

The Co-operator

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



October is _____ Month

by Heather Hackett, Marketing & Member Services Manager

Many months of the year celebrate or observe specific causes. It just so happens that October is nationally assigned to three causes: the Month of the Cooperatives, Fair Trade Month, and Non-GMO Month. Throughout the month we'll be observing this trio of themes in a number of ways.

Cooperative Month

The Month of the Cooperatives provides an excellent opportunity for cooperatives to educate their members, the greater community, and public opinion leaders about the many advantages of cooperative membership. Shopping at the Co-op is a great start to understanding those advantages, but be sure to check out the article in this issue from our friends at www.stronger-together.coop, which includes a number of sug-

gestions for how each of us can live our values and increase our support of all cooperatives.

Here at the store we'll be using this month to highlight all of the products we carry that are made by cooperatives. We've even created special "Made By A Co-op" tags to identify cooperatively produced items on our shelves. We have also coordinated two of our Wednesday night events around the Month of the Cooperatives. You can join us to learn more about cooperative values, history, and the significance of the cooperative movement. The event listings can be found on Page 8 of this issue, on our Facebook events page, or on our website at www.eastendfood.coop/co-op/events.

Fair Trade Month

Fair Trade Month aims to raise awareness of the importance of fair trade, and to promote buying and using socially and commercially sustainable, fair trade products in place of commodities which may harm the environment, the economy, communities, and disadvantaged individuals. Here at the Co-op we prioritize local and organic goods, but we also strive to promote fair trade items and carry them as often as possible.



The next time you visit the Co-op, be sure to check out the Fair Trade endcap, which will include a number of our fair trade offerings. We will also begin to feature SPP certified coffee beans in our Equal Exchange bulk coffee bins this month. The SPP label represents a new certification system that is actually owned and run by small farmers. Check out the Equal Exchange article on Page 5 for more information about the significance this system may have for the fair trade movement, and be on the lookout for the label in our Bulk Department.

Non-GMO Month

Non-GMO Month was created by the Non-GMO Project in 2010 as a platform for raising awareness of genetic engineering, or "genetically modified organisms." Every year since its inception, your Co-op has registered with the Non-GMO Project as a participating retailer, and our commitment to transparency and education hasn't wavered.

We have assigned this month's Register Round Up to the Institute for Responsible Technology (more information about this advocacy group and leading source of GMO health risk information can be found on Page 3). As always, you can find Non-GMO Shopping Guides here at the store. In addition, we have a new informational pamphlet from the Non-GMO Project that will be available for shoppers. Non-GMO Project Verified products will be marked on

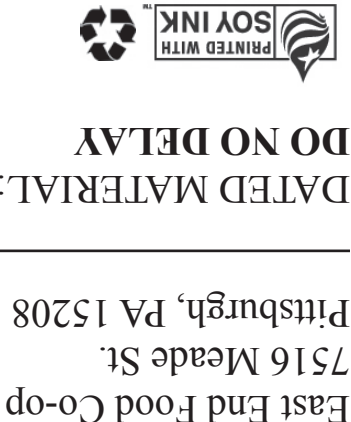
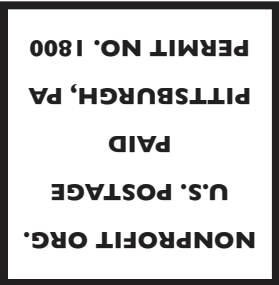
the shelves to aid shoppers seeking to support this certification system. There also will be an endcap display dedicated to these products, where you can conveniently locate other sources of information such as informative books about GMOs.

Last, but certainly not least, your Co-op has coordinated a community forum that will address the impact of GMOs. "Know Your GMOs" will take place on October 13th at Chatham University's Eddy Theater. There will be a number of speakers from our local community, such as Kate Safin (Food & Water Watch), Karen Stark (founder of GMO Free PA), and Bob Madden (Garden Dreams Urban Garden & Nursery). The event will also feature a presentation by our keynote speaker, Jeffrey Smith, founder of the Institute for Responsible Technology. More information about this event can be found on Page 4, or on our website at www.eastendfood.coop/co-op/events.



IN THIS ISSUE:		CO-OP DEALS FLYERS:	
CO-OP NEWS		October 1 – October 15	
		October 16 – October 29	
THE FOOD YOU EAT		MEMBERS ONLY:	
		Be sure to use your 10% quarterly discount by December 31st!	
IN YOUR COMMUNITY, ON YOUR PLANET		The next quarter goes from January 1 – March 31.	
FOR YOUR INFORMATION		BOARD OF DIRECTORS:	
		Please join us at the Annual Meeting on Saturday, October 19th!	
STAFF NEWS		NEW MEMBER ORIENTATIONS:	
		To register, call 412.242.3598 x 103	
CAFÉ MENU		or email memberservices@eastendfood.coop	
UPCOMING EVENTS			

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



Healthy Activities in your Neighborhood

by Eryn Hughes, Outreach Coordinator

Residents of Point Breeze, Homewood, Wilkinsburg, and beyond take to the streets each year in August to celebrate walking and running in the Regent Square neighborhood. Now in its 31st year, Run Around the Square is the largest neighborhood footrace in Pittsburgh. A number of local businesses, like Animal Nature, Park Pizza & Cream, and Alma sampled and sold their products at the celebration that followed this year’s race.

As in many previous years, your Co-op supported the event as a sponsor. Co-op staff and volunteers also provided some finish line hospitality by distributing bagels from Mediterra Bakehouse and Vega plant-based recovery drink. We even recruited a handful of enthusiastic employees to participate in the event as runners and walkers, including Trina (Caf ), Katy (Marketing & Member Services), Wendell (Produce), and Rachel (HBA), all seen in the photo below.

As participants finished, our group of staff and volunteers gathered around our table, sharing stories about the race and offering information about the Co-op to those who stopped by. Runners of the 5k noted the long climb up the South Clayton Loop and the tricky descent on Falls Ravine Trail. Friends and families who walked the blocks of Regent Square came by later, many with their canine companions.

Frick Park Foreman Dick Wilford also visited the Co-op booth to sample the Vega recovery drink and check in about how our recent staff party went. Just the week prior, Co-op staff enjoyed a lovely evening picnic and family games at the Forbes and Braddock shelter in Frick Park. Your Co-op is certainly very glad to be involved in this active and diverse neighborhood, and we hope to see more of you running around the square next year!



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FEEL THE POWER OF THE WIND!

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.

Board Corner

by EEFC Board of Directors

Cooperatives exist to serve the needs of their member-owners for a particular product or service. In the case of East End Food Co-op (EEFC), the Co-op supplies healthful food to its roughly 10,000 member households (as well as to the greater community). There are many values and principles attached to how your Co-op goes about buying the food you need. These values are expressed in the EEFC’s Ends Statement and in the International Cooperative Principles.

Sustainability is one important value that has many aspects, including the sustainability of the business itself. Therefore, a co-op must be run on sound business principles, within the context of all its other values. Any viable and sustainable business must take in more money than it spends to deliver its product or service, which means that co-ops must make a profit. Unlike other types of businesses, however, profit is not an end goal of a co-op—it is only a means to achieve our Co-op’s Ends and meet the needs of our members.

In fact, federal and state business and tax laws recognize the special nature of the cooperative business model and its purpose to serve members’ needs, as opposed to serving as an investment vehicle to deliver dividends or other financial gain to its member-owners. Thus, law requires that cooperative profits be reinvested in the business and that any surplus beyond that be refunded to each member-owner in accordance with their use of the co-op. “Use” in this case refers to a member’s total patronage, which is how much money one spent on purchases over the year.

The term “patronage refund” is used to refer to the method of dispensing surplus profits. About 15 years ago, your Co-op did indeed dispense a patronage refund to members for two consecutive years. However, this required members to save their register receipts throughout the year so they could be submitted and tallied up. This manual process was very onerous, time consuming, and fraught with errors that made it ineffective and unfair. As a result, EEFC decided to resume its prior practice of a discount for members at the checkout register, providing a 2% discount on member purchases as well as other types of special member discount opportunities like the current 10% quarterly discount. The Co-op’s Board and Management decided that the register discount was the best approximation the Co-op could provide to a patronage refund system until such time that the difficulties with the manual system could be overcome.

Just a few short years ago, EEFC implemented a point-of-sale (POS) system at the checkout registers that provides us with an automated way to implement a patronage refund system. This computer system can keep a running total of each member’s purchases, absent the problems inherent in the manual system of the past. With this new technology now in use, your Co-op’s Board of Directors and Management will spend time in the year ahead examining the implementation of a patronage refund system. The changes this system might bring are just some of many potential developments looming on your Co-op’s horizon, and we encourage all members to attend the Annual Meeting to stay abreast of what the future may hold for your Co-op.

The EEFC Annual Meeting will take place on Saturday, October 19th from 5 PM – 7 PM and will be held at the Environmental Charter School (829 Milton Street, Pittsburgh, PA 15218). The school is a short distance from the Co-op and accessible using PAT bus 61B. Parking is available at the Frick Park Tennis Courts on South Braddock Avenue (around the corner from the school), and also on the far side of South Braddock Avenue. In addition, there are areas at the school where bicycles can be secured.

Along with the usual reports on the “State of the Co-op” and opportunities to learn more about the candidates running in the Board of Directors election, we will also be recognizing members who participate in the Volunteer Program. Another highlight of this year’s meeting will be a panel discussion featuring members of the Board and Justin Pizzella, the General Manager, addressing expansion goals and possible business scenarios. It will be an opportunity to consider how to reinvest profits in our business to better achieve the Co-op’s Ends and meet our members’ needs. We hope you will join us October 19th for food, fun, and discussion!



ANNUAL MEETING

ALL MEMBERS WELCOME!

WHEN?
Saturday, October 19th
5 - 7 PM

*Walk-ins welcome, or you may RSVP online at <https://eefc.eventbrite.com/>. All early registrants will be entered in a raffle and the winner will be selected at the meeting!

WHERE?
Environmental Charter School
829 Milton Avenue
Pittsburgh, PA 15218

*Not to be confused with the ECS located on Braddock Ave.

GET OUT & VOTE!

Members:
Vote in the annual Board of Directors election by October 19th!

Ballots and Candidate Statements will be available at Customer Service and at the Annual Meeting.

If you’d like to learn more about the candidates, attend the Annual Meeting to hear them speak before your cast your ballot!

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



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.

Support Your Local Co-ops!

from Strongertogether.coop

October is National Co-op Month! As a member of your food co-op, you know the reasons to celebrate, including access to quality food and other products, a share in the economic and social success of a cooperative business, and pride in the contributions of your co-op to your community. This month is a good time to evaluate whether there are additional ways for you to incorporate co-ops into your lifestyle. Here are a handful of possibilities.

Join More Co-ops

Think about the services you purchase and the products you buy beyond your local food co-op. You may be surprised to find that there’s another local co-op that provides just what you need. After all, there’s no limit to the goods and services that can be provided for the mutual benefit of members. For example, in this country 86 million people belong to cooperative credit unions, electric utility co-ops serve 37 million people, and there are countless other forms of cooperatives. Basically, whenever you need a service—legal advice, a haircut, landscap-

ing, you name it—take the time to find out if there’s a co-op that services that need in your area!

Shop Co-op

Purchase products that are cooperatively produced and/or distributed when you shop. Familiarize yourself with co-op brands and look for them on the shelves when you shop, especially at your food co-op. You may find spices and other products from Frontier, dairy products from Organic Valley, or bananas from Equal Exchange. Fair Trade items, organic items, or produce, meat, and dairy products from local farmers are also good signs (though none of these guarantee co-op sourcing).

Visit other co-ops

Visiting and patronizing other cooperatives while on the road is a great way to support the cooperative world, meet like-minded people, and enrich your traveling experience. Visit www.ncga.coop/member-stores for a list of food co-ops nationwide, or purchase a

hard copy of the National Co-op Directory, available at your Co-op.

Spread the Word

With concern for the environment and the economy running high, this a great time to champion the contributions of co-ops to environmental and economic sustainability. Most people learn about co-ops by word of mouth—from friends, co-workers, and family members. So talk up the co-ops you belong to and know about. Encourage someone to purchase a membership, offer to accompany someone who’s never been to your co-op to show them the ropes, or buy a product made by a co-op as a gift, by way of introduction.

Be on the lookout for more opportunities. Your local co-op can help you become more involved with cooperatives on a larger scale or help put you in touch with other cooperatives in your community. In addition, if you’re able, support cooperative development with your donations and your participation in fundraising and awareness-raising events.

OCTOBER’S ROUND UP RECIPIENT: THE INSTITUTE FOR RESPONSIBLE TECHNOLOGY



INSTITUTE FOR RESPONSIBLE TECHNOLOGY

In observance of Non-GMO Month, your Co-op’s Register Round Up recipient will be The Institute for Responsible Technology (IRT). IRT is a world leader in educating policy makers and the public about genetically modified foods and crops. The organization investigates and reports the risks and impact on health, environment, the economy, and agriculture, as well as the problems associated with current research, regulation, corporate practices, and reporting.

Founded in 2003 by international best-selling author and GMO expert Jeffrey Smith, IRT has worked in more than 30 countries on 6 continents, and is credited with improving government policies and influencing consumer-buying habits. IRT’s educational programs (such as the Campaign for Healthier Eating in America) aim to mobilize citizens, organizations, businesses, healthcare professionals, and the media, to achieve the tipping point of consumer rejection of GM foods.

IRT uses several mediums to share information about GMOs. They collaborated with the Non-GMO Project to create the Non-GMO Shopping Guides that are available at your Co-op. And their website is a respected resource for online videos, podcasts, blogs, and reports for accurate and up to date information on GMOs. If you want to support IRT in their pursuit to increase awareness and knowledge about the dangers of GMOs, be sure to tell your Co-op cashier that you want to Round Up!

Your spare change can result in positive change!

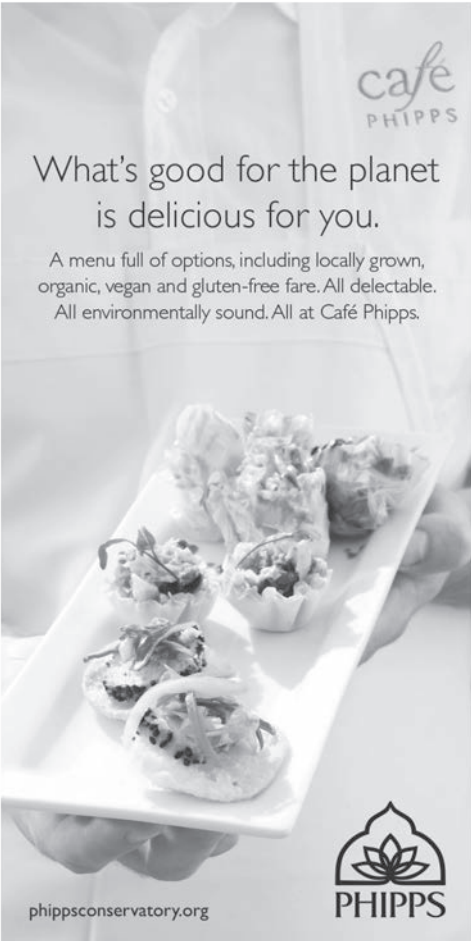
www.responsibletechnology.org

Growing in Cooperation

In the month of August we welcomed 79 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.



GMO FAQs

from the Institute for Responsible Technology

What's a GMO?

A GMO (genetically modified organism) is the result of a laboratory process of taking genes from one species and inserting them into another in an attempt to obtain a desired trait or characteristic, hence they are also known as transgenic organisms. This process may be called either Genetic Engineering (GE) or Genetic Modification (GM); they are one and the same.

GMOs in Foods

What kinds of traits have been added to food crops?

It is now possible for plants to be engineered with genes taken from bacteria, viruses, insects, animals, or even humans. Although there are attempts to increase nutritional benefits or productivity, the two main traits that have been added to date are herbicide tolerance and the ability of the plant to produce its own pesticide. These results have no health benefit, only economic benefit.

Herbicide tolerance lets the farmer spray weed-killer directly on the crop without killing it. Crops such as Bt cotton produce pesticides inside the plant. This kills or deters insects, saving the farmer from having to spray pesticides. The plants themselves are toxic, and not just to insects. Farmers in India, who let their sheep graze on Bt cotton plants after the harvest, saw thousands of sheep die!

What foods are GM?

Currently commercialized GM crops in the U.S. include soy (94%), cotton (90%), canola (90%), sugar beets (95%), corn (88%), Hawaiian papaya (more than 50%), zucchini and yellow squash (over 24,000 acres).

Other likely sources of GMOs include products derived from the above, such as soy protein, soy lecithin, cornstarch, corn syrup, and high fructose corn syrup among others. Also:

- meat, eggs, and dairy products from animals that have eaten GM feed (and the majority of the GM corn and soy is used for feed)
- dairy products from cows injected with rbGH (a GM hormone)
- food additives, enzymes, flavorings, and processing agents, including the sweetener aspartame and rennet used to make hard cheeses
- honey and bee pollen that may have GM sources of pollen

The Health Dangers

What are the potential dangers of eating GM foods?

There are a number of dangers that broadly fall into the categories of potential toxins, allergens, carcinogens, new diseases, antibiotic resistant diseases, and nutritional problems. (You can read about 65 health risks of GM foods in Jeffrey Smith's book *Genetic Roulette: The Documented Health Risks of Genetically Engineered Foods*).

The only feeding study done with humans showed that GMOs survived inside the stomach of the people eating GMO food. No follow-up studies were done. Various feeding studies in animals have resulted in potentially pre-cancerous cell growth, damaged immune systems, smaller brains, livers, and testicles, partial atrophy or increased density of the liver, odd shaped cell nuclei and other unexplained anomalies, false pregnancies and higher death rates.

What indications are there that GM foods are causing problems?

Soon after GM soy was introduced to the UK, soy allergies skyrocketed by 50 percent.

In March 2001, the Center for Disease Control reported that food is responsible for twice the number of illnesses in the U.S. compared to estimates just seven years earlier. This increase roughly corresponds to the period when Americans have been eating GM food.

Without follow-up tests, which neither the industry nor government are doing, we can't be absolutely sure if genetic engineering was the cause.

Dangers to the Environment and Traditional Agriculture

What is the effect of growing GM crops on the environment?

Studies have shown that pesticide-producing crops contaminate nearby streams, possibly affecting aquatic life. They may harm beneficial insects too.

As weeds adapt to herbicides, they develop resistance and evolve into what are called "super weeds." When that happens, herbicide use increases and the benefits of herbicide resistant crops are diminished, if not lost.


Is it possible that organically grown crops can be infected by GM genes?

Yes. Organic standards do not allow the use of GM seeds and therefore steps are taken to try to prevent contamination. Tests are not required, although some vigilant organic companies require them. According to the organic standards, contamination by cross-pollination is not disallowed, but some companies reject


contaminated product above some small amount such as 0.1%.

Organic canola farmers in Canada sued biotech companies, since cross-pollination has made it impossible for them to grow organic, non-GM canola.

These Questions and Answers were adapted and printed with permission by the Institute for Responsible Technology. Above is only an excerpt, you can view the entirety of this list at <http://www.responsibletechnology.org/faqs>




This Event is Proudly Presented By:



KNOW
YOUR
GMOs

Featuring International Best-Selling Author & Filmmaker:
Jeffrey Smith
(Executive Director of the Institute for Responsible Technology)





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

Additional Presentations By:
Kate Safin (Food & Water Watch)
Karen Stark (Founder of GMO Free PA)
Sarah Heald (GMO Free PA)
Bob Madden (Garden Dreams Urban Farm & Nursery)
Justin Pizzella (East End Food Co-op)
Theresa Sabatini (Institute for Responsible Technology's Speaker Bureau)
Susie DeBor (Burgh Bees)
Joe Zgurzynski (Master Beekeeper at Country Barn Farm)
MORE TO BE ANNOUNCED!

When?
Sunday, October 13th
3 PM - 8 PM

Where?
Eddy Theater
On Chatham's Campus

For more information and directions, please visit: www.eastendfood.coop/co-op/events

Thanks to the Following Organizations for Their Participation and Support:


Very Veggie Skeleton

from Strongertogether.coop

Ingredients:


- 1 jicama, peeled
- 1 head of cauliflower florets
- 1 red pepper, sliced
- 1 orange pepper, sliced
- 1 yellow pepper, sliced
- 24 green beans
- 2 cherry tomatoes, halved
- 1 zucchini, sliced
- 1 carrot, sliced
- 5 broccoli florets
- 1 mushroom, sliced
- 2 black olives, 1 sliced, 1 diced
- 1/4 cup arugula

Preparation:

1. For the skull, pick a platter for the background. Cut peeled jicama in half. Using the peeler, peel the sides of the jicama until it is pear shaped. The wider end will be the top of the skull. It should be full and rounded. Start narrowing the sides about half way down and round off the bottom. The narrow end is the jaw of the skull. Carve a flat spot near the bottom for the mouth. Carve two flat spots near the top for eyes. Place the skull at the top of the platter. **2. For the spine,** arrange cauliflower florets in a row under the skull. Pile red, orange, and yellow pepper slices on either side of the cauliflower for ribs. **3. For the arms and hands,** stack 3 beans on each side for upper arms. Stack 3 more on each side for lower arms. Put a cherry tomato half on each side between the upper and lower stacks for elbows. Add zucchini slices for palms. Make fingers out of carrot slices. **4. For the rest of the body,** arrange 5 broccoli florets at the bottom of the spine for hips. Make upper legs by stacking 3 green beans on each side of the broccoli. Make lower legs by stacking 3 green beans on each side below the upper legs. For knees place half a cherry tomato between the stacks on each side. For feet cut a mushroom slice in half. **5. For the face and hair,** put round slices of olive on jicama for eyes. Add diced olive for the nose and teeth. Arrange arugula under the jicama for spooky hair.

Total Time: 30 minutes

Servings: 8



New in the Aisles

- Earth Balance - P.B. Popps Popcorn
- Earth Balance - Cheese Puffs
- Dr. McDougal's - Quinoa Salad Cups
- Westbrae - Canned Chili
- So Delicious - Cashew Milk
- Treeline - Vegan Cheese
- Daiya - Vegan Cream Cheese
- Daiya - Vegan slices
- 3 Twins - Ice Cream
- Sol Cuisine - Burgers
- Wholly Wholesome - Pie Dough
- Organic Prairie - Beef Jerky

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East End Food Co-op

October 2013

In Your Community, On Your Planet

By Small Farmers, For Small Farmers: Farmer-Owned Fair Trade

by Phyllis Robinson of Equal Exchange

Starting next month, when you buy Equal Exchange fair trade, organic coffee in your Co-op's Bulk Department you'll see a colorful new symbol on the coffee bins. The symbol represents the first farmer-owned-and-run Fair Trade certification system. It guarantees the coffee comes from small farmers, not large plantations.

Ten years in the making, the SPP (Small Producer Symbol; SPP is its Spanish acronym) certification system represents small farmers' persistent attempts to ensure a more just trade system for fellow farmers everywhere. It reflects the way farmers are now taking a leadership role in shaping their own destiny. The potential impact of this new system on small farmers, their co-operative organizations, and the entire Fair Trade movement is profound.

Roots of Conflict

In the early 1980s, a division occurred in the Fair Trade movement. The early founders of Fair Trade recognized that small farmers and their co-ops were operating on an unfair playing field. As a result, they wanted to restrict Fair Trade certification to those types of operations. But others in the movement felt that it was acceptable to certify plantations as well.

Once the certification system was underway, this second group succeeded in opening the system to some crops from large plantations. The critics of this practice believed that plantations typically receive greater access to loans, government support, market information, and technical assistance, all of which makes it faster and easier for them to move products from origin country to market. With the additional advantage of Fair

Trade certification, the critics were concerned that plantations would maintain the same historical advantages over small farmers that the Fair Trade label was designed to address.

Eventually, the international Fair Trade certifying system, Fairtrade Labelling Organization, allowed plantations to become a source for almost all Fair Trade products, with the exception of coffee, cacao, and a few other categories. Unfortunately the option to label plantation-grown tea and bananas as Fair Trade stunted the growth of co-ops growing these crops. Coffee and cacao organizations began to live in fear the Fair Trade system would one day grant plantations approval in their categories as well. If this happened, many believed they would once again become marginalized and lose the hard-won market gains that the Fair Trade label had made possible.

Farmers Take Control

Small farmers, roasters, and other Fair Trade activists were outraged when Paul Rice, CEO of Transfair USA (now Fair Trade USA), lobbied in 2003 for a change in standards. Rice claimed that large companies and corporations wanted access to plantation products and that there wasn't enough small-farmer Fair Trade coffee on the market. But at the time, most farmer co-ops reported having far more coffee than they could sell to Fair Trade buyers. Eight years later, Fair Trade USA controversially left the international Fair Trade system and announced its new strategy, "Fair Trade for All," allowing plantations in every category, including coffee and cacao.

Following a decade of strategizing, small farmer organizations concerned about Fair Trade USA's

pro-plantation strategy took action and created the SPP. The SPP label represents a certification system that is run and governed by the farmers themselves. The standards incorporate four dozen criteria for small farmer member organizations, including maximum individual farm sizes and a maximum percentage of farm work performed by hired workers.

This new SPP symbol is a bold step forward for the people for whom the Fair Trade movement was built. Visit www.EqualExchange.Coop to learn more and be on the lookout for this new label at your Co-op:



Phyllis Robinson is Education and Campaigns Manager at Equal Exchange, a worker-owned co-op that sells Fair Trade coffee, tea, chocolate, bananas, and a variety of other foods.

Support Fair Trade

Here at the Co-op, we try to provide as many Fair Trade items as possible. For instance, all of the bananas available in our produce section are Equal Exchange. Below is a list of just some of the many products available at your Co-op that are Fair Trade certified:

Food & Grocery

- Equal Exchange Geo Cereal Bars
- Many wholesome sweeteners (i.e. sugars, agave syrup, molasses)
- All bananas
- Many varieties of chocolate
- Almonds in our bulk section
- Cashews in our bulk section
- Many varieties of tea
- All the coffee beans in our bulk section
- Just Coffee bags of coffee
- Equal Exchange bags of coffee
- Café 19 bags of coffee
- Building New Hope coffee

Gift Items

- Ananse Village Baskets
- Women of the Cloud Forest Apparel

Healthy & Beauty

- Alaffia line of beauty products
- Alaffia Red Palm Oil
- Dr. Bronner's Coconut Oil
- Dr. Bronner's line of soaps

Planting Garlic: No GMOs Necessary

by Bob Madden of Garden Dreams Urban Farm & Nursery

In the face of GMO's, I can often feel small and disempowered. One of the things that keeps me going and prospering in a world full of laboratories tampering with the resilience of our ancient food systems is growing some of my own food. Growing your own nutrient-rich foods is a powerful response to those that are eager to unleash their science experiments into our food supply. The next level is sharing the knowledge and skills that help to spread the practice to more and more people, which is why I enjoy sharing information with *The Co-operator's* readers. Garlic always gets priority in my garden because I love it, and eat it daily, so below are some tips on growing your own.

Growing Garlic

October is a great time to plant your garlic. This time of year there is likely to be room in your garden and I can't think of a more amazing, self-sustaining crop, with advantages such as a long shelf life, powerful health benefits, maximum versatility in the kitchen, and ease of growing at home. Pull out those weeds, pile on some compost (if you have it), then use a 3/4" stick, pole, or broomstick to push down into the soil 6 inches and drop individual cloves in the soil. Be sure to leave the papery skin on and orient the pointy tip upward. Space the cloves 7 inches apart. The following summer snap off the flower scapes at the top. When a third of the plant has turned brown, start pulling it out. Let it cure in a cool, dry place for two weeks. (Aiming a fan at it helps during that time.) Then cut the stems and place in a single layer in a basket.



You can try to plant regular store-bought garlic, but if it's been refrigerated by the farmers, distributors, or produce departments it may not successfully produce because of the interruption of its naturally occurring temperature drop and rise in winter and spring. Also, it may not be well adapted to our climate. Garden Dreams will be offering German Extra Hardy at your Co-op; it's a great variety of hardneck seed garlic that is perfect for our region's growing conditions.

Seed Saving

Unlike most garden veggies, garlic is generally replanted by simply breaking it into cloves and planting it back in the ground from whence it came. You don't need to wait for mature seed, nor do you need to dry and store the seed. Since garlic is a bulb in the ground, if left to its own devices it will just keep spreading and dividing. Based on this trend, you could let your garlic go to create

a constant supply, but that kind of perennial patch will not produce the larger bulbs that we're used to. It would be more like an herb, and you could dig up the crowded little bulbs anytime or cut the young leaves for flavoring.

Tampering With Excellent Genes

Researchers are currently tampering with garlic in New Zealand and will be doing GMO trials until 2018. Corporations claim to be creating a more disease and herbicide resistant crop that can be induced to flower in a systematic way to save time in the field, which further convinces me how far the profit driven motives are from what we need. Spending millions of dollars to "fix" a crop that is already generally disease free and extremely low maintenance exemplifies how off track agro-industrialists are from our reality.

Due to the way that humans have reproduced garlic (replanting the bulb) much of our garlic hasn't changed much in thousands of years. Weak strains die off. Better strains maintain. Typically, in the plant world, new varieties come from reproduction through seed production, which is a very rare practice for garlic growers. As a result, we have been growing basically the same garlic varieties since before humans created written language. So rather than subscribing to the corporate mentality of infinite improvement, consider joining your ancestors and fellow garden community in the tradition of growing your own garlic *au naturel*!

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The Wild & Scenic Film Festival

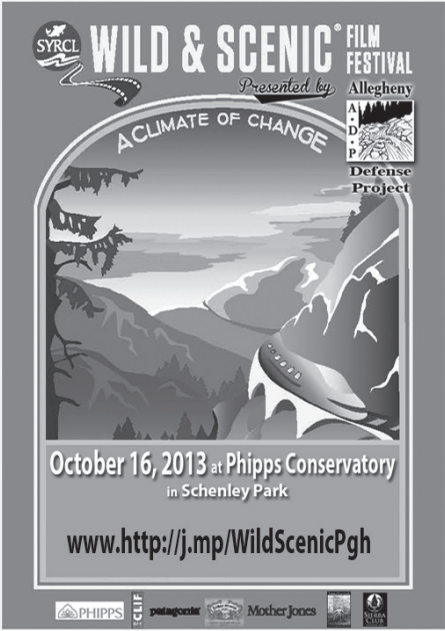
by Matt Peters of the Allegheny Defense Project

The premiere showing of the Wild & Scenic Film Festival will be held at the Phipps Conservatory and Botanical Gardens in Schenley Park on Wednesday, October 16th. The Wild & Scenic Film Festival is an event designed to inspire grassroots action and activism with films that inspire a deep appreciation for the wild places that support and sustain us. The event will be “carbon neutral,” with no dirty coal or fossil fuels used in showing the films, a goal that is made possible by the investments made by Phipps in their LEED certified facility.

This year’s theme, “A Climate of Change,” is an opportunity to discuss climate issues and how they affect our community in a forum designed to foster action and grassroots participation in community organizations. The film festival, sponsored by

the Allegheny Defense Project, will explore the growing climate crisis and focus specifically on three aspects; our food, our water, and our wild places.

Climate change will inevitably have a significant impact on food security around the globe, as increasingly violent storms and severe drought or floods affect food production and supply. Your Co-op has invested in local food security by supporting small farmers in our region, as one way of building resilience and adaptability in our community. They’ve also signed on as a co-sponsor of the Wild & Scenic Film Festival in efforts to raise awareness of the implications of climate change. If you’d like to learn more about this upcoming film festival, visit <http://j.mp/WildScenicPgh>. We hope to see you there!



Unclassifieds:

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DID YOU KNOW... That your Co-op supports GMO Labeling Laws?

Here at the Co-op we often avoid political involvement because we represent such a diverse membership that the majority of issues that arise are bound to have folks falling on both sides. We also feel that keeping our focus on providing healthy, clean foods is the best goal for us to pursue on behalf of our members. However, the initiative many grassroots organizations are taking to see GMOs labeled is one topic where we are committed to taking a stand.

Consumer Education

We support transparency and believe that until GMOs are labeled, the best way to ensure that our customers understand the complex issue of GMOs is through consumer education. Some of the efforts we’ve undertaken to raise awareness and provide resources include:

- Offering a variety of books and DVDs that explore the subject of genetic engineering
- Distributing Non-GMO Shopping Guides and other non-GMO literature at the store and at outreach events
- Featuring informative articles in the newsletter
- Sharing links to information on our social media platforms
- Hosting events here at the store with experts from organizations like Food & Water Watch

Purchasing Power

Each dollar a consumer spends is comparable to a vote because the way you shop indicates your support for, or objection to, the manner in which a product was created, packaged, and sold. And the votes you make ultimately impact the products that retailers carry and manufacturers produce. We believe this same logic applies to the way we at the Co-op invest our money in the products that fill our shelves and we intend to use our market power wisely.

This year, the Co-op developed purchasing guidelines that allow our buyers to make conscious choices that return value to our

members, our community, and our planet. Within those guidelines we commit ourselves to striving to promote products and processes that are Non-GMO Project Verified, specified non-GMO, certified organic, and Certified Naturally Grown and/or Biodynamic. You can learn more about our Product Policy at <http://www.eastendfood.coop/co-op/policies>.

Even before formalizing these product guidelines, the Co-op was committed to not bringing in any new items that we suspected of having genetically engineered ingredients. Looking forward, we are preparing to roll out a program called category management that evaluates products on a number of criteria, including the ingredients used. This process will result in a number of products suspected of containing GMO ingredients being eliminated from our inventory.

Raising Awareness & Taking Action

The Co-op is committed to raising awareness of the potential dangers of genetic engineering and advocating for labeling laws. This October in particular, we will be actively participating in Non-GMO Month in a number of ways:

- We are registered retailers with the Non-GMO Project
- We are creating endcap displays and placing shelf markers to identify and highlight Non-GMO Project Verified products
- We are increasing the number of locations in our store that shoppers can pick up the Non-GMO Shopping Guides and brochures provided by the Non-GMO Project
- We have assigned the October Register Round Up to the Institute for Responsible Technology (IRT), a group that promotes education about the dangers of GMOs. (More information about IRT can be found on Page 3.)
- We are organizing a community forum called “Know Your GMOs” that will take place on October 13th at Chatham University’s Eddy Theater. (More information can be found on page 4 or on our website at <http://www.eastendfood.coop/co-op/events>).

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THE CO-OP

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

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

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

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

Store:
412.242.3598
8 AM - 9 PM Daily

Café:
412.242.7726
8 AM - 7 PM Daily

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

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Editor: Heather Hackett
Design, Layout & Production: Katy Nevinsky
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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.

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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:

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NEW FACES

Kyle Anderson

Produce

Kyle applied to the Co-op because he appreciates our business model and is intrigued by all of the products we carry. He lived in many places before moving to Pittsburgh from Baltimore, including eight different states in the US, plus Germany. A successful musician, teacher, arranger and a lifelong music lover, Kyle plays in a band called C Street Brass. C Street Brass has performed all across the world, and all of the members currently serve as Artists in Residence at Carnegie Mellon University.

Justin Bowen

Front End

Recently relocated from Oil City, PA, Justin was attracted to the Co-op for the positive impact it has on local businesses and the local economy. Before moving here, he worked at a skateboard manufacturer that strived to use sustainable sources. Since becoming vegan four years ago, Justin has been increasingly interested in curing illness with food and diet. He also does yoga, writes and records music, and takes care of his rescued dog, rabbits, and guinea pigs.

Frank Mazzotta

Front End

A new hire in the front end, Frank plays drums and performed in the Pitt drum line. He has worked in retail at Best Buy and was attracted to the Co-op because he lives in the neighborhood and loves organic food. Frank likes to meditate and live life in a stress-free way. In the future he hopes to become a therapist and travel to India.

Rose Wickler

Grocery

Rose has served as a buyer at a health food store in California and enjoys working in the industry. She has two amazing little children and likes camping, cooking, crafting, music, and living a holistic lifestyle. Rose recently moved to Pittsburgh and loves living here already!

Arielle Seligson

Front End

Arielle came to us from Albuquerque, New Mexico, where she sourced produce for a farm-to-table restaurant service and worked at the La Montanita Co-op! She is now an MA candidate in the Food Studies program at Chatham University, and she hopes to someday have a job that allows her to source local food for a school district and teach kids about sustainable living. Arielle also likes making things, building, and working with her hands.

Chad Nelson

Front End

Chad is happy to join the Co-op team, and enjoys backpacking and gaming of all sorts.

Nick Van Ruiten

Produce

Nick grew up on a farm in Northern California. He has worked in produce for most of his life, and in organics for the past 6-7 years. He enthusiastically loves tacos, and also enjoys pinball, home brewing, and hydroponic gardening. He claims to be “pretty darn happy” with himself if he can make someone laugh once a day.

Sydney Jones

Front End

Sydney is a welcoming person who enjoys meeting new people and making new friends. She applied to the Co-op because she’s interested in home gardening and cooking and thought this would be a good occupation to help her learn more. She has a background in customer service, but when she’s not working she enjoys reading, shopping, art, and music. Sydney hopes to someday be an architect, but most of all, she hopes to be an inspiration to at least one person in this world.

EMPLOYEE OF THE MONTH



Congratulations to **Beth Chiarizio** who was chosen as the Co-op staff pick for August 2013

Employee of the Month! Beth has been a Co-op member for three years and she began working at the Co-op as a Produce Clerk two years ago.

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

A. Working with raw foods instead of packaged foods. I also enjoy my co-workers a great deal.

Q. What are your favorite products here?

A. Specialty mushrooms, quail eggs, and cheeses.

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

A. I am a homemaker who loves to hang out with my cat. I also love to garden, I have a goal to read 100 graphic novels, and I work part-time in an after-school program for elementary kids.

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

A. To have better communications and level floors.

Café Specials / October 2013

SUN	MON	TUE	WED	THU	FRI	SAT
		1 CAULIFLOWER & BRUSSEL SPROUTS GRATIN	2 BURRITO BAR	3 TOFU MARSALA	4 PIZZA DAIRY & VEGAN	5 CHARD AND SWISS FRITTATA
6 CHEF'S CHOICE	7 FRIED TEMPEH WITH MUSHROOM RAGOUT	8 TEA & GINGER SIMMERED CHICKPEAS	9 INDIAN KITCHEN	10 ROASTED VEGETABLE MAC 'N CHEESE	11 PIZZA DAIRY & VEGAN	12 HUMINTA DE QUINUA AL HORNO
13 CHEF'S CHOICE	14 HERB ROASTED EGGPLANT WITH CHICKPEAS	15 SPICY CURRY POTATO	16 THAI KITCHEN	17 BUTTERNUT SQUASH PASTA WITH SAGE	18 PIZZA DAIRY & VEGAN	19 TOMATO BASIL QUICHE
20 CHEF'S CHOICE	21 TOFU & HARD CIDER STEW	22 CASSOULET	23 FRENCH KITCHEN	24 JAMAICAN JERK SEITAN	25 PIZZA DAIRY & VEGAN	26 CARAMELIZED ONION & SPINACH STRATA
27 CHEF'S CHOICE	28 CHINESE "BEEF" NOODLE	29 GOULASH	30 TRANSYLVANIAN KITCHEN	31 AUTUMN MILLET RISOTTO		

Café Hours

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

Hot Bar:
Daily 11AM-7PM

Weekend Brunch:
9AM-1:30PM

October Co-op Events

Wednesday, October 9 - 6:30 PM

Tuscarora Organic Growers Cooperative
Jeff Taylor, General Manager

Tuscarora Organic Growers (TOG) took root in 1988 when a group of neighboring organic fruit and vegetable farmers in South Central PA decided to join forces in the marketing of their products. By working together, they were able to coordinate crop production to complement one another rather than compete, and enjoy economies of scale in shipping and selling. Through cooperation, the growers were also able to provide a diversity of crops and a level of service that no one grower could provide on his own. Now in its 25th year, TOG works with 44 members who produce approximately 120,000 cases of locally grown, certified organic produce year-round. Come hear first-hand TOG's story of cooperative success!

Wednesday, October 23 - 6:30 PM

Shift Change
Film Screening

Shift Change is a documentary film that tells the little known stories of employee-owned businesses that compete successfully in today's economy while providing secure, dignified jobs in democratic workplaces. With the long decline in US manufacturing and today's economic crisis, millions have been thrown out of work, and many are losing their homes. The usual economic solutions are not working, so some citizens and public officials are ready to think outside of the box, to reinvent our failing economy in order to restore long term community stability and a more egalitarian way of life. Join us for a screening of this 68 minute film by veteran award-winning filmmakers Melissa Young and Mark Dworkin.

Wednesday, October 30 - 6:30 PM

Introduction to Reiki
Jane Crutchfield, Nancy Murray, & Lauri Bolland - Keystone Reiki

Reiki is an ancient healing art based on the premise that we are all bodies of energy and are part of a larger field of universal energy which we can access for healing our body, mind, and spirit. Overall benefits include relaxation and stress reduction, relief of pain and muscle tension, promotion of the body's self-healing abilities, increased vitality, a heightened sense of well-being, and the harmonizing of emotions. It is even used to enhance the potency of nutrients in foods and supplements. Join us at this workshop presented by Keystone Reiki and become empowered to convey this universal healing energy for any present healing need!

These events are FREE; just call 412-242-3598 to reserve your spot!
Also be sure to check out page 2 for information about the Annual Meeting and page 4 to learn more about Know Your GMOs

Look for your Co-op at these upcoming events:

Sunday, October 13th, 10 AM - 3 PM: The 3-2-1 Ride is a cycling fundraiser with three course options of various lengths. With the proceeds benefiting melanoma and pancreatic cancer patients and their families, it's a good cause to train for! Your Co-op is a sponsor and will also be supporting the ride by providing snacks at the Wheel Mill's rest stop, located on Hamilton Avenue. More information can be found at: www.321ride.org

Wednesday, October 16th, 6 PM: Your Co-op is a proud sponsor of the Wild and Scenic Film Festival, which is on tour with a stop in Pittsburgh! This event is designed to inspire deep appreciation for wilderness, and to motivate people to act to preserve our wild places. With this year's theme, "A Climate of Change," participants will have the opportunity to discuss climate issues in particular. More info at: http://j.mp/WildScenicPgh

Saturday, October 19th, 9 AM: The GASP Clean Air Dash and Festival is made possible through the support of the Heinz Endowments' Breathe Project. This 5k race will be held on October 19th at the South Side Riverfront Park, along the Three Rivers Heritage Trail. Your Co-op is a sponsor and you can find us tabling at the Festival that follows the race. Learn more at http://gasp-pgh.org/projects/au/5k.aspx#axzz2ajyEMLxr

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