

The Co-operator

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



This Earth Day Go Green in Bulk!

by Heather Hackett, Communications & Community Outreach Manager

If you've been to the Co-op, you've most likely passed through our Bulk Department and had a chance to experience the convenience of buying just the amount of flour, nuts, seeds, cereal, sugar, salt, or other product you need. Beyond the convenience, shopping in the Bulk Department also saves you money because you're paying for the food and nothing more—no fancy branded packaging to increase the production cost—and the distribution costs are lower for the product as well. This reduction in overhead cost saves consumers an average of 89% over packaged goods! But it's even better still knowing that bulk shopping is greener!

Less packaging = less material waste
Buying in bulk significantly reduces packaging waste. Instead of lots of smaller packages for the same quantity of food, you only have one package for the larger bulk quantity. You can even further reduce material waste if you bring your own containers from home.

Even during their journey to retail stores like ours, bulk products use fewer resources because more large bulk bags can fit on the pallets that are used for shipping. Additionally, many bulk suppliers package their goods in low-grade recycled paper or plastic. (And here at the Co-op we recycle most of these containers.)

More bulk buying = less food waste
Being able to buy just the amount you need, whether it's a pinch or a pound,

can often prevent food waste. When consumers decide the portion, they're less likely to purchase unneeded quantities.

Bulk Departments also offer shoppers a way to explore new foods and ingredients. Not sure if you like quinoa? Try just a small amount the first time around. This will spare money and prevent food waste if you don't find your experimental purchase to your liking.

Go Green to Save Green!

Buying in bulk already offers savings, but this Earth Day (Friday, April 22nd), we're sweetening the deal by offering a full 25% off of the entire Bulk Department! (Some restrictions apply.) If you're new to bulk buying, our staff will be more than happy to help you get started with weighing and marking your items, and show you how to shop using your own containers. (You'll need to measure the tare weight so you're not charged for the weight of the container.) Just ask any employee for assistance.

If you stop by the store between 12–6 PM on Earth Day, we'll also have a special presentation by our Bulk Coordinator and our Promotions & Merchandising Coordinator. They'll be showing cost comparisons demonstrating how much you can save when buying bulk rather than packaged goods, and they'll also guide folks through shopping the department. There will be samples, fun contests, and giveaways throughout the day, so be sure to stop by on the 22nd!

BULK SALE!

CELEBRATE EARTH DAY
FRIDAY, APRIL 22ND
25% OFF* OF BULK
FOOD & HERBS

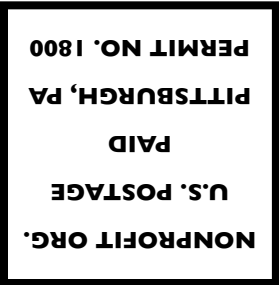


LESS PACKAGING & MORE SAVING!

*No additional discounts or sales may be stacked with this offer




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BOARD OF DIRECTORS:	
The next board meeting is Monday, April 18th at 7 PM.	
NEW MEMBER ORIENTATIONS:	
To register, call 412.242.3598 ext. 438 or email memberservices@eastendfood.coop .	
MEMBERS ONLY:	
Be sure to use your 10% quarterly discount by June 30th! The next quarter goes from July 1st – September 30th.	
E-NEWS:	
Would you prefer to receive <i>The Co-operator</i> online? Email memberservices@eastendfood.coop for details.	

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



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

DATED MATERIAL:
DO NOT DELAY

GM Report

by Justin Pizzella, General Manager

Every one to two months, I meet our new staff in sessions called “Meet the GM.” During these meetings, I present to staff some of my guiding vision for the store as well as have a good amount of time for some questions and answers. I want to use this article to review one of the topics I cover during these meetings.

When I took over formally as general manager in January 2013, I identified a real need to craft a strategic plan for the long-term stability of the Co-op. Our Co-op has always been strong on many aspects of being a cooperative and our commitment to clean food. Where we haven’t always excelled is on the operational side of the business.

Currently, we are in the midst of dealing with challenges that never really were present in the history of the Co-op—namely significant competition and a dramatic change in how we all relate to food. Although these are two different challenges, they are intertwined.

I will acknowledge that food co-ops generally are not comfortable talking about competition and competing. It’s really the antithesis of the values we base our entire structure on. The reality is, though, that we do compete. Anyone who shops our store today, member or not, has many options, from conventional outlets like Costco or Giant Eagle to farmers markets and CSAs, for the food we sell. Increasing consumer demand for natural/organic has fueled this growth and the result is that what was once nearly the exclusive domain of the Co-op and other independent health food stores is now mainstream. To emphasize this shift, 2014 was the first year that conventional retailers sold more natural organic products than the stores and co-ops that specialize in this area.

Adding to this increased competition is a dramatic shift in how we interact with food. In a nutshell, people are looking for healthy and convenient food. What is considered healthy is a bit of a moving target depending on convenience and most consumers can rationalize almost any food to be healthy. This is one of the primary drivers behind many of the fast food and fast casual restaurants re-positioning their menus to appear healthy. Additionally, most meals are now snacks that are eaten alone. The idea of a meal with family or friends is becoming a special occasion. I can remember growing up when eating out was special. Now it seems like eating out is normal and cooking at home is the special occasion.

So what does this mean for our Co-op? We’ve been talking for a while now about expansion. Expansion is still critical to the long-term stability of our business. Our member surveys and comments cards demonstrate that most of our members support expansion and we have been working to stabilize our operations to support this effort. This operational improvement is critical. What is also critical is that we don’t lose our cooperative identity. Even though the support is present for expansion, we do need to do a better job of creating more engagement with the membership around this topic.

We will be engaging with our board, staff, members, and other stakeholders in the coming year to develop a shared vision for this expansion. In the end, this cooperative effort will be our greatest and most successful way we persevere regardless of the challenges that we face. I look forward to speaking further with members about the future of our Co-op!

Board Corner

by EEFC Board of Directors

Each month you may notice that we include the Seven Cooperative Principles [on page 3 of *The Co-operator*] in the Statement of Cooperative Identity. For those of you who do not know, these principles actually come from an interesting and innovative group called the Rochdale Society of Equitable Pioneers. Founded in England in 1844, these weavers and other artisans were pushing for social change for the betterment of their community. With core principles based on fairness and openness, they challenged the notion of accepting the status quo.

In England around the 1800s the mechanization caused by the Industrial Revolution was forcing skilled artisans into poverty. The gap between the rich and the poor was rapidly growing as the people who controlled land and factories gained power. In addition, the shop traders, who were mostly made up of the factory owners, were taking advantage of the lower class by charging inflated prices for their inferior products. The selling of adulterated food was common: sand was mixed with sugar, chalk with flour, and plaster of Paris added to bread.

Finally, this group of 28 skilled workers decided to band together, against great odds, to take a stake in improving their quality of life. Over many months, they set aside money that would later be pooled together and used as a greater purchasing power than any of them had individually. With their collective capital, they opened a small shop which sold

butter, sugar, flour, and oatmeal. They ensured that their community had the opportunity to access healthy foods from a trustworthy source with clear motives. Within months they were able to expand their inventory, and within ten years the British cooperative movement had grown to nearly a thousand cooperatives.

Surprisingly, these principles are still relevant today. In today’s grocery stores we see produce that has been treated with chemical pesticides and waxing. Food items contain artificial substances to “enhance” flavor, shelf life, and appearance. People with dietary restrictions now have to be diligent in reading ingredient labels to ensure that other cheaper foods or food byproducts are not mixed in with their selections.

The cooperative movement seeks to be the advocate of its members and surrounding community by conducting itself in a fair and open way. Consumer food cooperatives offer organic produce, affordable options including bulk purchasing, and the ability to participate in ownership. Rather than keeping our community from knowing our business practices, beliefs, and goals, we try to educate everyone about the importance of local, sustainable, and healthy living. Our goal, like that of the Rochdale Pioneers, is to take a stake in improving our community and our world.

This article is republished from the March 2010 issue of The Co-operator.

Do you have questions, comments, or concerns you’d like to share with the board of directors?

Members are always welcome to drop the board a line at boarddir@eastendfood.coop.

Members Speak Out

submitted by Rose Lynd, member since 2010

Our staff recently formed a union. This is an opportunity to put our principles into action.

Workers organize in order to have a voice on the job. Democracy is a core co-op value, so it’s natural for our employees to have a union; unions provide a structure for democracy in the workplace. As a co-op we are already supposed to be an alternative model of capitalism that cultivates the leadership of our employee-member-owners. By forming a union, staff told us it isn’t working.

Our Ends Statement calls for “a vibrant dynamic community of happy, healthy people,” which starts in the store with our staff. Negotiations for a union contract are an opportunity to work with staff to create, together, a “vision to transform the future”—here in the present.

This is a pivotal moment in our store’s history. We can take the traditional capitalist us-versus-them approach, or we can use

these negotiations as a tool to help us live up to our principles. We are all member-owners “who actively participate in setting policies and making decisions.” That principle should be most apparent on the shop floor where employee-member-owners do the actual work that makes our store a successful business.

Principle #5 says “Cooperatives provide education and training for...employees so they can contribute effectively to the development of their cooperative...” So we must cultivate and respect the leadership of our staff. If that’s not happening now, negotiations are our opportunity to figure out why, and fix it.

Contract negotiations can be contentious, but they don’t have to be. If approached with a genuine desire to work together, we will find solutions that are better than what can be done alone. This is a chance to take co-op values to the next level, in practice not just in principle.

Members:

Interested in sharing your thoughts with other members?

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

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

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



Green burial is the way to go.

Leave A Legacy

by helping to restore a forest.



Penn Forest
Natural Burial Park

412-927-0103
PennForestCemetery.com



IMAGINE YOURSELF HERE

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

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

ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Customer Comments

I'd love to see the co-op offer compostable plastic ware, such as utensils, cups, and straws. Thanks for your consideration!

We carry compostable straws and plates currently in aisle 5. We will consider carrying more of these items closer to picnic season. Members can also special order these items at any time.
-Ian, Grocery

Does the Co-op tour local farms to ensure animal welfare best practices?

Thanks for your question! We do try to tour the farms we work with, both to ensure animal welfare practices and to build relationships with our farmers. Although we haven’t visited every farm we work with yet, it is an ongoing project.
-Jess, Meat

Keep Tempeh Tuesdays! Love it... along with Indian Day each week. Hope that other customers agree.

Thanks for the positive feedback and support. We are glad to hear that you've enjoyed Tempeh Tuesdays & Indian Kitchen. We will keep your feedback in mind as we plan for future menus.
-Amber, Café

Please put walnuts in the grinder for fresh walnut butter.

Grinding walnuts to make fresh walnut butter would necessitate purchasing a designated grinder. Since this product is a specialty item, the cost of a new grinder would unfortunately outweigh the sales of walnut butter. The Co-op does sell an excellent organic walnut butter made by Artisana, in aisle 3. I highly recommend this product.
-Jim, Bulk

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

April’s Round Up Recipient: Family Resources

register Roundup familyresources

Since its foundation in 1986, Family Resources has evolved into the region’s foremost child abuse prevention and treatment agency. They provide families and neighborhoods the tools they need to keep children safe, prevent abuse, manage conflict, and support the changing needs of families. Their resources are devoted to helping victims reclaim their lives and enabling families to heal and regain their strength.

Family Resources serves over 3,500 children and families each year and has a physical presence in 21 neighborhoods in the greater Pittsburgh area, including their Family Retreat Center in Mars. There are a number of programs available to those in need, including counseling, crisis intervention, and mental health services. All programs have been developed with an approach of prevention, targeted intervention, and treatment.

Family Resources is focused on providing a better future for children in our region. If you want to learn more about Family Resources, visit their website, follow them on social media, or call 412-363-1702. And if you want to support them in their mission to provide the tools needed to prevent and treat child abuse by strengthening families and neighborhoods, be sure to tell your Co-op cashier to Round Up your total throughout the month.

Spare change can result in positive change!

www.familyresourcesofpa.org

CO-OP CAFÉ ARTWORK

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

THE BRADLEY SCHOOL



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro

and our famous Seitan Wings!

Meat items also available!



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COMMUNITY IMPACT

CO-OP SHOPPERS
CONTRIBUTED



THROUGH
THE REGISTER
ROUND UP FOR



412 FOOD RESCUE
RECEIVED



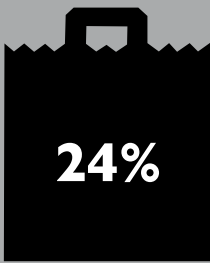
POUNDS OF
FOOD FROM
THE CO-OP

OUTREACH
REPRESENTATIVES
REACHED



PEOPLE AT
EVENTS

LOCAL
PRODUCTS
MADE UP



OF TOTAL
STORE SALES

OF OUR
PURCHASES,



WERE FROM
LOCAL
SUPPLIERS

MEMBER IMPACT

MEMBERSHIP
GREW BY



NEW
HOUSEHOLDS

MEMBER
EQUITY
INCREASED



FOR A TOTAL
OF \$1.2M

OF OUR
MEMBERSHIPS,



SHARES ARE
FULLY PAID

OUR
CO-OP HAS



ACTIVE
MEMBERS

MEMBER
PURCHASES
MADE UP



OF TOTAL
STORE SALES

DATA COLLECTED DURING FEBRUARY 2016

Featured Community Partner:
Murray Avenue Apothecary

The East End Food Co-op is proud to partner with Murray Avenue Apothecary. The Community Partners Program aims to provide Co-op members great benefits and, at the same time, to promote local businesses. Because we are committed to supporting our community, we truly value the partnerships we build through this program.

Located in Squirrel Hill/Greenfield, Murray Avenue Apothecary is a compounding pharmacy boutique specializing in Gentle Hormone Restoration Therapy, nutritional supplementation, pet compounding, and more! With over 40 years of combined experience, Susan Merenstein, RPh/owner, and her team have the training and expertise necessary to provide the quality care you and your pets deserve. Each prescription is compounded to meet your individual needs, customizing dosages, formulations, and flavors, while paying close attention to your unique sensitivities, allergies, and dietary restrictions. They also feature a Sexual Health Boutique on-site that provides a non-threatening, educational space to address sexual wellness. And as Pittsburgh's only eco-conscious pharmacy, the Apothecary uses recycled containers, only vegetarian capsules, and no gluten or lactose fillers.



Co-op members receive 10% off supplements, over-the-counter products, and compounded prescriptions and 20% off all LabNaturals Non-Toxic Skin Care products (cannot be combined with any other offer or discount). To take advantage of this discount, fully paid members must be sure to present their plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact memberservices@eastendfood.coop or call 412-242-3598 ext. 438. You can check out the full listing of our partners online at www.eastendfood.coop/co-op/community/community-partners-program.

Meet the Owner: Robert
Member Since 1990

What was your motivation for coming to and/or joining the Co-op?
I first came to the Co-op for a cooking class. There were two sisters offering a workshop about the macrobiotic diet, and I was studying that at the time, so the class drew me in. Later I joined the Co-op because I realized this store has the best food in town!

What do you LOVE about the Co-op?
I love the freshness of the food. The store is clean, and it's one-stop shopping. You can get everything here, except for fresh fish.

What are some of your favorite things you get from the Co-op?
I buy almost everything here, so I have a lot of favorites. The produce is so beautiful and fresh. The supplements are the best in

town, the food from the Café is delicious, the variety in the grocery aisles, the quality meat and dairy. The list goes on and on... but definitely the produce is the best.

Any Co-op experiences you'd like to share?
I'm here almost every day, at least once a week, so all the cashiers and managers know me.

If you could change one thing about the Co-op, what would it be?
I wish we had a store downtown! I live there and it would be nice to have the Co-op in my neighborhood.

What do you like to do in your free time?
I'm an art enthusiast, and I travel a lot to visit museums.



Upping Your Smoothie Game

by Patrick McHale, Promotions & Merchandising Coordinator

Smoothies are a great choice for an on-the-go snack if you don’t have time to sit down and eat a full meal. Often, however, smoothies made at home fail to live up to those you can get out and about. So what can you do to up your smoothie game? Below are some tips from the Co-op’s smoothie experts!

Wash up first.

If you’re using fresh fruits and vegetables, be sure to wash your produce before blending or freezing. If you’re not using organic or unsprayed produce, consider removing the peels and skins as they contain the largest amount of pesticides.

Freeze your own fruit.

Frozen fruit gives smoothies a great texture. Buy fruit when it is in season and then wash, peel, and freeze it for later use.

Add ingredients in order.

When making your smoothie, add ingredients in this order for best results: liquid, frozen fruit, powders/add-ins, ice, and then fresh fruit last. Make sure not to fill your jar too full. And remember, starting out, that it’s better to begin with not enough liquid than too much. You can always put more in later if you need it.

Blend fully.

Blend the ingredients until they are fully circulating for at least 5-10 seconds until

the contents are liquefied. The contents at the top should be swirling and moving back down to the bottom. The time it takes varies depending on the power of your motor and how full your jar is. Most blenders will achieve proper circulation in about 30-45 seconds. (Don’t worry, you’ll get the hang of it with experience!)

Choose a variety of fruits & vegetables.

Now that you’ve got the steps down to make your awesome smoothie, what should you put in it? Some all-time favorites are, of course, bananas, berries, mangoes, pineapples, apples, and pears. That’s not all you can use, though. Mix it up by adding papaya, kiwi, or watermelon. Don’t forget to include some greens as well. Try using spinach or kale and, thinking green, try some fresh herbs like mint or basil.

Add more stuff.

Besides the fruit and veggies, other ingredients can make your smoothie healthier and more filling. Throwing in nuts, whether straight out of the shell or crushed into butter, will contribute healthy fats and proteins. Yogurt gives a probiotic boost as well as a tangy twist. You can also include supplements to round out the nutritional value. Some common add-ins are protein and vitamin powders, spirulina, wheat or barley grass powder, and wheat germ.

Bottoms up!



Spotlight on Local: Ideal Grain Free Granola

by Kate Safin, Assistant Marketing & Member Services Manager

Ideal Grain Free Granola was founded by Rachel Graper in 2014. The small startup was created to provide a truly healthy health food—not one full of added sugars and fillers. Rachel recently relocated her business from Manhattan, New York, to her hometown of Pittsburgh, a city she credits with providing excellent support for startups. Ideal Grain Free Granola is low-sugar, low-carb, paleo, and made entirely of nuts, seeds, and whole ingredients. You can find all three varieties of Ideal Grain Free Granola (Toasted Coconut, Crunchy Cocoa, and Spiced Pumpkin) at the East End Food Co-op in aisle 4. To learn more, visit www.idealgranola.com or follow Ideal Grain Free Granola on Facebook, Twitter, and Instagram.



Photo credit: Autumn Stankay at SkySight Photography.

East End Food Co-op (EEFC): What inspired you to start your business?

Rachel Graper (RG): A few years ago, I discovered that I was eating way too much sugar—added sugar especially, and carbohydrates as well. I focused on reducing both and with my new eating plan, I lost weight, felt better, felt fuller, and enjoyed food more. I became vigilant about reading nutrition labels and was shocked how many of the items marketed as “healthy” were just the opposite. I was already a food marketer by career, and it became my mission to create convenient ready-to-eat foods that are truly healthy.

EEFC: What makes your products or business unique?

RG: Ideal Grain Free Granolas are naturally low in sugar and carbohydrates, and they're paleo. I always stress the natural ingredients. We achieve those nutritional values by using only wholesome ingredients, there's nothing artificial and no cheap fillers.

EEFC: What is the most important thing for customers to know about your products?

RG: Since our granolas are full of the good stuff (nuts and seeds), you don’t need a huge bowlful in order to feel full. A little goes a long way and provides sustainable energy, so you won’t feel hungry soon after.

EEFC: How do you source ingredients?

RG: The bulk of the ingredients are imported from Africa and Asia, as these are the growing regions for those items. However, I do pair up with local producers whenever possible. I source the organic honey from Dutch Valley Honey located in Lancaster.

EEFC: What is your hope for the future of your business?

RG: I hope that Ideal becomes a household name and a national natural brand with many products. I would like customers to recognize our logo and see a brand that they trust to be wholesome, healthy, and great tasting.

EEFC: Why do you think people should shop local?

RG: Shopping local is great for the whole community: the maker, the store selling the product, and the customer who gets to eat fresh and local!

Red Lentil & Carrot Soup with Chipotle

Ingredients

- 2 teaspoons extra virgin olive oil
- 1 medium onion, chopped
- 3 large carrots, chopped
- 1 cup red lentils
- 3 cups water
- 1/2 teaspoon paprika
- 1/2 teaspoon chipotle powder
- 1/2 teaspoon salt
- 1/4 cup sour cream or Greek yogurt
- 4 tablespoons cilantro leaves, whole

Preparation

1. In a 4 quart saucepan, heat the olive oil and sauté the onion until soft and clear, about 5 minutes. Add the carrot, lentils, water, paprika, chipotle powder and salt and raise the heat to bring to a boil. Reduce the heat to a simmer, then cover and cook for about 15 minutes, stirring halfway. At 15 minutes, the red lentils should be falling apart tender, if not, cook a little longer.
2. Puree the soup to desired degree of smoothness in a food processor or blender, or with a stick blender. Taste for salt.
3. Serve in bowls with a dollop of sour cream or Greek yogurt and a few cilantro leaves in the center.



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New in the Aisles

I9 COFFEE – Decaf Peru

REAL PICKLES – Turmeric Sauerkraut

ALTER ECO – Royal Quinoa (Pearl and Rainbow)

APOTHECARY MUSE – Gardener's Obsession Soap

CADIA – Organic Raw Honey

SÄPP – Organic Birch Tree Water (Nettle and Rosehip)

LA CROIX – 8-pack Sparkling Water (Kiwi Sandia, Melon Pomelo, and Mure Pepino)

LATE JULY – Organic Tortilla Chips (Chipotle, Thin & Crispy Sea Salt, and Chia & Quinoa)

Did you know... ...2016 is the Year of Pulses?

by Patrick McHale, Promotions & Merchandising Coordinator

The General Assembly of the United Nations proclaimed 2016 to be the International Year of Pulses.... So what is a pulse? Pulses are part of the legume family; however the term “pulse” refers only to the dried seed.

Farmed legumes can belong to many agricultural classes, including forage, grain, bloom, pharmaceutical/ industrial, fallow/green manure, and timber. Most commercially farmed species fill two or more roles simultaneously, depending on their degree of maturity when harvested. Over 60 percent of all pulses are grown for human consumption.

Dried beans, lentils, and chickpeas are the most commonly known and consumed types of pulses. They are great tasting and a healthy addition to most diets, as they are rich in fiber and protein, and also have high levels of minerals such as iron and zinc, as well as folate and other B vitamins.

If being good for you and tasting great weren't enough incentive to add these foods to your shopping list, pulses could reduce your environmental

footprint. They play an important role in sustainable agriculture as they require less fertilizer than other crops and have a positive impact on soil quality: Pulses pull nitrogen from the air and “fix” it in the soil. Nitrogen is an essential element of fertilizer; it contributes to higher yields in subsequent crop rotations. Pulses also produce higher amounts of amino acids than other plants, and different ones, as well. Additionally, pulses are one of the most sustainable crops a farmer can grow because they require far less water than many other crops.

The East End Food Co-op offers pulses year-round throughout the store, both in our Bulk Department, and packaged in the aisles. With Earth Day approaching, our sale in the Bulk Department could be an especially great time to stock up! (More sale information is on page 1.) While you're in the store, stop by our Book Department and check out *Bean by Bean*, by Crescent Dragonwagon, for a variety of delicious recipes.

For more information on pulses, please visit: www.iyp2016.org.



Connecting Pittsburgh’s Nutrient Cycle

by Jeff Newman, Steel City Soils

Over the past few years, most conversations I've had with people have revolved around composting. This, however, has not been by accident. For better or worse, as one of the founding members of Steel City Soils, composting has become the dominant aspect of my life.

Steel City Soils, a worker-owned co-op, has been processing food scraps from the East End Food Co-op since 2009. Formed in 2008 with the mission of supporting urban farms in Pittsburgh, ten founding member-owners have pledged their expertise and volunteer time to help create our co-op. During countless unpaid hours over the past seven years, we have been refining the practice of urban-farm composting.

Making compost is kind of like brewing beer, with some key differences. There is a science, but an art as well. Depending on the recipe and the environmental conditions, many end results are possible.

When creating a compost recipe, one can focus on the materials at hand and how to process them effectively, or, alternatively, one can aim for the end product and select the feedstocks with this goal in mind. When Steel City Soils was formed, we chose to concentrate on making the highest quality compost for urban farms. Our thinking is that if we can help urban farms become profitable, more urban farms will be created.

You might be wondering whether compost actually helps organic soils. The answer is more complicated than you might assume.



For me, this understanding hit home the first time I looked at our compost under a microscope. Compost isn't an inanimate thing, IT'S ALIVE!

Very similar to our own digestive system, where microbes help us integrate the nutrients from food, microbes in the Earth act as the buffer between plants and the minerals and nutrients held in living soils. When plants need soluble nutrients, they send out signals to microbes in the root zone. These microbes become activated by those signals, and then they absorb the organic molecule that feed the plant and the humus! This is the organic cycle in action.

Jeff Newman is a co-founder of Steel City Soils, a cooperatively-managed group that recycles food and yard waste to create high quality compost for gardens. You can learn more about their efforts and how to join them for volunteer days, which are held three times per week, by visiting their website at www.steelcitysoils.com.

News from Your Credit Union

by Daniel Webb, EEFC FCU General Manager

For nearly 23 years, the East End Food Co-op Federal Credit Union (EEFC FCU) has proudly served the members and staff of our Co-op. As we settle into 2016, we are excited to announce that big changes at your credit union are underway!

My name is Daniel Webb and I am the new general manager—and first staff-person ever!—of the EEFC FCU. We are a member owned and democratically governed nonprofit financial cooperative. Together, we strive to nurture a safe and socially responsible alternative to corporate banks. We also work to help those in our community left unserved by mainstream financial institutions.

Hiring a dedicated employee has proven an amazing catalyst for change and we are looking forward to where the next few months take us. We started by renovating our office and adding new hours; we are now open on Friday from 3–7 PM. Over the next year, we plan to offer additional deposit and loan products as we transition toward

being a more full-service credit union. What makes me most excited about the upcoming year is our commitment to playing a more positive role in the local community. To that end, our credit union has successfully achieved designation as a Community Development Financial Institution (CDFI). Granted to only a small percentage of credit unions, CDFIs are charged with providing credit and financial services to low-income and underserved neighborhoods. As we begin to serve more people, including those outside the walls of our Co-op, we will work to do our part to ensure that everyone has an opportunity to share in our city's success.

This is a lofty goal and the simple truth is that we cannot do it alone. We welcome the support not only of those who wish to take advantage of our services, but of people willing to invest in us for the benefit of a more prosperous and equitable East End. In the age of big banks, building up a tiny

credit union like ours is no small dream; but from what I have seen of our board of directors, volunteers, and members, I cannot imagine a greater team with which to make it a reality. It is a new day at your credit union and the future could not be brighter.

For EEFC FCU info, call 412-243-7574 or email dwebb@eefcfcu.org.

Daniel Webb is the general manager of the East End Food Co-op Federal Credit Union. Prior to joining the credit union, he served as a program manager for Habitat for Humanity of Greater Pittsburgh and New Century Careers. Daniel is an alumnus of Public Allies Pittsburgh and spends his free time working at the Thomas Merton Center's "Books-to Prisoners" program.



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THE CO-OP

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

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

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

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

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Assistant Editor: Kate Safin
Design & Layout: Molly Palmer Masood
Printed By: Indiana Printing & Publishing

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

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

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EMPLOYEE OF THE MONTH



Congratulations to **Richard Calhoun**, who was chosen as the Co-op staff pick for Employee of the Month. Richard has worked here in our Co-op Café for over three years.

- Q. What is one thing you’ve learned in your time working at the Co-op?

A. I’ve learned how to deal with a wide variety of diets and food restrictions.
- Q. What’s your favorite thing about the Co-op in general?

A. I like what the Co-op represents—the changing of food and society.
- Q. What product here do you enjoy the most?

A. Nutiva Organic Raw Shelled Hemp Seeds.
- Q. If you could change one thing about the Co-op, what would it be?

A. I would make it above ground, with lots of natural lighting.

YEARS OF SERVICE RECOGNITION

Thanks to the following employee for their contributions:

Jordan White, Grocery
Drew Cox, Grocery
Blake Murphy, Café
Michael Hopkinson, Grocery

4 years
2 years
2 years
1 year

WE'RE HIRING!

We are looking for **energetic, cooperative, and committed** employees who share a love of **good, healthful food** and enjoy **helping others** through **exceptional customer service**.



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

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



CAFÉ SPECIALS • APRIL 2016

SUN	MON	TUE	WED	THU	FRI	SAT
					1 BURRITO BAR	2 AM: BRUNCH PM: MODERN AMERICAN KITCHEN
3 AM: BRUNCH PM: PIZZA	4 THAI KITCHEN	5 MUSHROOM & PEA ORZO RISOTTO	6 PERUVIAN KITCHEN	7 GARDEN VEGETABLE TOFU	8 BURRITO BAR	9 AM: BRUNCH PM: MODERN AMERICAN KITCHEN
10 AM: BRUNCH PM: PIZZA	11 THAI KITCHEN	12 MUSHROOM & PEA ORZO RISOTTO	13 PERUVIAN KITCHEN	14 GARDEN VEGETABLE TOFU	15 BURRITO BAR	16 AM: BRUNCH PM: MODERN AMERICAN KITCHEN
17 AM: BRUNCH PM: PIZZA	18 THAI KITCHEN	19 MUSHROOM & PEA ORZO RISOTTO	20 PERUVIAN KITCHEN	21 GARDEN VEGETABLE TOFU	22 BURRITO BAR	23 AM: BRUNCH PM: MODERN AMERICAN KITCHEN
24 AM: BRUNCH PM: PIZZA	25 THAI KITCHEN	26 MUSHROOM & PEA ORZO RISOTTO	27 PERUVIAN KITCHEN	28 GARDEN VEGETABLE TOFU	29 BURRITO BAR	30 AM: BRUNCH PM: MODERN AMERICAN KITCHEN

STORE HOURS:
OPEN DAILY:
8 AM – 9 PM

CAFÉ HOURS:
JUICE & COFFEE BAR:
8 AM – 7 PM

SOUP & SALAD BAR:
8 AM – 7 PM

HOT FOOD BAR:
11 AM – 7 PM

WEEKEND BRUNCH:
9 AM – 1 PM

APRIL 2016
COMMUNITY EVENT SERIES

GOAT AND SHEEP'S MILK CHEESE
Wednesday, April 6th, 7 PM
Jen Lawton, EEFC Cheese Coordinator
POWER/EEFC Conference Room
Often easier to digest, and full of complex flavors, the range of cheeses made from goat and sheep milks is broader than you might expect. Join us to learn more about these offerings and taste the difference yourself!

This event is FREE, just call 412-242-3598 to reserve your spot!

SMALL SPACE GARDENING
Thursday, April 14th, 7 PM
Danielle Marvit & Hannah Reiff, Garden Dreams
POWER/EEFC Conference Room
We'll discuss planning a 4' x 4' garden, using containers, ideal plants for small spaces, problem-solving techniques, season extension, companion planting, and pests and disease. Garden design worksheets will also be provided.

This event is FREE, just call 412-242-3598 to reserve your spot!

CELEBRATE EARTH DAY IN BULK
Friday, April 22nd, 12–6 PM
Jim McCool & Patrick McHale, EEFC Coordinators
EEFC Bulk Department
Less packaging is more sustainable, and shopping for just the amount needed reduces waste. Stop by our 25% off Bulk Department Earth Day Sale for samples, contests, and demonstrations about how to shop in bulk.

This event is FREE and no RSVPs are required!

FERMENTED FOODS 101
Saturday, April 30th, 2 PM
Jenneta Mammedova, Prescription Foods
POWER/EEFC Conference Room
Fermented foods contain beneficial probiotics, digestive enzymes, and health-boosting nutrients that encourage a healthy gut. Learn about the benefits of fermented foods, try samples, and have your questions answered.

This event is FREE, just call 412-242-3598 to reserve your spot!

Look for your Co-op at these upcoming events:

Thursday, April 28th, 6:30 PM: Our Co-op is proud to sponsor **WYEP's Local 913**, a free monthly happy hour concert featuring performances from Pittsburgh's best local musicians. Doors open at 6:30, and the performance begins at 7. Complimentary beverages are available for guests aged 21+. *More information:* www.wyep.org/calendar/the-local-913.

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