

# The Co-operator

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



## Healthy Kids Lunches: Packed Lunch Tips

by Mandy Makinen of [www.strongertogether.coop](http://www.strongertogether.coop)

Okay parents. We all know that back to school is, although bittersweet for our children, pretty good for us. Our children are again occupied in noble pursuits, they get regular exercise, they have plenty of time with their friends and the echo of “I’m bored” vanishes from the halls of our homes. Things are always good for a few weeks - at least until a new boredom sets in. School lunch burnout.

For those who regularly pack school lunches for an elementary school-aged child, you may have run into a few common points of friction. Namely, boredom with content, arguments over what did and did not get eaten that day, and issues revolving around trading for junk food. Let’s look over the issues, one at a time.

### Battling Boredom

I had always planned on being the mom who would break out the cookie cutters to make lunchtime sandwiches special, or who would creatively market sacks of carrot coins or a stand-up broccoli forest to my child. But the reality is, that takes time. Our family tries to put emphasis on dinner and having (mostly) home-cooked meals we can eat together at night, so with already limited time in the evenings, packing elaborate bag lunches, by and large, has fallen by the wayside.

Working under time constraints might take some of the creativity out of presentation, but it doesn’t have to mean a boring or unbalanced lunch. We adopted a baseline of this equation: 1 + 1 + 1 = 1. One fruit or vegetable (i.e. carrots, banana, cucumber, apple), one protein (turkey, peanut butter, ham, cheese), and one carbohydrate (bagel, crackers, English muffin, tortillas) = one lunch. This divides lunch-building into predictable units, which makes it easy for my son to participate by choosing different, changing components. This simple structure effectively reduces a lot of the negotiating and whining that can otherwise accompany shopping for lunch items. One of the best side effects of this lunch style is that it teaches my son about nutrition - which types of food have what nutritional value. Now my son knows that peanut butter is a protein, not a vegetable. He knows that a banana is not a significant source of complex carbohydrates but that a whole wheat bagel is.

### Emphasize Efficiency

There was a time, I am sure, when all kids would sit down to lunch at school with enthusiasm and dig in, focused on the task of chewing their food and getting refueled for an afternoon of learning. I believe that time was somewhere around the year 19-oh...never?

The truth is that lunch is, and has always been, an important social time for kids. This is when jokes get told, bragging gets done and where today’s hilarious sight gags are tomorrow’s doctor’s visits (raisins in the nose, anyone?). This is also when your child is supposed to focus and eat their whole lunch.

Remembering to keep portions small and the eating process efficient (think bite-size finger foods) helps ensure that more food gets eaten. This is the way toddlers eat, but I find it works great at any age (I love a “snack lunch” at the office myself). It doesn’t have to look extremely coordinated to be a good lunch - a handful of nuts, a bag of snap peas, some cheese cubes, grapes, whole wheat bagel half, all these things are easy to eat, and more important, can be safely eaten while paying attention to at least three other things at once.

### Help Them Hedge Their Bets

Even though it isn’t officially allowed at his school, my son reports that kids still manage a lot of lunch trading. This means that packaged foods designed for kids’ lunchboxes in the form of fruit snacks, energy bars, and single servings of cookies, chips and cheese puffs become a hot

commodity. For a kid who brings a healthy lunch every day, those things help them build an argument that you (parent) are the meanest, most boring person alive. They may present you with the reusable baggie used for whole wheat crackers as evidence.

For my part, it is disappointing to think that the money and time spent on the planning and purchasing of healthy food could get traded for less healthy food, on a whim. Though I suspect my son’s whole wheat bagel or almonds rank low in lunch table trading values.

But to alleviate the feeling that my child is going to be scarred by his health-fanatic mom who never allowed him to have fun foods, we’ve added “mystery” items to the lunchbox - something fun that doesn’t

*continued on page 6*



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### CO-OP DEALS FLYERS:

July 30th – August 19th  
August 20th – September 2nd

### MEMBERS ONLY:

Be sure to use your 10% quarterly discount by September 30th!  
The next quarter goes from October 1st – December 31st.

### BOARD OF DIRECTORS:

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

### NEW MEMBER ORIENTATIONS:

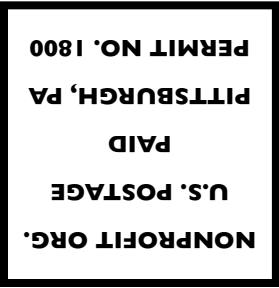
To register, call 412.242.3598 ext. 103  
or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

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



DATED MATERIAL:  
DO NOT DELAY

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



GM Report

by Justin Pizzella, EEFC General Manager

First off, I hope that you are all having a great summer! In this month’s column I’d like to touch on a few topics that are often raised by members, either in comment cards or other communications, as well as a few other items of Co-op interest.

Parking

Parking is by far our number one complaint these days. The problem can be attributed to any number of factors: our significant growth over the last few years, the success of the other businesses in The Factory building, area residents parking in the lot, and others. The bottom line is that regardless of the cause, there is insufficient parking. We have been working with neighboring businesses to identify any opportunities for additional parking and we are close to securing enough additional spaces to alleviate some of the strain on our existing lot. Stay tuned for more information, as we will announce when we have an agreement in place. We appreciate your patience in the interim.

The Co-op’s stance on political issues

It seems that every month or so, a political topic arises that elicits some discussion on our social media pages, in the store, or at the board’s meetings. This discourse of various viewpoints is a healthy component of any community and we respect member’s individual stances.

In order to best serve our diverse customer base of both members and non-members, we have focused on the one commonality that is of the utmost concern to everyone: clean food. We can’t often let that pursuit be influenced by politics, especially since our members have divided stances on most political issues. We strive to support fair trade, organics, cooperatively-produced products, and local providers, but all in all our biggest priority remains healthy foods. We feel that our primary responsibility to our customers is to select products based on our product policies. (Find them here: [www.eastendfood.coop/co-op/policies](http://www.eastendfood.coop/co-op/policies)).

We encourage all consumers (our customers and others) to realize the power they have in how they spend their money. Your dollar is like a vote and you’re

always able to use that vote to support or boycott products. But it’s your choice. We are confident that even if a political cause prompts a boycott of one product or brand, there are still a number of items that remain on our shelves worth ‘voting’ for by individuals exercising their power as consumers.

An easy way to help save the Co-op some money

Last year, about 1.1% of our total sales went to banks in the form of credit card transaction fees. An easy way to help the Co-op stay fiscally strong is to use cash when you shop. If you still want to have the convenience of a credit card, you can purchase gift cards in any amount. The Co-op doesn’t incur any transaction costs from the processing center when gift cards are used. These cards do not have an expiration date, plus they’re environmentally friendly since they are manufactured from recycled PVC plastic.

Expansion

We are still in the feasibility phase of evaluating potential locations for the Co-op’s expansion. The expansion may take the form of a larger space for our existing store, and/or additional locations. The Co-op’s board of directors is ultimately tasked with making all decisions regarding investment in an expansion. They have identified a checklist of items that they require in order to adequately make this decision. Included on this list are a number of business assessments as well as a market study. These studies will be completed by early fall.

Another part of the feasibility phase is looking for sites and talking with several communities and developers about potential locations. During the course of these discussions the local media may, for any number of reasons, report on the Co-op’s interest in a particular site. Please don’t confuse this hearsay with a firm commitment to any location. That news will only come directly from the Board and me, and we will communicate any definite developments through our social media, email, store signage, and press releases.

Board Corner

by EEFC Board of Directors

This past June some of your Co-op’s board and staff had the opportunity to visit Madison, Wisconsin to attend the 58th Annual Consumer Cooperative Management Association (CCMA) Conference. Co-operators from all over the country gather together each year at CCMA to sharpen their skills, learn from each other’s work, and plan to transform the future. Workshops are led by a mix of industry leaders, consultants who specialize in cooperatives, and some of the best thinkers and doers in our movement. Some of the many areas your board focused on this year include member linkage, cooperative governance, and servant leadership.

The leadership workshops were a series of interactive sessions where participants got to work in small breakout groups to sharpen their skills in cooperation, visioning, and directing. We spent time identifying our individual leadership styles and how they work with other leadership styles.

Servant leadership was a topic of much discussion at CCMA. Servant leadership can be defined as a leadership philosophy in which power is shared and delegated, leaders put the needs of others before their own, and there’s a strong focus on developing others into stronger leaders. By its very nature it is a leadership style that complements the cooperative business model. While this philosophy is by no means exhaustive, it covers a wide range of leadership characteristics including: listening, empathy, healing, awareness, persuasion, conceptualization, foresight, stewardship, commitment to the growth of people, and community building.

The sessions prompted attendees to think about the interconnectedness of each of these characteristics and how we use these in our board/management work. We had the chance to perform exercises that helped us identify the characteristics we fall back on in stressful situations and explore ways to draw on others when the situation calls for them. The most insightful exercise grouped participants by their strengths and challenged them to solve problems while identifying when other leadership styles were needed to fill gaps in their group’s skills. This is the best demonstration of why our business

model is structured around boards and management teams rather than relying on a single individual.

The cooperative governance workshops reframed some of the basics of our governance system in a way that tied in servant leadership and growth. The sessions focused on the four pillars: Democracy, Strategic Leadership, Teaming, and Accountable Empowerment. Participants were able to break down these subjects to think about how they were used at each level of their co-op’s organization.

The member linkage workshops involved interacting with participants to discuss each other’s successes and challenges in reaching out to members. Member linkage can be thought of as many things; it involves fostering a sense of ownership among member-owners, encouraging member-owners to participate in the cooperative and its mission, communicating the co-op’s collective story, and listening and fostering a dialogue directly with member-owners.

One session coupled participants in short speed-dating style pairings to share the types of things they were working on in their own co-ops. This session capitalized on one of the most valuable things available at the conference: the knowledge and experience of our peers. This connection and networking relates to one of the overarching themes of the conference: Co-operative Principle 6 - Cooperation Among Cooperatives.

While co-ops have been cooperating with each other for many decades, we are only relatively recently starting to cooperate in a more comprehensively organized fashion. Co-ops are now members of other co-ops themselves, enabling them to share information, skills, money, and even combine their buying power. In many cities, co-ops are starting to work together across business sectors in order to combine efforts to accomplish their similar missions. They are leveraging their shared values and principles to make the biggest possible impact in their communities.



Together, we will all work to create a better future. Think globally, act locally!



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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.

Members Speak Out!

Can we label our produce sprayed and unsprayed in regards to antibiotics?

Until we have a way of knowing outside of reaching out to every farm individually, I’m afraid not. It is commonly used as a fungicide though, and sprayed during the flower stage of a plant, not when the food is in its eaten form. Thanks!

-Evan, produce

Just a quick “atta-boy” (“atta-co-op”?): great book selection, just astonishingly rich. Thank you!

Great to hear when people notice! Happy reading!

-Karen, Book Buyer

What can be done about parking? One of my friends stopped shopping here because of this issue. Can you buy a space?

We understand parking continues to be one of our biggest challenges, especially since we share the limited spaces available to all tenants in The Factory. Purchasing a space is not an option (though I’m sure many people would love it!), however, being strategic about when you shop can help. The lot is usually significantly quieter after 7 PM and on weekdays before 11 AM. After 6 PM it is legal to park in the right lane of Penn Avenue (outside the back entrance) and Meade Street has some street parking as well.

-Kate, Marketing & Member Services



Do you have a thought you’d like to share with the Co-op’s staff?

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

August’s Round Up Recipient: Animal Rescue League Shelter & Wildlife Center



ANIMAL RESCUE LEAGUE  
SHELTER & WILDLIFE CENTER

The Animal Rescue League Shelter & Wildlife Center is the largest animal welfare organization in Southwestern Pennsylvania. The shelter cares for and finds permanent, loving homes for thousands of dogs, cats, and other companion animals, many of whom have been abused, abandoned, and neglected. In 2013 alone, the Wildlife Center rehabilitated 2,746 wild animals native to Pennsylvania that had been harmed or displaced by encounters with humans. They are our region’s only open door shelter, which means that no animal brought to them will ever be turned away.

The concept for the Animal Rescue League dates back to 1909. The clinic and shelter, located in the East End of Pittsburgh, provides adoption services and a low-cost animal wellness clinic that is open to the public. The Wildlife Center is located in Verona, PA, and provides rehabilitation services for wild animals. The Animal Rescue League has been recognized nationally by the Humane Society of the United States for their participation in the Dog Fighting Rescue Coalition, and has won the national ASPCA Community Engagement award.

The Animal Rescue League helps any animal in need, regardless of species or breed. For more information, visit their website or call 412-345-7300. And if you want to support them in their mission to provide temporary shelter, food, medical attention, and comfort to all abandoned, neglected, and injured animals; restore lost animals to their owners or seek new homes for them; and educate the public about the humane care of animals with a goal of reducing overpopulation, be sure to tell your Co-op cashier you want to Round Up this month!

Your spare change can result in positive change!

www.animalrescue.org

Growing in Cooperation

In the month of June we welcomed 46 new members to our Co-op!

We extend our gratitude to each and every member, whether you’ve been signed up for weeks, months, or years. We couldn’t do it without you - thank you for your support, your patronage, and your investment in this business!

We invite all of you new members to sign up for a Member Orientation with a member services expert. We will give you a guided tour of the store, explain the benefits of membership, and fill you in on the many ways you can become more involved in your Co-op. To reserve your spot, please call 412-242-3598 ext. 103 or email memberservices@eastendfood.coop.



IMAGINE  
YOURSELF HERE

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

Email memberservices@eastendfood.coop or call us at 412-242-3598 ext. 103 to get the word out!





## CANDIDATES FOR 2014 BOARD OF DIRECTORS

### Maria Bowman



***What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?***

As Grow Pittsburgh's Edible Schoolyard Program Manager, I have the opportunity to engage with a wide variety of Pittsburghers (young and old) on the topics of food education and food justice on a regular basis. My experiences as a teacher and an employee at Pittsburgh's active urban agriculture nonprofit empower me to bring authentic, local perspectives on food and food choices to the EEFC board.

***What do you think are some important short-term goals for EEFC?***

My short-term goals for the Co-op would include seeking additional ways to actively engage current members while attracting new members. Keeping our feet on the ground while also striving for a wider member-base. What about Tour and Taste Thursdays? Or, perhaps, providing another

opportunity for new community folks and existing members to explore the space while sampling a variety of products from the different co-op departments. Let's welcome more people into our amazing space!

***What do you think are some important long-term goals for EEFC?***

I believe tasty, culturally appropriate, healthy food should be affordable for all. As a food-justice advocate, I'd like to navigate additional avenues for low-income community members to access the abundance of EEFC. Additionally, I know how important addressing the co-op expansion will be in the coming years. I look forward to participating in the discussion of how to move into the co-op's future while honoring the dedicated members, employees and community that gave EEFC a solid foundation. Finally, I believe we must prioritize listening to farmers/producers and pay them fairly for producing the healthy, whole food we enjoy at EEFC.

***Why do you want to be on the Board of Directors?***

The food we eat is so very important. I'm continually impressed with the offerings of EEFC and would love to support the work of the co-op by sharing my voice and experience. I believe strongly in the cooperative model of ownership; sharing the burden and joy of navigating responsible food production, distribution and consumption – all in an effort to sustain and celebrate the farmers and informed consumers working so hard for the health of our planet and its people.

### Molly McHolme



***What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?***

I would bring passion, energy, and enthusiasm to the EEFC board. I have widespread experience in farming and gardening in the Pittsburgh region, as well as an in-depth knowledge of food systems from the Food Studies program at Chatham University. Further, as a Garden Educator for Grow Pittsburgh, I have developed skills in engaging students and community members through the lens of food and gardening. I love working in an environment of creativity and collaboration, and strive to constantly challenge myself and others to continually grow, to best serve ourselves and our communities.

***What do you think are some important short-term goals for EEFC?***

In the short term, I feel it is important for EEFC to continue providing the highest quality foods, education, and atmosphere. I think it is important to constantly strive in making these foods as affordable and accessible as possible. I would like to see EEFC strive to further engage its membership, expending upon the great current efforts of community engagement and educational opportunities. Finally, diversity is at the heart of the EEFC community, and I think it is important to draw upon the many cultural influences and voices to make EEFC the best it can be.

***What do you think are some important long-term goals for EEFC?***

Long-term visioning and goal-setting is important for the Board to implement, but these should be driven by the membership and the larger community. In general, a space where any and all seek to enter, feeling welcomed and embraced, finding food that is fresh, healthy, affordable, and culturally appropriate, where light, love, friendship and stewardship are cultivated, where sustainability is at the forefront, and one can learn, prosper, celebrate, and grow -- sounds ideal to me!

***Why do you want to be on the Board of Directors?***

I recognize EEFC's important role in cultivating community, sustainability, and health. EEFC has been my "happy place" for years -- I would be thrilled to give back!

### Tina Russell



***What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?***

I was appointed to the EEFC Board of Directors in March 2013 to fill a vacant seat. In 2014, I assumed the role of Member Linkage Committee Chair. During my tenure on the Board, I have had the opportunity to participate in various training sessions such as a board leadership development course for new directors, CCMA (Consumer Cooperative Management Association Conference), and workshops facilitated by the Co-op's consultants.

I hold a BA degree in Marketing and Public Relations and a Food Safety Manager certification. I am the quality specialist for a food/nutraceutical extraction facility, which utilizes a green, chemical-free technology.

***What do you think are some important short-term goals for EEFC?***

An important short-term goal is to generate more interest and participation in Co-op elections and events such as the Annual Meeting. Directors represent member interests and provide the appropriate level of oversight. Members should have sufficient qualified candidates from which to select for Director positions.

I would like to see the Co-op continue its efforts to alleviate the parking situation and to offer as many quality locally grown

products as possible. This will infuse more money into the economy, adding and/or securing more badly needed jobs.

If there are opportunities to partner with other Co-ops, this would strengthen the Co-op community.

***What do you think are some important long-term goals for EEFC?***

Expansion in whatever form it may take is an important long-term goal for the EEFC. There have been a number of improvements in recent years, which is a part of this process. However, parking at the current location is limited as are shelf-space and meeting space. Additional capacity would allow the Co-op to purchase more local products, better serve existing customers, attract new members, and fulfill its mission of "enhancing the physical and social health in our community."

It is also important to continue to engage members and to promote awareness of the Co-op and its value to the community.

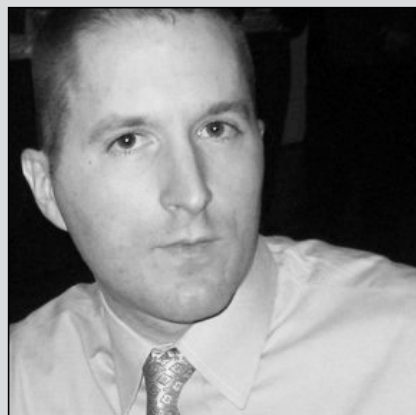
***What do you think are some important one-year goals for the EEFC?***

The store is looking and functioning better than ever, and we are undoubtedly approaching the time of expansion. Our sound principles and responsible business practices will be valued throughout Pittsburgh.

***Why do you want to be on the Board of Directors?***

I believe that many adverse health conditions result from poor nutrition and from chemicals used to produce our food supply. The Co-op offers valuable products and provides education to the public about the benefits of natural and organic. Although Directors are not involved in the day-to-day operational aspects of the Co-op, they provide essential services. I would appreciate the chance to be a part of the Co-op's future growth and to do as much as I can within the realm of the role of Director to contribute to its success.

### Dennis Schauer



***What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?***

Eight years of professional experience in internal audit, public accounting, and corporate accounting, and one full three-year term on the Co-op's Board of Directors (including one year as Treasurer).

Also, I've been a member of the Co-op since 2005.

***What do you think are some important short-term goals for EEFC?***

The continuation and implementation of all the organizational readiness and systems improvement initiatives our Management Team has been working very hard on.

***What do you think are some important long-term goals for EEFC?***

To continue to improve the quality and quantity of life for the people of our community by providing education, advocacy, and intelligent, honest alternatives to an increasingly compromised industrial food system.

I believe the next strategic step with the greatest payoff toward fulfilling these purposes is multi-location expansion.

***Why do you want to be on the Board of Directors?***

To serve our community and the greater world by making a contribution toward the realization of our Co-op's Ends Statement.

ELECTION UPDATES

GET OUT AND  
VOTE!

FOR THE:  
BOARD OF  
DIRECTORS

WHEN?

Voting will occur August 1st through September 30th.

HOW?

Fully paid household members can complete a ballot located below and mail it in or drop it off at Customer Service. Ballots will also be available at Customer Service and the Annual Meeting on September 7th.

2014



ANNUAL MEETING

ALL MEMBERS WELCOME!

WHEN?

Sunday, September 7th  
5 - 8 PM

WHERE?

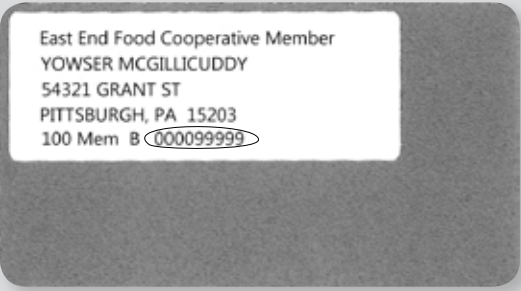
The Union Project  
801 North Negley Ave.  
Pittsburgh, PA 15206

- ▶ **Vote** for new Board Members
- ▶ Get **updates** on the past year of business at your Co-op
- ▶ Participate in an **interactive exercise** with speaker Mark Goehring of CDS Consulting Co-op
- ▶ **Children's activities** will be available
- ▶ Dine on a **delicious meal** from your Co-op's Café
- ▶ Hear **music** by Several Conclusions

This event is FREE, but RSVPs are requested. Please call 412-242-3598 to reserve your space.

FINDING YOUR MEMBERSHIP NUMBER

If you have the brown paper card, please include all nine digits of your member number (circled in the example to the right).



If you have the older plastic card, please skip the first two digits at the beginning of your number and the very last number (circled in the example to the right).



If you have the newer plastic card, please skip the first two digits at the beginning of your number and the very last number (circled in the example to the right).



If you have the green paper card, please include all nine digits of your member number (circled in the example to the right).



VOTING INSTRUCTIONS FOR EEFC BOARD OF DIRECTORS

THANK YOU IN ADVANCE FOR CASTING YOUR VOTE IN THIS YEAR'S BOARD OF DIRECTORS ELECTION.

Please take some time to learn more about the candidates on Page 4 or in the store. After you have read their statements, please complete the ballot below.

- Mail it to the Co-op (7516 Meade St. Pittsburgh, PA 15208) so that it is received by **September 30th ... OR**
- Drop it off at the customer service desk before the end of business hours on **September 30th ... OR**
- Cast your ballot at the **Annual Meeting on September 7th** at the Union Project.

If you are unsure of your member number, please call Customer Service at 412-242-3598.

A FEW THINGS TO REMEMBER:

- **We can only accept one ballot per membership number.**

If a household has a membership, only one vote is allowed from that household. If there are multiple votes from one membership number, ALL will be disqualified.

Please follow the member number instructions in the left column.

- **Do not allow anyone else** to fill in your ballot for you or deposit it in the ballot box for you.

Proxy voting is not allowed per the East End Food Co-op Bylaws and Policies.

**BALLOTS WITHOUT A COMPLETE MEMBER NUMBER WILL NOT BE INCLUDED IN THE FINAL COUNT.**

EAST END FOOD COOPERATIVE

2014 BALLOT

4 0 [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] X

MEMBERSHIP NUMBER (REQUIRED, SEE LEFT FOR INSTRUCTIONS)

MEMBER NAME (OPTIONAL)

DATE

VOTE FOR  
BOARD OF DIRECTORS

- Fill in the box to the left of the candidates of your choice.
- Vote for up to three candidates, but **no more than three**.

- ☐ Maria Bowman
- ☐ Molly McHolme
- ☐ Tina Russell
- ☐ Dennis Schauer



## Healthy Kids Lunches continued from page 1

obviously fall into the main food groups: fruit leather, organic chocolate milk, natural nutrition/energy bars, a single serving of chips. My hope is that he'll covet these treats enough that they don't end up in trading action. We shop for these mystery items, along with the rest of his lunch, at our local food co-op. This makes it easier to minimize the stuff I really don't want him to eat: high-fructose corn syrup, hydrogenated fats, artificial chemical sweeteners and dyes. An occasional treat is a compromise on my part, but my hope is that it keeps him eating our home lunches,

which are healthier than the alternative overall, for years to come.

Although the process is ongoing (there are no constants in child-rearing), and I make new discoveries to address new needs along the way, following these few simple concepts has made my son's school lunches pretty healthy, simple and relatively friction-free. At least for now.

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## GMO OMG: A Father's Discovery of How Little We Know About Our Food

by Kate Safin, Assistant Marketing & Member Services Manager

Why would farmers in a poor country overcoming a devastating earthquake burn 475 tons of seeds? That's what filmmaker Jeremy Seifert wanted to know, so he traveled to Haiti to find out. His journey led him to an awakening of what his film calls "the largest experiment ever conducted on human beings."

The seeds the Haitians burned were gifts from Monsanto, pledged shortly after a 7.0 magnitude earthquake struck the country in 2010. Haitians rejected the seeds in a protest against corporate exploitation of their country. They consider genetically modified seeds an attack on small farmers and a threat to the diversity of their farmland. Monsanto is the world's largest biotechnology company and the creator of genetically engineered seeds that have been designed to withstand heavy treatments of their companion product, the herbicide Round Up. Monsanto is well known around the planet for creating a grip on farmers, introducing their seeds as a promise of higher yields and protection against pests, disease, and drought, only to have the seeds fail. Additionally, the crops yielded from genetically engineered seeds have not yet been proven safe for consumption, even as they pervade our food supply.

Once his eyes were opened to the issues surrounding GMOs, Seifert couldn't help but wonder what he and his wife were

feeding their three young children back home in the United States. On a quest to learn more, the Seiferts embarked on a cross-country trip, talking to consumers, farmers, and seed providers, documenting the entire expedition on film. *GMO OMG* is told through the eyes of a father with an authentic curiosity about what's in the food we eat and a genuine concern for the health of his family, as well as the health of consumers and farmers across the world. In this film, the encroaching darkness of unknown health and environmental risks, seed takeover, chemical toxins, and food monopoly meets with the light of a growing resistance of organic farmers, concerned citizens, and a burgeoning movement to take back what we have lost.

*GMO OMG* is an uplifting documentary with some alarming discoveries that provide a much-needed reminder that we are at a tipping point, with a handful of large corporations buying, modifying, and patenting seeds to ensure total control over everything we eat - while blocking us from the right to know what's in our food. The film is appropriate for all audiences, from those already involved in the food movement to those just discovering the impact of genetically modified organisms. We invite you to join us for a free screening of this award-winning film at 6:30 PM on August 13th, at The Carnegie Library - Homewood (more information can be found on page 8).

## Know Your Farmer: Tuscarora Organic Grower Co-op

Tuscarora Organic Growers Co-op (TOG) consists of 46 member farms that bring over 120,000 cases of produce from farm to city, offering locally grown, certified organic produce to Pittsburgh and the metro areas of Washington, D.C. year-round. Many of the growers' farms are located throughout the seven-county region of South Central Pennsylvania known as the Juniata River Valley. The co-op's warehouse and office are located beside New Morning Farm near Maddensville, PA. By adopting the cooperative model, TOG has seen positive growth every growing season since it was established by three neighboring Pennsylvania farms in 1988. Tuscarora Organic Growers Cooperative is a member of the Pennsylvania Association for Sustainable Agriculture (PASA), and you can find their organic produce at the Co-op. To learn more, you can visit their website, [www.tog.coop](http://www.tog.coop).

### What was the inspiration behind forming a growers' cooperative?

Tuscarora Organic Growers was established when three neighboring organic fruit and vegetable farmers in South Central Pennsylvania were all faced with overwhelming demand for their products from food co-ops, retailers, and restaurants. In order to meet this demand, that went beyond traditional farm markets, they decided to hire someone to manage the sales as well as to cooperate in providing produce for their initial joint venture.

### How did the cooperative model create success for farmers?

The farmers soon discovered that by working together, they could coordinate crop production to complement one another rather than compete. Each could grow for their markets and grow for the co-op. Each grower could focus on crops they do well, and the cooperative form of business fit the farmers' needs, allowing ownership and market access to be divided fairly and decisions to be made jointly. Through cooperation, the growers were able to serve their customers better by providing a diversity of crops and a level of service that no one grower could provide on his own.

### How does Tuscarora Organic Farm Cooperative operate?

TOG is legally incorporated as a producers' cooperative, which means that the business is owned by the farmers it serves. The economic goal of the co-op is service (such as coordination, marketing, and warehousing), at cost, to growers. The TOG staff consists of 4 full-time employees and up to 18 part-time employees. Each farm receives approximately 75% of the sale of their produce through the co-op and is paid within two weeks of the sale. The balance of the money is used to operate the co-op, including the cost of delivery to its markets in the Baltimore-Washington metropolitan area.



## Brown Bag Apple Salad

**Ingredients:**

- 1 apple, cored and cut into pieces
- 1 cup fresh pineapple, cut into pieces
- 1 cup seedless grapes, halved
- 1 small orange, peeled and segmented
- 1 tablespoon honey
- 2 tablespoons apple juice
- 1 tablespoon lemon juice
- 1/2 cup granola
- Pinch of cinnamon
- 3 tablespoons Greek yogurt (optional)

**Preparation:**

In a large bowl, mix together all of the ingredients and serve immediately. If making the salad a day ahead, add the granola just before serving.

**Serving Suggestion:**

Pack the apple salad into individual serving containers and top each with equal amounts of the granola (if the lunch box/bag will not be in the refrigerator, leave out the yogurt). Substitute orange juice for apple juice or lime juice for the lemon juice for an even perkier flavor.

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## New In The Aisles

- SHILOH FARMS - Organic Farro
- EMMY'S ORGANICS - Coconut Vanilla Mini Macaroons
- WOODSPIRITS - Sauna Soap
- PROVIDENCE ACRES - Pork Burgers
- MINERAL FUSION - Moisture Lip Tint
- HOPE FOODS - Sriracha Hummus
- 3 TWINS ICE CREAM - Madagascar Vanilla and Cookies & Cream
- BEE FREE HONEE - Vegan Honey Made with Apples

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# STAFF NEWS

## 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

**Store:** 412.242.3598  
8 AM - 9 PM  
**Café:** 412.242.7726  
8 AM - 7 PM

**Credit Union:**  
412.243.7574  
Wednesdays 6-8 PM  
Saturdays 3-6 PM

## BOARD OF DIRECTORS

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**IT:** Erin Myers  
**Grocery:** Maura Holliday  
**Café:** Amber Pertz  
**Front End:** eric cressley  
**Produce:** Evan Diamond

## THE CO-OPERATOR

**Editor:** Heather Hackett  
**Assistant Editor:** Kate Safin  
**Design, Layout & Production:** Katy Nevinsky  
**Printed By:** Typecraft Press, Inc.

*The Co-operator* is a monthly publication mailed to members of the East End Food Co-op. Additional copies are available at Customer Service, the store's entrance area, and at outreach events. *The Co-operator* is also available online at [www.eastendfood.coop](http://www.eastendfood.coop).

**Opinions expressed are the writers' own and do not necessarily reflect Co-op policy. The East End Food Co-op does not endorse the views or products of the advertisers in this newsletter.**

### CONTACT US:

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

Email: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)

Phone: 412.242.3598 ext. 103

## EMPLOYEE OF THE MONTH



Congratulations to **Linden Mueller** who was chosen as the Co-op staff pick for Employee of the Month! Linden has worked here for almost 2 years and is both a cashier and a customer service representative.

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

**A.** The store's employees.

**Q.** What's your favorite food product here?

**A.** Cocoa Diablo Cookies from Liz Lovely's. They're sooooo good!

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

**A.** Wendell, in the Produce Department. He will always make you laugh.

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

**A.** Very surprised!

## NEW FACES

### Marc Ratty *Produce*

Marc recently moved to Pittsburgh, and he has always wanted to work at a co-op. His favorite thing about the cooperative business model is that everyone gets a say. He brings customer service skills he gained while working at a five-star resort to his role in the Produce Department. Marc's interests outside of work include reading, crocheting, making ice cream, and taking city walks.

## Unclassifieds:

**MASSAGE THERAPY** – Looking for a truly therapeutic massage? Check my website blog for 20th ANNIVERSARY SPECIALS! [www.bodyharmonypgh.com](http://www.bodyharmonypgh.com) 412-871-5388.

**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](mailto:memberservices@eastendfood.coop) or call 412-242-3598 ext. 103.



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

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Café Specials • August 2014

SUN	MON	TUE	WED	THU	FRI	SAT
					1 BURRITO BAR	2 SUMMER VEGETABLE STIR FRY
3 CHEF'S CHOICE	4 BLACK BEAN & YAM QUESADILLA	5 BROCCOLI DAL CURRY	6 INDIAN KITCHEN	7 TEMPEH & BROCCOLI ARRABBIATA	8 PIZZA DAIRY & VEGAN	9 GUMBO
10 CHEF'S CHOICE	11 BRAISED KALE AND WHITE BEANS	12 PASTITSIO	13 GREEK KITCHEN	14 TOFU & BROCCOLI IN COCONUT CILANTRO SAUCE	15 BURRITO BAR	16 SUNDRIED TOMATO CREAM PASTA
17 CHEF'S CHOICE	18 HONEY BBQ TOFU	19 MASSAMAN CURRY	20 THAI KITCHEN	21 RATATOUILLE	22 PIZZA DAIRY & VEGAN	23 VEGETABLE LO MEIN
24 CHEF'S CHOICE	25 BUTTERNUT & WALNUT LASAGNA	26 IRISH STEW	27 IRISH KITCHEN	28 JERK TEMPEH WITH CURRIED PEACH RELISH	29 BURRITO BAR	30 QUICHE LORRAINE
31 CHEF'S CHOICE						

Café Hours

Soup, Juice & Salad Bar:  
Daily 8AM-7PM

Hot Bar:  
Daily 11AM-7PM

Weekend Brunch:  
9AM-1:30PM

August Co-op Events

GMO OMG FILM SCREENING <i>Sara Heald, GMO FREE PA</i>	HOMEMADE GREEN CLEANING PRODUCTS <i>Rachel Breit, Naturally Clean</i>	IT'S EASY TO START EATING VEGAN! <i>Rebecca Gilbert, Yummy Plants &amp; Vegan Pittsburgh</i>
<b>WEDNESDAY, AUGUST 13TH AT 6:30 PM</b> <i>Carnegie Library - Homewood</i>  How do GMOs affect our children, the health of our planet, and our freedom of choice? Is it possible to reject the food system currently in place, or have we lost something we can't gain back? These questions take film director Jeremy Seifert on a journey from his family's table in California to Haiti, Paris, Norway, and ultimately to the lobby of agra-giant Monsanto, from which he is unceremoniously ejected. Along the way we gain insights into a question of growing concern to citizens around the world: what's on your plate? After the film, GMO FREE PA will be on hand to discuss the film and answer your questions.	<b>WEDNESDAY, AUGUST 20TH AT 6:30 PM</b> <i>Gemini Children's Theater</i>  Learn how to make your home sparkle with eco-friendly solutions! Green cleaning products are easily made at home with common ingredients like baking soda, vinegar, essential oils, and most of all water. There are many reasons to try these child and pet friendly products – improved air quality, reduced amounts of toxic chemicals in our waterways, and hundreds of dollars saved on store-bought products! Naturally Clean professional, Rachel Breit, will demonstrate how to make all-purpose cleaner, stain remover, bathroom cleaner, and air freshener, and attendees will take home recipes and a sample!	<b>WEDNESDAY, AUGUST 27TH AT 6:30 PM</b> <i>Carnegie Library - Homewood</i>  Vegan Pittsburgh presents Rebecca Gilbert, founder of Yummy Plants vegan lifestyle website and author of <i>It's Easy to Start Eating Vegan! YUMMY PLANTS 101</i> , a step-by-step plan to help you start eating vegan today. In this presentation, Rebecca suggests vegan protein sources, easy egg and dairy substitutions, how to stock a vegan pantry, and how to stay vegan in social situations. She'll demo and sample her recipe for "No Chicken Salad" and share tips on how to turn traditional recipes into vegan delights. Attendees will have the opportunity to buy her book.

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

Look for your Co-op at this upcoming event:

Saturday, August 23rd, 8:15 AM for 1.5 Mile WALK/9:00 AM for 5k RUN: Your Co-op is a proud sponsor of Run Around the Square, Pittsburgh's largest footrace. Dogs can participate in the 1.5 Mile race, too! Throughout the race there will be musicians, costumed characters, and themed water stops. Following the race, look for your Co-op's table in Frick Park's Fern Hollow where we'll have some refreshments and energy snacks for you. More information and registration: [www.runaroundthesquare.com](http://www.runaroundthesquare.com).

.....Save the Date.....



When? Saturday, October 18th  
Where? Carnegie Mellon University

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