasses, as well as setting out shallow dishes of gravel and water for them to drink from, and leaving undisturbed areas for nesting and overwintering, will boost your insect ecosystems.

These systems and life cycles are so complex and delicate, that I am learning more about them every day. Over the years, my goals in gardening have changed from just getting a good harvest to include watching “the insect variety show” that goes on all summer! The garden shows me that wasps are here to help, and offers many other lessons if I am observant enough to take note.

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



Organic vs. Conventional Coffee

by Sara Fiore, Equal Exchange

Coffee lovers are discerning people, and there’s a lot to say about its many flavors, aromas, and origins – but one of the biggest differences between coffees is most striking before it even reaches your cup.

It’s the difference between conventional and organic coffee. Even if you already choose organic in the produce aisle, you might wonder why it matters for your brew.

To put things in perspective, coffee is one of the most widely traded commodities in the world—with over 12 billion pounds of coffee produced annually. Meeting that demand is no easy task. So over time, farming methods have been developed to maximize production—but often at the expense of human and environmental health. What results is the non-organic, conventional coffee that many are used to. So what’s the difference between that and organic coffee?

First, conventional coffee is among the most heavily chemically treated foods in the world. It is steeped in synthetic fertilizers, pesticides, herbicides, fungicides, and insecticides—a real mouthful with a bad taste. Not only does the environment suffer from this overload, but so do the people who live in it. Farmers are exposed to a high level of chemicals while spraying the crops and while handling them during harvest. The surrounding communities are also impacted through chemical residues in the air and water. These chemical presences are not just unpleasant; many are highly toxic and detrimental to human health.

In the case of organic coffee, there are no synthetic fertilizers or chemicals used in growing or production, which means cleaner beans, air, land, and water. The coffee is grown with only organic fertilizers, like coffee pulp, chicken manure, or compost. Organic farms also combat climate change by emitting less carbon than chemical farms, while also sequestering significant amounts of carbon. As a bonus, organic coffee beans are richer in healthful antioxidants, and many people can even taste the difference. Your health, and the health of the planet, both get a boost.

Second, most conventionally grown coffee plants are hybrids developed to flourish in open sun. Coffee naturally prefers the shade, but a crop grown in thick forest is more difficult to tend and harvest, and cannot be planted as densely. Forests are cleared to make room for open fields in which to grow mass amounts of this sun-loving coffee variety. Production increases, but the wild ecosystem of flora and fauna is demolished. Natural pest-deterrents, like birds and lizards, are left without a habitat—and coffee-ruining insects overpopulate, leading to more pesticide use. And without the natural fertilizer of these ecosystems (bird droppings, leaf litter, and natural decay) the use of chemical fertilizer increases.

When it rains, the lack of tree cover means there is increased water runoff. Soil washes away, and with it go natural nutrients, eventually eroding and degrading the soil so much that growth is almost impossible. The

Stop by the Co-op to celebrate and enjoy this popular beverage with our local roasters and suppliers!

rainwater carries away not just the soil, but all of the chemicals it has been treated with, and both end up in local water supplies.

Most organic coffee is grown the natural way—within the shade of lush forests, providing a home for wild plants and animals, sustaining soil fertility, and keeping unique regional ecosystems alive. These forested farms are also more resilient and better equipped to handle unusual weather patterns that are a result of climate change, making them a safer investment for farmers and their futures. Hundreds of thousands of acres of South American rainforests have already been demolished for various industries, but Equal Exchange has partnered with co-ops that are working to restore the land to its natural forested

splendor while growing organic coffee.

So what can you do? The organic coffee market has grown according to increased demand from people who want to drink something they can feel good about. Industries can and do change based on the choices that you make in the grocery store or at your favorite café—so you can vote with your mug! By purchasing organic coffee where you can find it (and demanding it where you can’t), you support systems that value healthy ecosystems, sustainable methods, and superior coffee. Now that’s good taste!

*This article was reprinted with permission from Equal Exchange. Read more from them on their blog at [equalexchange.coop/blog](http://equalexchange.coop/blog).*

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THE CO-OP

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

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

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

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

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THE CO-OPERATOR

**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.

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EMPLOYEE OF THE MONTH

Congratulations to **Patrick McHale** and **David Roseberg** who were both chosen as staff picks for Employees of the Month. Patrick is a Manager on Duty who has worked at the Co-op for almost three years. And David has been a Baker here for just over a year.



PATRICK MCHALE

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

A. Definitely the people I get to work with—we have the best people here.

Q. What’s your favorite product here?

A. I am a huge fan of the Mint Yerba Matte by Guayaki. It’s the absolute best. Followed closely by the Cherry Cheesecake my fellow EOM makes.

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

A. I would make the store larger so that we could accomplish more. A new and bigger store in the same general vicinity.



DAVID ROSEBERG

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

A. The community, camaraderie, and support in quality control (via sampling, because I can get direct feedback).

Q. What’s your favorite product here?

A. I really like the cherry cheesecake. It’s my favorite thing to make. I’ve got it to where I think it’s perfect—or, at least, consistently delicious.

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

A. I do a lot of stretching and meditating.

NEW FACES

**Angelo Adler, Café**

Angelo is a member of a co-op in Portland and finds member-owned organizations with locally sourced ingredients appealing. Before joining our team, Angelo had been a bartender, a cook, and a deli clerk. Angelo’s interests include music, film, basketball, and spending time outdoors.

**Abbey Rideout, Café**

Abbey comes to us from a small health-foods store in St. Louis, MO. Abbey thinks that co-ops better sustain the local economy and the global environment, and she’s dedicated to providing access to healthy foods for everyone. Abbey hopes to continue developing knowledge and service in our field—and maybe to learn to do a cartwheel someday.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

**Fran Bertonaschi, Grocery** 13 Years

**tara kudlac, Front End** 4 Years

**Julius Thomas, Café** 3 years

**Molly Palmer Masood, Marketing & Member Services** 1 Year

**Kaitlyn Weikel, Grocery** 1 Year



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

## café

PHIPPS

phipps.conservatory.org

Café Specials • September 2015

| SUN                             | MON                          | TUE                   | WED            | THU                  | FRI                       | SAT                            |
|---------------------------------|------------------------------|-----------------------|----------------|----------------------|---------------------------|--------------------------------|
|                                 |                              | 1<br>AFRICAN KITCHEN  | 2<br>TACO BAR  | 3<br>ZUCCHINI CAKES  | 4<br>SOUTH ASIAN KITCHEN  | 5<br>AM: BRUNCH<br>PM: QUICHE  |
| 6<br>AM: BRUNCH<br>PM: POLENTA  | 7<br>LATIN AMERICAN KITCHEN  | 8<br>AFRICAN KITCHEN  | 9<br>TACO BAR  | 10<br>ZUCCHINI CAKES | 11<br>SOUTH ASIAN KITCHEN | 12<br>AM: BRUNCH<br>PM: QUICHE |
| 13<br>AM: BRUNCH<br>PM: POLENTA | 14<br>LATIN AMERICAN KITCHEN | 15<br>AFRICAN KITCHEN | 16<br>TACO BAR | 17<br>ZUCCHINI CAKES | 18<br>SOUTH ASIAN KITCHEN | 19<br>AM: BRUNCH<br>PM: QUICHE |
| 20<br>AM: BRUNCH<br>PM: POLENTA | 21<br>LATIN AMERICAN KITCHEN | 22<br>AFRICAN KITCHEN | 23<br>TACO BAR | 24<br>ZUCCHINI CAKES | 25<br>SOUTH ASIAN KITCHEN | 26<br>AM: BRUNCH<br>PM: QUICHE |
| 27<br>AM: BRUNCH<br>PM: POLENTA | 28<br>LATIN AMERICAN KITCHEN | 29<br>AFRICAN KITCHEN | 30<br>TACO 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

SEPTEMBER 2015  
COMMUNITY EVENT SERIES

WEDNESDAY

9TH

7:00 PM

COOKBOOK CLUB

East End Food Co-op  
POWER/EEFC Conference Room  
Are you looking for an excuse to try out a new recipe? Gourmands and novices alike are invited to join us for another meeting of our Cookbook Club! Bring your appetite and a dish to share, along with a list of its ingredients.

THURSDAY

17TH

7:00 PM

LOCAL FOOD MONTH SAMPLING

East End Food Co-op  
Café Seating Area & throughout the store  
Local Food Month offers us a special opportunity to highlight our local farmers and producers. Join us for a free sampling session that will take place throughout the aisles of the entire store.

TUESDAY


29TH

9:00 - 10:30 AM


NATIONAL COFFEE DAY CELEBRATION

EEFC and local roasters  
Café Seating Area  
Everyone's invited to come celebrate and enjoy this popular beverage with our local roasters and suppliers! Learn more about the subtleties of the roasting process while sampling fresh espresso and several brewed coffee varietals.

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




# Save the Date!



## KNOW YOUR GMOs

### Learn how GMOs are impacting our food and our farms



64 nations already require genetically engineered foods to be labeled. The United States does not. Together, we can change that.

#### Including Presentations & Panel Discussion By:

**Greg Boulos**  
Local, Organic Farmer - Blackberry Meadows Farm

**Ron Gargas**  
Local, Organic Farmer - Ron Gargas Certified Organic Farms

**Tim Schwab**  
Food Researcher and Journalist - Food & Water Watch

**Justin Pizzella**  
General Manager - East End Food Co-op

### When?




Saturday, October 24th  
6:30 PM - 8:30 PM

### Where?

East End Cooperative Ministry  
6140 Station St, Pittsburgh, PA 15206

Be on the lookout for more information on our website in the coming month, or in next month's issue of *The Co-operator*.

Thanks to the following organizations for their participation and support:



Look for your Co-op at this upcoming event:

**Saturday, September 12th:** Be sure to stop by our table for vegetarian and vegan samples if you're attending **Construction Junction's Big Pour**. From live music and art, to a wide selection of the highest quality local craft beers and food from the finest area restaurants—including our Co-op!—this event is one of a kind! *More information:* [www.constructionjunction.org/pages/bigpour](http://www.constructionjunction.org/pages/bigpour).