

The Co-operator

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



Know Your GMOs

by Heather Hackett, Marketing & Member Services Manager

Last month, your Co-op was proud to sponsor our first community forum on the topic of GMOs. We want to share with our members what a success this event was, and express our appreciation to everyone who helped make it possible!

The speakers included:

- Kate Safin (Food & Water Watch)
- Jeff Shaw (Burgh Bees)
- Sarah Heald & Karen Stark (GMO Free PA)

- Bob Madden (Garden Dreams)
- Joe Zgurzynski (Country Barn Farm)

And of course, our keynote speaker: Jeffrey Smith of the Institute for Responsible Technology! Mr. Smith's presentation on "Documented Health Dangers of GMOs" was inspirational to say the least, and he was kind enough to perform a book signing for interested attendees.

There were an abundance of free samples of Non-GMO Project Verified Products for

folks to taste, many of which were donated from conscientious manufacturers. Annie's Homegrown Organics were particularly generous in their donation of five cases of assorted products. We also received support from our friends at Nature's Path, Dr. Bronner's, Eden Foods, Green Mountain Gringo, and NuGo Nutrition.

We also want to acknowledge our partnership with the Chatham Food Studies Program, whose assistance in putting this event together

was invaluable! They provided the venue, helped to arrange the set up, and supported our promotional efforts.

In closing, our gratitude also goes out to everyone who attended this event. It is our hope that soon there will be labeling laws in place to increase transparency about GMOs. But until then, your Co-op will continue to promote consumer education and increased awareness of the impacts genetic engineering may have.



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CO-OP DEALS FLYERS:

October 30 – November 12
November 13 – November 26

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by December 31st!
The next quarter goes from January 1 – March 31.

BOARD OF DIRECTORS:

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

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 x 103
or email memberservices@eastendfood.coop

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



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Before Today

by Eryn Hughes, Outreach Coordinator

Have you ever picked up a piece of fruit from the Co-op’s apple table and wondered how it got here? You might see a sticker with the country of origin, or a sign announcing that this apple is from a local farm. You could also see one of many certifications that speak of sustainable farming practices and promise valuable nutrition. But no label can tell you how this fruit came to be here in this particular store.

Most of us who shop at the Co-op don’t know much about how this organization, that provides so much good healthy food and more, came to be. The truth is that there have been thousands of people cooperating for years to get that piece of fruit into your hands. Working in the community and alongside Co-op volunteers, I’ve come to notice a wealth of information about the history of the East End Food Co-op (EEFC) in almost every corner of Pittsburgh.

Offering access to more affordable food was the main motivation for the original endeavor that evolved over the years into our East End Food Co-op. In 1972, Point Breeze residents David and Rodah Zarembka were impressed by their experience with “buying clubs” in Philadelphia and decided to start one in their basement to address poverty in Pittsburgh’s East End. Originally organized through the East End Cooperative Ministry, the club’s ultimate goal was to become an independent co-op owned by community members. Membership cost only \$1 and food was distributed at open air markets, in church basements, at homes for the elderly, and even in a private garage.

After an initial \$20,000 startup grant (provided by U.S. Catholic Conference Campaign for Human Development) ran out, the club established member work-shifts to keep the business running. At this point they had three staff members, funded

by AmeriCorps VISTA (Volunteers in Service to America), who were required to attend board and committee meetings. There were 600 member households, each required to work two hours a month. EEFC opened its first retail storefront to shopping members in 1978, at 5474 Penn Avenue (now the Pittsburgh Glass Center).

EEFC officially incorporated on June 12, 1980 and was temporarily housing the Consumer Cooperative of Pittsburgh (CCP) in their warehouse. The CCP operated as a bulk and produce distributor to 20 local food clubs, plus 150 co-ops and local businesses in Pennsylvania and West Virginia, until it folded in 1981. When our sister co-op on Semple Street closed its doors in 1985 after 12 years of providing healthy and organic foods, their members and staff joined our membership. It was decided then that the EEFC should offer affordable and healthy food to members, as well as the general public. More people shopping meant lower prices for all. And listing two prices, member and non-member, for every item demonstrated the value of cooperative membership. Indeed, we were “stronger together.”

Your Co-op relocated to its present location on January 12, 2000, and membership has continued to grow to over 10,000 households. Staff has increased to over 80 employees. And as the person who coordinates volunteers, I work with approximately 150 active members who contribute an average of 175 hours each month. But I will never know exactly how many other people have helped to make this store a reality. When I think of all those crucial members who volunteered their time over the last 41 years for the benefit of our community, I appreciate some of what it took to get that apple into my hands. And it is all the more sweet because of it.



Mannella, Susan. “Food Club Co-ops Thriving Here.” Pittsburgh Press/Post Gazette. July 12, 1976. Print.

Board Corner

by EEFC Board of Directors

Explosive growth in natural food sales nationwide continues to confirm a monumental shift in consumer preferences. People everywhere are demanding a greater degree of quality, integrity, and sustainability from their food suppliers. As vanguards of this cultural change, natural food cooperatives are seizing the initiative to expand their operations and give people more of what they want.

The Ends Statement of the East End Food Co-op requires us to consider this evolving landscape and intelligently explore new opportunities for growth so that we may greater enhance the physical and social health of our community. To help us do this, the EEFC Management Team and Board of Directors recently engaged the CDS Consulting Co-op to provide a three-day “Orientation to Expansion Planning,” facilitated by Bill Gessner and Jeanie Wells. Bill is the lead consultant at CDS, with over 25 years of experience assisting more than 250 co-op expansion projects. He is also the author of *Expansions and Relocations for Directors and Managers of Natural Food Cooperatives*. Jeanie has successfully led two major expansion projects and has expertise in building strong management teams and systems.

Bill’s immersion in the area of co-op expansion projects has enabled him to craft a formal expansion planning and execution methodology that may be applied to projects of varied sizes and scopes. At the core of his process are four sequential stages: assess feasibility,

prepare for leasehold improvements or construction, perform leasehold improvements or construction, and prepare for opening.

As we remain in an exploratory mode, the bulk of our work with Bill and Jeanie was concentrated on the systematic assessment of feasibility. Several field-tested tools were applied to realistic hypothetical expansion scenarios to educate the Board and Management on best practices from actual co-op expansions. These tools included processes for assessing organizational readiness, conducting market feasibility studies, and pro forma financial planning, all within a framework of robust risk assessment, due diligence, and a clear timeline with well-defined decision points.

The valuable insights received from these sessions allowed us to draft a feasibility assessment checklist tailored to our unique position, with a focus on the roles of the Board and Management in executing an expansion project. Whether the future of your Co-op involves expansion of its current footprint, one or more additional retail locations, non-retail or non-traditional business models, or some combination of all of these, East End Food Co-op is committed to employing every resource at its disposal to serve our membership and greater community in accordance with our Ends. First among these resources are the experiences of our friends in the co-op world who have successfully led the way. Stay tuned for updates and opportunities to contribute!

2013-2016

EEFC BOARD MEMBERS

Your Co-op is pleased to announce our newly elected Board Members:



Mike Collura



Sarah Aerni

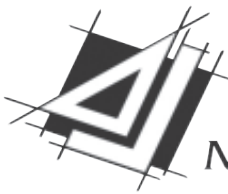


Jared Evanoski

Look for the full recap of the 2013 Annual Meeting in next month’s issue of *The Co-operator*!

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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:

- 1. A sustainable member-owned business open to everyone
- 2. An ethical and resilient food infrastructure
- 3. A vibrant, dynamic community of happy, healthy people
- 4. 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!

“Very disappointed to learn that we are not having Winterfest this year!”

And I’m very excited to inform you that we are! Mark your calendar for 12/07, it will be held at the JCC again this year from 6:30 PM – 9:30 PM. Look for more info in this newsletter and on our website at www.eastendfood.coop/co-op/events. Hope to see you there!

-Heather, Marketing & Member Services Manager

“Why are you not stocking the Hazelnut Blue Diamond Natural Nut Thins Crackers? They are my favorite.”

Sorry to say that this item has been discontinued by the manufacturer.

-Maureen, Grocery

“Organic bananas are \$.79 at Whole Foods. No wonder your bananas are usually over ripe.”

Thanks Nancy! We only carry Organic Fair Trade bananas to ensure the best quality for our customers and the fairest treatment of the farmer. We will always be committed to offering our customers the best price we are able to while still upholding these standards.

-Allisyn, Produce Manager

“Loved my shopping. Loved the merch & express lane.”

Thanks for expressing your pleasure with the East End Food Co-op! Our standards for customer service are matched by our standards to offer the highest quality food. We hope that you continue to share the positive message about the Co-op!

-eric, Front End Manager



NOVEMBER’S ROUND UP RECIPIENT: WOMEN’S CENTER & SHELTER OF GREATER PITTSBURGH



Women’s Center & Shelter
of Greater Pittsburgh

Did you know an estimated 60% of families experience violence in their homes? Domestic violence occurs in families of all races, religions, sexual orientation, and socioeconomic backgrounds. Founded in 1974 by Ellen Berliner and Anne Steytler, Women’s Center & Shelter of Greater Pittsburgh (WC&S) was one of the first six shelters in the United States for battered women. Since that time, WC&S has been at the forefront of creating and implementing innovative and effective programming aimed at preventing domestic violence and providing services to domestic violence victims.

To accomplish their mission of ending intimate partner violence in the lives of women and their children, the Women’s Center & Shelter:

- Informs women of the resources available to them and provides sanctuary from domestic violence.
- Accompanies women through the legal system
- Works with children to help them learn alternative responses to violence
- Educates the public about the needs of women who have experienced domestic violence
- Works to alter societal attitudes, behaviors, and responses

WC&S provides 7,000 women and their children with more than 11,000 services annually, including crisis intervention, counseling, and continuing education. For more information about the WC&S, or to volunteer or make a donation, you can visit their website. If you want to support WC&S in their mission to provide women experiencing domestic violence a safe haven with access to the services needed to transition from victim to survivor, 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.wcpittsburgh.org

Growing in Cooperation

In the month of September we welcomed 51 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 x 103 or email memberservices@eastendfood.coop.



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General Manager’s Report

by Justin Pizzella

Fiscal year 2012/2013 was a great year for the Co-op and we are in excellent health. We continue to be a dynamic and impactful business. Some numbers really tell the story best. We ended the year with \$9,578,613 in sales, which is 12.1% over the previous fiscal year. In October of 2012, we welcomed our 10,000th member, and overall our membership grew by 15% this year! We have increased our outreach and education efforts significantly, which is further detailed in the Member Services’ Report.

This year also marked a time of transition and change. In January, I accepted the position of General Manager after serving the Co-op as Operations Manager and as part of the interim Management Team. It’s a great honor to lead this organization at this really exciting time.

Just as sales have grown, so has our staff. We now have over 85 staff members, with 75% of them full-time. We offer a great benefits package, including affordable healthcare. Currently we are working on improving our existing benefits package, as well as adding some additional options. In the coming year our focus will be on staff development and we anticipate that considerable training investments will be made.

Our operational focus has been on creating a culture focused on operational excellence. We’ve been reworking and refining our store systems and processes with an eye toward readying ourselves for additional stores. This will continue in the coming year as we advance improvements in our systems and product selection.

In addition to our staff and operations, we have also invested heavily in our physical store. Prior to the renovation work started in January 2012, there had been very little investment in store fixtures and equipment since 2007. We will continue to make prudent investments in equipment and infrastructure in the coming year to replace equipment that is beyond its useful life, as well as to handle our growth.

Another notable change this year came in January when the Board put in place a new Ends Policy Statement for the business (found on Page 3). A considerable amount of effort has gone into interpreting how we as an operation will go about fulfilling these Ends. Over time, we’ve developed the following ways we aim to accomplish them:

1. Thinking for the long-term.
2. Recognizing that our business is evolutionary and revolutionary.
3. Living our core values of integrity, having a positive attitude, accountability, teamwork and cooperation, excellence, innovation, and customer focus.
4. Continually striving to learn what our members and customers value and delivering total satisfaction.
5. Creating an environment of teamwork and continuous improvement.
6. Dreaming big and having a never-ending search for a better way.
7. Working with our producers, vendors, and like-minded partners to create and sustain diverse, healthy sources of clean food. Generally this means that the food is grown without the use of pesticides or chemicals, is not genetically modified, is grown as close to the store as possible, animals are ethically raised, and everyone involved in the production of the food is paid a fair wage.
8. Being good stewards of our resources.
9. Reducing waste in everything we do.
10. Investing in the personal development of our staff and promoting from within whenever possible.
11. Being educators and advocates for the food we sell and the producers who supply it.

In short, we exist to nourish our community and enable it to prosper. In the coming years we will continue to strive to accomplish this to the best of our ability.

Board President’s Report

by Torey Verts

As I sit down to write the annual report, I think about all of our accomplishments over this past year and how our work has reflected our Ends, which is the mission statement of the Co-op. It’s been another busy and exciting year for the East End Food Co-op, and your Board of Directors has been working hard to serve our members by living our Ends and growing the Co-op community.

To this extent, the majority of our year has been focused on readying us for expansion. There are many things that a Board has to do to prepare for this, including making sure policies are updated and the right leadership is in place. One of the first steps we took last December was to rewrite our Ends Policy Statement. We found our old policy to be cumbersome to read, so we wanted to make the new one very clear and easy for management to interpret and report on. At our yearly professional development session, the Board created the new Ends Statement found on Page 3. Personally, I am very excited about the new Ends, especially point #4 – A creative vision to transform the future. I think this is very innovative and not typically recognized in other co-ops’ Ends, and I hope that this statement allows us to think creatively about what the positive potential could be for members, future members, and the communities of our region.

Another major achievement that the Board accomplished this year was hiring a new General Manager. We were pleased to appoint Justin Pizzella as the new GM of the East End Food Co-op in January. Justin was formerly the Operations Manager, and also a part of the Interim Management Team last year, and the transition to new leadership has been a smooth one.

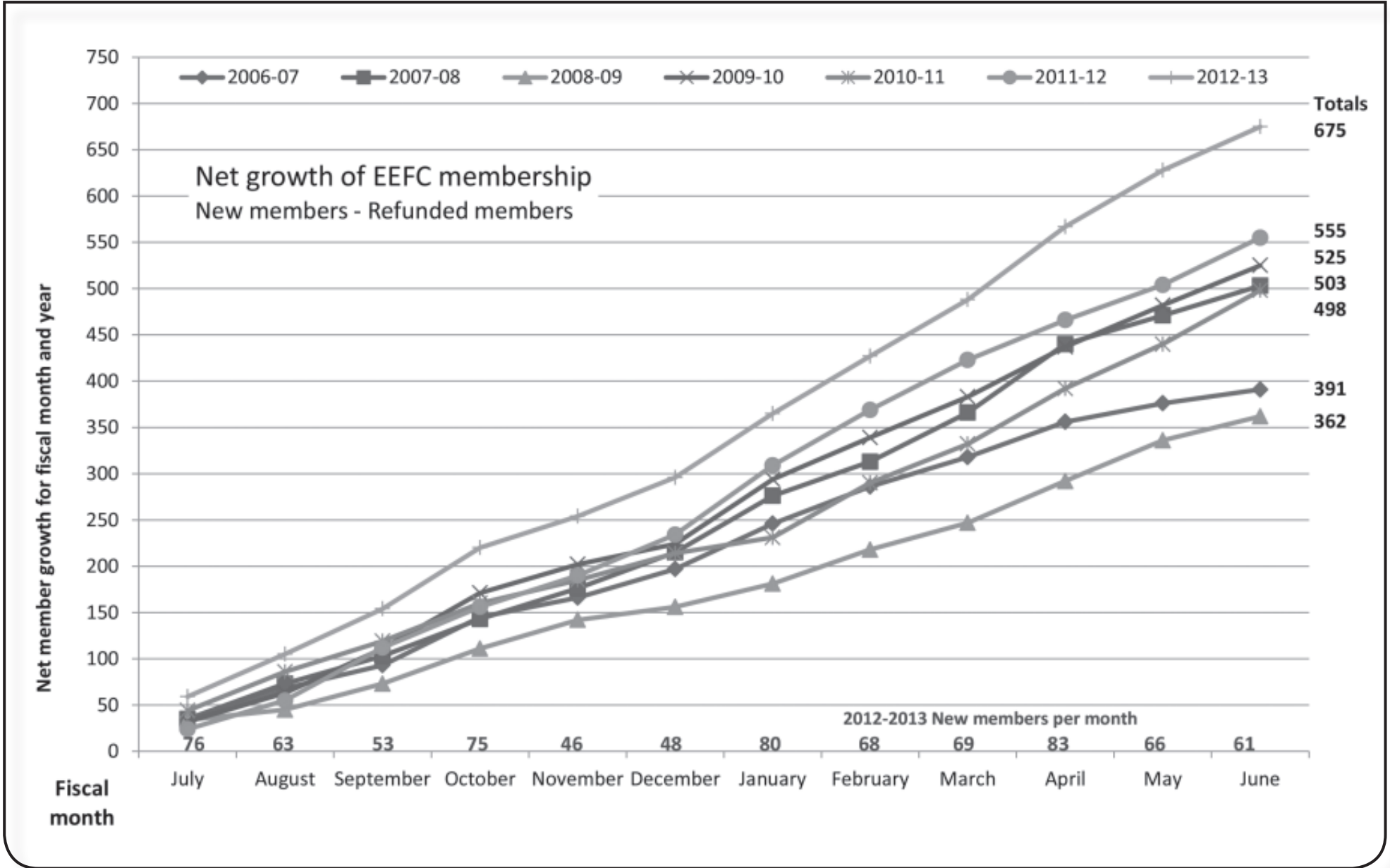
As I stated earlier, the main focus of the Board this year has been readying the organization for expansion. While we are not sure what the exact details of the expansion are at this point in time, we do know that we want to create prosperity and increase the opportunity for

communities in Pittsburgh and the surrounding areas to have access to healthy, local, and affordable food. In order to help us with this process, we recently engaged experts from the CDS Consulting Co-op for a two-day session with our Board. To get ready for our time with the consultants, the Board prepared itself by reading several documents related to expansion planning, including a 70 page Expansion Planning Toolkit designed especially for co-ops. At the sessions, we discussed the highlights of the first stages of planning, some of which include assessing feasibility, establishing and conducting education of best practices, and evaluating organizational readiness. Once again, the goal of expansion is for us to live our Ends by serving and growing the Co-op community. The first stage of planning takes time to be done properly, and so the Board will continue to perform its due diligence by engaging with the consultants periodically during this process.

On another note, we would like to acknowledge a long-term member of the management team who decided to step down from her role in order to pursue new ventures. Jane Harter, who was part of the Interim Management Team last year as well as the Human Resources Manager, worked at the Co-op for many years. The Board would like to thank Jane for all of her hard work and service and wishes her the best of luck in her new endeavors!

As well, this marks the last year for me serving on the Board. I have been on the Board since 2007 and have served as president for the last four years. I would like to thank all of the directors, staff, and members of the East End Food Co-op for making my experience such a memorable and worthwhile one. I am very grateful for having the opportunity to work with such wonderful people, and I will miss you all!

If you ever have questions or want to know more about the Board, please feel free to email us at boarddir@eastendfood.coop. Thanks to everyone for another terrific year!



ANNUAL REPORT 2012-2013

Board Treasurer’s Report

by Mike Collura

The fiscal year, July 2, 2012 – June 30, 2013, has come to a close. Sales growth was excellent this year at over 12%, putting us up over \$1 million (\$1M) from last year. Sales were just under \$9.58M, exceeding our annual target by almost \$434 thousand (\$434K), which provided an additional \$145K of Gross Profit over what was expected.

Operating Expenses came in over budget by \$235K. Personnel Costs remain our largest expense as EEFC stays committed to offering a livable wage. With the support of the Board, Management continues to fill key positions at the Co-op that had been previously vacant or consolidated under other positions. This is an important step as we assess our operational readiness before moving forward in our expansion process. As a result, Personnel Costs came in \$185K over budget.

Due to overages in Personnel and Operating Expenses, our Net Income came in at around a

\$46K loss, which was under our target. We incurred an exceptional expense for finishing the employee handbook that added to the Operating Expense overage. Although it was over budget, it was important to the Co-op to finish the work on the handbook; this expense will not need to be incurred again for a while.

We continue to use our cash reserves to reinvest in the Co-op. The fruit of all of the hard work we have put in over the last several years is evident in our sales growth. The response to the renovations, along with enhanced merchandising and other changes, have made a big impact. Our cash position at year end was just under \$641K, which is well over the National Co-op Grocers Association benchmark for healthy co-ops. Additionally, our long-term debt is currently very low, which will help the Co-op when we are ready to obtain financing for expansion.

Results are subject to taxes and final adjustments by our auditors.

Member Services’ Report

by Heather Hackett



As Justin mentioned in the General Manager’s Report, in October 2012 your Co-op hit a milestone by selling the 10,000th active household membership. This year saw a continuation of growth – **we are currently 10,673 members strong!**

Your Co-op strives to match and surpass the expectations of its members. In addition to providing healthy, nutritious food, we also aim to:

- Provide education and information for our members and customers
- Encourage our members to value their membership and to be active participants in the Co-op
- Build strong ties to businesses and organizations in our local community

EDUCATION & INFORMATION

Since the beginning of the year, your Co-op has hosted 25 free events! Many of these workshops, lectures, and film screenings presented information about local, sustainable agriculture, or food and nutrition, because these subjects were cited as most important to our members in the 2012 Member Survey. Nearly 300 people, both members and non-members, attended these events, many of which were offered by knowledgeable representatives of local organizations. The following are just some of the many community groups the Co-op partnered with this past year:

- Pennsylvania Association for Sustainable Agriculture (PASA)
- The Weston A. Price Foundation
- Grow Pittsburgh
- American HealthCare Group (founders of the

- Farm to Table Conference)
- Green Building Alliance

Your Co-op has also been especially committed to raising awareness in our local community about the potential impacts of genetic engineering. In addition to a number of other initiatives last year, this month we hosted our first GMO-themed community forum in observance of Non-GMO Month. You can learn more about Know Your GMOs on Page 1.

MEMBER VALUE & PARTICIPATION

This year we provided a number of ways for members to learn more about the value of their membership in a thriving cooperative business. We gave support to another local cooperative, The Big Idea, which hosted a small group exploration of *A Discussion Course on Cooperatives: A Manual for Community Self-directed Education*, compiled by the EEFC. We hosted a number of in-store events to increase our members’ knowledge about cooperatives, including a screening of the International Year of the Co-ops’ Film Festival selections, and several lectures about cooperative history and values. We also elected *Food for Change* (a still-in-production film project depicting the significance of consumer food co-ops) as a Round Up recipient to ensure that their film would be completed. This film, documenting and preserving the rich history that paved the way for retailers like us, will be available for viewing in the coming months and we can’t wait to share it with our members!

The Co-op program that most directly involves member participation is our Volunteer Program. We saw a large increase in the number of active

INCOME/EXPENSE STATEMENT

YEAR ENDED 6/30/2013

	ACTUAL	BUDGET
Sales	\$9,578,612	\$9,144,800
Cost of Goods Sold	\$(5,827,167)	\$(5,538,977)
Gross Profit	\$3,751,445 (39.2%)	\$3,605,823 (39.4%)
Personnel Expense	\$(2,294,925) (24.0%)	\$(2,109,288) (23.1%)
Operating Expense	\$(1,502,993)	\$(1,465,670)
Net Profit	\$(46,473)	\$30,865
Net Income	\$(45,858) (-0.5%)	\$30,865 (0.3%)

BALANCE SHEET

YE 6/30/2013	YE 7/1/2012	
\$1,152,185	\$1,379,576	Current Assets
\$917,512	\$714,625	Net Property/Equipment
\$23,045	\$22,150	Other Assets
\$2,092,742	\$2,116,351	Total Assets
\$567,758	\$554,168	Current Liabilities
\$102,690	\$156,065	Long Term Debt
\$670,448	\$710,233	Total Liabilities
\$1,098,271	\$1,036,236	Member Shares
\$369,881	\$372,476	Retained Earnings
\$(45,858)	\$(2,594)	Current Earnings
\$1,422,294	\$1,406,118	Total Equity
\$2,092,742	\$2,116,351	Total Liabilities + Total Equity

volunteers this year: currently 40 member-owners regularly contribute their time in the store, and 95 volunteers are eligible to provide support at special events. Since the beginning of the year through October 1st these volunteers have logged an astonishing 1,489 hours!

COMMUNITY INVOLVEMENT

Outreach Participation:

We participated in a large number of community events this past year, which enabled us to increase awareness and visibility of the Co-op. Our involvement in these events also allowed us to strengthen our ties with partnering organizations. Since the beginning of this year alone, we have attended 40 events at which we reached an estimated 29,000 attendees. Below are just some of the many happenings around town where your Co-op was represented:

- Construction Junction’s The Big Pour
- The Mother Earth News Fair
- Regent Square’s Run Around the Square
- PASA’s Bike Fresh, Bike Local
- The *Gasland 2* premiere

Community Partners Program:

The aim of the Community Partners Program is to provide East End Food Co-op members great benefits while supporting our local community by promoting local businesses. Because we are committed to bettering the local community, we truly value the partnerships we build through this program. Locally-owned businesses have a huge impact on the infrastructure of our local economy and we firmly believe that we are all stronger together.

This year we proudly welcomed three new partners to the list of participating businesses: Changin’ Time Diaper Service; the dental practice of Drs. Werrin and Gruendel; and Ming Yip Acupuncture & Herbal Therapy. This brings the program up to a total of 21 partners and we are hoping to increase that number even more in the upcoming year!

Donation Program:

This year saw the creation of an official donation policy to enable us to better manage the Donation Program. Although we would love to be able to support each and every request we receive, the volume of submissions had become overwhelming. The requests we received last year exceeded our budget and took a significant amount of time to process. After a lot of research and consideration we formulated a new policy and are certain it is the best way we can successfully run our organization and meet the changing and growing needs of the community we serve.

This year the Register Round Up also made its debut. The Register Round Up is not a new concept; several businesses enlist this type of program to support local non-profits and causes. As a customer is rung up at the register, they are asked if they want to round their total up to the nearest dollar, which is then donated to a charity. Although this rounding up only costs the customer a few cents, when combined with all the other customers’ few cents it can result in a significant contribution to an organization. Just some of the many organizations that benefited from both general donations and the Register Round Up this past year include:

- POWER (Pennsylvania Organization for Women in Early Recovery)
- Shady Lane School
- PASA
- Bike Pgh
- Venture Outdoors
- Grow Pittsburgh
- Greater Pittsburgh Community Food Bank
- Breathe Project
- Institute for Responsible Technology
- The Cornucopia Institute
- Homewood Children’s Village
- Clean Water Action
- East End Cooperative Ministry

We’re proud of what we’ve accomplished this year at the Co-op, both for, and on behalf of, our members. We thank you for your continued support!

East End Food Co-op Thanksgiving Menu

Delicious
Desserts

Pumpkin Pie	\$12.99
Tofu Pumpkin Pie	\$12.99
Maple Pecan Pie	\$19.99
Sweet Potato Pie	\$16.99

Crusts can be made without
gluten upon request.



Great Beginnings

Vegetable Tray with Dip	\$25.99/small
Choice of Green Goddess, Roasted Beet Hummus or Ranch	\$44.99/large

Minerva Cheese Tray	\$40/tray
Includes: cubed Minerva cheeses (Mellow Cheddar, Marble Jack, Gouda, Pepper Jack), Millers Mustard, and Vermont Summer Sausage	

Local Cheese Tray	\$35/tray
Includes: Local cheeses (Chevre, Aged Cheddar, Garlic Flavored Gouda, Goat's Milk Blue Cheese) with Tait Farms Apple Pepper Jelly	

American Artisinal Tray	\$27/tray
Includes: Award-winning American Artisinal Cheeses (Bayley Hazen Blue, Marin French Brie, Tarentaise), Dried Figs, and Walnuts	

Roasted Beet Hummus	\$7.49/lb.
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Butternut Squash Dip	\$3.99/pint
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Mushroom Barley Soup	\$6.99/quart
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Planning the Meal

Use these estimates to determine the quantities of food you will need
Estimates are per adult.

Entrée	Potatoes	Vegetables	Stuffing	Gravy	Relish
1/2 to 3/4 lb.	1/3 to 1/2 lb.	1/2 to 1/3 lb.	1/3 to 1/2 lb.	4 to 6 oz.	2 oz.

Placing Orders

The deli can provide everything but the turkey. To place your order:

- Review the menu offerings then come in to the Café and place your order in person.
- You may also place your order with a Café staff member by calling 412.242.3598 ext. 114.
- Please **DO NOT** leave orders via voicemail; they will not be guaranteed.
- Co-op Café hours: 8 AM to 7 PM.
- All orders must be received by Sunday, November 24th.
- All orders will be available for pick-up on either Tuesday, November 26th or Wednesday, November 27th between 8 AM and 7 PM.
- To learn more about ingredients, portions, or potential allergens, please contact the Café.
- Please note some substitution may need to be made on cheese trays due to availability.

The Main Event

Relax—Our professional kitchen staff makes it easy for you to enjoy a worry-free holiday gathering. Our oven ready, made-from-scratch vegetarian and vegan side dishes are the perfect compliment for your main entrée, all you do is heat, serve and enjoy.

Baked Tofu Turkey	\$7.99/lb.
Mushroom Walnut Loaf	\$7.99/lb.
Kale & Olive Oil Mashed Potatoes	\$7.99/lb.
Roasted Garlic & Herb Mashed Potatoes	\$7.99/lb.
Miso Mushroom Gravy	\$5.99/pint
Roasted Balsamic Roots	\$7.99/lb.
Lemon Dijon Brussel Sprouts	\$7.99/lb.
Mushroom Sage Stuffing	\$7.99/lb.
Roasted Red Pepper Mac & Cheese	\$7.99/lb.
Wild Rice Salad	\$7.99/lb.
Cranberry Relish	\$5.99/pint
Herb Biscuits	\$5.99/dozen

Turkey Roasting Tips



- Remove the giblets from turkey cavities after thawing. Cook separately.
- Set oven temperature no lower than 325 degrees F.
- Place turkey or turkey breast on lower rack in a shallow roasting pan.
- For even cooking, bake stuffing in a separate casserole dish, versus in the bird. Use a food thermometer to check the internal temperature of the stuffing. The center should reach 165 degrees F.
- If you choose to stuff your turkey, the ingredients can be prepared ahead of time. Separate wet and dry ingredients, and chill wet ingredients (butter/margarine, cooked celery and onions, broth, etc.) until ready to prepare. Mix wet and dry ingredients together just before filling the turkey cavities! Fill the cavities loosely. Cook the turkey immediately. Use a food thermometer to make sure the center of the stuffing reaches 165 degrees F.
- Whole turkeys should be cooked to 180 degrees F. To check for doneness, insert a food thermometer in the thickest part of the breast to check for doneness.
- Let the turkey stand for 20 minutes before carving to allow juices to set. The turkey will carve more easily.

Turkey Roasting Timetable

Unstuffed		Stuffed	
4-8 lbs	1.5-3.25 hours	6-8 lbs	2.5-3.5 hours
8-12 lbs	2.75-3 hours	8-12 lbs	3-3.5 hours
12-14 lbs	3-3.75 hours	12-14 lbs	3.5-4 hours
14-18 lbs	3.75-4.25 hours	14-18 lbs	4-4.25 hours
18-20 lbs	4.25-4.5 hours	18-20 lbs	4.25-4.75 hours
20-24 lbs	4.25-5 hours	20-24 lbs	4.75-5.25 hours

It is safe to cook a turkey from the frozen state. The cooking time will take at least 50 percent longer than recommended for a fully thawed turkey. Remember to remove the giblet packages. Remove carefully with tongs or a fork.

USDA Meat and Poultry Hotline

1-888-MPHotline (1-888-674-6854)
TTY: 1-800-256-7072
10:00 a.m. to 4:00 p.m. Eastern time, Monday through Friday
Email: mphotline.fsiss@usda.gov

Thawing Instructions

To thaw turkey in the refrigerator:

Keep the turkey wrapped and place it in a pan. Let it stand in the refrigerator roughly 24 hours for each 5 pounds. Large turkeys should stand in refrigerator a maximum of 5 days. The giblets and neck, which are customarily packed in the neck and body cavities of frozen turkeys, may be removed from the bird near the end of the thawing period. If desired, the giblets and neck may be refrigerated and reserved for use in giblet gravy.

To thaw turkey in cold water:

Make certain the the turkey is in a leak-proof package or a zipper-seal plastic bag. This prevents bacteria in the surrounding environment from being introduced into the food, and prevents poultry tissues from absorbing water. Change the cold water ever 30 minutes. Approximately 30 minutes per pound of turkey are required for thawing. After thawing in cold water, the turkey should be cooked immediately.

Holiday Shopping List

Produce

- carrots

broccoli

garlic

green beans

green peppers

onions

potatoes

salad/lettuce

turnips

brussels sprouts

apples
- corn

cauliflower

shallots

green onions

mushrooms

celery

sweet potatoes

tomatoes

squash

ginger

cranberries

Baking

- baking soda

brown sugar

chocolate chips

flour

olive oil

vegetable shortening
- baking powder

chocolate

corn starch

nuts

powdered sugar

sugar

Spices

- bay leaf

nutmeg

thyme

parsley

salt
- cinnamon

sage

rosemary

dill

pepper

Other Grocery

- canned pumpkin

canned vegetables

chicken broth

gravy mix

icing

molasses

honey
- canned fruit

chicken broth

stuffing

cake mix

marshmallows

maple syrup

Frozen

- fruit/vegetables

ice cream
- pie crusts

turkey/tofurkey

Beverages

- coffee

tea

juice
- coffee filters

soft drinks

Paper Products

- napkins

toilet paper

foil

utensils
- paper towels

plastic wrap

plates

cups

Dairy/Refrigerated

- biscuits

whipped cream

cream cheese

eggs

milk

heavy cream

whipping cream
- butter

cheese

dip

half-n-half

buttermilk

sour cream

Giving Thanks for Mike & Nancy Bubel’s

Root Cellaring: Natural Cold Storage of Fruits & Vegetables

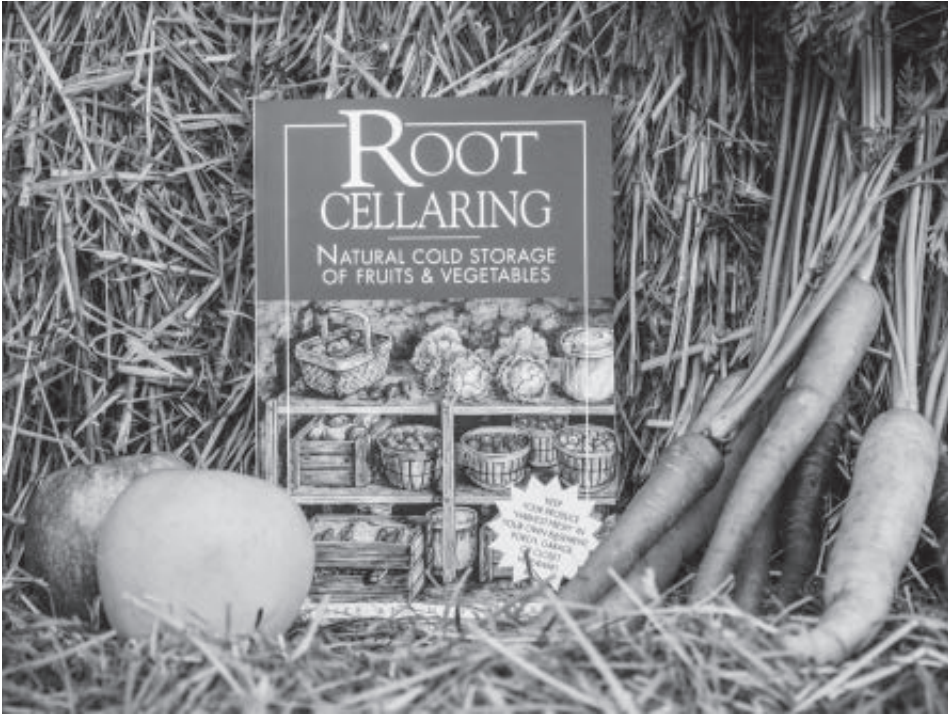
a review by Claire Westbrook

Mmmm, autumn! It’s only November and I’ve already made winter favorites like squash soup and hearty casseroles. While I might want to slow down on my indulgences of cooler weather, it’s the perfect time to consider just how much of the bounty of the summer I want to preserve for the looming cold temperatures. *Root Cellaring* is the only book I need to get me started and keep me on track with my dreams of natural cold storage for as many fruits and vegetables as I can pack in crates and find room for. It provides not only a precise list of how much I might want to squirrel away, but also a variety of ways in which to do it, such as using the closet in my basement bathroom or the steps between the basement and backyard.

The Bubels, of Wellsville, Pennsylvania, have been all over the country exploring different methods people have devised for storing their garden surplus. While they started out looking to create their own plan for a root cellar, they wrote

this book to share their knowledge about all the storage possibilities that exist (including using a truck body or a buried refrigerator!). Both the “Basement Root Cellar” and the “Excavated Root Cellar” sections are great for traditional approaches to food storage. But the “Root Cellaring Experiences” section expands on traditional methods to provide a fairly broad range of possibilities, even for us city dwellers.

Not sure what kind of produce is good for storing, how it should be prepared, or even how long it can be stored? The answers are all in this book. Need recipes or designs on how to build your storage unit? Yep, that’s covered too. Not sure how to maintain your stored produce through the season, or how to even determine whether there’s any place on or around your property where you can store food? You’ll find it all in *Root Cellaring*. And if you get a move on, perhaps you’ll get to enjoy wonderfully preserved produce well into the new year!



The Gift of Mindful Eating

by Suzanne Matthiessen (C. Ht) of Mindful Pittsburgh



For many, the holiday season is a time of struggle between the desire to consume all the seasonal goodies and celebratory meals, and a fear of gaining weight. Although the amount of weight an average person gains during the holiday season isn’t excessive, many people do gain a small but significant amount of weight between Thanksgiving and the New Year that’s maintained throughout the course of the year. On January 1st, many folks resolve to go on a diet, join the gym, and drop those excess pounds gained. But unfortunately, millions fight (and lose) the weight loss battles for years.

If this includes you, I want to invite you to give up the frustrating fight, and learn how to win by practicing mindful eating. Mindful eating is a concept that can trace its roots to Buddhist teachings, but it is built upon foundational principles of secular mindfulness, including acceptance, self-compassion, and kindness. Although it has helped thousands of women and men lose unwanted pounds, mindful eating is not centered upon weight loss alone. It’s not a dietary program with numbers anxiously calculated and portions meticulously weighed. The focus is upon health gain, empowering self-care, and being conscious of the inter-connection between your body, mind, and emotional heart.

While popular dietary and exercise programs are generally well-intended, what they’re lacking is what developing mindfulness skills offers: 1) the opportunity to get to understand what, when, where, why, and how you eat without judgment, beating yourself up, or chasing after impossible

perfection, and 2) the ability to upgrade your internal operating system in order to liberate yourself, to be in control, and to possess a sense of composure that you may have not thought was possible.

Even if your body is fairly in balance in terms of weight, countless people have a dysfunctional relationship with food itself and would benefit from understanding mindful eating. The framework of mindful eating recognizes and actively addresses the role that stress can play - eating as a reaction to life stressors is something many people do every day, yet what they are truly hungry for is not being addressed. Distracted eating – eating while driving, at a desk during the workday, or while caught in the angst of daily multi-tasking – robs people of the pure enjoyment of food, and wreaks havoc upon the digestive system as well.

Mindful eating works in a holistic, dignified way that doesn’t include deprivation or guilt. If you’re ready to begin learning how to truly nourish your body, mind, and heart, and enjoy eating without stress throughout the four seasons, join me at your Co-op for my “Introduction to Mindful Eating” class on November 13th at 6:30 PM to learn more about the principles and benefits of mindful eating.

Suzanne Matthiessen has been teaching, coaching, and writing about integrated well-being and integrated mind-body approaches to personal and group performance for over two decades. To learn more about the class offerings at Mindful Pittsburgh, visit www.mindfulpittsburgh.com.

Frozen Pumpkin Mousse Pie

from Strongertogether.coop

Ingredients:

Crust

- 30 small gingersnap cookies (about 7 1/2 ounces)
- 2 tablespoons raisins

Filling

- 1 cup canned pumpkin puree
- 1/3 cup packed brown sugar
- 1/2 teaspoon ground cinnamon
- 1/4 teaspoon ground ginger
- 1/4 teaspoon freshly grated nutmeg



Preparation:

Preheat oven to 350°F. Coat a 9-inch deep-dish pie pan with cooking spray.

To prepare crust: Combine gingersnaps and raisins in a food processor and pulse until finely chopped. Add oil and pulse until blended. Press evenly into the bottom and up the sides of the prepared pan.

Bake the crust until set, about 10 minutes. Transfer to a wire rack to cool completely.

To prepare filling: Combine pumpkin, sugar, cinnamon, ginger and nutmeg in a large bowl and mix well. Add ice cream and stir until blended. Spoon the mixture into the cooled pie crust. Freeze until firm, at least 2 hours. Let the pie soften slightly in the refrigerator for 20 to 30 minutes before serving.

Total Time: 2 hours 20 minutes (including freezing time)

Servings: 10

New in the Aisles

Earth - Balance Popcorn

Imagine Soups - Split Pea, Chicken & Dumpling, and Cream of Mushroom

Numi - Savory Teas

Organic Nectars - Raw Cacao Chocolate Bars

Tazo - Pumpkin Spice Chai Latte

Tazo - Chocolate Chai Latte

Rice Dream - Rice Nog

Edward & Sons - Instant Mashed Potatoes

Lucy’s - Holiday Cookies

Midel - Gingerbread Men Cookies (Natural & Gluten Free)

Midel - Candy Cane Cremes (Natural & Gluten Free)

IN YOUR COMMUNITY, ON YOUR PLANET

Hear Me Project

by Ryan Hoffman of CREATE Lab

You may have noticed new feature at your Co-op: the Hear Me kiosk. It is an interactive listening device that encourages community members to listen and respond to the ideas of young people.

Hear Me is a youth media project based out of Carnegie Mellon University's CREATE Lab that empowers kids to speak out about issues important to them and advocates for change on their behalf. Hear Me shares students' viewpoints through audio and video recordings, written stories, and art work.

For our latest campaign, we have collected stories on the topic of food security and nutrition, with an emphasis on how these ideas relate to students' breakfast habits. This campaign aims to increase participation in school breakfast programs, improve service and quality of school food, and better understand the eating and nutrition

habits of young people. Our campaign partner, The Southwestern PA Food Security Partnership, will share these stories with school administrators and regional and national partners.

Hear Me will share these stories on our website (www.hear-me.net), our social media sites, and through interactive kiosks like the one at your Co-op. Through our campaigns, we hope to start community conversations based on issues important to the region's youth.

Be sure to check out the kiosk at your Co-op! To stay updated on what's happening with Hear Me, "like" us on Facebook at www.facebook.com/hearmeproject, and follow us on twitter: @hear_me_project. To schedule a recording or start your own Hear Me project, email Jessica Kaminsky at jess.createlab@gmail.com.



What's good for
the planet is
delicious for you.



A menu full of options,
including locally grown, organic,
vegan and gluten-free fare.
All delectable.
All environmentally sound.
All at Café Phipps.



phipps.conservatory.org

Energy Efficient Upgrades for Your Home

by AJ Stones and Elizabeth Edelstein of Diagnostic Energy Auditors of Western PA

As winter approaches, most Pittsburgh residents will see the cost of heating their homes begin to increase. Due to rising energy costs, more and more people are paying attention to their homes' energy consumption, yet many homeowners wonder if it's really worthwhile to invest in energy efficient upgrades. It's no surprise that these types of home improvements can cause confusion and indecision for homeowners: the energy efficiency industry is plagued with myths and misunderstandings, many of which are perpetuated by manufacturers claiming that they possess the answer to lower our utility bills.

In this day and age, homeowners must look beyond these sales pitches and sweeping claims.

Take window manufacturers, for instance. In the past, many asserted that replacing or upgrading a home's windows would solve energy efficiency problems, but recently the Federal Trade Commission cracked down on these types of advertisements, citing them as deceptive and misleading.

Unlike manufacturers who have a vested interest in making sales, the Diagnostic Energy Auditors of Western PA (DEAWP) is an organization comprised of independent companies committed to the highest standard of energy auditing. Our trade association is made up of Building Performance Institute Certified Professionals who are trained as energy efficiency professionals, capable of diagnosing issues

that surpass obvious problems with heating and cooling systems. The energy efficiency upgrades we recommend to homeowners result in quantifiable savings, and often the examination of a home by DEAWP's team will expose other undiagnosed health and safety problems.

Does your house have comfort or health issues? Are you a homeowner who wants proven answers for energy efficiency? Then join Rhett Major and A.J. Stones at your Co-op on November 6th at 6:30 PM for a DEAWP workshop. They will examine three case studies of home renovations performed right here in Pittsburgh's East End that demonstrate innovative, repeatable, cost effective solutions to some of the most common, but hidden problems underneath our roofs.

WINTERFEST

JOIN US FOR A FESTIVE EVENING OF
MUSIC • FOOD • FUN!

ENTERTAINMENT WILL BE PROVIDED BY LOCAL MUSICIANS, INCLUDING:

Several Conclusions • DJ Madbuddha • others to be announced

WHEN?

Saturday, December 7
6:30 PM - 9:30 PM

WHERE?

Squirrel Hill Jewish Community Center
5738 Forbes Avenue
Pittsburgh, PA

More info is soon to come at your Co-op, on our website (www.eastendfood.coop/co-op/events), and in the next month's issue of *The Co-operator*!

All proceeds will benefit the Greater Pittsburgh Community Food Bank.

FOR YOUR INFORMATION

Starting this month,

your Co-op has
reloadable, reuseable
gift cards available!



Stop at **Customer Service** to learn more!

DID YOU KNOW...

That your Co-op frequently hosts community events at the neighboring Gemini Theater?

These events are typically free and open to the public, though occasionally we will collect donations for the organization presenting. Most often, these events take place on Wednesday evenings at 6:30 PM and wrap up by 8:15 PM. The types of events vary, but often include:

- Workshops
- Lectures
- Demonstrations
- Film Screenings

For these events, your Co-op enlists a number of knowledgeable individuals, community partners, and organizations to present information on a wide array of subjects. In doing this, we are able to create many positive connections in our community. Here is a list of just a few of the organizations your Co-op has had the pleasure of partnering up with this year:

- Pennsylvania Association for Sustainable Agriculture (PASA)
- Burgh Bees
- Grow Pittsburgh
- Food & Water Watch
- Weston A. Price Foundation
- Women for a Healthy Environment
- American HealthCare Group
- Allegheny Chesapeake Physical Therapy
- Ten Thousand Villages
- Penn State Cooperative Extension

- Coalition for Cancer Prevention Through Plant-Based Eating

There are many ways to keep track of our upcoming events:

- Read the event listings published on the back page of *The Co-operator*
- Check out posters in the store
- Stop at Customer Service for a handbill
- Visit our website at: <http://www.eastend-food.coop/co-op/events>
- Follow us on social media (Facebook, Twitter, and Google+)

If you plan to attend an event at your Co-op here are some things to keep in mind:

- We encourage you to reserve your spot by calling Customer Service at 412-242-3598
- General admission for remaining seats will be first come first serve
- On the day of the event, you can enter through the Co-op and proceed to the Gemini Theater entrance located at the rear of the store next to the public restrooms
- Food and drink are permitted in the Gemini Theater, so feel free to come early and stock up on snacks

If you have a suggestion for an event you'd like to see at your Co-op, or you're interested in presenting a workshop or lecture, please email Member Services at memberservices@eastendfood.coop or call 412-242-3598 x 103.

Unclassifieds:

S. Rand Werrin, DDS – Holistic approach to oral health care. Patient comfort, preventative education, and safe dental materials are a priority. Keep a beautiful, vital, and healthy smile for a lifetime. Visit our Oakland office online at: www.dentalpgh.com. 412-621-0200. 3506 5th Avenue, Pittsburgh, 15213.

Country Barn Farm is pleased to offer a beginning beekeeping class on November 16th and a backyard chicken class on November 23rd. Email Joe@CountryBarnFarm.com for details.

Ola's Herb Shop in Squirrel Hill specializes in health, medical herbalism and nutrition. Retail hours: Mon, Wed, Fri, Sat 10:30 – 6:30. We also do health consultations by appointment. Learn more at www.olasherbshop.com or call 412-685-4016.



FEEL THE POWER OF THE WIND!

TriEagle Energy **GREEN ENERGY COLLABORATIVE**

Join the Green Energy Collaborative (it's free) and switch to a **100% Pennsylvania Wind Energy Plan** offered at a low fixed rate by TriEagle Energy.

LowCostWind.com

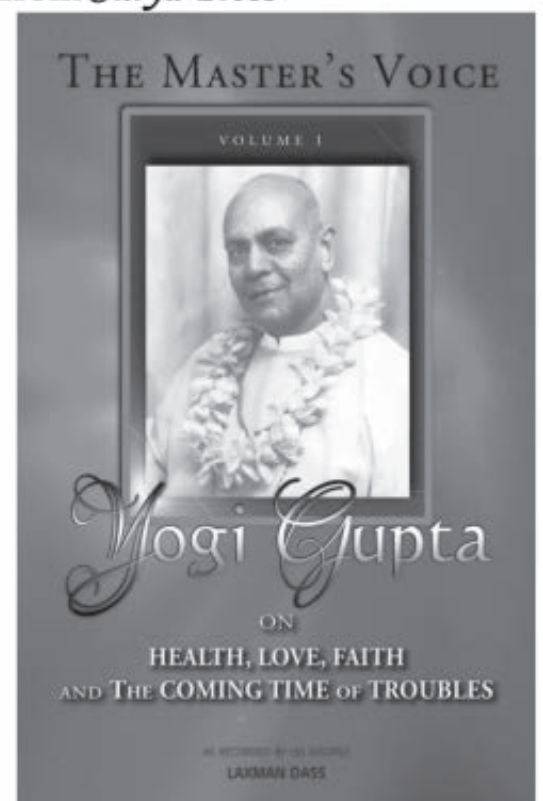
The Green Energy Collaborative is a program of CITIZEN POWER, Inc. For more information call your local CITIZEN POWER office at 412-421-7029.

NEW! from Surya Press

A must-read for all interested in physical, mental and spiritual nutrition; and wanting to survive the coming difficult years. 238 pages, \$19.95 + S&H at SuryaPress.com

In the Master's own words:
"When you have faith in drugs then you can only hope for relief from suffering that they give, which is never more than temporary! Man is not made to ingest synthetic, artificial chemicals. This is like putting nails and pins and needles in your morning coffee to make you feel sharp!" 11/8/2012

"...a new day is dawning in America and ... throughout the world. Now is a time of transition, of change, which will affect all and everything." 11/24/2012



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 Daily

Café:
412.242.7726
8 AM - 7 PM Daily

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

BOARD OF DIRECTORS

Sarah Aerni, ‘16
Mike Collura, ‘16
Jared Evanoski, ‘16
Mark Frey, ‘15
Emily Mercurio ‘15
Dirk Kalp ‘15
Cortney Seltman ‘14
Tina Russell ‘14
Dennis Schauer ‘14

MANAGEMENT TEAM

General Manager: Justin Pizzella
Store Manager: Bryan Popp
Human Resources Manager: Jen Girty
Marketing & Member Services Manager: Heather Hackett
IT Manager: Erin Myers
Grocery Manager: Maura Holliday
Front End Manager: eric cressley
Café Manager: Amber Pertz
Produce Manager: Allisyn Vincent

THE CO-OPERATOR

Editor: Heather Hackett
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.

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 or letter to the editor, please contact Member Services:

East End Food Co-op
Attn: Member Services
7516 Meade St.
Pittsburgh, PA 15208

Email / memberservices@eastendfood.coop

NEW FACES

Brynn Yochim

Café

A native of Erie, PA, Brynn is a recent graduate of the University of Pittsburgh, where she studied geology. She is deeply interested in Earth’s processes, generosity, balance, and beauty, and strives to treat her body as well as possible. In her spare time, Brynn likes spending time in nature, hiking, eating, cooking, and is also quite passionate about writing and poetry. After learning more about the conventional food industry while recently working as a barista, she fully appreciates everything the Co-op has to offer!

Jerome Scott

Grocery

Jerome is an artist and a designer who also loves music and being a father. Throughout his career, Jerome has worked with people from all over the world who are conscious about what they consume, and that’s provided him with a lot of information and familiarity with the products we carry at the Co-op.

Ian Rummell

Front End

Ian recently moved back to Pittsburgh and is happy to be back in Western PA after spending two years in Colorado. He has worked for several non-profits, and is interested in the co-op model and how it can be applied to the established non-profit system. Outside of work, he likes to skateboard and bike.

Matt Shawley

Produce

Matt recently moved back to the city after spending some time in rural PA. He’s excited to meet his co-workers and learn more about the Co-op. He has a background in environmental work, and is most interested in issues related to sustainability. He enjoys making music with his friends, playing baseball and soccer, and has an appreciation for the outdoors.

Ilexis Ray

Grocery

Ilexis describes herself as fun, caring, and passionate about helping others. Previously, she worked as a customer service specialist at Rite Aid and enjoyed making sure the store was neat and clean. Ilexis likes dancing, cooking, going to the park, and traveling to different cities. She is also active in the elderly community, and likes making sure people who can’t take care of themselves are well cared for and happy.

Amanda McShan

Café

Amanda’s experience volunteering, gardening, and recycling led her to the East End Food Co-op, as well as her strong sense of community. A native Southerner, she loves the progressive food movement and hopes to get more people involved. Outside of work she enjoys many outdoor activities: gardening, biking, hiking, camping, and being a survivalist. Amanda encourages everyone, even those without a lot of space, to grow their own food!

EMPLOYEE OF THE MONTH



Congratulations to **Kurt Kaefer** who was chosen as the Co-op staff pick for October 2013

Employee of the Month! Kurt began working at the Co-op as a Stocker 5 months ago.

Q. What is your favorite product here?

A. Brunton’s Cream Milk. It tastes like a smooth Frosty!

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

A. Read and play guitar.

Q. What experience at the Co-op would you like to share?

A. The flooding that occurs [when it rains heavily]. I like to resolve a chaotic situation and enjoy being part of a solution.

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

A. To have better communications and level floors.

Café Specials / November 2013

SUN	MON	TUE	WED	THU	FRI	SAT
					1 PIZZA DAIRY & VEGAN	2 YAM & PEPPADEW QUESADILLA
3 CHEF'S CHOICE	4 OKONOMIYAKI	5 HONEY DIJON SETAN	6 BURRITO BAR	7 MOROCCAN CAULIFLOWER & LENTILS	8 PIZZA DAIRY & VEGAN	9 CHIMICHURRI TOFU
10 CHEF'S CHOICE	11 PAELLA A LA VEGETARIAN	12 PEELI MATAR DAL	13 INDIAN KITCHEN	14 PESTO MAC 'N' CHEESE	15 PIZZA DAIRY & VEGAN	16 SWEET & SPICY TEMPEH WITH QUINOA
17 CHEF'S CHOICE	18 THAI TEMPEH	19 PIEROGIDILLAS	20 PITTSBURGH KITCHEN	21 HONEY BBQ TOFU	22 PIZZA DAIRY & VEGAN	23 QUICHE LORRAINE
24 CHEF'S CHOICE	25 AUTUMN SAUSAGE STEW	26 BUTTERNUT HARVEST RICE	27 THANKSGIVING KITCHEN	28 CLOSED FOR THANKSGIVING	29 PIZZA DAIRY & VEGAN	30 GREEK PASTA

Café Hours

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

Hot Bar:
Daily 11AM-7PM

Weekend Brunch:
9AM-1:30PM

November Co-op Events

Wednesday, November 6 - 6:30 PM

DEAWP Presents a Homeowner's Workshop
Rhett Major & AJ Stones, DEAWP Officers

The Diagnostic Energy Auditors of Western PA (DEAWP) will present three case studies of homes in the East End that were plagued by comfort and health issues. The audience will learn how energy efficient upgrades resolved their problems, and turned these houses into healthy homes. Presenters will discuss their first-hand experience of working on the homes, and how energy efficiency transcends traditional approaches. Come learn about DEAWP's approach to solving some of the most common, but hidden problems underneath our roofs.

Wednesday, November 13 - 6:30 PM

An Introduction to Mindful Eating
Suzanne Matthiessen, Mindful Pittsburgh

Mindful eating is not just for those who want to lose weight. It's for everyone who wants to develop a healthy, balanced and conscious relationship with food. By the end of this session, participants will have a basic understanding of mindfulness and how it relates to weight loss and health gain, experience a mindful eating practice, understand how mindful awareness shapes lasting transformation and empowerment, and learn why a "whole person" mind-heart-body approach to healthy eating is essential.

Wednesday, November 20 - 6:30 PM

Healing Foods
Rosemary Traill, Certified Natural Health Counselor

The most recent USDA guidelines recommend that plant foods make up 2/3 of our diet, but how does this translate to your plate? Join us for a discussion on the healing properties found in whole grains, such as brown rice, barley and millet. Hear about beans as well as soybean products, including tofu, tempeh and miso. Learn about the nutritional value of leafy green vegetables including kale, bok choy, Chinese cabbage and collard greens. Sea vegetables will also be covered in this informative class!

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

SAVE THE DATE: SATURDAY, DEC. 7

WINTERFEST

6:30-9:30 PM • AT THE JEWISH COMMUNITY CENTER • 5738 FORBES AVENUE • MUSIC, FOOD, FUN!

Show how much you "LIKE" us by following us on our social media sites!

