

The Co-operator

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



Register Round Up Breaks Records in 2015!

by Heather Hackett, Communications & Community Outreach Manager

When we kick-started the Co-op's Register Round Up program back in April 2013, we weren't sure quite what to expect as far as fundraising totals went. The Co-op didn't set formal goals or anything resembling a quota; we just wanted to give back what we could. But it'd be safe to say that the results of our 2015 Round Ups would have surpassed any goal anyone could have ever even thought of setting, given that East End Food Co-op shoppers contributed an amazing total of \$33,577.98 to local charitable organizations!

For context: The total raised in 2015 is a 49% increase over the 2014 fundraising of \$22,487.66. And in its entirety, the Register Round Up program has contributed an incredible \$66,362.56 to local non-profits since its inception!

register RoundUp

For those who are unfamiliar, the program's concept is simple: As customers are rung up for their purchases, they are asked if they want to round up their total to the nearest dollar, and the difference is donated to charity. Although this rounding up may only cost a few cents to the customer, when combined with all the other customers' spare change, it has the

potential to result in a significant contribution.

The East End Food Co-op selects a different organization each month to receive the donations. Priority is given to local organizations that support causes related to nutrition, education, food access, and sustainability, and whose missions are in line with the Co-op's Ends Statement. The Co-op does not retain any portion of the proceeds from each month of rounding up; everything is donated to that month's charity.

The demand for our services continues to rise as more and more families find they need our help. Your donation to EECM shows you share our vision: to build a community of opportunity in the East End of Pittsburgh.

*- Michael Mingrone,
East End Cooperative Ministry*

2015 REGISTER ROUND UP RECIPIENTS		
MONTH	ORGANIZATION	TOTAL RAISED
January	Trade Institute of Pittsburgh	\$3,547.64
February	GTECH Strategies	\$3,019.35
March	Jubilee Soup Kitchen	\$3,682.69
April	Pittsburgh Parks Conservancy	\$3,080.45
May	Pittsburgh Center for Creative Reuse	\$2,967.73
June	Burgh Bees	\$3,552.04
July	Grow Pittsburgh	\$3,057.72
August	Assemble	\$2,427.93
September	Shady Lane	\$1,567.06
October	East End Cooperative Ministry	\$2,119.09
November	Every Child, Inc.	\$2,241.13
December	POWER	\$2,315.15

The Register Round Up program helps the Co-op fulfill the Seventh Cooperative Principle: Concern for Community. It also gives Co-op shoppers an easy way to give back to local charitable organizations that are doing great work in the Pittsburgh community. You can see the contributions we made to the 2015 recipients in the table to the left.

The 2016 Register Round Up recipients are:

- Hosanna House
- 412 Food Rescue
- Pennsylvania Resources Council
- Family Resources
- Greater Pittsburgh Community Food Bank
- Homewood Children's Village
- Reading is Fundamental
- Paddle Without Pollution
- Pennsylvania Association for Sustainable Agriculture

- East End Cooperative Ministry
- Rainbow Kitchen
- Carnegie Library of Pittsburgh

You can always learn more about each month's recipient in *The Co-operator* (see page 3 to learn more about 412 Food Rescue). We also post the recipients and our monthly totals on our website at www.eastendfood.coop/co-op/community/donations. And in the store we have a sign near Customer Service by the exit doors that is updated at least once weekly, which shows our ongoing fundraising throughout each month.

Local organizations that wish to be considered for the 2017 Register Round Up program can find the application form and criteria online at www.eastendfood.coop/co-op/community/donations.

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BOARD OF DIRECTORS:

The next board meeting is Monday, February 15th 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 March 31st! The next quarter goes from April 1st – June 30th.

E-NEWS:

Would you prefer to receive *The Co-operator* 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



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GM Report

by Justin Pizzella, General Manager

In this month’s article, I’d like to talk briefly about a few things going on here at the Co-op.

Union Negotiations

As I write this article, it’s early January and the negotiations with the union have been on hold through the holidays. We will resume meetings in the coming weeks. Negotiations to date have been amicable and I’m hopeful we can reach an agreement sooner than later (maybe even by the time you’re reading this).

Political Issues and Boycotts

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

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

on our product policies. (Find them here: www.eastendfood.coop/co-op/policies). We encourage all consumers (our customers and others) to realize the power they have in how they spend their money. Your dollar is like a vote and you’re always able to use that vote to support or boycott products. But it’s your choice. We are confident that even if a political cause prompts a boycott of one product or brand, there are still a number of items that remain on our shelves worth ‘voting’ for by individuals exercising their power as consumers.

Participation in Your Co-op

Being a member of the Co-op goes beyond shopping. Our success is only as strong as your involvement in our Co-op. We want your input. We need you to participate in decision-making by participating and staying in touch with what is happening.

One of the highest levels of participation is running for and participating on our board of directors. There are three seats that will be open at the end of this term, and even though elections are several months away, it is never too soon to start thinking about serving on our board. In fact, the board is accepting applications for an appointed seat up through February 20th. Learn more in the “Board Corner” and if you’re interested, please contact our board of directors at boarddir@eastendfood.coop.

Board Corner

by EEFC Board of Directors

Due to the unexpected resignation of one of our directors, there is now a vacancy to be filled on the board of directors. Your Co-op is looking for a new director who is willing to attend one meeting a month and take on various projects and assignments to help our Co-op grow and prosper in accord with our Ends Policy Statement. Expected time commitment is 10-30 hours per month.

Under our bylaws, the board must fill existing vacancies by its vote, not by public elections, so the current board will select the new director by majority vote at an upcoming board meeting.

Applicants must be current, fully-paid member-owners of the Co-op. (Please note: Our bylaws do allow staff to serve as directors.)

Our guidelines for selecting the new director include:

- A passion for and a belief in the EEFC Ends, cooperative values, and the Co-op movement

- Willingness to learn about how the EEFC Board works, such as: willingness to go to workshops, interest in learning about Policy Governance procedures, interest in the Co-op’s history
- Specialized skills, such as law, HR and personnel, accounting, grocery operations, medical/health, finance, or conflict management

DEADLINE FOR APPLYING: Applications and any supporting documents must be received by the end of day on Saturday, February 20, 2016.

HOW TO APPLY: Please send a letter of interest, highlighting your interest in the Co-op, your experience, and your accomplishments. You may include a resume or curriculum vitae. These documents should be emailed to boarddir@eastendfood.coop by the deadline of 2/20/16, addressed to the attention of East End Food Co-op Board Search Committee.

LOOKING FOR WAYS TO
GET MORE INVOLVED
IN YOUR CO-OP?

If you have questions or comments you’d like to share with the board of directors, email boarddir@eastendfood.coop.

WINTERFEST

Photos from the event are available on our Facebook page, and a full recap of this year’s event will appear in next month’s issue of *The Co-operator*. Thanks to everyone who attended!


Pittsburgh Knit & Crochet Festival and Creative Arts Festival
March 4, 5, 6, 2016
David L. Lawrence Convention Center
NEW THIS YEAR: Sewing, Quilting and Papercraft Classes!
www.pghknitandcrochet.com

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ENDS POLICY STATEMENT

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

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

STATEMENT OF COOPERATIVE IDENTITY

Definition

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

Values

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

Principles

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

1. Voluntary and Open Membership

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

2. Democratic Member Control

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

3. Member Economic Participation

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

4. Autonomy and Independence

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

5. Education, Training and Information

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

6. Cooperation among Cooperatives

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

7. Concern for Community

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

Customer Comments

I love the way you guys sell ripe & ready fruit.

Thanks! We love to offer as many different stages of fruit as possible and I’m glad you were able to take advantage of it.
-Evan, Produce

The meat section is hard to access—small steaks are on top shelf and are hard to find, but tongue is low and easy to see.

We strive to place our products by size with small items above larger items to ensure safety of our customers. Please ask for assistance if you’re not able to find or reach something.
-Maura, Grocery

Please open a branch on Route 8 in Hampton Township. Whole Foods is on Rt. 19, which is far away, and there’s nothing good nearby! HELP!

Thanks for your interest in having a Co-op up the Rt. 8 corridor. The Co-op is still relatively early in the expansion process and we’re evaluating a number of options. You can get an understanding of the process and criteria the board will use to determine if we go forward with an expansion opportunity on our website at www.eastendfood.coop/co-op/expansion.
-Justin, General Manager

Please bring back Big K & tempeh on Sundays!

Thank you for your appreciation of Big K and the spicy red tempeh. Those dishes are a part of our regular routines and make frequent appearances on the hot bar. You are welcome to place a special order for either or both items at any time, we just ask for a 48 hour notice. Thank you so much for your continued support of EEFC!
-Tyler, Café

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

February’s Round Up Recipient: 412 Food Rescue

register
RoundUp



412FoodRescue
free store 15104 BRAZEN KITCHEN

412 Food Rescue is a project of Free Store 15104 and The Brazen Kitchen that aims to bridge the gap between waste and hunger. By collecting fresh, healthy food that would otherwise be discarded and directly distributing it to community organizations that serve those in need, 412 Food Rescue is impacting food access and food waste on a county-wide level. In 2015, nearly 250,000 pounds of food was rescued, providing over 192,310 meals!

A network of about 100 volunteer “food rescue heroes” transports food from 45 donor organizations, including retailers (like the East End Food Co-op), wholesalers, restaurants, caterers, and universities to 70 non-profit groups. The 412 Food Rescue team matches available food with organizations in need and mobilizes their volunteer community, ensuring no donation goes unmatched, be it a few bags of bread or several pallets of produce.

To learn more about 412 Food Rescue, visit their website or follow them on Facebook. We also invite you to a screening of *Just Eat It* co-hosted by the Co-op and 412 Food Rescue on February 13th (more information on page 5). If you’d like to help 412 Food Rescue in their mission to end food waste and directly impact our community’s health and sustainability, tell your cashier you’d like to Round Up your total this month!

Spare change can result in positive change!

www.412foodrescue.org

CO-OP CAFÉ ARTWORK

Last month, the Co-op celebrated Winterfest, a family-friendly gathering and fundraiser for the Greater Pittsburgh Community Food Bank with food, music, and fun for all ages. We gathered some art work created by the youngsters in attendance at Winterfest this year for a special Café Art exhibit. Be sure to check it out the next time you’re in the Co-op!



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
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THROUGH
THE REGISTER
ROUND UP FOR



412 FOOD RESCUE
RECEIVED



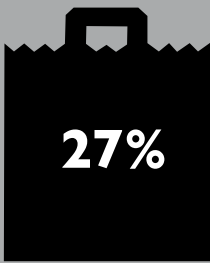
POUNDS OF
FOOD FROM
THE CO-OP

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 DECEMBER 2015

Featured Community Partner:
Journeys of Life

East End Food Co-op is proud to partner with Journeys of Life. Our 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.

Journeys of Life provides the community with resources, gifts, and inspiration to explore personal growth, life issues, and spirituality. The shop specializes in gifts with meaning. Choose the latest self-help books, crystals, handcrafted jewelry, ritual candles, guided imagery CDs, smudge and clearing sprays, aromatherapy, and much more. You will see products handmade by local artists alongside gifts from fair trade companies. Because little extras make a difference, Journeys of Life offers gift cards, free gift bags, a customer gratitude rewards program, a used book program, and a free email newsletter.

Since opening in 1989, Journeys of Life has been involved in outreach to the greater Pittsburgh community. They actively support the Pennsylvania Organization for Women in Early Recovery (POWER), the Women's Center & Shelter of Greater Pittsburgh, the Gateway Rehabilitation Center, and the Neighborhood Academy.

Journeys of Life's mission is to be a place for self discovery and new pathways to enhance your personal journey. The shop hosts workshops year-round and provides the services of Professional Intuitive Counselors to assist you in finding answers



to the questions and challenges you might be facing. Journeys of Life is a comfortable environment where you can explore where you've been, where you are, and where you would like to be as you navigate your life's path.

Members will receive 10% off merchandise. To take advantage of this discount, fully paid Co-op 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 Member Services at 412-242-3598 ext. 438 or memberservices@eastendfood.coop. You can check out the full listing of your Co-op's partners at www.eastendfood.coop/co-op/community/community-partners-program.

Did you know...
...the Co-op works to eliminate food waste?

According to the Food and Agriculture Organization of the United Nations, roughly one third of the food produced in the world for human consumption every year—approximately 1.3 billion tons—gets lost or wasted. Some food is lost in the supply chain in harvesting and production. And food gets tossed by restaurants, grocery stores, caterers, cafeterias, and even from our own homes.

The statistics on food waste are staggering. The Environmental Protection Agency estimates that in the United States, 33 million tons of food (enough to fill the Empire State building 91 times) ends up in our landfills each year, where it breaks down and produces methane, a greenhouse gas more potent than carbon dioxide. Information collected by The George Washington University found the average American throws away between 209–254 pounds of food each year.

At the East End Food Co-op, we do our

part to reduce food waste. Produce that has been removed from our shelves, but is still edible, can find many other uses.

- Our Café can turn “ugly” fruits and vegetables into delicious smoothies, juices, soups, deli salads, or dishes on the hot bar.
- Staff are permitted to take up to one bag of unsellable items from a staff free bin.
- Weekly donations are made to 412 Food Rescue, who redistributes perfectly good but unsellable food to those in need (see page 3 for more information).
- Remaining items, or items that are no longer edible due to rot or mold, are composted by Steel City Soils. On average, we compost 5,075 pounds of food scraps every month.

These are the small ways we try to make an impact on the growing problem of food waste. We hope everyone will join us in considering new ways to keep food out of landfills!



Eat More Fat for Better Health

by Jenni Calihan, *Eat the Butter*

The 1970s ushered in a new way of eating for Americans. With the American Heart Association taking the lead, we were counseled to adopt a low-fat diet (especially restricting saturated fat) to prevent heart disease. Skim milk, lean meat, vegetable oils, and plenty of bread, pasta, and cereal replaced butter, eggs, and fatty cuts of meat. Decades later, twin epidemics of obesity and diabetes—both heart disease risk factors—ravage our collective health. It is time to consider a shocking possibility: Does low-fat dietary advice cause more chronic disease than it prevents?

What does modern science tell us about the connection between heart disease and dietary saturated fat? Several recent meta-analyses show no link between eating saturated fat and the risk of death due to heart disease. Perhaps most notably, Dr. Rajiv Chowdhury, a cardiovascular epidemiologist from Cambridge University, looked at trials and studies covering over half a million subjects and pronounced: “My take on this would be that it’s not saturated fat that we should worry about. . . It’s the high carbohydrate or sugary diet that should be the focus of dietary guidelines. . . If anything is driving your low-density lipoproteins in a more adverse way, it’s carbohydrates.” Science is delivering quite unexpected answers. Will we listen?

Understanding cholesterol and its role in heart disease is another evolving story. Back in the ‘70s, we were told to lower our blood cholesterol levels to reduce the risk of heart disease. Now we know that one type of cholesterol, HDL, is protective. We want more HDL, not less, to protect against future heart disease risk. And what is the best way to raise HDL levels? Replace some of the carbohydrates in your diet with saturated fat. That’s right. Less whole wheat toast, more butter. This switch also reduces triglycerides (you want those low) and makes LDL particles fluffier (another good thing). So why, oh why, is the AHA still counseling people to eat a low-fat, high-carbohydrate diet? Change is hard for bureaucracies.



Books like Nina Teicholz’s award-winning bestseller, *The Big Fat Surprise*, and journal articles like Drs. Ludwig and Mozaffarian’s piece, “The U.S. Dietary Guidelines: Lifting the Ban on Total Dietary Fat” in the prestigious *Journal of the American Medical Association* have moved the conversation forward. The fact is, modern science demonstrates that eating more fat can be better for weight control and heart health.

In December, Congress took an unusual step, demanding that the USDA hire the National Academy of Medicine to complete a comprehensive review of our Dietary Guidelines. Yet, on January 7th, the 2015 Dietary Guidelines were released, and saturated fat is still strictly limited. But, change takes time, and since the science is murky, status quo recommendations will be hard to topple.

Fortunately, we don’t have to wait for policy makers to come to their senses in order to change our diets. February is American Heart Month. Let’s celebrate by getting back to basics and buying more naturally fatty food. And, let’s cut back on sugar and other refined carbohydrates. Forget about cereal and toast for breakfast. Bacon and eggs, anyone? Yum. . .

Jenni Calihan is a local writer and mother who founded Eat the Butter, a non-profit organization dedicated to spreading the word about the health benefits of real-food-more-fat eating. For more information about Eat the Butter, visit www.eatthebutter.org.

Spotlight on Local: Millie’s Homemade Ice Cream

by Kate Safin, Assistant Marketing & Member Services Manager

In 2014, husband and wife Chad and Lauren Townsend noticed a gaping hole in Pittsburgh’s local ice cream offerings. They decided to fill the void with a line of all natural ice cream and sorbets made with the finest local ingredients, and Millie’s Homemade Ice Cream was born! The name was inspired by Chad’s grandmother Millie, and the unique flavors come from Chad’s impressive culinary background. From classics like “Chad’s Vanilla” to their best-selling Salted Caramel and seasonal sorbets, there are plenty of tastes to please every palate. Pints of Millie’s Homemade Ice Cream and sorbets are available in your Co-op’s freezer section. To learn more, please visit www.millieshomemade.com.

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

Lauren Townsend (LT): My husband, Chad, had just left his position as Executive Chef at Salt of the Earth in summer 2014 and we were looking to open a restaurant. While we were looking for a restaurant space, we started making and selling ice cream at The Livermore as something fun to do and because we thought Pittsburgh needed some good local ice cream. People were really excited about it so we decided to focus our efforts on Millie’s and postpone the restaurant.

EEFC: What makes your products or business unique?

LT: We pasteurize our own ice cream base which is very unique. Most ice cream companies buy a pre-made mix from a dairy and then add flavoring. By pasteurizing our own base, we have complete control over the manufacturing process and are able to tweak each base for each flavor in order to perfect the flavor balance. For example, our chocolate base has less eggs than our vanilla base and our salted caramel base has less cream than our vanilla base. Also, our sorbets are very unique. We use seasonal fruits and have really perfected the texture; it’s almost as creamy as our ice cream and it contains no dairy!



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

LT: They are truly all natural products. It is important to us that our customers can pronounce each and every ingredient. We don’t add stabilizers, preservatives, or any artificial flavorings or colorings.

EEFC: How do you source ingredients? Do you partner with any other local producers?

LT: We buy all of our fruit, herbs, and eggs from local farms, either direct from farms like Paul’s Orchard or through Penn’s Corner Farm Alliance. We buy Guittard chocolate for our chocolate ice cream from Mon Aimee in the Strip. We buy cream and milk from Colteryahn Dairy in Brentwood. When we open our scoop shop, we will be partnering with local bakers and chefs to build a really unique dessert menu.

EEFC: Why do you think people should shop local?

LT: There are a myriad of social, civic, and economic benefits to shopping local but there is also a very simple reason: it just tastes so much better!

Salmon with Pepita-Lime Butter

Ingredients

2 tablespoons unsalted pepitas
1 tablespoon butter
1/2 teaspoon freshly grated lime zest
2 tablespoons lime juice
1/4 teaspoon chili powder
1 pound salmon fillet, skinned
1/2 teaspoon salt
1/4 teaspoon freshly ground pepper

Preparation

- Place pepitas in a small dry skillet and cook over medium-low heat, stirring constantly, until fragrant and lightly browned, 2 to 4 minutes.
- Place toasted pepitas in a small bowl with butter, lime zest, lime juice and chili powder.
- Generously coat a large nonstick skillet with cooking spray and place over medium heat. Sprinkle salmon with salt and pepper, add to the pan and cook until browned and just cooked through in the center, 2 to 4 minutes per side. Remove the pan from the heat. Transfer the salmon to a plate. Add the butter-lime mixture to the hot pan; stir until the butter is melted. Serve the salmon topped with the sauce.

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FIND MORE RECIPES AND INFORMATION ABOUT YOUR FOOD
AND WHERE IT COMES FROM AT STRONGERTOGETHER.COOP.

New in the Aisles

ESSENTIAL OXYGEN – Organic Brushing Rinse

NATURE’S PATH – Chocolate Chip Waffles

KROCUS KOZANIS – Saffron Tea (Multiple Varieties)

CADIA – Pizza Dough (Traditional and Whole Wheat)

EPIC – Bites (Beef and Beef Liver)

MITICA – ChocoCherries and Orange Delights

LA PRIMA – Coffee (Paulie’s Blend)

LIZ LOVELY – Cowgirl Truffles

SKY VALLEY – Enchilada Sauce and Mole Sauce

ECO LIPS – Bee Free Vegan Lip Balm

You’re Invited to *Just Eat It*

by Heather Hackett, Communications & Community Outreach Manager

We all love food. As a society, we devour countless cooking shows, culinary magazines, and foodie blogs. In spite of our obsession with food, it may surprise many to learn that currently we are throwing nearly 50% of it in the trash! And although food waste may appear on the surface as a seemingly insignificant problem, it has massive global impacts.

Here at the Co-op, we are always looking for ways to reduce waste. This is partially motivated by profit, of course—food that is wasted would serve our business better if it were being sold. But even with tight controls on our ordering and inventory, it is inevitable that some waste will arise. Because we honor a triple bottom line (people, profit, planet), we donate this waste when possible through organizations like this month’s Round Up recipient, 412 Food Rescue (learn more about them on page 3). You can read more about our other waste management efforts in the “Did You Know...?” on page 4.

This month we are excited to partner with 412 Food Rescue to screen *Just Eat It*, a film that takes on this very important issue. *Just Eat It* filmmakers and food lovers Jen Rustemeyer and Grant Baldwin dive into the issue of food waste from the farm, through retail, and all the way to their own fridge. After catching a glimpse of

the billions of dollars of good food that is tossed each year in North America, they pledge to quit grocery shopping and survive only on foods that have been discarded. In a nation where one in ten people is food insecure, the images they capture of squandered groceries are both shocking and strangely compelling. But as Grant turns full tilt towards food rescue, the ‘thrill of the find’ has unexpected consequences.

Featuring interviews with author, activist, and TED lecturer Tristram Stuart, food waste expert Dana Gunders, and acclaimed author Jonathan Bloom, *Just Eat It* looks at our systemic obsession with expiry dates, perfect produce, and portion sizes, and reveals the core of an issue that is having devastating consequences around the world. *Just Eat It* brings farmers, retailers, inspiring organizations, and consumers to the table in a cinematic story that is equal parts education and delicious entertainment.

412 Food Rescue and the Co-op invite you to join us for this free event on Saturday, February 13th at the Repair the World Workshop in East Liberty (6022 Broad Street, Pittsburgh, PA, 15206). At 6:00 PM there will be snacks and socializing. The screening will begin at 6:45 PM, and there will be plenty of time for conversation to follow. We hope to see you there!

DIY Lip Balm

republished from Stronger Together

There is nothing like the proud thrill of a successful DIY project. Whether it’s learning to whip up a fun, funky lunch, making your own haircare products or mixing up a soothing facial out of nourishing ingredients from your kitchen, the rewards last long after the project is finished. Why not try a classic DIY project: making your own lip balm!

A beautiful smile, naturally
Making your own lip balm is beyond easy; in fact, you might even know several people who have already given it a whirl. DIY lip balm is great because not only can you make it just the way you like it, you can control the ingredients and use simple, healthy ones (no petroleum found here!). You should be able to find most of the supplies you need for this project in your co-op’s health and body care section, or online in larger quantities. A local craft store is another good place to look, especially for tins and tubes to hold the finished product.

To make the balm, follow this general recipe, and customize to your tastes from there. We’ve included a few of our favorite scent combos below for inspiration.

- Lip Balm Recipe**
- 1 tablespoon beeswax pearls (or 1 tablespoon grated, unbleached beeswax)
 - 1 tablespoon shea butter
 - 2 tablespoon carrier oil (sunflower, castor, almond, or jojoba)
 - 10-15 drops essential oil
 - 1 teaspoon honey (optional, for those that like it slightly sweet)

Melt beeswax, shea butter and oil together in a small bowl in the microwave. If you don’t have a microwave, use a double



boiler or a heat-safe bowl over simmering water. Stir until ingredients are liquid, then add essential oils and optional honey. Mix well. Transfer to a large eyedropper, syringe, or container with a spout, and divide liquid among four ½ ounce lip balm tins, jars, or tubes.

Customize your creation
To tint or color lip balm, add 1/8 teaspoon of lipstick to the solid ingredients when melting (just take a tiny dab off the end of your favorite tube). You can also use a drop or two of natural red food coloring, or a small amount of beetroot powder or a loose mineral powder (like blush).

To make lip balm super shiny, adjust the recipe by adding one teaspoon more of carrier oil. Note that this formulation will not be suitable for tubes, since the end result will not be firm enough.

Scent ideas: In addition to single scent blends that are popular, like peppermint and vanilla, consider the fun combinations below.

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A food waste story

AROMA	INGREDIENTS
Chocolate Mint	7 drops peppermint Replace shea butter with cocoa butter
Cinnamon-sugar donut	4 drops vanilla 4 drops cinnamon 2 drops nutmeg
Coconut	Use coconut oil as the carrier oil in the recipe
Vanilla orange	5 drops vanilla 5 drops sweet orange
Root beer float	3 drops anise 3 drops spearmint 2 drops vanilla
Vanilla rose	5 drops vanilla 5 drops rose
Medicated (has antibacterial properties)	5 drops tea tree 5 drops peppermint



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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
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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 **Megan Moffitt**, who was chosen as the Co-op staff pick for Employee of the Month. Megan has worked as a Cashier in our Front End for one year, since February 2015.

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

A. The community of people: Members, staff, vendors, delivery persons, delighted newcomers, regulars. I often detect calm satisfaction on the faces that I see pass through the entrance to the store. I chose EEFC as a place to work based on the good energy that I feel permeates through the Co-op.

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

A. I’ve learned that there are as many different diets as there are people who consume those diets. At the Co-op, I feel that with accurate labeling and a broad variety of sustainable and ethically sourced products, we create a safe space for each individual to adhere to their own dietary principles and unique expression in the food choices they make.

Q. What are your favorite products here?

A. I enjoy the bulk herbs, spices, and loose tea. The entire experience is bound up in multiple senses. The sight, the sound (of the lid opening and the spoon scooping), the smell (that can transport you), the touch (it’s not bound up in a sealed package), then the taste—wow!

NEW FACES

Jess Bartley, Front End
Jess likes the way co-operative business brings a variety of important inputs and diverse members together for a common goal and a shared fate. Jess’s experience as a Co-op customer led her to want to work here, and she believes in a personalized and driven community.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

David Hereth, Café	6 Years
Elise DePasquale, Administration	4 Years
Susan Drake, Grocery	4 Years
Haron Washington, Grocery	4 Years
Evan Schmitt, Grocery	2 Years
Alicia Franken, Front End and Marketing & Member Services	1 Year
Megan Moffitt, Front End	1 Year



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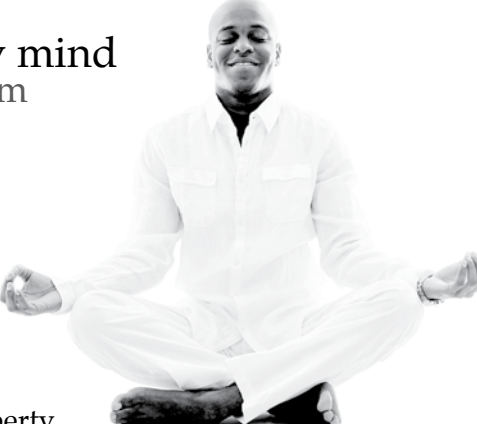


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Call us at 412-242-3598 ext. 103 or email memberservices@eastendfood.coop to **get the word out!**



Café Specials • February 2016

SUN	MON	TUE	WED	THU	FRI	SAT
	1 INDIAN KITCHEN	2 TEMPEH TUESDAY	3 BURRITO BAR	4 BEET, BUTTERNUT, AND BEAN RISOTTO	5 CORNBREAD & CHILI PIE	6 AM: BRUNCH PM: PIZZA
7 AM: BRUNCH PM: PASTA	8 INDIAN KITCHEN	9 TEMPEH TUESDAY	10 BURRITO BAR	11 BEET, BUTTERNUT, AND BEAN RISOTTO	12 CORNBREAD & CHILI PIE	13 AM: BRUNCH PM: PIZZA
14 AM: BRUNCH PM: PASTA	15 INDIAN KITCHEN	16 TEMPEH TUESDAY	17 BURRITO BAR	18 BEET, BUTTERNUT, AND BEAN RISOTTO	19 CORNBREAD & CHILI PIE	20 AM: BRUNCH PM: PIZZA
21 AM: BRUNCH PM: PASTA	22 INDIAN KITCHEN	23 TEMPEH TUESDAY	24 BURRITO BAR	25 BEET, BUTTERNUT, AND BEAN RISOTTO	26 CORNBREAD & CHILI PIE	27 AM: BRUNCH PM: PIZZA
28 AM: BRUNCH PM: PASTA	29 INDIAN 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

FEBRUARY 2016
COMMUNITY EVENT SERIES

JUST EAT IT FILM SCREENING

Saturday, February 13th, 6 PM
EEFC and 412 Food Rescue
Repair the World Workshop (6022 Broad St, Pgh, PA, 15206)

Just Eat It brings farmers, retailers, and consumers to the table in a documentary that explores why we are currently throwing nearly 50% of all food into the trash. Snacks will be provided, and there will be plenty of time for conversation after the film!

This event is FREE, and RSVPs are not required!

AN ENERGETIC LOOK AT DIGESTION

Thursday, February 18th, 7 PM
Zach Watson, EEFC Health & Body Care Clerk
POWER/EEFC Conference Room

Zach’s understanding of food and healthy diets stems from a mix of modern science and foundation in what traditional cultures around the world believed. Join him to break down the complexity of modern dietary guidelines into terms anyone can relate to.

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

SUSTAINABLE SEAFOOD: A VIEW FROM ALASKA

Saturday, February 27th, 2 PM
Dan Brigham, Captain Dan’s Salmon
POWER/EEFC Conference Room

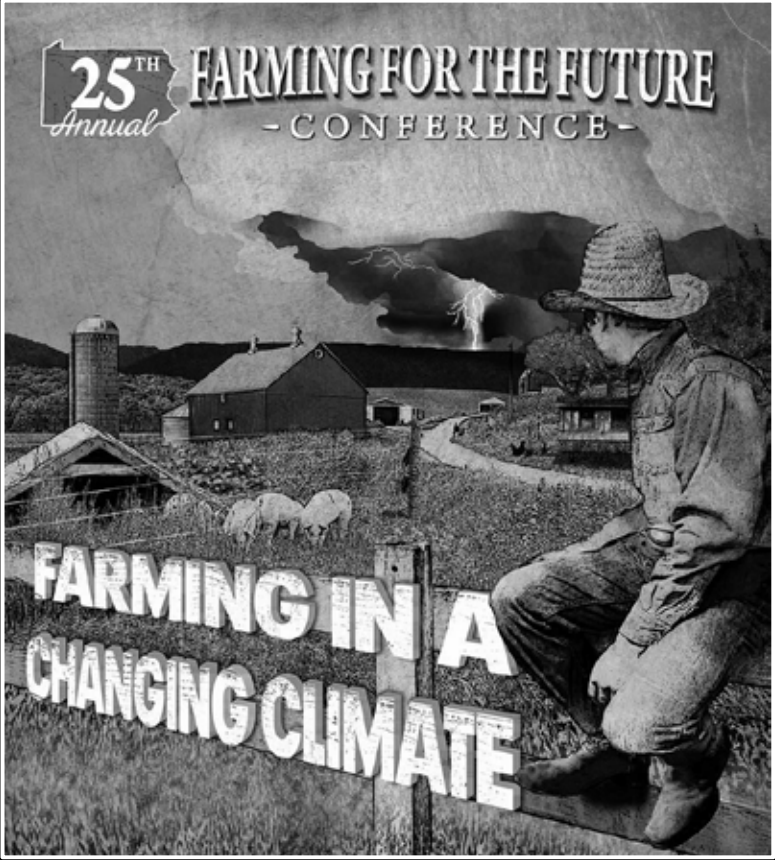
Overfishing and unsustainable practices have long been commonplace in the fishing industry. Dan will provide an overview of sustainable fishing, with a focus on Alaskan fisheries. He will also advise attendees about how to identify and avoid unsustainable seafood.

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

Look for your Co-op at these upcoming events:

February 3th – February 6th: Our Co-op is proud to once again be a Guardian-level Sponsor of PASA’s **Farming for the Future** Conference! This event gives attendees a chance to learn about new innovations in sustainable agriculture and celebrate achievements from the past year. If you attend, be sure to stop by our booth, and keep an eye out for our Co-op’s gift basket in the raffle!
More information and registration: conference.pasafarming.org.

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