

The Co-operator

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



The Importance of Pollinators

by Kate Safin, Interim Marketing & Member Services Manager

Have you noticed bees, flies, and beetles buzzing among your flowers? How about moths and butterflies perched on colorful buds, and birds rustling among the trees? In the evening, do you observe bats swooping and diving in the dusk? As they move along in their everyday lives, these creatures are doing work essential for growing most of the food we eat: pollinating!

Pollination occurs when pollen is moved within a flower, or moved from one flower to another. It is what leads to fertilization and starts seed and fruit production in flowering plants. Nearly 75% of flowering plants depend on pollinators to accomplish this activity that's a vital part of their lifecycle. We humans rely on pollinators for 1/3 of all of our food and beverages.

Each year in June, we observe National Pollinators Week, an international celebration of the valuable services provided by bees, birds, butterflies, bats, and beetles. This year, the U.S. Department of Agriculture and the U.S. Department of the Interior have designated June 20-26 National Pollinators Week. It's a time for us to think about the importance of pollinators and how we can support them.

At the East End Food Co-op, we're excited to present *The Benefit of Bees* with Joe Zgurzynski of Country Barn Farm on Wednesday, June 22nd (more information is on page 8). Throughout National Pollinators Week, we'll be highlighting items brought to us by pollinators in every aisle of our store. Certainly, our produce department would be decimated without

the work of pollinators, but what about coffee, chocolate, tea, herbs, and nuts? That's right! Pollinators bring us those items too! Look for our special pollinators tags to learn more about the many products we can thank pollinators for – you might be surprised at how many items would be missing from your shopping basket without them!

While we focus on pollinators for one week each year, it's important that we do everything we can to ensure their livelihood every day. One critical way to support pollinators is by providing safe habitats where they can nest and reproduce. The Co-op's focus on carrying goods from farms that practice organic and sustainable farming ensures that the providers we work with are taking steps to create healthy environments for pollinators. We also support our local beekeepers by carrying their products in the store, including items from Country Barn Farm, Abeille Beauté (learn more on page 5), Apoidea, Maple Valley Farm, and Drapers Super Bee Apiaries. And last year, Co-op shoppers raised \$3,552.04 for Burgh Bees, a non-profit organization that introduces beekeeping to Pittsburghers.

We hope you'll join us in celebrating pollinators June 20-26, and look for ways you can contribute to their health and well-being all year. You can learn more about how to support pollinators by visiting:

- The Pollinator Partnership: www.pollinator.org
- Burgh Bees: www.burghbees.com
- The Xerces Society: www.xerces.org

MAJOR POLLINATORS

Look for our pollinator tags throughout the store to learn about products brought to us by pollinators!



ANTS



BATS



BEES



BEETLES



BIRDS




BUTTERFLIES



FLIES



MOTHS



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BOARD OF DIRECTORS:

The next board meeting is Monday, June 20th at 7 PM.

NEW MEMBER ORIENTATIONS:

To register, call 412.242.3598 ext. 438 or email memberservices@eastendfood.coop.

MEMBERS ONLY:

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

E-NEWS:

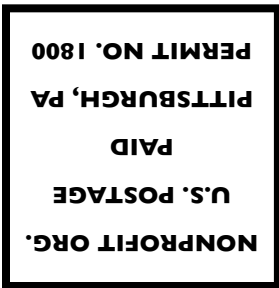
Would you prefer to receive *The Co-operator* online? Email memberservices@eastendfood.coop for details.

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



DATED MATERIAL:
DO NOT DELAY

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



GM Report

by Justin Pizzella, General Manager

As consumers continue to demand organic and healthy food options, more and more businesses are significantly increasing their offerings in the natural/organic category, which has been one of—if not the— fastest growing sectors of the food industry. As the competition intensifies, many marketing efforts are focused on highlighting how “clean” or “good for you” a business’s products are. I’ve been thinking about this topic for months now as I see widespread co-opting of words and concepts that once belonged solely to the organic food industry. The result is that the language of organic and sustainable is being watered down.

I’m not the only one noticing this. Brian Snyder, the out-going director of the Pennsylvania Association of Sustainable Agriculture summed it up nicely in a recent post on his blog:

Words matter. Though faced with abuse and even cooption of the word sustainable by corporate interests wanting to steal our thunder or undermine the power of our ideals, we must never give in to that. Other words like natural, local, and fresh are similarly threatened, even within our own ranks, but we must never relinquish or walk away from the words that got us here in the first place, even as we develop more descriptive terms, like regenerative,

to convey the significance of our vision.

You can read Brian's full blog post here: www.writetofarm.com/2016/04/26/the-future-of-sustainable-agriculture

Brian is leaving PASA after 15 years as Executive Director. On behalf of the East End Food Co-op, we want to express our appreciation to Brian for his vision, leadership, and dedication to local, sustainable farming.

As I celebrate my 5-year anniversary with the Co-op, I’ve been doing a lot of reflection. Some highlights for me that I’d like to share include: the thousands of new members who have joined, growing our staff nearly 40%, our ongoing commitment to clean food, the significant increase in sales of local products, and working with and meeting so many great people every day.

We truly have a great Co-op and I’m proud to be its general manager. One realization, though, that I’ve had about our organization is that there isn’t widespread alignment about the purpose of our Co-op. In the coming year, we’re going to focus on creating and aligning around the purpose for our Co-op. As we engage this process, we’ll need to hear from as many voices as possible.

Board Corner

by EEFC Board of Directors

If you’d like to take your involvement with the EEFC to the next level, now’s your chance! We are currently seeking a wide array of candidates for board service whose contributions can help us create and achieve a shared vision for the short- and long-term future of the Co-op. While participation in a cooperative can take many forms, the most direct responsibility falls upon members of the board of directors, a nine-person body of member-owners tasked with representing the entire membership.

What does the board do?

The board follows a Policy Governance philosophy, which prescribes a clear boundary between governing and managing an organization. Specifically, for the East End Food Co-op, this means that board members do not make decisions about day-to-day store operations. Instead, they focus on broader concerns, specifically:

- Overseeing the general manager
- Financial oversight of the Co-op
- Engagement with and accountability to our member-owners
- Creating a long-term vision for the Co-op

Who is a good candidate for board service? Dedication to the Co-op and its principles is first and foremost. To be eligible, a candidate must be a fully-paid member-owner of the East End Food Co-op. A strong candidate will possess the following qualities:

- Excellent communication skills
- Ability and desire to work closely with other board members as part of a cohesive team

- Vision for the future, and an ability to see present-day decisions in the context of the long-term health of the Co-op
- Ability to speak openly and independently in group discussions, while also being able to abide by decisions arrived at collectively by the board
- Good judgment, honesty, and courage

Directors prepare for and attend monthly board meetings, participate in ongoing email discussions, and take the lead in accomplishing various tasks on board committees, which requires a commitment of 10-30 hours a month.

A director is elected for a term of three years and there is no limit to the number of terms a director may serve. Please refer to the Candidate’s Packet for additional details about candidate requirements, the application process, and important dates.

How do I declare candidacy?

To apply, complete the “Declaration of Candidacy Form” found in the Candidate’s Packet, which will be available at Customer Service or online at www.eastendfood.coop/board.html during the months of June and July. Candidate submissions will be accepted from Friday, July 1 until Saturday, July 30 at 9 PM. Help us keep our Co-op going strong! We hope to see your application for candidacy in July.

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

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 the guidelines.

RUN FOR THE
BOARD OF DIRECTORS

If you are interested in running, pick up a candidate packet from Customer Service or online at www.eastendfood.coop. Candidate submissions will be accepted from Friday, July 1st until Saturday, July 30th at 9 PM.



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



Toys for Magical Children

No Batteries.
No Screens.
Pure Fun.

We specialize
in American
and European-
made toys.

- ◀ STEM Toys ▶
- ◀ Books ▶
- ◀ Fun Gifts ▶

FREE GIFT WRAP
For Co-op Members

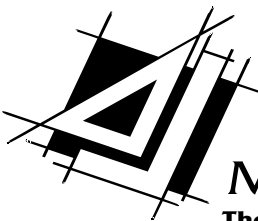
New Puzzles and Games

IN LAWRENCEVILLE

4747 Hatfield St. at 48th

412.478.7099

Tues. – Fri. 11 – 7
Sat. 10 – 6
Sun. 1 – 5



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The fusion of innovative design and craftsmanship.

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412-241-6042

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

Thanks for bringing back the bulk water!

Thanks so much for the feedback! Now that we have a larger tank, the bulk water service should be much better.
-Maura, Grocery

Will you please return Lydia's sunflower seed & green crackers to the shelves?

Those two items should be returning soon. Lydia's Organics is now Lydia's Kind Foods. Thank you for your patience!
-Evan, Grocery

I had maybe the absolute best meal I ever had here tonight. I had four different selections, all were awesome and complimented each other so well. And the color was gorgeous...

So glad that you enjoyed your meal. I will pass along the positive feedback to Café staff!
-Amber, Café

Is there a possibility that the Co-op could provide q-tips, tissues, etc. for sampling makeup?

We provide q-tips, tissues and/or cotton rounds on the top shelf around the make-up displays. Thank you!
-Germaine, HBA

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

June’s Round Up Recipient: Homewood Children’s Village

register
RoundUp



Homewood Children’s Village creates a lifetime support system for children that starts as early as infancy and ends with high school graduation and the promise of options beyond commencement. HCV provides needed community resources and works with other like-minded organizations to remove the barriers to children’s success. In addition to providing academic and social support, HCV also distributes weekend nutrition to needy children and holds an annual winter coat drive.

The work of HCV staff though in-school, after school, and summer programming has resulted in significant increases in school attendance, academic achievement, and graduation rates. After only two years of HCV support, both Lincoln and Faison Elementary received Star Status recognition for academic growth. Over three years, the High School after school program increased GPAs from 1.98 to 2.68, and 100% of HCV's seniors graduated from high school.

Homewood Children’s Village is located less than one mile from the East End Food Co-op, at 801 North Homewood Avenue. If you want to learn more about them and the ways they support children in our area, visit their website, follow them on social media, or call 412-727-7605. And if you want to support Homewood Children’s Village in their mission to ensure every child succeeds, be sure to tell your Co-op cashier to Round Up your total this month.

Spare change can result in positive change!

www.hcypgh.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:

HOMEWOOD
CHILDREN'S
VILLAGE

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 to get the word out!



COMMUNITY IMPACT

CO-OP SHOPPERS
CONTRIBUTED



THROUGH
THE REGISTER
ROUND UP FOR



412 FOOD RESCUE
RECEIVED



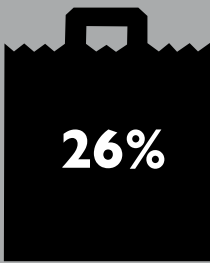
POUNDS OF
FOOD FROM
THE CO-OP

OUTREACH
REPRESENTATIVES
REACHED



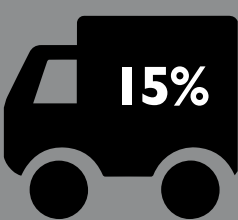
PEOPLE AT
EVENTS

LOCAL
PRODUCTS
MADE UP



OF TOTAL
STORE SALES

OF OUR
PURCHASES,



WERE FROM
LOCAL
SUPPLIERS

MEMBER IMPACT

MEMBERSHIP
GREW BY



NEW
HOUSEHOLDS

MEMBER
EQUITY
INCREASED



FOR A TOTAL
OF \$1.2M

OF OUR
MEMBERSHIPS,



SHARES ARE
FULLY PAID

OUR
CO-OP HAS



ACTIVE
MEMBERS

MEMBER
PURCHASES
MADE UP



OF TOTAL
STORE SALES

DATA COLLECTED DURING MARCH 2015

Featured Community Partner:
Wexford Automotive Repair

The East End Food Co-op is proud to partner with Wexford Automotive Repair. 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.

Wexford Automotive Repair is a general automotive mechanical repair shop located in Wexford, PA. Locally-owned and operated since 2013, Wexford Automotive Repair pledges to provide the highest quality automotive repair as well as great customer service and an ethical business relationship. They perform a wide range of automotive

services including state inspection and emissions testing, oil changes, cooling and HVAC, tire rotation, brakes, exhaust, transmission, trailer inspection, engine repair, and other specialty work in a safe, efficient, and professional manner. This authorized Bosch Car Service Center offers complimentary loaner vehicles supplied by Hertz. Appointments can be made online at www.wexfordautomotiverepair.com, or by calling the shop at 724-759-7691.

Members receive \$10 off oil changes. 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 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.



Meet the Owner: Kim
Member Since 2009

Where do you live?
Near the airport, it's called Hopewell... so pretty far!

What was your motivation for coming to the Co-op?
Natural foods, and somewhere that I can trust what's on the shelves so I can make faster purchases without researching them myself.

Was there any one factor that motivated you to join as a member?
Primarily local, organic produce. I know Whole Foods has organic, but I am really interested in local.

What are some of your favorite things about the Co-op?
Really, just that it's local. I really feel like everything on the shelves here, someone has thought about the health factors, what's in it, so it's really easy for me to make fast decisions about what to buy, without having to read every label and worry about it.

What would you never, ever change about the Co-op? What do you absolutely LOVE about the Co-op?
The Juice Bar! I get a juice every time I'm here, and the juice counter staff is so friendly.

Any interesting stories you'd like to share from your experiences at the co-op?
I really enjoy seeing the same faces, and running into my friends here all the time. The wifi is great for having quick meetings.



For almost a year now I've been following something called the AIP paleo diet, an auto-immune protocol diet, and your supplements buyer, Jackson, has been SUPER helpful in telling me about the supplements (probiotics in particular) that support me in following that diet. So I really appreciate that.

If you could change one thing about the Co-op, what would it be?
More parking. Closer parking.

What do you like to do when you're not at the co-op?
I have a daughter, so most of my time is spent with her. And I raise alpacas, so I spend a lot of time tending them and walking around our 60 acre farm. Plus I'm in grad school.

Try it before you buy it:
Introducing the Co-op’s sampling program

by Patrick McHale, Promotions & Merchandising Coordinator

Sometimes uncertainty about unfamiliar products can prevent shoppers from trying new and exciting items. Being able to try something before you buy it is helpful, and over the past few weeks the Co-op has been ramping up efforts to sample new products along with new flavors of old favorites.

I’ve been lucky enough to head up the resurgence of our sampling program in the newly-created Promotions & Merchandising Coordinator position. Having the chance to meet and talk to customers as they try something for the first time, and getting their feedback, has been a great experience. I look forward to applying that input as we continue to develop our sampling practices.

We’ve had some early successes with tastings of products that many people may not be familiar with, such as Switchel, a sweet vinegar-based drink that comes in different flavors, and Bone Broth. We’ve also been inviting local vendors to come in and share samples of their products. It’s been enlightening to introduce people to alternative products, and to gather their responses to share with the buyers who select the items offered in each department.



Through the sampling program we have also had more opportunities for fun and engagement here in the store. For instance, at Easter we showed people how to dye eggs naturally using fruits, vegetables and herbs, which is a healthy alternative to the standard method. And we celebrated Earth Day with a 25% off sale in our Bulk Department, which was a great opportunity to encourage people to go green and save money by shopping in bulk.

- Looking toward the future, we have more fun occasions coming up. Join us for:
- Hemp History Week (June 6-12): We’ll be sampling hemp products and distributing Hemp History Week buttons and information.
 - National Pollinators Week (June 20-26): There will be honey tastings throughout the week, as well as displays featuring pairing ideas.
 - 4th of July: We’ll be grilling outside the store and sampling picnic favorites.

As we enhance and improve our program, we welcome and greatly appreciate your feedback. You can leave a comment at the Customer Service desk in the store or send an email to memberservices@eastendfood.coop.



Spotlight on Local:
Abeille Beauté

by Kate Safin, Interim Marketing & Member Services Manager

Alyssa Fine grew up in a beekeeping family. She served as the 2011 Pennsylvania Honey Queen and 2012 American Honey Queen, traveling the state and the country educating the public about the importance of honeybees and beekeeping. Last year, Alyssa established Abeille Beauté, a Pittsburgh-based company that makes natural beeswax cosmetics using ingredients sourced from her family’s Southwestern Pennsylvania apiary. The name comes from a French phrase that literally means *honeybee beauty*. The products are simple and natural, using only locally-sourced premium beeswax and honey, and never contain any chemicals or preservatives. You can find Abeille Beauté Whipped Lip Balm, Manuka Honey Salve, Lotion Bar, and Foaming Honey Cleanser in the Health & Beauty aisle at the East End Food Co-op. To learn more, visit www.abeillebeaute.com, follow on Facebook at facebook.com/abeillebeaute, or email Alyssa at abeillebeaute@gmail.com.



then that item is pulled. I strive to provide only the best for my customers.

EEFC: What is your most popular product?
AF: Whipped Lip Balm. It’s decadent and smooth, it melts on contact, leaving a light color and gloss. It’s available in a variety of flavors: natural mint, cherry, peach, pink lemonade, and raspberry.

EEFC: What’s the greatest challenge you’ve faced as a local business owner?
AF: I’ve spent plenty of time selling products from booths, so the concept of marketing and getting products to my customers instead of standing around and waiting for them to come to me was—and still is—a big challenge. I’m pretty mild-mannered and I just feel like I haven’t mastered that skill set yet. But I’m learning!

EEFC: What is your hope for the future of your business?
AF: Ideally, when people in this area think of beeswax lip balm or hand lotion, I want them to think of Abeille Beauté. I want to be able to continue building up my business and growing my family’s apiary as well.

EEFC: Why do you think people should shop local?
AF: Local business is the lifeblood of any community. Instead of sending our dollars out to other areas, keeping them local allows us to reinvest in our area. It’s a win-win situation for everyone involved, and it creates a better sense of community.

EEFC: What inspired you to start your business?
Alyssa Fine (AF): I spent much of my childhood around honeybees. I loved seeing the seasonal honey harvest, but I had never considered the wax byproduct very useful. At some point in high school, I came across a DIY tutorial for making lip balm and realized that I had all of the ingredients in front of me. I was actually at a major advantage because not many people have an unlimited supply of beeswax at home! The first batch of lip balm didn’t turn out too well, but it inspired me to continue experimenting, using what I learned to make the products better each time. Last year, I decided that it was the right time in my life to begin marketing these products.

EEFC: What makes your products or business unique?
AF: Each product is handcrafted, one by one. From making the product itself to packaging, labeling, delivery, and shipping, I (literally) have a hand in the entire process. If something doesn’t seem perfect,

Fresh Berry Parfait with Muesli Honey Bars

Ingredients:

- Muesli Honey Bars**
2 tablespoons honey
1/4 cup (half a stick) unsalted butter
4 ounces semisweet chocolate, chopped
8 ounces muesli of your choice

- Parfait**
4 cups fresh berries of your choice, chopped
8 cups vanilla or plain yogurt
Honey for topping

Preparation:

- For the Muesli Honey Bars:**
1. Butter a shallow 11x17-inch baking pan and line with wax paper. In a large bowl set over a pan of simmering water, combine honey, butter, and chocolate, and stir until melted and combined. Remove from heat and stir in all but 1/4 cup muesli. Pour into the prepared pan and spread evenly. Sprinkle and press remaining muesli on top and refrigerate 1-2 hours, until set. Remove from pan and cut into 8-16 bars.
- For the parfaits:**
1. In a large glass, layer fruit and yogurt until full. Top with additional berries and a squeeze of honey.
 2. Push one Muesli Honey Bar into the top of each parfait to serve, or crumble one bar over each parfait.



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

New in the Aisles

BULK COMMODITY – Jacob's Cattle Beans

JACKSON'S HONEST CHIPS – Sweet Potato and Coconut Oil Chips

THE MERRY HEMPSTERS – Organic Tattoo Salve

OHIO CITY PASTA – Fresh Spinach Ravioli

SIMPLY GHEE – Original Ghee

SHAFFER – Ground Wild Boar

TRICKLING SPRINGS – Dark Chocolate Milk

ANNIE'S HOMEGROWN – Chocolate Chip Cookie Bites

FIELD DAY – Coconut Oil Cooking Spray

Did you know... ...the Co-op is committed to sustainability?

The East End Food Co-op strives to uphold its Ends Policy Statement regarding sustainability. This applies not only to our policies about buying and selling, but to our daily operations, our community involvement, and our use of resources. By supporting and building upon a strong local economy, we can ensure our own sustainability and that of our local partners and community.

The East End Food Co-op supports local farmers and local distributors who promote sustainable agriculture and encourages its customers and staff to be mindful of the sources of their food. We offer classes and lectures that educate our community in environmental awareness, whole food preparation, and responsible waste management. We feel that having an educated public as well as an educated staff supports both the health of the Co-op as an organization and the health of the world in which we live.

Through daily practices, we encourage waste reduction and recycling, the elimination of petroleum based plastic



bags, and the composting of food wastes and materials. We are making efforts every day to create an environment for our shoppers that will carry on far into the future, and leave as little impact on the earth as possible.

In addition to being recognized as a Bronze-level Bike Friendly Business, here are just some of the things we do to be a more sustainable business:

- Give a 10 cent discount for each bag customers bring from home.
- Encourage shoppers to bring their own containers to shop in our Bulk Department.
- Offer classes and workshops on rain barrel usage, composting, recycling, and home gardening (Learn more about our monthly events online at www.eastendfood.coop).
- Compost all organic waste from the Co-op Café, Produce, and post-consumer waste.
- Recycle items like pallets, batteries, fluorescent light bulbs, metal, e-waste, and toner.
- Maintain business memberships with Pennsylvania Association for Sustainable Agriculture, Pittsburgh Food Policy Council, Bike Pittsburgh, and Sustainable Pittsburgh.
- Make regular donations to 412 Food Rescue and Free Store Wilksburg to avoid contributing to waste stream when possible.
- Participated in the Green Workplace Challenge in 2015 (and won 3rd Place in the Small Business category!)

Stress: What Is It and How Can I Cope?

by Sarah Knight, Cutitta Chiropractic

Stress is a part of everyday life, and we’ve all felt its effects. Whether you’ve been stuck in traffic waiting to catch sight of the Fort Pitt Tunnel, just walked out of a store to discover someone hit your car, or have put up with the creaky, rattling AC unit in your office all day long, there’s no escaping it. Stress is everywhere—which is why learning proper coping mechanisms for stress is so important.

Stress is the result of something that happens to you or something you observe which exceeds your ability to handle effectively at that moment. When you believe you can’t cope with the demands or consequences of this event, stress-reactive areas of your brain will increase the concentration of stress hormones in your blood. The effects of stress on our mental and physical health are due to the increased concentration of these hormones.

How your body reacts to stress is linked to whether you are experiencing chronic (long-term) or acute (short-term) stress. Adrenaline and norepinephrine are released for an acute stressor, to get your heart racing and give you energy for the well-known “fight-or-flight” response. Chronic stress is met with cortisol, which takes longer to build up in your system but affects your metabolism and eating habits, and has been shown to have a long-term negative impact on brain function and the immune system.

Coping mechanisms are the key to handling stress, whether acute or chronic. My favorite coping tool is deep breathing. When we breathe normally, we take in about a teacup’s worth of air with each breath. Deep breathing increases the

amount of air you inhale up to eight times. This extra oxygen helps to slow the stress response and mitigate the damage stress hormones do to your body.

There are many different ways to cope with acute and chronic stress, and not enough room to cover them all in this article. Make sure to stop by the East End Food Co-op on Tuesday June 28th at 7 PM to learn more about the effects of stress and how to reduce them for better health. (More information can be found on page 8.)

Sarah Knight is the Community Outreach Coordinator for Cutitta Chiropractic. Drawing on a lifetime of experience with chiropractic and massage, she loves finding ways to help others live life with less stress and more health. For more information about Cutitta Chiropractic please visit www.cutittachiro.com or call 412-325-4100.

The next time you’re feeling stressed, take a minute to do this breathing exercise.

1. Start by sitting up straight, imagining a string pulling you upward from the center of your sternum.
2. Place one hand on your upper chest, and one on your abdomen.
3. Take 3-5 slow, deep breaths, filling your lungs as much as possible, and then slowly exhaling.
4. Focus on moving the hand on your abdomen and keeping the hand on your chest still.

Summer Reading

by Karen Bernard, Book & Magazine Buyer

When I hear the phrase “summer reading” I usually think of fiction: a good story you can get lost in for long, luxurious stretches on a chaise lounge at the beach. And while we don’t have much fiction for adults (we do have a lot of good stories for young adults), I usually keep a few novels on the Co-op book shelves. One of these, which I’m reading now, is *The Signature of All Things*, by Elizabeth Gilbert, an engaging story of love, adventure, and discovery that begins in the Age of Enlightenment and takes us into the Industrial Revolution. Alma Whittaker, a brilliant botanist seeking answers to the mysteries of evolution, and Ambrose Pike, a gifted artist seeking the divine, fall in love at a time when old assumptions about science and religion are giving way. I’m looking forward to seeing how Gilbert marries these two ways of approaching the world that were torn apart with the Scientific Revolution but that, to my mind, need to reunite.

Another story—one that’s received a lot of attention—is *The Vegetarian*, a short novel by Han Kang dealing with personal agency, choice, violence, submission, and subversion, among other things. Protagonist Yeong-hye lives an ordinary, controlled life until dreams of blood and brutality drive her to give up meat. This minor act of independence sets into motion an increasingly perverse chain of reactions as her husband, sister, and brother-in-law try to reassert control. Shortlisted for the 2016 Man Booker International Prize, Kang’s work has been called "surreal," "ferocious," "astonishing," "beautiful," "terrifying and terrific," "visceral and hypnotic," "provocative...shocking," "unsettling," and "transcendent." According to the *New York Times Book Review*, "[Han Kang] has been rightfully celebrated as a visionary in South

Korea" and her compelling book has been praised by critics around the world.

Of course, most of what we offer at the Co-op is non-fiction, so I’ll mention a few of our newer books that could make for interesting reading. Best-selling author and surgeon Atul Gawande questions our extend-life-at-all-costs medical practices in *Being Mortal: Medicine and What Matters in the End* and offers models for assisting patients and their families so that more of us might die in dignified and fulfilling ways. (And then there’s *Stiff*, by Mary Roach—not terribly new—that explores what happens to bodies after we die!) Also, *When Breath Becomes Air*, by Paul Kalanithi, a New York Times best-seller, deals with death, but ultimately with questions of "what makes a virtuous and meaningful life." Kalanithi was nearing the end of his ten-year training to be a neurosurgeon when he was told he had stage IV lung cancer. Suddenly he was a patient himself, as well as a doctor, husband, and new father, facing his own end. You might find this moving memoir uplifting.

Or you might want to skip the violence and death and focus on the importance of microbes and parasites(!), with *Missing Microbes*, or *An Epidemic of Absence: A New Way of Understanding Allergies and Autoimmune Diseases*.... For an ecological read, how ‘bout *Dirt: The Ecstatic Skin of the Earth* or *Cows Save the Planet: And Other Improbably Ways of Restoring Soil to Heal the Earth*, or the new *Fossil Capital: The Rise of Steam Power and the Roots of Global Warming*.... From prominent historian Yuval Noah Harari, there’s *Sapiens: A Brief History of Humankind*, exploring the ways that biology and history have shaped our understanding of what it

means to be “human” and asking what, with our ability to transform the world around us, we want to become. Glenn Aparicio Parry asks the same questions in *Original Thinking*, where he shares the wisdom of Native American elders and leading-edge scientists in an effort to right the imbalances in our current worldview.

Then again, for lighter reading, you just might want to pick up the 50th

anniversary edition of M.F.K. Fisher's *The Art of Eating*. When she was asked why she chose food and hunger as her subject, she replied: 'When I write about hunger, I am really writing about love and the hunger for it, and warmth, and the love of it...and then the warmth and richness and fine reality of hunger satisfied.' Julia Child’s comment was: "This is the stuff we need to hear, and to hear again and again."



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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EMPLOYEE OF THE MONTH



Elise DePasquale is our Employee of the Month! She has worked at our Co-op for more than 4 years and is our Administrative Assistant.

- Q.** What’s your favorite product, food, item, etc. here?
- A.** It’s changing all the time! Right now, it’s all of our seeds and seedlings, because we have such an amazing selection, and it’s an exciting time of year if you like to garden.
- Q.** What do you like to do when you’re not at the Co-op?
- A.** I am a professional flutist, and I perform often with my chamber trio, Trillium Ensemble. I’m also very into knitting.
- Q.** Are there any interesting or funny stories you’d like to share about an experience you’ve had at the Co-op?
- A.** When the Co-op had a softball team in the Pittsburgh Sports League. We had an awesome time, we lost every game, and I met my husband.
- Q.** If you could change one thing about the Co-op, what would it be?
- A.** Definitely our building. It would be great to have a loading dock and if the admin offices were attached to the store.

NEW FACES

Brandon Carlson, Café
Brandon enjoys building computers and anything involving electronics. He hopes to pursue a degree in either chemistry or engineering. At our Co-op, some of Brandon’s favorite products are in our large selection of cheeses and teas.

Vicki Davis, Front End
Vicki came to our Co-op for our mission, values, and friendly environment. Vicki likes the sense of community here, and the way our organization is designed with the spirit of helping people at its core. Vicki always wants to be helping people.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

Mary Beth Steisslinger, HBA-Supplements 5 years

Ebony Thomas, IT 5 years

marc, Produce 2 years



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Café Specials • June 2016

SUN	MON	TUE	WED	THU	FRI	SAT
			1 PIERIOGI LASAGNA	2 GREEN CURRY TOFU	3 ASIAN KITCHEN	4 AM: BRUNCH PM: QUESADILLA
5 AM: BRUNCH PM: PIZZA	6 RATAOUILLE	7 BURRITO BAR	8 PIERIOGI LASAGNA	9 GREEN CURRY TOFU	10 ASIAN KITCHEN	11 AM: BRUNCH PM: QUESADILLA
12 AM: BRUNCH PM: PIZZA	13 RATAOUILLE	14 BURRITO BAR	15 PIERIOGI LASAGNA	16 GREEN CURRY TOFU	17 ASIAN KITCHEN	18 AM: BRUNCH PM: QUESADILLA
9 AM: BRUNCH PM: PIZZA	20 RATAOUILLE	21 BURRITO BAR	22 PIERIOGI LASAGNA	23 GREEN CURRY TOFU	24 ASIAN KITCHEN	25 AM: BRUNCH PM: QUESADILLA
26 AM: BRUNCH PM: PIZZA	27 RATAOUILLE	28 BURRITO BAR	29 PIERIOGI LASAGNA	30 GREEN CURRY TOFU		

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

JUNE 2016
COMMUNITY EVENT SERIES

THE BENEFIT OF BEES

Wednesday, June 22nd, 7 PM

Joe Zgurzynski, Country Barn Farm

POWER/EEFC Conference Room

Bees provide an essential service to our ecosystem by pollinating plants, and the issue of bee conservation in the face of rapidly declining populations is an urgent concern. This presentation will include an overview of honeybee biology along with basic beekeeping techniques. We'll also discuss the many ways in which pollinators benefit our planet.

REDUCING STRESS FOR BETTER HEALTH

Tuesday, June 28th, 7 PM

Sarah Knight, Cutitta Chiropractic

POWER/EEFC Conference Room

Regardless of the cause, stress is an everyday occurrence that we all feel the effects of in our lives. We'll discuss the impact stress has on your mind and body, as well as the short- and long-term damage that stress can cause. Then we'll explore coping mechanisms and exercises that help mitigate these effects to provide you with tools for better health.

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

Look for your Co-op at these upcoming events:

Saturday, June 4th, 9 AM: Join our Co-op in supporting the Rainbow Kitchen's W.A.R. (Walk and Ride) Against Hunger! We'll be tabling at the event's Health and Wellness Expo. Come down to the Pump House in the Waterfront to learn more about us and discuss what we're doing to end hunger.
More information: www.rainbowkitchen.org.

Saturday, June 25th, 11 AM: Our Co-op is excited to participate in the Homewood Health Matters 5K Run/Walk - 10K Bike Ride & Health Expo! Visit our table on Stargell Field after the race to learn how our Co-op promotes healthy living and eating in our community.
More information: www.hcypgh.org



MEMBER DRIVE

SATURDAY, JULY 2 - SUNDAY, JULY 10



















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