

The Co-operator

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



Winterfest is Here!

by Heather Hackett, Communications & Community Outreach Manager

East End Food Co-op is pleased to present Winterfest once again! Our annual, seasonal celebration and fundraiser for the Greater Pittsburgh Community Food Bank will take place on Saturday, January 23, 2016, at the Hosanna House in Wilkinsburg from 1 PM to 5 PM. The event will feature food, music, and fun for all ages!

Food

The menu will feature light fare, including vegetarian and vegan items provided by our own Co-op Café, as well as appetizers and snacks donated by vendors and other local partners. There will also be an array of sweet treats for everyone, including fruit, cookies from our Bakery, and assorted goodies from our Bulk Department.

There will be non-alcoholic drinks, along with coffee and tea. Adults over 21 will also be able to buy a wristband for \$5 that will give them access to the open bar (IDs required). We will have a number of East End Brewing Company's locally-brewed craft beers on tap, in addition to cider and wine.



Music

This year's music will be provided by Nice Rec, a local DJ and producer who has made beats for several well-known musicians, including Wiz Khalifa and Mac Miller. You may have seen him perform locally with East Liberty Quarters, a Pittsburgh act that performs funk, electro, soul, and hip-hop. He's also been featured at various DJ nights city-wide for a decade plus. At Winterfest, you can expect an evening full of eclectic family-friendly tunes sure to inspire everyone to boogie down.

Fun

Building off of last year's success, Winterfest will again be child-friendly, so be sure to bring the whole family! Face painting and other children's activities will be provided by the Co-op, Carnegie Library of Pittsburgh, Grow Pittsburgh, Food Rescue Heroes, the Children's Museum of Pittsburgh, Hosanna House, and Assemble.

We'll also have a photo booth that's sure to provide excellent keepsakes for both children and adults! Our many thanks go to ShutterBooth for the generous contribution of their services for the day.

Last but not least, everyone in attendance will want to make sure to stop by the Chance Auction! A number of great items are up for grabs and everyone in attendance will receive one free ticket upon arrival. Additional tickets will be available at very reasonable rates (\$2 for 1 ticket, \$5 for 3 tickets, \$10 for 10 tickets, \$20 for 25 tickets).

We extend our gratitude to all of the generous businesses and organizations that donated

(Continued on page 2)

EAST END FOOD CO-OP PRESENTS:

WINTERFEST

SATURDAY JANUARY 23 * **1:00 PM TO 5:00 PM** * **HOSANNA HOUSE**

807 WALLACE AVENUE
PITTSBURGH, PA 15221

FOOD - MUSIC - FUN

ALL TICKETS AND RAFFLE PROCEEDS WILL BENEFIT THE GREATER PITTSBURGH COMMUNITY FOOD BANK

TICKET INFORMATION

\$10 - NON-MEMBERS **\$3 - AGES 5 - 18**
\$7 - CO-OP MEMBERS **FREE - AGES 4 & UNDER**

\$5 ACCESS TO THE OPEN BAR

Event info & tickets: www.showclix.com/event/Winterfest2016

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BOARD OF DIRECTORS:

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

HOLIDAY HOURS:

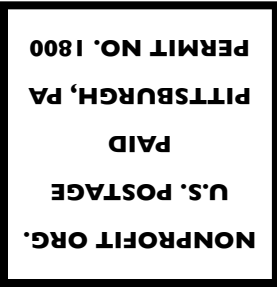
Your Co-op will be closed on January 1st, 2016.

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



DATED MATERIAL:
DO NOT DELAY

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



GM Report

by Justin Pizzella, General Manager

I hope everyone enjoyed a great holiday season! As we enter the new year, I wanted to take this opportunity to update you on some of the happenings here at the Co-op.

Expansion

We’ve been talking about expansion for a while now. Ultimately, the board will make the decision about whether to move forward on a new or second location. Learn more about the process being used to evaluate potential locations by visiting www.eastendfood.coop/co-op/expansion.

As of now, our best, and preferred, option to accomplish expansion is to get our existing store into a larger space within our current building. Any other locations outside of our immediate store location are being evaluated against this priority. Right now we’re in a bit of a holding pattern as some potential sites are being evaluated.

Sustainability

The Co-op runs a triple bottom line (balancing the interests of people, profit, and planet) and over the course of the last year, we have participated in Sustainable Pittsburgh’s Green Workplace Challenge (GWC). I’m happy to report that the Co-op took third place, and you can read more about this success on page 6. Although this is a competition we’d love to take first place in, it’s still pretty gratifying to know

that we’ve been recognized as one of the most sustainable businesses in the region.

One of the big hurdles for our success in the GWC is our current infrastructure. The businesses that finished ahead of us received points for energy solutions like solar panels. Since we lease, we don’t have direct responsibility for purchasing our energy. We’ve worked with our landlord to investigate green energy solutions, however none have proven feasible. As part of the expansion process, one of our criteria for evaluating a potential location is the ability to incorporate better solutions to improve our sustainability, whether it’s offsetting our energy consumption, reducing waste, or any of the other ways we can enlist to promote sustainability through our practices and advocacy.

Co-op Participation

This past fall we had our most recent board elections. In terms of votes, we had one of the best turnouts in years, however less than 5% of the eligible members voted. There are a lot of big initiatives happening here at the Co-op and it’s important that you exercise the rights of your membership. Becoming informed and voting in the board elections is one of those key rights. Over the course of 2016, I encourage you to become involved in the Co-op and welcome ideas about how we can make participation easier.

Winterfest is Here!

(Continued from page 1)

- to our Winterfest auction. Items available include:
- Admission to the Andy Warhol Museum
 - 1 Hour Massage from Body Harmony
 - Admission to Carnegie Museums of Art & Natural History
 - One-time Admit Four Family Pass to the Children’s Museum of Pittsburgh
 - Relaxation Packages from Cutitta Chiropractic
 - 1 Hour Massage from Health Horizons
 - Admission to Phipps Conservatory and Botanical Gardens, Inc.
 - Admission to Pittsburgh Zoo & PPG Aquarium
 - More to come!

All for a Good Cause

All proceeds of this event will benefit the Greater Pittsburgh Community Food Bank. The Greater Pittsburgh Community Food Bank collects and distributes food through a 400+ member network in 11 counties in Southwestern Pennsylvania. The Food Bank gathers food through solicitation, fund raising, special events, and community partnerships. Through outlets such as soup kitchens, food pantries, shelters, after school programs, senior high rises, MH-MR drop-in centers, neighborhood food assistance agencies, emergency or disaster-related feeding sites, regional food banks, Meals on Wheels, community centers, and special programs, the Food Bank currently distributes 26.5 million pounds of food to 360,000 people annually.

The Co-op is always happy to support them in their activities, and we were glad to

nominate them as our recipient for the fourth consecutive year. Last year’s Winterfest was a tremendous success with nearly 500 people coming out, and the Co-op was able to more than double its previous contribution to the Food Bank with a total of \$3,473.95 raised. We hope to even further increase that amount with this year’s event!

Join Us!

All food, non-alcoholic drinks, activities, plus one complimentary raffle ticket are included in the entry price. The cost to attend is \$7 for Co-op members (who must present their Co-op membership card at the door); \$10 for adult non-members; \$3 for ages 5-18 (member or non-member), and children 4 & under are free. An additional fee of \$5 will be charged for access to the open bar (IDs required). Tickets are available now at www.showclix.com/event/Winterfest2016. Pre-sale tickets are encouraged, but limited tickets will also be available at the door on the day of the event on a first come, first serve basis.

Hosanna House is located in Wilksburg at 807 Wallace Avenue. Guests are encouraged to park in the Hosanna House parking lot adjacent to the building or in the metered lots across from Wilksburg High School in the next block, which are free on weekends. (A parking map is available on our website event page). Please enter Hosanna House on Wallace Avenue and take the elevator to the 3rd floor.

We hope to see you there!



Board Corner

by EEFC Board of Directors

On November 1, 2015, the board of directors held its annual professional development retreat. Each year we gather together for a full day of planning, review, and education to make sure that we are focused for the year to come. This year our discussion was informed by several articles published in *Co-operative Grocer*. Reading these articles prior to the retreat served to introduce our newly seated directors to cooperative governance and also framed the way we approached planning the board’s work for the year.

The first article we discussed was “Four Pillars of Co-operative Governance” (Jan/Feb 2014). According to authors Scholl and Sherwood, cooperative governance can be broken out into four components. These components, or pillars, are defined as teaming (working together to achieve common purpose), democracy (practicing, protecting, promoting, and perpetuating our democracy), strategic leadership (articulating the cooperative’s direction and purpose, and setting up the organization for movement in this direction), and accountable empowerment (empowering people while at the same time holding them accountable for the power granted). Each of these pillars includes representation from various sectors of the cooperative, including staff, the general manager, the board, and member-owners at large.

The second article was “Precautions and Protections, Summarizing Legal Responsibilities of Cooperative Directors” (March/April 2011). In this article, authors Swanson and Joyal explained the requirements of a director, including fiduciary responsibility, the duty of care (showing up to meetings and being prepared), and the duty of loyalty (no self dealing or competing with the cooperative).

The third and final article we read in preparation for the retreat pertained to Policy Governance and the board’s role in monitoring the general manager (March/April 2006). Policy Governance can be summarized as three steps: have expectations and write them down, delegate authority when appropriate, and check that expectations were met. This article explains how to use Policy Governance as a tool to

monitor the direction of the co-op and the performance of the general manager.

We began the retreat by discussing our individual relationships to the Co-op. Articulating why each of us chose to serve on the board helped to highlight the different experiences and background each director brings to the group.

Then the board discussed its Code of Conduct and of Ethics at length. Because the dialogue continued at the November board meeting and is still ongoing, the board has created a committee that is proposing possible changes for the full board to consider.

During lunch we watched a video about competition in the natural food retail grocery sector presented by Dave Olsen from the National Co-op Grocers. The presentation included information about member-owner segments that are growing and opportunities to meet their needs. Olsen also spoke about the unique values that help co-ops differentiate ourselves from the many competitors that try to emulate what the cooperative movement has been doing for decades.

We then participated in a “policy scavenger hunt” in which directors were given various scenarios and then asked to locate which of our existing policies applied to each situation. This helped to strengthen our knowledge of current policies and also demonstrated how multiple policies could apply to any particular scenario.

We ended our day thinking about what work we’ll undertake in the coming year. We also began to create a calendar that outlines how we might organize our work and identifies areas where more discussion or learning is needed to deal with the challenges that lie ahead.

In summary, the board’s annual retreat provides an opportunity for directors to review the basics, get acquainted, and make a work plan for the year. But most of all, spending this day together provides an opportunity for the entire board of directors to begin working together as a team to set the direction for our Co-op.

Have questions or comments for the board? Email boarddir@eastendfood.coop.

Members Speak Out

submitted by John Haer, member since 1986

I was pleased to read that Co-op employees and managers will have a new level of interaction through collective bargaining over wages, benefits, and working conditions. (“Co-op Staff Vote to Unionize”, November *Co-operator*). Congratulations to the EEFC workers on their choice and also to the Co-op management and board for respecting it. The process modeled the best of the cooperative tradition.

In my 35 years working as a union representative and negotiator, I have seen how, with good faith from those involved, collective bargaining boosts morale, productivity, pride, and stability at the workplace. Unfortunately, many employers invest huge amounts of time and money to avoid unionization.

Pittsburgh has a rich history of worker and community struggle against the injustices of workplace exploitation and the human

toll of unfettered market capitalism. It wasn’t until the 1930s that worker choice to join a union in the U.S. became a legally protected activity enforced by government agencies.

Today, workers in the Pittsburgh region continue to insist on a voice at work. Active recognition campaigns include healthcare workers at UPMC; casino workers at the Rivers; adjunct faculty at Duquesne, CCAC, Robert Morris, and Pitt; fast food toilers in the “Fight for \$15”; and homecare staff in state-funded agencies. Important election wins include 1,000 employees at Allegheny General Hospital; 300 adjunct faculty at Point Park University; and nearly 1,000 security workers in large office buildings, these last two groups achieving first contracts with important improvements.

Now, we Co-op members have another good reason for pride where we shop.

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. Please email memberservices@eastendfood.coop to note your interest in making a submission and to request these guidelines.

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

You’re short on selection of ginseng.

Finding a good quality ginseng has become increasingly difficult. Non-irradiated organic Asian ginseng especially. Let us know the particular variety you like, and we’ll try to source it. Thanks!

-Jackson, Supplements

I’d love to see some bulk shampoo and conditioner!

We used to carry bulk shampoo and conditioner, but unfortunately they did not sell well and were eliminated. As a Co-op member you can special order these items and receive a 20% discount. Thanks for your comment.

-Jim, Bulk Department

Please alert your customers to Bill HR 1599 (nicknamed ‘The DARK Act’ for denying Americans the right to know what is in their food). It passed the House and it is in the Senate. It will make it illegal to label food Non-GMO.

Thank you for expressing your concern about this important bill! The issue of transparency in our food system is very important to the Co-op. Our specific response to the DARK Act includes submitting a formal letter on behalf of the Co-op to Senator Casey urging him to oppose HR1599, and sending an email about the DARK Act to over 2,500 customers signed up for our e-newsletter. Throughout the year, we keep customers updated primarily through social media, frequently posting articles about GMOs and the DARK Act. We are happy to know there are advocates like you out there! Together, we can keep people informed about important things happening in our food system!

-Kate, Marketing & Member Services

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

January’s Round Up Recipient: Hosanna House

register RoundUp



HOSANNA HOUSE
A PLACE CALLED HOPE!

Hosanna House is a non-profit community center established in 1990 as a way to deliver critically needed services to a distressed community. Hosanna House officially opened its doors in 1996, operating from the once-abandoned Horner Middle School in the heart of Wilksburg. Since 2003, they’ve also operated the Sherwood Event Center, a 14-acre facility whose rental income is used to support Hosanna House’s programs and services.

Today, Hosanna House impacts the lives of over 35,000 people each year. On any given day, as many as 1,000 community residents come into the center to receive or deliver services including: early childhood education, health and fitness programs, medical and dental care, and food assistance, among others. All of the services provided by the organization were initiated as a response to the needs of the community.

The mission of Hosanna House is to provide opportunities that will empower families and individuals to discover, acknowledge, and develop their maximum potential physically, spiritually, and economically. To learn more about this organization and the work they do, visit their website or call 412-243-7711. If you want to support them in their mission, don’t forget to tell your Co-op cashier that you want to Round Up this month!

Spare change can result in positive change!

www.hosannahouse.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:

HOSANNA
HOUSE



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



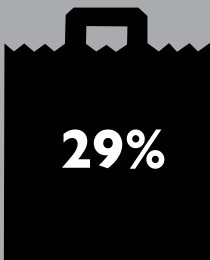
POUNDS OF
FOOD FROM
THE CO-OP

OUTREACH
REPRESENTATIVES
REACHED



PEOPLE AT
EVENTS

LOCAL
PRODUCTS
MADE UP



OF TOTAL
STORE SALES

OF OUR
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WERE FROM
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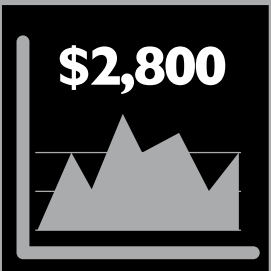
MEMBER IMPACT

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 NOVEMBER 2015

Featured Community Partner:
Primal Fitness Pittsburgh

East End Food Co-op is proud to partner with Primal Fitness Pittsburgh. The Community Partners Program aims to provide our Co-op members great benefits and, at the same time, to promote local businesses. Because we're committed to supporting our 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.

Primal Fitness Pittsburgh offers strength and mobility training at a private, semi-private, and group rate. Pittsburgh's top rated facility for providing perpetual weight loss through kettlebell and body weight programs, Primal Fitness Pittsburgh offers a sustainable way to achieve permanent transformation with simple, safe, and proven programs. Founder Janelle Pica is a certified personal trainer through the National Academy of Sports Medicine. Janelle believes that functional fitness and whole food nutrition have the capability to maximize every aspect of an individual's health.

The studio is located inside Industrial Athletics on the North Shore of Pittsburgh, just one mile from the T-station. One-on-one time can also be scheduled outside of the studio, and virtual training is available for those not currently located in Pittsburgh. Whether you're looking to lose weight, increase your athletic performance, or enjoy your life all the more, Janelle and the team at Primal Fitness can help you unleash your potential for becoming the strongest version of yourself.

Co-op members who register for 10 sessions will receive one free session. To take advantage of this discount, fully-paid members should be sure to present the plastic membership card at the time of payment. If you have any questions about the Community Partners Program, call 412-242-3598 ext. 428 or email memberservices@eastendfood.coop. You can check out the full listing of your Co-op's partners on our website.



Did you know...
...Co+op Basics can stretch your budget?

Here at the Co-op, we support and emphasize clean, healthy foods. We are committed to improving our selection and offering competitive pricing so that everyone can find more value when shopping the Co-op. With that in mind, we are rolling out a new program called Co+op Basics.

Co+op Basics was created by the National Co+op Grocers, a business services cooperative for retail food co-ops, of which East End Food Co-op is a member. Co+op Basics is providing more options for savings on many popular grocery and household items. You'll find both new value-priced brands as well as lower prices on some of your current favorites.

Right now, we are offering almost 300 Co+op Basics products. They can be found throughout the store in grocery, bulk, health & beauty, and the freezer area. The product selections will continue to change and expand, based on availability. So next time you're at the store, look for our Co+op Basics offerings. You will notice them by their purple signage.

Don't forget to take advantage of these other great ways to save when shopping Co-op:

- *Co+op Deals:* Our biweekly flyer focused on packaged grocery items is



- included in *The Co-operator* and also available online and here at the store.
- *Join the Co-op:* With a daily 2% discount, the quarterly 10% discount, plus regularly distributed coupons, it pays to be a member!
- *Special order:* Stock up and shop by the case when possible. This member-only option allows shoppers to save 20% off of retail prices. (Some restrictions apply.)
- *Shop seasonally:* When produce is in season it will typically be at its cheapest.
- *Bulk it up:* Some of the best pricing at your Co-op can be found in the Bulk Department. Whether you need a pinch or a pound, you can buy just the amount you need.

Eating for Health & Wholeness

by Laurie Arnold McMillan, RN

Many folks struggle with food issues. Some of us live with obesity, anorexia, or bulimia. Others have health problems and know we need to change our habits. And others still are just trying to figure out what kind of diet to follow, and are considering things like: What’s healthy for me? What’s healthy for the planet? What kinds of choices make sense in these times of excess choice?

There’s no doubt that our culture has lost the intimate relationship we once had with food. From seed, hatchery, or factory feedlot to shopping basket, most of what the average American eats is grown, processed, and marketed by national or international corporations. Farmer/author Wendell Berry remarked that the food industry would even chew and swallow our food for us if they could figure out a way to commercialize this too! Eating is one of our most fundamental connections with life, but it’s become a complicated business. No wonder we’re struggling and confused!

So how do we regain connection and figure out how to eat in a healthy way? Of course it’s a good idea to educate ourselves—about nutrition, food preparation, and sources of clean food close to home. Another step might be to appreciate our hunger! And to listen to what we’re really hungry for, physically and emotionally. It might be just fine to enjoy candy, or donuts, or anything we desire, if we’re really paying attention and enjoying these foods mindfully. Eating with full consciousness might involve breaking a habit of reading, watching TV, sitting at the computer, or playing with our phone while we munch. But thoroughly savoring what we’re taking in can make all the difference in the world.

When we tune in to our deepest needs and trust ourselves, body and psyche, we



are often well on the way toward health. Sometimes this means we need to put aside judgment and silence the inner critic. Usually this is easier with support. And maybe, with practice, we’ll find that we actually crave something more nourishing.

It’s good to remember that the words “health” and “whole” are closely related. When we become more whole, not shutting off parts of ourselves by judging, criticizing, or shaming, we become healthier in every way. And when we eat mindfully, with gratitude—for the beauty and nourishment of the food, for the land and the farmers, for our own bodies and whatever form of health we enjoy—we regain connection, clarity, and integrity.

Laurie Arnold McMillan is a home health care nurse and a therapeutic writing specialist. You can join her in February at the Wilkins School Community Center for workshops called Nurturing the Hungry Woman. If you’re interested in learning more, visit www.yourwritepath.com for event details.

Spotlight on Local: The Farm at Doe Run

by Kate Safin, Assistant Marketing & Member Services Manager

The Farm at Doe Run is a 350-acre farmstead and creamery operating out of Unionville, Pennsylvania, that raises Jersey cows, sheep, and goats to produce a variety of cheeses. Established in 2011, the farm is managed by two cheesemakers, two creamery staff members, two herdsman, and two dairy techs, whose passion is to “create good healthy cheese that makes our customer proud and happy to support their local cheesemakers.”

The Farm at Doe Run is a member of the Chester County Cheese Artisans, Pennsylvania Association for Sustainable Agriculture (PASA), the American Cheese Society, and their local Farm Bureau, and is PA Preferred certified. You can find their most popular cheeses, (Seven Sisters and Hummingbird) at the East End Food Co-op, along with St Malachi, Bathed In Victory, Hickory on the Hill, and Dragonfly. For more information about The Farm at Doe Run, you can follow them on Facebook (facebook.com/TheFarmAtDoeRun) or Instagram (thefarmatdoerun).

East End Food Co-op (EEFC): What is the most important thing for customers to know about your products?

Stacey Gentile (SG): That quality and creativity are our top priorities.



EEFC: What makes products from your farm unique?

SG: The attention to detail by our head cheesemakers, Samuel Kennedy and Matt Hettlinger. We also cherish the fact that we have three farmstead milking herds that live, breed, and graze on our pastures.

EEFC: What is the biggest challenge of being a farmer?

SG: The extremes of the seasons; the harsh winters and heated summers can be hard on both the farmers and the animals.

EEFC: What is a typical day on your farm like?

SG: An early morning start for our herdsman, around 4:30 AM, to tend to the cows and get them in for the morning milking. Then Matt and Sam start the day around 7 AM when they pump over the fresh milk to create 1-3 batches of cheese, depending on the day. There is also daily affineur (aging) work to be done in the caves: washing Bathed In Victory wheels, or even the Hickory on the Hill; flipping and brushing St Malachi and Seven Sisters; and tending to our delicate bloomy rinds like Hummingbird and Dragonfly.

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

SG: High quality award winning cheeses, and healthy happy animals.

Sparkling Sangria

Ingredients

- 1/4 cup orange juice
- 1/4 cup lemonade
- 1 slice of orange, halved
- 1 slice of lemon, halved
- 1/2 cup Prosecco, cava, or champagne
- Bing cherries, for garnish

Preparation

In an 8-ounce juice glass, combine the orange juice, lemonade, orange, and lemon slices and stir. Pour in cava just before serving. For garnish, use a long toothpick to skewer a cherry and place it on top of each glass.

Notes

To serve this to a group, use 1 1/2 cups each of orange juice and lemonade plus six halved slices of each fruit, mixed with a whole bottle of cava. This is not the place to use a really expensive bottle of sparkling wine, since its nuances will be covered up by the flavors of juice. Less-expensive cavas and Proseccos are often a little sweeter, which is fine.



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New In The Aisles

- CULTURES FOR HEALTH – Mozzarella & Ricotta Cheese Making Kit
- RUMIANO CHEESE COMPANY – Organic Cheese Slices (Havarti & Mozzarella)
- LIFEWAY KEFIR – Farmer Cheese
- MT. VIKOS – Organic Feta Cheese
- GOPAL’S – Rishi’s Peaces

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Why Grow Plants?

by Hannah Reiff, Garden Dreams Urban Farm & Nursery

Growing plants means different things to different people. Below are just a few of the many reasons gardeners get their hands dirty. What turns your thumb green?

Helping Pollinators

Recent research from the University of Massachusetts–Amherst suggests that managing your lawn with bees in mind can be even more effective than planting a pollinator garden. A few tips include: wait two weeks between mows, don’t use chemicals on your lawn, and allow clover and dandelion to flower. Then, just sit back and wait for the pollinators!

Shaking Away the Winter Blues

The wonder of that first green sprout in spring is enough to shake off any winter blues that are weighing you down. Great spring crops that are quick, easy, and hardy are spinach, arugula, radishes, and lettuce. Direct sow in April and watch ‘em go!

Food for your Table

It feels good to nurture vegetables from garden to kitchen. If you’re interested in growing crops that are best picked straight from the garden, try growing heirloom tomatoes, sweet corn, peas, and basil. Or if you’re looking for storage crops that will offer winter sustenance, try potatoes, onions, winter squash, and garlic.

Stress Relief

Being among plants can be therapeutic and calming after a long day. However, a garden that is overwhelming and full of weeds may make you feel guilty and add to your stress! So, remember: keep

it small and manageable; grow what you love to eat; mulch your garden to cut down on weeds and watering; and if you’re a beginner, stick to easy to grow crops such as greens, cherry tomatoes, radishes, beans, zucchini, and herbs.

Color

Flowers can brighten your porch or garden, whether on their own or tucked in with your vegetables. Great low-growing annual flowers for the garden include sweet alyssum and dwarf marigolds. Taller flowers include zinnias, bachelor button, and flowering herbs such as dill, cilantro, and holy basil. Make sure the flowers you buy are pesticide-free by checking the labels or inquiring with the nursery you purchase them from.

Discovering Native Plants

Planting native perennials in the proper places can benefit native bees and wildlife, and reduce the use of fertilizers and inputs since they are used to growing without them. Striking, easy to grow native flowers include cardinal flower and blue lobelia.

Hannah Reiff is Production Manager at Garden Dreams Urban Farm & Nursery. Located in Wilksburg, Garden Dreams is a small, community-oriented business committed to increasing access to healthy, fresh food by providing strong vegetable, herb, and flower starts to home gardeners, community gardens, non-profits, schools, and retail markets (including the East End Food Co-op). You can learn more about their operation at www.mygardendreams.com.



Co-op Recognized in Green Workplace Challenge

by Kate Safin, Assistant Marketing & Member Services Manager

The Pittsburgh Green Workplace Challenge (GWC) is a program of Sustainable Pittsburgh and its business network, Champions for Sustainability, that engages participants in tracking a year’s worth of “green actions” in a friendly, competitive atmosphere. Ultimately, the actions that earn participants points in the challenge help them save money, use energy more efficiently, and reduce emissions, all goals that tie in to the Pittsburgh Climate Action Plan.

Fifty employers from Southwestern Pennsylvania completed the competition, which began in October 2014 and ended on October 31, 2015. This year was the East End Food Co-op’s first time participating. EEFC Project Specialist Vince Rose tracked and reported each of the Co-op’s green actions and found that most of the points the Co-op earned were for practices we had already been engaging in for some time, both in terms of policy and action. Examples include replacing inefficient lighting with more efficient alternatives (i.e. LED lighting), tracking energy and water usage metrics, and fostering a bike-friendly store for both our customers and employees.

According to Vince, “Even though ‘green’ is part of our DNA, and we had been doing a lot of great work for a long time, the GWC involved some new effort on our part to track our actions in the concrete, verifiable way the competition requires.”

The competition also provided the Co-op with an opportunity to develop several “innovation” actions—ones that were created based on our own creativity and the needs of the business that will hopefully earn the Co-op additional points in next year’s competition.

On December 2nd, representatives of the participating businesses gathered at the Andy Warhol Museum for the Green Workplace Challenge Finale and Awards Ceremony to celebrate their efforts to reduce waste and increase sustainability. Combined, all the active Green Workplace Challenge competitors saved enough energy to power 1,541 average U.S. homes for a year, reduced landfill waste by 436 tons, and saved over 2,865 metric tons of carbon dioxide equivalent.

Matt Mehalik, Program Director for Sustainable Pittsburgh, said, “The organizations that have participated in the Green Workplace Challenge once again illustrate that each action to save resources contributes to a larger effort that makes a significant impact. Our region moves along towards a more sustainable path with each and every effort. Taking green, sustainable actions in the workplace indeed make an important difference.”

This year, the East End Food Co-op was honored with third place in the small business category. Vince said it felt great to be recognized, and that, “It was validation that the EEFC is really making efforts every day to be as responsible a business as it possibly can be. It also serves as proof that the Co-op really is true to its stated values in terms of its sustainability policy and Ends Statement.”

East End Food Co-op would like to congratulate all of the Green Workplace Challenge participants for doing their part to increase sustainability practices all across the City of Pittsburgh! To learn more about the Green Workplace Challenge and to view a list of the competition’s final results, please visit www.gwcpg.org.



Co-op Participates in Professional Development Mentor Program

by Gabe Cantillo, Outreach & Promotions Representative

As an outreach and promotions representative at East End Food Co-op, I am able to go out and engage with the community. This fall, I was excited to participate as a role-model mentor in the Generation Initiative, a program for adult students focused on topics such as job access, professional development, and workplace success.

The Generation Initiative is a five-week program aimed at equipping young adults with skills and confidence needed to kick-start a career in retail or hospitality. It is the first program by the McKinsey Social Initiative, which is a non-profit that originated in Pittsburgh and has since gone global. Their mission is to close the skills gap for young people, enabling them to become productive and successful in the local workforce.

The program is organized into two parts. The first provides access and opportunity to jobs, by forming exclusive partnerships with local employers. Participating students

are guaranteed job interviews and the graduates are offered first priority by these employers for open positions. The second part provides support and training needed to thrive in the workforce. This is done by giving students technical, behavioral, and mindset training, along with access to a social and life assistance mentor, a role-model mentor, financial support, and long-term career coaching.

I was selected to be an industry expert and role model of real-world success, based on my work at the Co-op. During my participation in this program as a role-model mentor, I met with a group of eight students for one hour per week. My goal was to provide the group with career path guidance, assistance, and the perspective of an industry insider.

In the first two weeks, we tackled what is involved with customer service excellence, which was a major focal point. Some key points featured were how to utilize full presence listening, empathy, the desire to

solve needs, stress management, relaxation techniques, proper channels for reporting difficult incidents, and the outcomes of successfully providing great customer service. We did some fictional role-playing scenarios, I discussed real situations I have been a part of, and we also examined difficult scenarios the students ran into in previous employment.

During the third week, students decided which track, retail or hospitality, they wanted to pursue. We then began focusing in on each individual’s desired work/career track. We examined the best approaches when applying, interviewing, performing one’s job, and achieving promotions. In the following week we dived deeper into each person’s career goals by going over local job listings, current open positions, future places of interest for employment, and personal life goals.

The fifth week was graduation for those who successfully completed the program. In total, the program was completed by 12

out of 30 participants, which hit McKinsey Social Initiative’s projected target number of graduates. My group had the highest graduate percentage, graduating 5 out of 8. I joined the group a final time for pre-ceremony preparations, during which time I followed up with their application processes, went over recent interviews, and other work opportunities.

At the Co-op, we are always striving to uphold the Cooperative Principles. By participating in this program we were able to put into action two of these seven principles: Education, Training & Information and Concern for the Community. And on a personal note, I found it rewarding to contribute to the development of individual’s career skills, thus boosting the equity of those individuals and the local community. On behalf of the Co-op and myself, we look forward to the possibility of working with this organization in the future and commend them for the great work they are doing in our city.

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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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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Show how much you “LIKE” us and **follow** EEFC online!



EMPLOYEE OF THE MONTH



Congratulations to **Tyler Kulp**, who was chosen as the Co-op staff pick for Employee of the Month. Tyler joined the Co-op the very day he moved to Pittsburgh in summer 2014 and he’s worked here as our Assistant Café Manager for a little over a year.

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

A. Definitely my co-workers, especially the Café staff. The counter and kitchen team work really hard together, and they’re so much fun. But I also really do love the customers. I wish I got to do more customer service, actually.
- Q. What is one thing you’ve learned in your time working at the Co-op?

A. I learned how to make seitan from scratch. That was really cool to learn. Now I can “wow” vegans everywhere.
- Q. What are your favorite products here?

A. The Lotus Smoothie is my favorite item in the Café. The Wood Street Deli Rye is my favorite in the rest of the store. (I also eat a lot of sandwiches, so bread is key.)
- Q. If you could change one thing about the Co-op, what would it be?

A. I’d love to expand—to have a bigger store, or a second store. I want to be more prominent in the Pittsburgh business community. I’d like us to have a presence in every pantry in Pittsburgh.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

Leslie Clark, IT	26 Years
Jen Girty, HR	16 Years
Amber Pertz, Café	13 Years
Evan Diamond, Produce	4 Years
Heather Hackett, Marketing & Member Services	3 Years
Courtney Chapin, Front End	2 Years
Shawn McCullough, Finance	2 Years
Kate Safin, Marketing & Member Services	2 Years
Maggie Cirillo, Front End	1 Year

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IMAGINE YOURSELF HERE

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 • January 2016

SUN	MON	TUE	WED	THU	FRI	SAT
					1 CLOSED NEW YEAR'S DAY	2 AM: BRUNCH PM: CURRIED CHICKPEAS
3 AM: BRUNCH PM: QUESADILLAS	4 CREAMY CAULIFLOWER BUTTERNUT & MILLET	5 TACO BAR	6 GLAZED TEMPEH WITH GREENS	7 LASAGNA	8 MIDDLE EASTERN KITCHEN	9 AM: BRUNCH PM: CURRIED CHICKPEAS
10 AM: BRUNCH PM: QUESADILLAS	11 CREAMY CAULIFLOWER BUTTERNUT & MILLET	12 TACO BAR	13 GLAZED TEMPEH WITH GREENS	14 LASAGNA	15 MIDDLE EASTERN KITCHEN	16 AM: BRUNCH PM: CURRIED CHICKPEAS
17 AM: BRUNCH PM: QUESADILLAS	18 CREAMY CAULIFLOWER BUTTERNUT & MILLET	19 TACO BAR	20 GLAZED TEMPEH WITH GREENS	21 LASAGNA	22 MIDDLE EASTERN KITCHEN	23 AM: BRUNCH PM: CURRIED CHICKPEAS
24 AM: BRUNCH PM: QUESADILLAS	25 CREAMY CAULIFLOWER BUTTERNUT & MILLET	26 TACO BAR	27 GLAZED TEMPEH WITH GREENS	28 LASAGNA	29 MIDDLE EASTERN KITCHEN	30 AM: BRUNCH PM: CURRIED CHICKPEAS

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

JANUARY2016
COMMUNITY EVENT SERIES

REPRIORITIZING NEW YEAR'S DIETS
Wednesday, January 13th, 7 PM

Jackson O'Connell-Barlow, EEFC Supplement Buyer
POWER/EEFC Conference Room

Join our Supplement Buyer to learn about supporting New Year's resolutions with respect to climate over trends. We'll discuss detoxing in a way that doesn't deplete your body during cold and flu season, and highlight anti-inflammatory diets, natural antibiotics, the importance of probiotics, and more!

FERMENTED FOODS 101
Wednesday, January 27th, 7 PM

Jenneta Mammedova, Prescription Foods
POWER/EEFC Conference Room

Fermented foods such as kimchi, sauerkraut, kefir, and yogurt can contain beneficial probiotics, digestive enzymes, and health-boosting nutrients that encourage a healthy gut. Join Jenneta to learn more about the benefits of fermented foods. There will also be samples to try and plenty of time for questions.

These events are **FREE**, just call 412-242-3598 to reserve your spot!
www.eastendfood.coop/events



TALKING CO-OP FINANCES

Saturday, January 9th at 2 PM
POWER/EEFC Conference Room

Members are invited to join Finance Manager Shawn McCullough to discuss:

- Explanation of outcomes from Fiscal Year 2014-15
- Annual Report financials Q&A
- The Co-op's current financial position
- Forecasting and budgeting for this fiscal year
- Methods of communicating Co-op finances

Bring your questions, because there will be plenty of time for conversation!

Look for your Co-op at these upcoming events:

Sunday, January 24th, 10 AM – 4 PM: Our Co-op is excited to again participate in the **Pittsburgh Yoga Expo!** This event seeks to bring health, wellness, and mindfulness to Pittsburgh through a day of demonstrations and workshops led by local yoga and healing arts providers. Stop by our table to say hello!
More information and registration: www.pittsburghyogaexpo.com.