

# The Co-operator

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



## Local Foods Success Story

by Heather Hackett, Marketing & Member Services Manager

Some of you may be aware that September is Local Foods Month. When you think of local foods, though, you may not think of Eat’n Park, a regional chain of restaurants that serves more than 50 million guests every year. These popular

brands also include Parkhurst Dining, Cura Hospitality, Six Penn Kitchen, Porch, and Smileycookie.com. Even if you are a native Pittsburgher who grew up dining at Eat’n Park when it was still only a local novelty, there may



establishments started as a single carhop style restaurant right here in Pittsburgh in 1949, and have since grown into the entire portfolio of foodservice concepts that comprise the Eat’n Park Hospitality Group (ENPHG). ENPHG’s

still be some aspects of the ENPHG’s operations that might surprise you, like their commitment to local sourcing and sustainable practices, along with the importance they place on giving back to the community.

A few Co-op managers, including myself, had the opportunity to talk about our aspirations for expansion with Eat’n Park Hospitality Group’s Director of Sourcing and Sustainability, Jamie Moore, earlier this year at the annual Pennsylvania Association for Sustainable Agriculture (PASA) Farming for the Future Conference. Moore’s primary responsibilities with ENPHG are to source ingredients, assist with sustainability initiatives, and be active within the community; plus he has served on the PASA Board of Directors and is a certified organic crop inspector. He was excited and encouraging of our growth because he knows firsthand, from his 13 years working with ENPHG, what a positive impact a growing business committed to clean, healthy foods and giving back to the community can have.

I was so inspired by the accomplishments Moore recounted to us during our discussion that I asked him to share with our members what the company is up to now as a demonstration of what positive growth looks like.

**Heather Hackett:** Jamie, can you tell our readers a little bit more about Eat’n Park’s commitment to local sourcing, and how you go about fulfilling this commitment?

**Jamie Moore:** The introduction of our FarmSource program in 2002 pioneered the creation of the infrastructure needed to get local products from the hands of our suppliers onto the plates of our guests. Through our FarmSource program, we work with more than 150 local farmers and producers. The differentiator of this program is that we have defined what “local” means to us.

*continued on page 6*



### IN THIS ISSUE:

CO-OP NEWS	2-3
THE FOOD YOU EAT	4
IN YOUR COMMUNITY, ON YOUR PLANET	5
FOR YOUR INFORMATION	6
STAFF NEWS	7
CAFÉ MENU	8
UPCOMING EVENTS	8

### CO-OP DEALS FLYERS:

September 3rd – September 16th  
September 17th – September 30th

### MEMBERS ONLY:

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

### BOARD OF DIRECTORS:

The next meeting will take place on Monday, September 22nd at 7 PM.  
Join us for the Annual Meeting on September 7th, 5-8 PM.  
More information is on page 2.

### NEW MEMBER ORIENTATIONS:

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

### HOLIDAY HOURS:

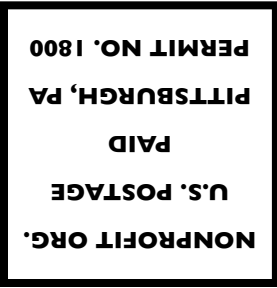
On Monday, September 1st, the Co-op will close early at 7 PM,  
and the Café will close at 6 PM.

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



DATED MATERIAL:  
DO NOT DELAY

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



GM Report

by Justin Pizzella, EEFC General Manager

By now, you may have already heard that the Co-op is ending the Volunteer Program. It was with deep regret that we came to this decision, and we will miss having non-staff members involved so directly in the business operations. We truly appreciate every moment of time, skills, ideas, and energy that each of our volunteers contributed.

It is our hope that these dedicated individuals, along with all of our members, will join us at the Annual Meeting on September 7th to learn more about the circumstances that led to this decision and ask any questions they may have. One of the best things about the Volunteer Program is that it allowed members to have direct participation in our Co-op. The Annual Meeting will also offer a unique opportunity to take part in a group exploration of other methods for participating in your Co-op, facilitated by Mark Goehring of CDS Consulting. (More information is in this month's "Board Corner.")

For those members who did not participate in the Volunteer Program, below is the letter that we sent to all of our existing, eligible volunteers late last month.

Greetings, Co-op Volunteer,

Regretfully, we must inform you that the East End Food Co-op's Volunteer Program must be terminated. Unfortunately, current labor laws and corresponding insurance requirements in the Commonwealth of Pennsylvania do not lend support or favor the use of volunteer labor within the cooperative structure. This has forced the Co-op to reassess the validity of our volunteer worker program. In addition to comparing notes with a number of fellow co-ops similarly faced with this set of circumstances, we have also spoken with our attorney, accountant, and insurance agents, as well as other professionals in the labor field, and have concluded that, with good conscience,

we can no longer continue the Volunteer Program.

The General Manager and the Board of Directors have mutually decided that September 14, 2014, will be the last day that our member-owners can volunteer at the Co-op. This has not been an easy decision. The conclusion that we have reached saddens all of us, but we also have a profound responsibility to protect the Co-op.

We've formed many wonderful relationships with our volunteers over the years, and some of these generous member-owners have been with us for a very, very long time. We were happy to celebrate our volunteers last year at our Annual Meeting because we appreciated what a great avenue for both participation and exploration into the Co-op world the program provided, and it served many of us well. Unfortunately, we must all take a deep breath and close that chapter in our history in order to ensure our continued success in the future.

We thank each and every one of you for your many contributions of time and support during these past 35+ years, without which the Co-op would never have gotten so far. We now ask for your understanding at this critical time in our cooperative journey.

Justin, the General Manager, is available to answer any questions you may have regarding the implementation of this change. He can be reached at the Co-op at 412.242.3598 ext. 135. Please note that the Co-op will honor all accrued discounts through September 28, 2014.

Again, thank you for your past support and we hope that we can rely on your continued support as we make this change.

Sincerely,

Justin Pizzella (General Manager) & Sarah Aerni (Board President)

Board Corner

by EEFC Board of Directors

Greetings, members! There's been a lot of interesting work happening with the board's Member Linkage Committee (MLC) and Annual Meeting Committee, and we are excited to share the news with you.

On Sunday, June 13, the MLC had planned to do an outdoor "Potluck with the Board" event at Frick Park, but the uncertain weather forecast led us to move the event indoors to the Co-op's Administrative Office's Training Room. The potluck was attended by about 18 members, staff, and directors. The goals of the meeting were to clarify the role of the board, communicate the board's position on expansion, present the evaluation criteria for expansion, and hear opinions and ideas from attendees. Information about membership and expansion was presented on posters made for this event, which were used to help facilitate discussion among members.

After much spirited and insightful conversation from this and past MLC events, it is clear that members want more input on the Co-op expansion, in addition to increased opportunities to communicate with the board. Now that the MLC has collected a good amount of data and member feedback from our member linkage activities this year, we have begun researching more effective ways to enhance member-board communications. Some great examples brought to us by our members include making MLC event flyers available at check-out and enhanced use of social media to communicate information and solicit member feedback.

A question that's been raised several times by Co-op members, especially surrounding the topic of expansion, is "How can I participate?" Participation will be the focus of the Co-op Annual Meeting on Sunday, September 7, 2014 from 5 - 8 PM at the beautiful and

historic Union Project (801 N. Negley Ave., Pittsburgh). The Annual Meeting will kick off with music, socializing, and an awesome—and FREE!—Co-op catered buffet dinner. After that, there will be a brief report on Co-op operations and finances, short introductions from the 2014 board election candidates, and an update on the Volunteer Program.

Following these presentations from Co-op staff and directors, members will hear from our featured speaker, Mark Goehring, a co-op consultant from CDS Consulting. Mark specializes in leadership development and is a masterful facilitator on the topic of co-op community engagement. He will give a presentation on the topic of expansion and how the EEFC can benefit from a participatory business model. Members will then have an opportunity to participate in an interactive group exercise on this theme.

Please mark your calendars and stay on the lookout for more Annual Meeting announcements over the next few weeks. This year's meeting will be a great opportunity to voice your opinions and thoughts to the board, and we want to hear from you. We really hope you will join us!


If you can't make it, or you'd like to share your thoughts with directors outside of the Annual Meeting, members are always welcome to email the board at boarddir@eastendfood.coop. Your message will be read by a director and responded to as soon as possible. In addition, members can communicate questions and comments during Members Open Session at the monthly board of directors meetings. The guidelines for guests at board meetings can be found on the Co-op's website at [www.eastendfood.coop/co-op/board](http://www.eastendfood.coop/co-op/board).

GET OUT &

VOTE!

Voting in the Board of Directors Election will occur August 1st - September 30th


Visit [www.eastendfood.coop](http://www.eastendfood.coop) or stop by customer service for more information.  
All fully paid members are eligible to participate!



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2014

ANNUAL MEETING

ALL MEMBERS WELCOME!

WHEN?  
Sunday, September 7th  
5 - 8 PM

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

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

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



ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Members Speak Out!

Could the ground beef producers please indicate the fat % on labels so customers can identify chuck, round, etc.?

Our farmers do not have their beef tested every batch for fat content (that would be cost prohibitive) and consequently cannot make any claims on their packaging. However, they do label things with “ground beef,” “ground round,” and “ground chuck,” which follows some basic standard for fat content: Ground beef is about 70% lean, 30% fat; Ground Chuck is about 85% lean, 15% fat; Ground Round is about 90% lean, 10% fat.

-Jess, Meat Buyer

Sidewalk needs a strip, rubber, concrete, etc., to keep cart from rolling into cars on the sidewalk.

Unfortunately, the sidewalks are under the jurisdiction of the city. We are unable to make any modifications. Our staff is always happy to help if you need assistance loading your car.

-Justin, General Manager

When did rain checks change from limit of 5 to 4? That is awful!

The Co-op strives to be well-stocked on sale items during an entire sale period. We continually monitor our ordering practices to avoid out-of-stocks. In April 2014, we changed the item limit for rain checks from 5 to 4; the change reflects a compromise between how long the rain check is valid (a generous 2 months!) and the volume of items that we can offer to customers at a discounted price (items that the co-op has purchased at full price from our distributors).

-eric, Front End Manager



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

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

September’s Round Up Recipient: Shady Lane



Shady Lane



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

Shady Lane has served as a model for other early childhood programs, through site visits, publications, conferences, and collaborations. Shady Lane seeks out partnerships with those working to make Pittsburgh vibrant and strong. Since 2000, Shady Lane has expanded its reach by providing high-quality professional development and other support and consultation services to the professionals and programs that, in turn, educate and care for our area’s youngest children.

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

Your spare change can result in positive change!

www.shadylane.org

Growing in Cooperation

In the month of July we held a member drive and altogether, throughout the month, we welcomed 96 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!





# The Food You Eat

## Open the Treasure Chest Already in Your House—Your Cupboard!

By Julia Erickson of Barre

As summer wanes and we enter into another bountiful season full of freshness, it's sometimes easy to neglect the portion of the kitchen used for longer-term storage: the cupboard. However, this trusty resource can not only help you highlight the bounty of harvest time, it can also help you transition into the less fruitful months when you need a rich and sustaining snack, not to mention cost-effectively reducing waste. Throw open those cupboard doors and with a little creativity and experimentation you may just create your next favorite recipe—or even a small business!

I've always loved experimenting in the kitchen. Truth be told, I almost relish the challenge of an empty fridge to see what I can come up with when put to the task of creating something delicious and complete—whether it be a full meal or a snack—almost entirely from pantry items. In fact, that's how I created the nutrition bar recipe for Barre real food bars, the company I co-founded with my partner, Aaron. Looking for a healthier quick snack during the cold winter months, I took bulk items from the pantry like dates, nuts, hemp, and flaxseed, and, well, I pulverized them into an amalgamated glob in our food processor. While not the most glamorous sounding scene, the resultant concoction was so delicious and effective for energy and satiety we were moved to share it with the world! Such is the story of Barre's conception from the cupboard.

I suggest establishing a few key pantry players as you set out on your own creative journey. For a sweet or savory snack in the vein of Barre bars, use nuts and seeds, dried fruit, spices, and a binder or two of your choosing such as honey or agave and coconut oil. The nuts serve as a base—a blank canvas if you will, and from there it is up to your mood, needs, and palette. Want something sweet and warming? Try adding dried pineapple and some nutmeg. For a zesty relish-evoking

profile throw in cranberries and maybe some dried orange peel. Feeling achy? Use walnuts for the omega-3s and maybe go a slightly savory route by sprinkling in a little turmeric and black pepper for their anti-inflammatory purposes. The possibilities are limitless!

Similarly, I encourage you to use the best of what fall's bounty offers for enticingly easy and inexpensive whole meals. My favorite dinnertime pantry dishes include something fresh (whatever's in the fridge and maybe some greens stealthily stowed away in the freezer) along with staples like ancient grains and canned or dried beans. Butternut Cumin Quinoa with garbanzos and kale anyone? The approximate plan

(for the sake of giving an example from which to build) is this: Sauté some garlic and onion in the fat of your choosing. Add cubed butternut squash (the fresh ingredient) and sauté until al dente. Deglaze with a bit of stock or a leftover splash of wine, then add the amount of quinoa you'd like and twice as much liquid (water or stock), and some substantial shakes of cumin and/or whatever spice tickles your fancy. Bring to a boil, reduce the heat, cover and simmer for 10-15 minutes until the quinoa has absorbed the water. Uncover and add a can of garbanzos and a few handfuls of frozen kale. Season to taste and get ready to enjoy an easy, mostly pantry meal!

*Julia Erickson is a Principal Dancer with Pittsburgh Ballet Theatre and co-founder of Barre. The Co-op was one of the first retailers to carry Barre real food bars, and we're excited to have Julia present a workshop here later this month, at which attendees will learn more about Barre and how you can create your own "concoctions" at home. More information about this free Local Food Month event is on page 8, and you can learn more about Barre on their website: [realfoodbarre.com](http://realfoodbarre.com).*



## Know Your Farmer: Who Cooks For You Farm

Serving the Pittsburgh area since 2009, Who Cooks For You Farm is a 10-acre farm in New Bethlehem, PA. The farm is Certified Naturally Grown and a member of the Pennsylvania Association for Sustainable Agriculture (PASA), as well as a Pennsylvania Buy Fresh, Buy Local Partner. Owners Chris and Aeros work alongside six employees to cultivate a vast array of vegetables, culinary herbs, and some fruit. They work to ensure sustainable growing practices that encourage healthy soil systems, beneficial insects, and pollinators because they believe "food is the foundation upon which healthy communities thrive, both human and non-human." They are best known for their heirloom tomatoes, which you can find at the Co-op, along with their head lettuce, salad mixes, pea shoots, micro-greens, cilantro, parsley, red tomatoes, sweet peppers, radishes, and Swiss chard. To learn more about Who Cooks For You Farm, visit: [www.whocooksforyoufarm.com](http://www.whocooksforyoufarm.com).



with time to rest, hang out with friends, quality time with family—vacation?! You have to love farming if you're going to do it, because there's not going to be much time for anything else. Starting a farm, or farming period, is difficult when you haven't lived the life of farmers. There's so much to learn and you have to learn it in the field. Farming is mostly difficult because industry teaches us that food should be cheap and that our health isn't something that's worth investing in. Local farmers need to earn enough money to take care of their families and pay their help a living wage. It's all tied together.

**What makes products from your farm unique?**  
Our farm is small enough that we can ensure the quality of our products. All the produce we sell comes from our farm ONLY! We can tell you everything about the vegetables we grow and the fields they're grown in. This is incredibly important to know!

**What are you most proud of as a local farmer?**  
We're proud of the job we've done so far. We've come such a long way from where we began when we would prepare soil to plant by hand. You had to be superhuman to work in a situation like that. When there isn't much money in the bank, you have to do what you have to do to get the job done. We love to grow food for our community. It's very satisfying to know that what we do helps families to live healthy lives and eat delicious food. We believe our contributions to society are positive!

**What is the biggest challenge of being a farmer?**  
It's hard to find the time to live a normal life

**What is a typical day on your farm like?**  
Farm planning starts with the sunrise. We organize all the tasks that need to get done and who will do them. The crew starts their day at 7 AM. There are wholesale availability lists to send off in the morning. We have the vegetables harvested and washed by lunch. After lunch, we tend to farm maintenance, weed, put on or remove row cover, cultivate on the tractor, plant out starts, prune tomatoes in the hoopouses, seed in the greenhouse, mow, harvest crops that don't need to be harvested in the morning, and irrigate. All the while, the farmers have a great time joking around in the beautiful countryside of Western PA.

**What is the most important thing for customers to know about your products?**  
We enjoy what we do, so there is a lot of love and joy in the food that we grow. You know you can always trust Who Cooks For You Farm!


### BBQ Chicken Pizza

**Ingredients:**

- 1 12" Rustic Crust Pizza Crust
- 1 cup Blue Sky BBQ Sauce
- 2 chicken breasts, cooked and diced
- 1 medium red or sweet onion, sliced
- 1 medium green pepper, sliced
- 1 cup of shredded mozzarella cheese
- 1 cup of shredded cheddar cheese

**Preparation:**

1. Preheat oven according to your pizza crust directions
2. Spread BBQ sauce over pizza crust; top with shredded cheeses
3. Evenly distribute diced chicken and sliced onion and green pepper across crust
4. Bake approximately 15 minutes until cheese is bubbly and starts to brown



### New In The Aisles

- HEALCREST URBAN FARMS - Tea Pops
- URBAN MOONSHINE - Maple Bitters and Chamomile Bitters
- STEVE'S ICE CREAM - Mexican Chili Chocolate Ice Cream
- STEVE'S ICE CREAM - Cold-brewed Coffee Cinnamon Ice Cream
- GARDEIN - Golden Fishless Filet
- TALENTI - Raspberries & Cream Gelato
- WILD VEGGIE - Breakfast Bowls

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Get Growing with Garden Dreams: Container Gardening (Part 2)

by Bob Madden of Garden Dreams Urban Farm & Nursery

In the July *Co-operator*, I wrote about the basics of container gardening and found that I really wanted to share more than space allowed, so I split it up to be sure I could cover more of the important details. Last time we discussed what kind of plants, pots, and soil to use. This time we will discuss interplanting, succession planting, placement, risks, and exotic options.

Interplanting and Rotating

- Interplanting Companions:* tomatoes or other slow veggie plants benefit from living with fragrant herbs such as marigolds or basil that help deter pests.
- Quick Crop Interplanting:* to make the most use out of the space you have, you can plant quick crops like lettuce, arugula, scallions, radishes, or cilantro in the same pot that you have a tomato, pepper, or other slow-growing plant. The idea is that you harvest the little stuff while the slow plant is still filling in.
- Herb Pot:* planting a variety of herbs together in a big pot is a great festive use of space. A bunch of little herb pots work as well, but they can dry out much faster. You can incorporate interplanting quick herbs with slow herbs. For example, planting cilantro in with a slow-growing rosemary. If they start to crowd, eat the cilantro.
- Rotating Pots of Quick Crops:* if you love having a constant supply of a quick crop like cilantro, arugula, or lettuce, you could plant separate successions in separate pots at different times. For example, start a pot freshly seeded or planted with arugula, then wait three weeks and do it again, and repeat continuously (weather permitting).

Placement Tips

- In our climate, most edible plants prefer as much sun as you can give them. Although in the absolute heat of the summer, lettuce, arugula, and cilantro would prefer a cooler, shadier spot.
- Tomatoes and other hot season crops need a lot of sun and heat so you could try putting the container next to a wall or sidewalk that is radiating heat all day.
- Often people in our area put their pots on

a deck or porch, which helps deter rabbits and other mammalian pests.

- Plants that vine could go against a railing or a fence, or you could use poles to build a support.

Other Concerns for Container Gardening

- Be careful when using ceramic pots, they can suck the moisture right out of the soil and dry out very quickly.
- Before you begin, make sure your container has several holes in the bottom and that the soil is draining rather than just holding water.
- It is very important to pay attention to where your pots are draining. Water can easily damage surfaces indoors and outdoors, so consider enlisting a sturdy plastic saucer or putting your pots on a tray, plate, or old Tupperware. Note that ceramic saucers, unlike plastic, may allow water to wick down and moisten your nice table or deck and damage it.

Fruits and Exotics

- You can grow a wide variety of fruit plants in pots, including tropical and semi-tropical fruits.
- You will not produce as much as you would in the ground, but if you are just having fun with it and want to experiment, you can get a yield off of many fruits.
- Be sure to get dwarf varieties when available.
- Any plants that cannot withstand our winters will need to come inside for the winter and live like a houseplant. Alternately, you could try storing it in a cool basement or garage for it to go dormant. Different fruits have different needs, feel free to contact us for more info.

*Bob Madden is the Outreach Manager at Garden Dreams Urban Farm & Nursery. Located in Wilkinsburg, Garden Dreams is a small, community-oriented business committed to providing strong vegetable, herb, and flower starts to home gardeners, community gardens, nonprofits, schools, and retail markets (including the East End Food Co-op). You can learn more about them at [www.mygardendreams.com](http://www.mygardendreams.com).*

Wilkinsburg Students Create Animal Totem Masks

by Paula Purnell, D.Ed., of Sense of Place Learning, LLC

Do you have a totem animal? A totem animal is an animal chosen to symbolize a nation, group, or individual person. Benjamin Franklin chose the bald eagle to be America’s symbol because it represents freedom and strength. Wilkinsburg School District chose a tiger as the totem animal for its sports teams because it is a beautiful and powerful predator. This summer, during the Wilkinsburg TIGERS Summer Camp program, middle school students chose their personal animal totems and made fiber-mâché masks with artist/art teacher, Robin Mattes.

The TIGERS Summer Camp was created in partnership with The Consortium for Public Education and was made possible through a Pennsylvania Department of Education 21st Century Learning Grant. During the six-week program, students explored the cultural, historical and natural treasures of their community with educators from a variety of organizations, including Sense of Place Learning, Carnegie Museum of Natural History, Gateway to the Arts, and Saturday Light Brigade, amongst others.

Sense of Place Learning’s Summer in the Wild program featured weekly encounters with live animals and opportunities for students to learn about careers working with animals, including animal rescue, zoology, and habitat protection and restoration. The sixth through ninth grade students enjoyed many field trips throughout various Summer Camp programs, including three excursions with Sense of Place Learning: horseback riding, fishing on the Allegheny River, and a behind-the-scenes tour with Pittsburgh Zoo and Aquarium’s head reptile keeper.

As a culminating creative project, the students were asked to choose an animal that held some special meaning for them as their animal totem. Every animal kingdom was represented in their choices, from insects to elephants. Using the school’s iPads, students selected an image of their animal to work from. Artist Robin Mattes instructed students on how to create an armature of the basic shape for their masks using recycled materials such as milk jugs, rotisserie chicken containers, newspaper, and lots of masking tape. Long strips of fabric were then dipped into a mixture of white glue and water, and layered carefully on the armature. The masks were allowed to dry for a week, then painted and decorated with materials like feathers, fur, sequins, glitter, and yarn. Finally, using the Phoster app on their iPads, students created posters displaying the image of their animal and why they chose it as their personal animal totem.

The students first exhibited their projects to rave reviews at an end-of-summer celebration with friends and family on July 30th. Everyone was delighted to learn that the masks would be featured in the East End Food Co-op Café throughout the month of September. Be sure to check out their artwork on your next visit to the Co-op!

*Dr. Paula Purnell is the founder of Sense of Place Learning, LLC. SPL’s mission is to create unique community-based education programs that connect people to the communities where we live through history, heritage, ecology, and the arts. To learn more about Sense of Place Learning, visit [www.senseofplacelearning.org](http://www.senseofplacelearning.org)*

Pittsburgh’s Women Entrepreneurs Take Flight

by Emily Levenson of Propelle

Propelle came into my life almost by accident. Though, saying that, I’m not sure it was an accident. Maybe divine intervention or synchronicity are better words.

From the moment I met co-founder Kate Stoltzfus, I knew she was someone I wanted to partner with. I just didn’t know how. Most of our friends were following a more traditional career path, and we each felt alone in our entrepreneurial pursuits. We longed for a community where business, creativity, and collaboration was celebrated and encouraged. When we didn’t find exactly what we were looking for, we decided to create our own opportunities for this type of connection.

Over lunch one afternoon, we came up with the idea for creating opportunities for women entrepreneurs in Pittsburgh to connect. We spent subsequent lunches and coffee dates planning a launch party together to generate buzz. Close to 100 women showed up at that inaugural event, and we realized we were onto something huge.

We started with organizing networking events. Then we began to offer workshops, Masterminds, and our VIP Jetsetter Sessions. And the rest, as they say, is history. Everything we offer is what Kate and I wished we had for ourselves as we were dipping our toes into the entrepreneurial waters.

When we were brainstorming ideas on that lunch date, we resonated with the idea of working with women to support each other and lift each other up. I think we have each “taken flight” through our partnership and collaboration. We encourage each other to do better, work harder, and keep sharing our unique talents with the world.

I also truly believe that the women in our community help to lift us up and keep us motivated to do better and be better in everything we do. Community means everything. It’s the very reason Propelle exists; it’s our “why.” When we see collaborations, partnerships, and friendships form as the result of meeting at a Propelle function, our hearts soar. This is how we define success.

I can’t imagine living in Pittsburgh without this community. These relationships have enriched my life, and for that I’m very grateful.

*Emily Levenson is a co-founder and co-pilot of Propelle, an organization dedicated to helping women entrepreneurs take flight. Your Co-op is a proud supporter of their upcoming Networking Happy Hour, taking place on Sunday, September 8th. To learn more about Propelle and their upcoming events, you can connect with them on Twitter and Facebook, or visit [wepropelle.com](http://wepropelle.com).*



**This Non-GMO Month Event is Proudly Presented By:**



**KNOW YOUR GMO'S**

Learn about local food providers going **GMO-free in Pittsburgh**



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

**Including Presentations & Panel Discussion By:**

**Alyssa Nard**  
Marketing Director - MiGo Nutrition

**Denise Caruso**  
Research Development and Communications Liaison - Carnegie Mellon University

**Trevett Hooper**  
Owner & Chef - Legume & Botanique

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

**When?**

Saturday, October 18th  
6:30 PM - 9 PM

**Where?**

Carnegie Mellon University  
Connan Room, University Center

For more information and directions, please visit: [www.eastendfood.coop/co-op/events](http://www.eastendfood.coop/co-op/events)

Thanks to the following organizations for their participation and support:





Featured Community Partner:  
The Shop in East Liberty

The East End Food Co-op is happy to partner with The Shop in East Liberty! The aim of the Community Partners Program is to provide East End Food Co-op members great benefits and, at the same time, to promote local businesses. Because we are committed to supporting our local community, we truly value the partnerships we build through this program. Locally-owned businesses have a huge impact on the infrastructure of our regional economy and we firmly believe that we are all stronger together.

The Shop in East Liberty provides a thoughtfully curated, affordable collection of handcrafted everyday art, home goods, and jewelry by artisans from throughout the country. Whether you are decorating your first apartment, looking for something to refresh your home, or in need of a unique gift for

someone special, The Shop in East Liberty is sure to have something for you! Shopkeeper Julia Reynolds opened the Pittsburgh storefront, located at 214 North Highland Avenue in East Liberty, in 2012. Shoppers can browse in-store Tuesday – Thursday 11 AM – 6 PM and Friday & Saturday 11 AM – 7 PM.

Fully-paid Co-op members receive 5% off their purchases at The Shop in East Liberty. To take advantage of this discount, members must be sure to present their plastic green membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or call 412-242-3598 ext. 103. You can check out the full listing of your Co-op’s partners on our website at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program).

Local Foods Success Story

continued from page 1

When it comes to produce, dairy, and meat, we define “local” in terms of the miles or driving time from a supplier to either our local distributor or the facilities we source these types of products from. All of the dairies, in particular, are independently owned and operated by local farm families that choose not to treat their herds with rBGH (bovine growth hormone). The facilities we source from are all USDA inspected, demonstrating our commitment to ideals beyond just local sourcing.

We also work with a number of artisans. These producers devote their time and energy to a limited line of products that emphasize high quality and unique flavors. Often these artisans have a single product line, produced at a single facility. These companies range from the local hearth baked bread company to the neighborhood ethnic sausage manufacturer. While all of the ingredients may not be local, the recipes, pride, and passion are. As appropriate, we mentor these companies to increase purchases of locally grown or raised ingredients.

Through our FarmSource program we purchased \$23.3 million in local foods and ingredients in 2013, which represents 19.3% of our annual food purchases.

**HH:** Wow, that’s a really impressive contribution to our region’s economy, and it’s great that a company as large as yours has that level of commitment to both our community, and to sustainable sourcing. Please tell us a little bit more about other sustainable practices ENPHG enlists.

**JM:** Our company-wide programs aim to reduce our environmental impact through lowered energy usage, decreased waste, and local sourcing. Sometimes small steps have a big impact. That’s where our EcoSteps program comes in. EcoSteps illustrates the progress we have made to attain sustainable food service, green our dining operations, and expand our role as a socially responsible organization. Some of our more prominent EcoSteps include:

- 2005: Eat’n Park Hospitality Group switched to only rBGH/rBST-free milk.
- 2007: ENPHG sent representatives to the European Union Organic Food Waste Tour to gain knowledge on food waste diversion. (Today, 23 of our locations divert food waste away from landfills.)
- 2009: Placemats were removed from

Eat’n Park Restaurants, eliminating more than 300,000 pounds of paper waste annually.

- 2009: Six Penn Kitchen became the first restaurant in Pittsburgh to follow the Monterey Bay Aquarium Seafood Watch Guidelines.
- 2010: Eat’n Park Restaurants opened the first LEED-Gold certified restaurant in the City of Pittsburgh, at the Waterworks.
- 2011: A Grower’s Manual was introduced for backyard gardens at Parkhurst and Cura Hospitality.

**HH:** When we spoke at the PASA Conference, you mentioned that you are also involved with ENPHG community outreach. What are some ways that your organization is giving back?

**JM:** Community involvement is woven into the fabric of the ENPHG culture and we are dedicated to doing our best to make the communities we serve as strong and vital as possible. Every year, we donate at least five percent of our pre-tax earnings to local charitable organizations. Working with community partners, we’re able to leverage our resources to raise funds for important causes. Perhaps our best-known program is our annual Caring for Kids campaign, which has raised over \$8 million for local children’s hospitals. This team-member-driven fundraiser has been going strong for more than 30 years.

We support local organizations in many other ways, too. Last year, we had an opportunity to work with Homestead residents on developing a community garden. There are so many ways gardening can help a community, from improved health and nutrition, to restoring a sense of neighborhood, fueling intergenerational fellowship, and more. Last year the garden was set up with independent plots for residents within the community, and a larger plot that was devoted to a local soup kitchen, Rainbow Kitchen. This year we decided to focus on growing solely for Rainbow Kitchen.

In closing, we’d like to thank Jamie Moore for taking the time to tell us about his organization’s work and accomplishments. They are an inspiration for our Co-op as we explore ideas for expansion, and we hope to make increasingly significant contributions to our community and planet through thoughtful, well-planned growth.

Did You Know...  
Your Co-op Café is as local as it gets?

The East End Food Co-op prioritizes organic products and local sourcing whenever possible. The Co-op’s buyers work closely with farmers in our area to help them achieve organic certification. For farming operations that cannot afford the expensive process of certification, our buyers verify that the growing practices are non-GMO and naturally grown. This same commitment holds true in the Co-op’s Vegetarian and Vegan Café. The ingredients used to produce our fresh homemade soups, hot entrees, and prepared foods are predominantly organic, and our products are made from scratch in-house, allowing our staff to ensure the highest quality food.

In order to maximize the use of local ingredients, the Co-op Café revolves its menu around what ingredients are available through our vendors. The Café works with a number of local suppliers, including Allegro Hearth Bakery, Mediterra Bakehouse, Minerva Dairy, Frankferd Farms, and Smith’s Organic Farm. Our primary suppliers are Wilmington Gardens (located in New Wilmington, PA) and Clarion River Organics (located in Sligo, PA). These farming operations send out weekly emails announcing what recently harvested items are available to order, which the Café staff examines to create the weekly menu. This practice allows our Café to bring the freshest ingredients possible to our customers, who are often eating what was still in the ground literally just a day or two ago!

Another outcome of this process is that the cooks often can’t finalize their recipes until

the available ingredients are determined, so the kitchen is a place where creativity is beneficial. There is a regular infusion of new menu items created by members of the cooking staff, who are encouraged to experiment with recipes and variations of popular dishes. This keeps our menu offerings both fresh and lively!

The Café offers healthy, affordable, and sustainable vegetarian and vegan cuisine seven days a week. Take as little or as much as you like on our self-serve hot foods and salad bar, or pick up a quick sandwich or deli salad in the grab-and-go deli. Visit the back of the store for the Co-op Café’s own bakery items like breakfast muffins, brownies and bars, and cookies. Also, be sure to stop by our famous weekend brunch, which offers a vegetarian take on breakfast.

Our organic Fair Trade coffee bar is the perfect brunch accompaniment, or allow one of our friendly counter staff to prepare you a cappuccino made with organic milk. Smoothies and juices are also popular Co-op Café offerings. Organic frozen fruits and juices are blended to make delicious smoothies in-house, and fresh squeezed carrot and apple, along with other favorites, are mixed at the juice bar.

You can learn more about the Café on our website at [www.eastendfood.coop/cafe](http://www.eastendfood.coop/cafe). Hours and monthly menu specials are also listed each month on page 8 of *The Co-operator*.

Unclassifieds:

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

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

**LOCAL NATIONAL FENCING CHAMPION** is looking for the community’s help to go to the World Championships this October in Hungary! If you have even a Lucky \$1 to spare, see: [www.rallyme.com/rallies/821](http://www.rallyme.com/rallies/821).

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



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THE CO-OP

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

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

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

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

Store: 412.242.3598  
8 AM - 9 PM

Café: 412.242.7726  
8 AM - 7 PM

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

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THE CO-OPERATOR

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

The Co-operator is a monthly publication mailed to members of the East End Food Co-op. Additional copies are available at Customer Service, the store’s entrance area, and at outreach events. The Co-operator is also available online at www.eastendfood.coop.

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

CONTACT US:  
If you are interested in more information about advertising or would like to submit an article, please contact Member Services:  
Email: memberservices@eastendfood.coop  
Phone: 412.242.3598 ext. 103

EMPLOYEE OF THE MONTH



Congratulations to **Elise Depasquale** who was chosen as the Co-op staff pick for Employee of the Month! Elise has worked at the Co-op as the Administrative Assistant and a Café Apprentice for over 2 years.

Q. What’s your favorite part of the Co-op’s Ends Policy Statement?

A. My favorite is “To create an ethical and resilient food infrastructure.” To me, this is one of our most important goals and is what separates us from traditional grocery stores. It’s rare to shop in a store where you can trust that the products follow an ethical and responsible path to the shelves.

Q. What’s your favorite product here?

A. This is a toughie! A recent favorite of mine is pairing Sriracha flavored Hope Hummus with Frankferd Farms blue corn tortillas. Yum!

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

A. When I’m not at the Co-op I like to spend time with my husband, family, and friends. I also play and teach the flute professionally and have (too many) hobbies: knitting, gardening, cooking, and hiking, to name a few.

NEW FACES

Kristin Hawk *Front End*

Kristin enjoys painting, hiking, kayaking, and volunteering with local youth. She has worked in retail since she was a teenager. Kristin loves the mission of the Co-op, especially the focus on well-being, local products, and the feeling that she has a say in what happens at the place of her employment.

Bernadette Brogden *Produce*

Bernadette studied Community Development at Penn State University. She enjoys that our Co-op has many staples that cannot be found easily at farmers’ markets, like flour. In addition to her produce skills, developed during several seasons of working on farms, Bernadette is learning to make artisan bread, to knit, and to play bass guitar.

Karma Lama *Café*

Karma grew up eating natural foods in the countryside, and had a previous job that provided familiarity with organic, fair trade tea. Karma is also a makeup artist and, though very shy initially, we are told Karma opens up with time.

David Rosenberg *Café*

David enjoys the collective nature of co-ops and would like us all to recognize that we are a community. His interests outside of work include Tai Chi and meditation, and he would like to eventually pursue holistic therapy. David’s goal for the future is to make the world a better place.

Gabriel Cantillo *Produce*

Gabriel became involved with Pittsburgh’s urban garden movement when he moved here in 2002. He’s interested in stand-up comedy, ancient history, and exploring existence. Prior to moving to Pittsburgh, Gabriel spent many years working on family farms and managing gardens and a natural foods store in Boulder, Colorado.

Café Specials • September 2014

SUN	MON	TUE	WED	THU	FRI	SAT
	1 CANELLINIS IN TOMATO RAGU	2 CAJUN WILD RICE	3 COUNTRY KITCHEN	4 SMOKED MUSHROOM LASAGNA	5 PIZZA DAIRY & VEGAN	6 TEX-MEX QUESADILLAS
7 CHEF'S CHOICE	8 SPICED CHICKPEA AND ZUCCHINI SAUTE	9 CHICKPEA DUMPLINGS IN SPICY COCONUT SAUCE	10 INDIAN KITCHEN	11 SWEET 'N' SPICY TEMPEH WITH QUINOA	12 BURRITO BAR	13 GINGER CILANTRO TOFU & KALE
14 CHEF'S CHOICE	15 PASTA WITH PUMPKIN SEED & MINT SAUCE	16 OKONOMIYAKI	17 THAI KITCHEN	18 YAM & BLACK BEAN ENCHILADA CASSEROLE	19 PIZZA DAIRY & VEGAN	20 SWEET & SOUR TOFU
21 CHEF'S CHOICE	22 QUINOA POLENTA WITH ROASTED RED PEPPER SAUCE	23 ORZO WITH RED SAUCE	24 MEDITERRANEAN KITCHEN	25 BROCCOLIKOPITA	26 BURRITO BAR	27 SPINACH MUSHROOM & CHEVRE QUICHE
28 CHEF'S CHOICE	29 HONEY DIJON SEITAN	30 LEMON THYME MAC 'N' GOAT CHEESE				

Café Hours

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

Hot Bar:  
Daily 11AM-7PM

Weekend Brunch:  
9AM-1PM

September Co-op Events

PRESERVING THE SEASON <i>Susanna Meyer and Danielle Marvit, PASA</i>	CREATIVITY IN YOUR CUPBOARD <i>Julia Erickson &amp; Aaron Ingley, Barre LLC</i>	LOCAL FOODS MONTH SAMPLING SESSION <i>Local vendors</i>	NATIONAL COFFEE DAY CELEBRATION <i>Local vendors</i>
<b>SEPTEMBER 10, 6:30 PM</b> <i>Gemini Children's Theater</i>  Susanna Meyer, author of <i>Saving the Seasons: How to Can, Freeze, or Dry Almost Anything</i> , and Danielle Marvit of the Pittsburgh Canning Exchange will introduce you to simple and fun ways to preserve seasonal specialties. Learn how to freeze and dry herbs, prepare a quick batch of refrigerator pickles, and make a fail-proof water bath processed jam. The presenters will share samples of easy and delicious recipes that you can use at home to help you enjoy local foods all year long! There will also be plenty of time for questions. Although this event is free, a suggested \$10 donation will be accepted by PASA.	<b>SEPTEMBER 17, 6:30 PM</b> <i>Gemini Children's Theater</i>  Come explore the possibilities for creative snacks and meals made with a few simple ingredients commonly found in your kitchen cupboards. Professional ballet dancers Julia and Aaron will tell their story of creating real food nutritional bars in their kitchen, and how this endeavor ultimately grew into a successful local business. Then Julia will demonstrate several simple recipes you can try at home, including her famous Barre bars! Join us to learn more about starting your own food business, as well as methods for making pantry-oriented dinners and the perfect post-workout snack.	<b>SEPTEMBER 24, 7:00 PM</b> <i>Café Seating Area &amp; Store Aisles</i>  The East End Food Co-op is committed to prioritizing and promoting local food sources whenever possible, and the annual observance of Local Foods Month every September offers us a special opportunity to highlight our local farmers and producers. Join us for a free sampling session that will take place throughout the aisles of the entire store. You will have a chance to meet the suppliers of some of your favorite local products, including offerings from Clarion River Organics, Healcrest Urban Farm, Cherish Creamery, Pastitio, and more. Don't miss this tasting adventure!	<b>SEPTEMBER 29, 9:00-10:30 AM</b> <i>Café Seating Area</i>  Whether you're a connoisseur or a novice, all are welcome to come celebrate and enjoy this popular beverage with our local roasters and suppliers! Join La Prima Espresso Company and 19 Coffee Company as they speak to the subtleties of the roasting process while serving up free samples of fresh espresso and several brewed coffee varietals. Building New Hope, a Pittsburgh-based non-profit that partners with a worker-owned coffee cooperative in Nicaragua, will also be on hand to talk about the origins of this beloved bean and what it means to pay coffee growers a fair trade price.
<b>This event is FREE; just call 412-242-3598 to reserve your spot!</b>	<b>This event is FREE; just call 412-242-3598 to reserve your spot!</b>	<b>This event is FREE; no reservations are required!</b>	<b>This event is FREE; no reservations are required!</b>

Look for your Co-op at this upcoming event:

Saturday, September 27th, 10 AM – 3 PM: Your Co-op is a proud sponsor of the 2nd Annual Wilksburg House & Garden Tour. The tour will feature at least six homes, two churches, and various gardens. Community groups and local businesses, including your Co-op and Biddle's Escape, will be participating in the festivities by tabling and interacting with attendees. More information and ticket purchases can be found at [www.wilksburgdc.org/news-and-events/house-tour](http://www.wilksburgdc.org/news-and-events/house-tour).

SAVE THE DATE: SATURDAY, JANUARY 31



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