

# The Co-operator



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

## Let's Grow the Co-op, Together!

by Erica Peiffer, Member Services Coordinator

It's the height of summer and growth is all around us, including at our Co-op. Our membership continually grows each month, but July is always a pinnacle of invigoration at the East End Food Co-op as we host our annual Member Drive. Kicking off on Saturday, July 2—the International Day of Cooperatives—and continuing through Sunday, July 10, the drive is a celebration of our member-owners and provides an opportunity for us all to strengthen our Co-op community together.

Each year since 1992, the International Co-operative Alliance and the United Nations have partnered to recognize the first Saturday in July as the International Day of Cooperatives, with the goal of increasing awareness of the important

role cooperatives play in the world's economic and social development. For our Co-op, this day is the perfect occasion to emphasize the member-owners' role in the sustainability of our cooperative business.

Here's how you can participate in the Member Drive:

- **LEARN MORE:** Each day from 10 AM-4 PM (weather permitting) Co-op staff will be tabling on the sidewalk outside the store and actively engaging with shoppers on the many advantages of cooperative ownership. And on July 2 at 2 PM, we'll host an informative talk with cooperative business partner Equal Exchange (see page 8 for event details).

**JOIN NOW & RECEIVE A GIFT:** Invest in a membership share during the Member Drive and you will automatically be entered in a drawing to win a \$50 Co-op gift card! The first 75 new members who join during the drive will get an EEFC branded tote bag full of samples and coupons. It's easy to join, just stop by Customer Service to make a payment toward your share. You can purchase a share with one payment of \$100 or four quarterly installments of \$25. This fully refundable investment in the Co-op is paid once and entitles you and your household to the privileges of membership. (Please bring a photo I.D.)

- **SHOW YOUR MEMBER CARD & WIN PRIZES:** If you're already an invested member, you are invited to spin the prize wheel during tabling hours each day for the chance to win gift certificates and free merchandise, courtesy of our Community Partners and fellow cooperative businesses.
- **REFER A FRIEND:** Refer someone to the Co-op and if they join during the Member Drive, your name will be entered in a raffle to win a \$50 Co-op gift card! Give your friend the referral voucher from the back page of this newsletter, or ask them to fill one out at the Customer Service desk when they join.
- **SAMPLE & SHOP CO-OP:** Cooperatively-produced items will

be highlighted throughout the store with a special "Made by a Co-op" tag, and samples will be featured at the Member Drive table.

- **WATCH US GROW:** Check out the creative display in the Café seating area throughout the drive, and watch our membership grow!

The success of any cooperative business depends on the vitality of its membership. We're asking for your cooperation in growing our Co-op! Do you know someone who loves to support local business? How about someone who understands the value of clean food? Or somebody passionate about their health and the health of their community? Please consider bringing your friends or family to the store for an immersive Co-op experience during the Member Drive.

The co-operative business model creates sustainable growth and employment because it is people-centered and values-based, and the wealth it generates is more equitably distributed to members, workers and the community at large.

As the old saying goes, "You reap what you sow." Investing in Pittsburgh's only member-owned grocery store is a great way to help root a sustainable food system in our community. Participating in this year's Member Drive is a wonderful opportunity to cultivate a deeper relationship with your Co-op. If you have questions or comments, please contact [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).



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### BOARD OF DIRECTORS:

The next board meeting is Monday, July 18<sup>th</sup> at 7 PM.

### NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 ext. 438 or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop).

### MEMBERS ONLY:

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

### E-NEWS:

Would you prefer to receive *The Co-operator* online? Email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) for details.

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



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DATED MATERIAL.

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



## GM Report

by Justin Pizzella, General Manager

Our Co-op is at an interesting point in its history. We have an opportunity to grow and evolve and have a significant impact in our community. However, with this opportunity, we are facing some very large challenges. I'd like to highlight some of these:

**Competition** – Co-ops have historically been the place to visit for natural, organic, and local foods. Since the late 1990s, natural/organic as a sector of the food economy has been steadily growing at a double-digit pace. Through the early 2000s, the primary competition was Whole Foods. In 2003, when Whole Foods opened in Pittsburgh, this Co-op experienced an initial decline, but then grew modestly as a result of people being exposed to natural and organic foods. The growth of the natural/organic sector has continued, and with it more and more competitors across most food retail channels are appearing.

**Uniqueness** – As more competitors enter the natural/organic market, we as a Co-op are faced with differentiating ourselves from the pack, especially as these retailers seek to emulate and mimic food co-ops. In a previous article, I discussed how many businesses are co-opting the language we use. Recently, some of our suppliers made us aware that some grocers are listing them as suppliers, even though the grocers haven't purchased product from them in years. Regardless, we need to become clear on who we are and the direction we are going.

**Being a better operator** – We can't deny the fact that we are a business, and therefore must make more money than we spend. We need to continue to improve our business or

we risk succumbing to the challenges I've outlined above.

**Alignment of our membership** – In reviewing the history of our Co-op, one of the striking things I discovered is that our Co-op didn't have a mission statement until the late 1990s when we adopted this simple statement: "As a cooperative business, we exist to sell wholesome food to the community." In the early 2000s, our mission statement changed and was updated again in 2012 to our current Ends Statement (see page 3). It's important that the membership is in alignment with our mission, otherwise we become fractured by differing ideas of who we are and what our purpose is. We need to gain an understanding of what our membership as a whole wants for this Co-op.

One of my favorite quotes comes from Father Don Jose Maria Arizmendiarieta Madariaga, the founder of Mondragon (one of the largest cooperatives in the world): "You cannot be socially effective unless you are economically efficient." We need to generate revenue and be a good business so we can continue to invest in our staff and infrastructure, and provide support to our local farmers, producers, and community. What we do with our profits is what differentiates us from other businesses. At our July board meeting, I'll be presenting the B2 GM Monitoring Report, which deals with strategic planning. For the last few years, the strategic plan has been focused on preparing the Co-op for expansion and identifying expansion opportunities. My report will focus on building necessary alignment and doing it in a way that gets as much input from the whole membership as possible.

## Did you know...

### ...All fully-paid co-op members are eligible to run for election to the board of directors?

The Co-op's board of directors is a dedicated group of representatives elected directly by the membership, and is made up of members just like you. Board members work to ensure accountability regarding Cooperative Principles, while also making sure the Co-op remains a sustainable business. They do this through a system of checks and balances called policy governance. Board elections are held annually, and the number of positions available depends on the number of appointments expiring that year.

- There are nine directors on the board.
- Each director is elected for a term of three years.
- There is no limit to the number of terms that a director may serve.
- Each year, three positions are up for election.

The board of directors does not make decisions about, become involved with, or take part in the day-to-day activities or decisions regarding the operation of EEFC. Instead, the board focuses on governance of the organization, and delegates operational duties to the general manager. The board establishes policy and accountability with an eye toward allowing the GM to leverage his or her expertise, creativity, innovation, and flexibility in running the Co-op and meeting our Ends.

The board's accountability to membership includes providing an annual report, convening an annual meeting, and keeping members informed regarding pertinent decisions.

Board members also work toward advancing the Co-op's vision and ensuring continuity of the board and the general manager. To these ends, board members are expected to attend monthly meetings and participate in committee work. Time commitments are typically between 10-30 hours a month.

The benefits of serving on the EEFC Board of Directors include:

- The opportunity to support the Co-op and to make a difference in our community;
- Personal and professional growth achieved through attendance at national and local workshops, retreats, and planning meetings;
- Connection with others who share similar goals and ideals.

If you are interested in running, pick up a Candidate Packet from Customer Service or find it online at [www.eastendfood.coop/co-op/board](http://www.eastendfood.coop/co-op/board), then complete and submit your answers online before 9:00 pm on July 30th, 2016. You may submit your candidacy by visiting [http://bit.ly/eeec\\_candidacy](http://bit.ly/eeec_candidacy). If you are not interested in running for the board yourself, please consider asking someone else whom you think would make a good candidate. The board of directors would be happy to reach out to any potentially interested candidates who would like to learn more about participating in the governance of the Co-op. Questions or concerns about candidacy or board service may be directed to the board at: [eeec.elections@gmail.com](mailto:eeec.elections@gmail.com).

**Want to share your thoughts with other members?** You can submit content for our "Members Speak Out" column. Please email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request these guidelines.

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**A PLACE CALLED HOPE!**

## RUN FOR THE BOARD OF DIRECTORS

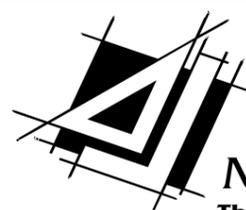
Interested in running? Pick up a candidate packet from Customer Service or online at [www.eastendfood.coop](http://www.eastendfood.coop). Candidate submissions will be accepted from Friday, July 1st until Saturday, July 30th at 9 PM.

## S. Rand Werrin, DDS

Holistic Dentistry

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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 would love to be able to use my phone app that holds ALL my customer card numbers instead of bringing the customer card always.**

We've received several requests like this, so we recently reconsidered our ability to offer this option to our members. We learned that our lane scanners cannot read back-lit devices, like phones, and unfortunately we are not in a position to invest in new equipment at this time. Apologies this option is not yet available, but we will keep it in mind for future updates, and in relation to this technology, we'll continue to consider the ways to ensure the integrity of your membership, which is so much more than a discount card.  
-Erica, Member Services

**Thank you for carrying Equal Exchange bananas. I just read more about this issue and will never buy anything else.**

I'm so happy to hear this. Equal Exchange has a great interactive video online too called Beyond the Peel. We do pride ourselves on our banana quality. Please, spread the word and thanks again for sharing.  
-Evan, Produce

**Would it be possible to sell gallon size sesame oil? It's great for Ayurvedic healing. You only sell very small bottles.**

We currently have no one-gallon sizes of sesame oil available to order. We would be able to order cases of 16 oz. bottles (12 to a case) and on the larger end of the spectrum we can order 35# containers. We would gladly order any of these items for members.  
-Ian, Grocery

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

## July's Round Up Recipient: Reading Is Fundamental Pittsburgh

register  
**RoundUp**



Reading Is  
Fundamental  
Pittsburgh

Reading Is FUNDamental (RIF) Pittsburgh is an independent affiliate of Reading Is Fundamental, Inc., the oldest and largest children's and family nonprofit literacy organization in the United States. Founded in 1981, RIF Pittsburgh offers consistent, high-quality literacy and educational programming for more than 21,000 economically disadvantaged children in Pittsburgh and the surrounding communities.

RIF Pittsburgh focuses its efforts on early childhood centers, schools, community centers, after-school programs, and public housing communities. Through a variety of programs including storymobiles and books for babies, RIF ensures good literacy habits begin in the earliest stages of life. In the last year alone, they put more than 88,000 books into the homes of the children and families that need them the most.

RIF Pittsburgh is dedicated to developing the children in our community into life-long, independent readers and learners. To learn more about RIF Pittsburgh, visit their website or call 412-321-8022. If you'd like to support them in their mission to provide children with the resources, motivation, and opportunities to develop a life-long love of reading, be sure to tell your Co-op cashier to round up your total this month!

*Spare change can result in positive change!*

[www.rifpittsburgh.org](http://www.rifpittsburgh.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:



**READING IS  
FUNDAMENTAL  
PITTSBURGH**



**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. 142 or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to get the word out!



# COMMUNITY IMPACT

CO-OP SHOPPERS CONTRIBUTED

**\$2,678.36**

THROUGH THE REGISTER ROUND UP FOR



412 FOOD RESCUE RECEIVED



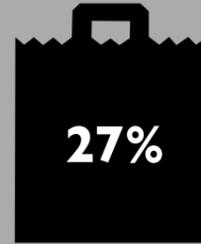
POUNDS OF FOOD FROM THE CO-OP

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 MAY 2016

## Featured Community Partner: Health Horizons

The East End Food Co-op is proud to partner with Health Horizons. 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. Locally-owned businesses have a huge impact on the infrastructure of our regional economy and we firmly believe that we are all stronger together.

Located in Oakmont, Health Horizons exists to provide care, guidance, and education in the pursuit of optimum health. The doctors at Health Horizons acknowledge the human body's extraordinary innate capability to heal, and they believe it is their role is to facilitate the healing process by identifying the underlying causes of ill health and to resolve them through natural, non-invasive approaches including: advanced chiropractic care, therapeutic massage, clinical nutrition and dietary counseling, plus exercise and lifestyle coaching. They utilize only the safest, most progressive, up-to-date methods. Health Horizons is a family practice and sees people of all ages. With over 100 years of combined clinical experience, this multiple doctor office provides the advantage of having access to more than one doctor's opinion, which equates to more comprehensive and thorough care. Call 412-828-0700 Ext. 10 to schedule a complimentary consultation and to learn how they can assist you on your journey to better health and function.



They look forward to meeting you!

Members receive \$100 off initial chiropractic evaluation, \$10 off initial massage session, \$50 off initial nutritional evaluation, and complimentary consultations to learn more. 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 [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or call 412-242-3598 ext. 438. You can check out the full listing of your Co-op's partners on our website at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program).

## Meet the Owner: Felipe Member Since 2015

**What's your name? And, where do you live?** My name is Felipe, and I live in Uptown, a part of Pittsburgh.

**How long have you been a member?** Since last year, around this time.

**What was your motivation for coming to and/or joining the Co-op?** Basically the quality of the food. And I joined to have access to the credit union.

**What is your favorite thing about the co-op?** I like that you can eat and shop in the same place. So you're not hungry when you go to buy your groceries.

**What do you hope never changes about the Co-op?** The fact that's it cooperatively owned.

And the diversity that you find in the store.

**If you could change one thing about the Co-op, what would it be?** I would like the prices to be cheaper, but I understand that this is a hard thing to do. I think it would be great if the Co-op opened a second store.

**What do you love about the Co-op?** I feel like I can trust the quality of the food here, that it is non-GMO, and supplied by local people.

**What do you like to do when you're not at the co-op?** I am an Artist. I am a Dad. And I like to hang out with friends.



## Grilling Tips from your Co-op

By Jess Santacrose, Co-op Meat Coordinator

It's grilling season! Time to heat up the charcoal and enjoy the summer sunshine. Here at the Co-op we offer a wide variety of grillable meats to complement any summertime meal. A majority of our products come from local family farms where animals are raised naturally and humanely and are never given antibiotics or hormones. You'll taste the difference in meat from creatures who are given the freedom to roam and raised on pasture and grass.

If you're looking for an interesting twist on hamburgers, we offer ground goat, lamb, pork, bison, elk, venison, wild boar, turkey and chicken, as well as beef. Just add some minced onion and garlic and sprinkle salt and pepper on any of these meats for a scrumptious burger. We also offer a wonderful selection of pork, chicken, turkey, and beef hot dogs and sausages that are grill-ready.

For something a bit fancier than a burger or hot dog, try our steaks or chops. These cuts work well with a marinade or dry rub. We have several different seasoning blends for grilling meats and seafood in our Bulk Herb department and on the bottled herbs rack. You can mix herbs and spices of your choice to truly make the meal your own. A personal favorite of mine is this great combination on pork chops: 1 teaspoon each of salt, pepper, garlic powder, and onion powder, with 2 teaspoons of dried parsley, 1/2 teaspoon of smoked paprika, and cayenne to make it spicy.

Another favorite is grilled half chickens. We get our chickens from Jubilee Hilltop Ranch, where the birds are free to roam, traveling in their portable hen house to a new pasture every week. To make this chicken, I like to marinate for up to a day in some good Italian dressing (or similar concoction) and then grill on low heat with the lid closed. The lower cooking temperature keeps the chicken moist, while the lid holds in the smoke to add flavor. I also like to baste periodically throughout cooking to keep the meat extra moist, but I always stop basting near the end so any juices that had touched raw chicken have time to cook off.

I hope you'll get plenty of chances to step outside the kitchen and prepare a delicious meal on the grill this summer. If you have questions about our meat, or need help selecting a cut, just ask! You can also email me at [jsantacrose@eastendfood.coop](mailto:jsantacrose@eastendfood.coop).

Happy grilling!

### Safe Minimum Internal Temperature Chart

Beef, Pork, Veal & Lamb	145 °F and allow to rest for at least 3 minutes
Ground Meats	160 °F
Ham, fresh or smoked (uncooked)	145 °F and allow to rest for at least 3 minutes
Fully Cooked Ham (to reheat)	Reheat cooked hams packaged in USDA-inspected plants to 140 °F and all others to 165 °F.
All Poultry	165 °F
Fish & Shellfish	145 °F

Source: [USDA.gov](http://USDA.gov)

## Spotlight on Local: Apothecary Muse

by Kate Safin, Interim Marketing & Member Services Manager

Eryn Hughes owns and operates Apothecary Muse, a home-based business located in Point Breeze that produces "adventure skincare," including cold pressed soaps, salves, deodorant, and lip balms. Eryn is a certified aromatherapist, a soapmaker and a teacher, and she's in the process of becoming an herbalist. She is also an East End Food Co-op member. Like many small businesses, Apothecary Muse began as a hobby—a way to be creative and make products for family and friends—that grew to an online Etsy shop and started appearing at local pop-up markets. By 2013, Eryn had the support and encouragement needed to start her journey into sole proprietorship. You can find Apothecary Muse herbal soaps (including the popular Woodsy Warrior), deodorants, and natural bug repellent at the Co-op. To learn more, visit her site at: [www.apothecarymuse.com](http://www.apothecarymuse.com).



**East End Food Co-op (EEFC): What inspired you to start your business?**  
Eryn Hughes, Owner and Soapmaker (EH): The professional atmosphere of I Made It! Market pushed me to register my business name, apply for sales tax identification, and get professional liability insurance for my products. The personalized support and encouragement I received definitely mobilized me. It was there that I realized I had acquired the experience necessary to run a business while working for other people, and that working for myself could be very fulfilling. I was nervous, but knew I could do it.

**EEFC: What makes your products or business unique?**  
EH: The products meet specific needs and have their own niche within various markets (craft, food, farm, outdoors, etc.). Since I spend most of my time outdoors and prefer to complement other small businesses, I try to create unique items and solve problems by providing products and packaging suitable for outdoor exposure, with an awareness of sensitive skin and sensitive ecosystems.

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

EH: I read labels, just like I do in the grocery store, looking for information on ingredients, production process, and third party certifications. When buying from a company for the first time, I review their business practices, with an eye toward transparency and commitment to quality. While some of the ingredients I use are only produced outside this region's climate, I try to grow or purchase herbs from local farms like Garden Dreams, Healcrest Urban Farm, and Quiet Creek. I'm currently trying to find a local olive oil manufacturer, for my soap, that is not cost-prohibitive.

**EEFC: Why do you think people should shop local?**

EH: Shopping local can provide fresher, more inexpensive products because there is less processing and cost involved with getting the items to the customer. It also offers opportunities to talk with local producers to better understand how things are made, so people can make informed purchasing decisions. Local delivery means that packaging, and carbon footprint can be reduced, too. For the Co-op, I deliver all my orders by bicycle!

## Grilled Veggies with Smoked Paprika Vinaigrette

### Ingredients

#### Vinaigrette

- 1/2 cup white wine vinegar
- 1/2 cup olive oil
- 1/3 cup honey
- 1/2 cup green olives
- 1 tablespoon Dijon
- 1 tablespoon smoked paprika
- 3 cloves garlic, minced
- 1/4 cup packed fresh basil leaves
- 1 teaspoon sea salt

#### Vegetables

- 2 tablespoons vegetable oil
- 1/2 cup baby carrots, cut in half
- 1 1/2 cups halved button mushrooms
- 1 cup cherry tomatoes, halved
- 1 large red onion sliced into 1/2-inch thick slices
- 2 zucchini, ends trimmed, halved lengthwise
- 1-pound bag washed mixed salad greens



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

### Preparation

1. Place all ingredients for the vinaigrette in a blender or food processor. Blend until emulsified and set aside.
2. Heat the grill over medium-high heat. Drizzle all the vegetables with the vegetable oil. Place the carrots on the grill, turning every 4 to 5 minutes, until you can pierce them with a fork (15 to 20 minutes total). Make a foil packet for the mushrooms and tomatoes and place on the grill, or use a grilling basket to cook for 6 to 8 minutes, until cooked through. Next, grill the onion and zucchini until tender, approximately 3 to 5 minutes per side. Arrange salad greens on a serving platter, place grilled vegetables atop the greens and drizzle with the vinaigrette to taste.

## New in the Aisles

**THREE TWINS** – Organic Icecream Cones (Cake and Sugar)

**GT DAVE'S** – Gratitude Kombucha

**FIELD DAY** – Organic Juice (Concord Grape, Cranberry, Fruit Punch)

**RISHI** – Everyday Matcha

**SUNSHINE NUT CO.** – Roasted Cashews with Herbs

**GAY LEA** – Coconut Whipped Topping

**LIONI** – Fresh Mozzarella

**VOLPI** – Chorizo Salame

**TAIT FARMS** – Ginger Mustard

## Planning a Summer Picnic

There's no better way to celebrate the beginning of summer than by planning a leisurely outdoor picnic. Here's how to keep your picnic out of bug-bite and spoiled-food territory to enjoy warm breezes, delicious food and fun.

### Prep everything ahead of time

This may seem like a no-brainer, but putting in the time to chop your veggies, assemble your kebabs, or slice your baguette before leaving the house will keep the fuss—and mess—to a minimum once you get outside.

### Stay bug-free

Bring small citronella candles to place along your picnic table. If you're picnicking on a blanket (where fire isn't the friendliest option), pack a bottle of chemical-free mosquito repellent from the body care section of your co-op.

### Avoid foods that spoil easily

That means mayo, cream-based dips, and fresh cheeses are best left at home—unless you're planning to transport them a short distance on ice and eat them immediately. Any leftovers should be thrown away (so plan your portions carefully!).

### Practice food safety

Take care to make sure all raw meats are wrapped separately, and transport them on ice. Use separate cutting boards and utensils for handling raw meat (bring an extra plastic bag to keep them in), and wash your hands as often as possible. Hand sanitizer is a must.

### Cook meat with care

If you're grilling outdoors, keep raw meats below cooked meats on the grill

### Insect Repellent Spray

*Courtesy of Apothecary Muse*

Makes one 2 ounce bottle. For external use only!

### Ingredients

- 1.9 oz distilled water
- 0.1 oz Castor Oil
- 2 drops Vitamin E
- 2 drops Lavender Essential Oil
- 5 drops Citronella or Lemongrass Essential Oil
- 4 drops Lemon Eucalyptus Essential Oil
- 2 drops Geranium Essential Oil

### Instructions

1. Assemble your ingredients, ensuring no pets or children are around.
2. Combine ingredients in a small spray bottle, cap, and shake.

at all times, and make sure they're cooked thoroughly before eating (a meat thermometer can confirm doneness). Hamburgers should be cooked to 160 degrees, poultry to 170 degrees, and beef, veal, and lamb cuts to 145 degrees.

### Keep it earth-friendly

Bring reusable napkins (you'll not only avoid fly-away paper napkins, but cloth napkins can also be used to wrap food and bottles for transport). If you are using disposable products, look for recycled and biodegradable options at the co-op. And make sure your picnic spot's as pretty as a picture for its next al fresco diners!

*Reprinted by permission from StrongerTogether.coop. Find articles about your food and where it comes from, recipes and a whole lot more on their website at: www.strongertogether.coop.*

## EEFC Federal Credit Union Expanding

*By Daniel Webb, EEFC Federal Credit Union General Manager*

The story of modern Pittsburgh is often told as a tale of resurrection. Brought back from the edge of an economic abyss, we reinvented ourselves as a major hub of education, technology, and medicine. The progress we have made is real, yet unequal access to economic opportunity has barred many of our friends, family, and neighbors from sharing in our city's success.

Those who are struggling often find it difficult to secure the financial resources needed to get, and stay, out of poverty. Corporate banks that help those of means with accessing affordable credit and accumulating wealth may avoid people seen as too risky or not profitable enough to help. In the absence of bank assistance, predatory lenders find traction, and critical needs in the community are left unmet.

While our Credit Union prides itself on helping those the big banks don't want to deal with, until now our reach has legally been limited to members of the EEFC. Recently, we have taken the initial steps to be able to serve the broader East End community. In May, we completed our first-ever move toward membership expansion, welcoming the employees of Construction Junction to our Credit Union. Next, with the support of the National Credit Union Administration (NCUA), we plan to extend services to the residents of Homewood, Wilksburg, Larimer, Lincoln-Lemington, East Hills, North Point Breeze, and Penn Hills.

As we develop new services, we want to make sure we have the right tools to help

those in need. In March, we introduced credit-builder loans to assist members with repairing their credit or establishing credit for the first time. This summer, we plan to begin participating in the Borrow and Save Program, a nationally-recognized initiative that aids members with acute financial difficulties, such as missed rent payments or sudden car breakdowns. Through meetings with residents, local leaders, and organizations, we hope to develop a deeper understanding of the needs that exist within our neighborhood, identify additional ways that we can assist, and secure new board members and volunteers. We are optimistic about opportunities coming up in the months ahead. As always, we welcome the input and support of our members as we move forward with this exciting new chapter of our Credit Union's history.

### About the EEFCFCU:

Founded in 1993 to serve members of the EEFC, The East End Food Co-op Federal Credit Union is a member-owned and democratically-governed non-profit financial cooperative. We strive to nurture a safe, socially-responsible alternative to corporate banks and to provide assistance to those neglected by mainstream financial institutions. For more information about EEFCFCU call 412-243-7574 or email Daniel at [dwebb@eefcfcu.org](mailto:dwebb@eefcfcu.org).

*Daniel Webb is the General Manager of the East End Food Co-op FCU. An alumnus of Public Allies Pittsburgh, he previously served as a program manager for Habitat for Humanity of Greater Pittsburgh and New Century Careers.*

## Embracing a vegan lifestyle beyond your plate

*By Leila Sleiman, Justice for Animals & Pittsburgh VegFest*

It seems veganism has become so trendy in the last few years that it leaves some long-time vegans wondering if this new interest is a good thing. Although there are counter-arguments, as a long-time vegan myself, I believe it is good in the long run. Embracing a vegan lifestyle can inspire folks to expand compassion to other areas in which animals are frequently exploited, like fashion, entertainment, and laboratories.

Justice for Animals is a non-profit I co-founded to encourage people to think past their plate when considering compassion for animals. We have successfully organized demonstrations around the city and worked with City Council to ensure animals in Pittsburgh are treated humanely, from the circus, carriage horse rides, and roadside zoos, to pigeon trapping and deer population control. I have met amazing animal welfare activists and am inspired by

those who are motivated to invest time from their busy lives to help animals. Another step we've taken to make Pittsburgh a more compassionate city is Pittsburgh VegFest. This family-friendly event began as a way to spread veganism throughout Pittsburgh, support small businesses, and bring together the city's animal welfare groups all in one fun place.

If you are already vegan or just "veg

curious," I hope you'll join me at the Co-op on Saturday, July 16 at 2 PM for a vegan demo (more info on page 8). You can also check out Pittsburgh VegFest on July 30.

*Leila Sleiman is a long-time vegan and animal rights activist and co-founder of Justice For Animals and Pittsburgh VegFest. For more information, visit [www.facebook.com/justiceforanimalsPA](http://www.facebook.com/justiceforanimalsPA) and [PittsburghVegFest.org](http://PittsburghVegFest.org).*

JUSTICE FOR ANIMALS PRESENTS:  
PITTSBURGH  
**VEGFEST**  
2016  
FREE ADMISSION

Come celebrate a compassionate, ethical and sustainable lifestyle for all.

- Food, Craft And Art Vendors - Raffle Prizes - Family/Children Activities -
- Live Music And Speakers - Educational Organizations - Demonstrations -

**SATURDAY, JULY 30TH 11AM - 5PM**  
ALLEGHENY COMMONS PARK EAST, NORTH SIDE

Free gift bags loaded with goodies to the first 250 People.

Info: [PittsburghVegFest.org](http://PittsburghVegFest.org) [PittsburghVegFest](https://www.instagram.com/PittsburghVegFest) [PittsburghVegFest](https://www.facebook.com/PittsburghVegFest) [@PGHvegfest](https://twitter.com/PGHvegfest)

## Leave A Legacy

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1002380

Offer valid at participating stores until 7/30/16. Not valid with other discounts, gift card, Oriental rug or Traveler's Find purchases. One coupon per customer per day.

## 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

## BOARD OF DIRECTORS

Mike Collura, President  
Mark Frey, Vice President  
Sarah Aerni, Secretary  
Greg Nicholas  
Caroline Mitchell  
Alice Leibowitz  
Thomas Pandaleon  
Dirk Kalp  
Amit Shah

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**General Manager:** Justin Pizzella  
**Human Resources:** Jen Girty  
**Finance:** Shawn McCullough  
**IT:** Erin Myers  
**Grocery:** Maura Holliday  
**Café:** Amber Pertz  
**Front End:** eric cressley  
**Produce:** Evan Diamond

## THE CO-OPERATOR

**Editor:** Kate Safin  
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**Contributors:** Mike Eaton, Heather Hackett, Erica Peiffer  
**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.**

### Contact Us:

If you are interested in more information about advertising or would like to submit an article, please contact Member Services:

Email: memberservices@eastendfood.coop  
Phone: 412.242.3598 ext. 142

Show how much you "LIKE" us and follow EEFC online!



## EMPLOYEE OF THE MONTH



Congratulations to **Lauren Torralba**, who was chosen as the Co-op staff pick for Employee of the Month. Lauren has worked here as a cashier since December 2014, and has been a member since 2013.

**Q.** What's your favorite thing about your job here?

**A.** The people. Certainly the people. Everybody here is cool, super nice, super easy to work with, and super fun to work with. I don't think I'll ever work at another place where everybody's so cool.

**Q.** What have you learned in your time working at the Co-op?

**A.** I've definitely learned a lot about how co-ops work, and it's fueled my understanding of the importance of local farms, farmers, and products. Also, I got to try cotton candy grapes. I did not know such a thing existed, and I'm glad I do now.

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

**A.** I thoroughly enjoy hiking. I also enjoy gardening. I'm pretty proud and excited for my little plant babies. Proud mama of plants. Also, dancing; specifically salsa dancing.

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

**A.** Free cotton-candy grapes for everyone, 100% of the time. Especially on bad days.

## NEW FACES

### Janaya McConaughy, *Front End*

Janaya thinks of our Co-op as an important and unique opportunity to work closely with community members to build a better community business. Outside work, Janaya likes to talk art and history, and to make potions (like tea, face masks, and hair goo).

### Christopher Rezk, *Grocery*

Chris has worked as an organic farmer, a restaurant cook, and as a full-time professional musician. Chris likes long walks on the beach and gettin' caught in the rain (which is a joke, but he adds that it's also kind of true).

### Jeffrey Castellano, *Café*

Jeffrey loves that our Co-op wants to be a strong part of our community (and vice-versa), with our focus on sustainable, organic food and options for vegan and vegetarian diets. Jeffrey considers natural food to be a wonderful way to promote a healthy environment.

### Devon Cohen, *Produce*

At our Co-op, Devon supports and will enjoy participating in cooperative economics. Being connected to food is something Devon finds important, and before coming here, Devon worked on several small, mostly organic vegetable farms.

### Maddie Halpert, *Front End*

Maddie was a member of a student-run dining co-op as a discussion facilitator and a trainer of new members. Outside work, Maddie plays the cello and does some acrobatics and circus arts as a hobby. Maddie finds it empowering to be not just a consumer, but a member-owner.

### Jess Turkovich, *Produce*

Jess comes to our co-op with two years of grocery experience and ten years in restaurants. Jess likes gardening and painting, enjoys our Co-op's delicious natural foods (especially the raw milk), and simply wants the future to be happy.

## YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

<b>Jim McCool, <i>Grocery</i></b>	<b>18 years</b>
<b>Ian Ryan, <i>Grocery</i></b>	<b>14 years</b>
<b>Katrina Clark, <i>Café</i></b>	<b>8 years</b>
<b>Jackson O'Connell-Barlow, <i>Grocery</i></b>	<b>6 years</b>
<b>Frank Salati, <i>Front End</i></b>	<b>3 years</b>
<b>Gabe Cantillo, <i>Grocery - Marketing and Member Services</i></b>	<b>2 years</b>
<b>David Rosenberg, <i>Café</i></b>	<b>2 years</b>
<b>Angelo Adler, <i>Café</i></b>	<b>1 year</b>
<b>Abbey Rideout, <i>Café</i></b>	<b>1 year</b>

# CAFÉ SPECIALS • JULY 2016

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2 AM: BRUNCH PM: SUMMER VEGETABLE TART
3 AM: BRUNCH PM: TAMALES	4 CORN CAKES W/ BLACK BEAN CONFETTI	5 TACO BAR	6 BEETS & GREENS W/ SUNFLOWER SEED RICOTTA	7 HUNAN TOFU W/ BROCCOLI	8 PIEROGI LASAGNA	9 AM: BRUNCH PM: SUMMER VEGETABLE TART
10 AM: BRUNCH PM: TAMALES	11 CORN CAKES W/ BLACK BEAN CONFETTI	12 TACO BAR	13 BEETS & GREENS W/ SUNFLOWER SEED RICOTTA	14 HUNAN TOFU W/ BROCCOLI	15 PIEROGI LASAGNA	16 AM: BRUNCH PM: SUMMER VEGETABLE TART
17 AM: BRUNCH PM: TAMALES	18 CORN CAKES W/ BLACK BEAN CONFETTI	19 TACO BAR	20 BEETS & GREENS W/ SUNFLOWER SEED RICOTTA	21 HUNAN TOFU W/ BROCCOLI	22 PIEROGI LASAGNA	23 AM: BRUNCH PM: SUMMER VEGETABLE TART
24 AM: BRUNCH PM: TAMALES	25 CORN CAKES W/ BLACK BEAN CONFETTI	26 TACO BAR	27 BEETS & GREENS W/ SUNFLOWER SEED RICOTTA	28 HUNAN TOFU W/ BROCCOLI	29 PIEROGI LASAGNA	30 AM: BRUNCH PM: SUMMER VEGETABLE TART

## 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

# JULY 2016 COMMUNITY EVENT SERIES

## CELEBRATE CO-OPS WORLDWIDE

Saturday, July 2nd, 2 PM

Rachel Dana, Equal Exchange  
POWER/EEFC Conference Room

July 2nd is the International Day of Cooperatives! Learn more about our partnership with Equal Exchange and explore how cooperative principles tie us all together in an authentic fair trade supply chain. There will be samples and plenty of time for questions!

## VEGAN DIETS MADE EASY

Saturday, July 16th, 2 PM

Leila Sleiman & Natalie Fristick, Justice for Animals/Pittsburgh VegFest  
POWER/EEFC Conference Room

Come learn about vegan diets! Learn how to make small lifestyle changes to easily transition to a vegan diet. A simple recipe demo and samples will accompany the discussion. Long-time vegans can learn new recipes and ways to mix up their diet.

## FUNDAMENTALS OF MONEY MANAGEMENT

Tuesday, July 19th, 7 PM

Daniel Webb, East End Food Co-op Federal Credit Union  
POWER/EEFC Conference Room

Learn the basics of money management, budgeting, establishing and restoring credit. We'll cover important concepts, useful skills and common pitfalls, in order to help you successfully maintain a healthy financial state. Join us on your journey to fiscal responsibility.

**These events are FREE, just call  
412-242-3598 to reserve your spot!**

## Look for your Co-op at these upcoming events:

**Saturday, July 30th, 11 AM - 5 PM:** Join us at Allegheny Commons Park East on the North Side for Pittsburgh VegFest, a family-friendly outdoor festival benefiting Justice for Animals. Enjoy free samples of some of our popular vegan items and learn about how your local co-op can support a healthy vegan lifestyle.

*More information: [www.pittsburghvegfest.org/](http://www.pittsburghvegfest.org/)*

**Turn in the referral form to Customer Service between July 2-July 10 to be entered in our raffle.**

### EAST END FOOD COOP MEMBER DRIVE 2016 NEW MEMBER REFFERAL

New Member Name:

Referred by: (Current Member Name)

Current Member's Phone/E-mail:



All new members and the member who referred them are entered to win a \$50 Co-op gift card!

*Winner will be drawn July 11th.*