

The Co-operator

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



Introducing the Co+op Explorers!

by Kate Safin, Assistant Marketing & Member Services Manager

Starting March 1st, kids ages 12 and under are invited to receive one free piece of fruit per visit when they become a Co+op Explorer at the East End Food Co-op! To become a card-carrying Co+op Explorer, kids simply need to bring a parent or supervising adult to the customer service desk to sign up. Each child will be issued their very own super official Co+op Explorers card!

Then, once kids are signed up, here's how it works:

- Kids and their parents/guardians stop by the designated Co+op Explorers fruit basket in the Produce Department. In the basket, you'll find that day's free fruit selection and a small basket of stickers.
- Take a sticker and put it on your child's shirt. This helps our staff know they're participating in the Co+op Explorers program. Each child is eligible to take once piece of fruit and enjoy it while shopping.
- When your child is done with the fruit, peels and cores can be thrown away in the compost bin in the Café seating area. If you don't see it, just ask a staff person.
- When you check out, have you child present their Co+Op Explorers card. If they forgot their card, please just remind the cashier that they ate a free piece of fruit as part of Co+op Explorers so that we can track participation in the program.

That's all there is to it! Co-op Membership is not required to enroll in the Co+op Explorers program. We hope being a Co+op Explorer will engage your little ones in a fun shopping experience while promoting healthy eating habits.



If you have any questions, please ask any staff member. Suggestions for other fun activities we could develop as part of this program are welcome, please just email memberservices@eastendfood.coop.



Become a Co+op Explorer today!

free fruit for kids 12 and under

1



To get started, sign up at Customer Service and receive your official Co+op Explorers card.

2



When you visit the Co-op, take a piece of fruit from the designated basket.

3



Wear a Co+op Explorers sticker so we know you are participating while you enjoy your fruit as you shop.

4



Let your cashier know you participated in the Co+op Explorers program when you check out.

5



Compost peels and cores in the Café seating area when you're done!



Questions? Ask any staff member!

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BOARD OF DIRECTORS:

The next board meeting is Monday, March 21st at 7 PM.

NEW MEMBER ORIENTATIONS:

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

MEMBERS ONLY:

Be sure to use your 10% quarterly discount by March 31st! The next quarter goes from April 1st – June 30th.

E-NEWS:

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

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



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GM Report

by Justin Pizzella, General Manager

Throughout my tenure as general manager, I find that whenever I speak about the Co-op, I often answer questions regarding our pricing. In these talks, I detail where each dollar that is spent in the store goes in terms of business expenses and revenue. In this article, I will present the same data as it will help address some common misperceptions about both pricing and the operational focus of this business.



Our largest expense category is Cost of Goods. It is approximately 61 cents of every dollar. Our focus is on clean food grown as close to the store as possible. We also strive to ensure everyone in the supply chain is fairly compensated, including our staff. Over the past several months, we’ve been rolling out our Co-op Basics program. This program has reduced prices on a core set of items in just about every area of the store without compromising our product standards.

Our second largest expense category is Staff Wages and Benefits at approximately 25.5 cents of every dollar. This includes both direct wages and the benefits we provide our staff. For full-time staff, benefits include: health care, IRA contributions with 3% Co-op match, 20% staff discounts, paid breaks, and paid time off. Part-time employees enjoy the same benefits except for health care and IRA.

Our occupancy costs are approximately 7 cents of every dollar. This includes our rent, utilities, equipment, maintenance, and all the other expenses we have to run the operation daily.

The discounts we have at our register are approximately 1.9 cents of every dollar. These discounts include both the 2% and 10% member discount, the Tuesday and Thursday Senior discount, and the 10%

discount on anything purchased with SNAP benefits.

Our marketing and outreach expenses are approximately 1.8 cents of every dollar. This expense includes our donations. We do little advertising and focus a lot of these dollars on education and community events.

After all these expenses, that leaves about 2.8 cents to pay our taxes, depreciation, and whatever is left is our net income. This past fiscal year, we basically broke even so there was no net income.

As we move forward, we continue to focus on improving our operations and reduce our expenses to ensure that the Co-op sustains itself and is able to re-invest back into our community.

Union Update
As of the writing of this article (early February), the negotiations have been progressing well. At this point, we have nearly finished negotiating all of the non-economic aspects of the contract. We have a number of meetings scheduled throughout February. The negotiations continue to be amicable and are progressing at a good pace.

Board Corner

by EEFC Board of Directors

The board currently has several standing chartered committees: Executive Committee, Finance Committee, Board Perpetuations & Elections Committee, Member Linkage Committee, Annual Meeting Committee, and the Board Development Committee. Committee members are appointed each year when the board seats new directors, typically in November. The first order of business is to update committee charters with current objectives, goals, and monthly activities. During the year that follows, committee members are charged with the responsibility of implementing the goals outlined in each committee charter.

Of the six board committees, the Board Development Committee is the one that may be the least familiar to the majority of members. Although this committee’s work is behind the scenes, it serves a valuable purpose. The role of the Board Development Committee is to identify educational and professional growth opportunities for directors in accordance with the 5th Cooperative Principle. This will allow them to better contribute to the Co-op’s future development. The 5th Cooperative Principle relates to education, training, and information and is one of the 7 Cooperative Principles that the EEFC follows. These 7 Cooperative Principles are guidelines designed to facilitate implementation of cooperative values.

Board Development Committee members focus primarily on monitoring the board’s performance, gauging strengths and weaknesses, and making recommendations for training and development opportunities for new and existing members. The board retreat that was held in early November 2015 is one example of an educational activity coordinated by the Board Development

Committee. Thane Joyal, who is a consultant for the CDS Consulting Co-op, facilitated the meeting. Under Thane’s direction, board members spent the day discussing topics such as key issues facing the EEFC and the natural food retail grocery sector, responsibilities of Co-op directors, and board work for the coming year.

The Board Development Committee also recently compiled a list of suggested readings related to topics such as leadership, communication, and those pertinent to co-ops in general. Each director will read a book or article, and then summarize the highlights for the board at one of its monthly meetings.

Additional goals that the committee established for 2016 include:

- updating the board’s reference manual for new directors;

- identifying expansion-related informational materials for board review;

- providing directors with details related to formal training for new directors (CBLD 101);

- sharing information associated directors receive at conferences such as Pennsylvania Association for Sustainable Agriculture’s annual Farming for the Future Conference and Consumer Cooperative Management Association’s yearly gathering.

The committee intends to schedule at least one meeting in 2016 designed to bring board members together for the purpose of fostering teamwork and enhancing board communications.

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

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

Members Speak Out

submitted by Steve Karas, member since 2010

The current slew of diet books and Paleo programs advocating the benefits of eating butter and bacon is overwhelming. The notion that this is healthy even made it into the pages of my *Co-operator*. The general argument begins that since the low fat dietary guidelines have been issued, Americans are becoming less healthy, therefore, we should eat a high fat diet. This assumes people follow those guidelines given by the USDA, where fat is 30% of our caloric intake. A low fat diet benefitting overall health, as studied in the literature, typically contains fat as 5% of caloric intake, a substantial difference. In addition, usually in the form of processed and fast food, the average American has increased

their fat (and refined sugar) consumption since the guidelines were published.

Increasing fat intake, in the form of butter and bacon, to theoretically increase HDL cholesterol, is not advisable in my estimation. Increasing HDL increases total cholesterol. It is the HDL to LDL ration (some would include VLDL in that ratio) that is more important. Dietary cholesterol, as is well known, is only one factor in heart and general health. Others include: genetics, exercise, smoking, lifestyle, stress, age, and blood pressure.

Any diet, including Paleo, which advocates for less processed foods and

less carbohydrates in the form of refined sugar, is an improvement when compared to the high fat, processed, high protein from antibiotic and steroid filled dairy and meat products, that make up the standard American diet. But championing butter and bacon as healthy contradicts years of published medical research, nor is there evidence that a Paleo type diet is as healthy as vegetarian diets or a low fat (meaning saturated fat) diet such as the well-known Mediterranean diet. In fact the Paleo diet is associated with higher rates of cancer and heart disease when compared to a vegetarian diet or low fat diet.

Since we simply do not know how all of

the vitamins, minerals, micro, macro, and phytonutrients interact for optimal health, eating a wide variety of whole foods seems prudent. With all the different diets following varying guidelines, what other points can we all agree on?

- That processed food and sugar are extremely unhealthy.
- The standard American diet is killing us.
- We should eat a wide variety of whole foods.
- That natural foods, close to nature and from a trusted local producer, are healthier than processed food picked weeks away from their optimal time pumped with fertilizers to maintain a fresh appearance.



Green burial is the way to go.

Leave A Legacy

by helping to restore a forest.



Penn Forest
Natural Burial Park
412-927-0103
PennForestCemetery.com

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.

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

Please Please Please!!! Order more small and medium SOUP BOWLS! Almost every time I come in, they are all dirty, used, in dishwasher and it’s frustrating.

Thank you very much for your passionate feedback. I’m sorry our shortage of soup bowls has been frustrating. We have recently placed orders for more of both sizes and they will be arriving in the next week. Thanks again for your input and support of the EEFC Cafe.
-Tyler, Café

Would it be possible to put tape in the bulk section? Maybe next to the scale in the corner.

There is now a tape dispenser located near the bulk labels and writable twist ties. Thank you for your suggestion.
-Jim, Bulk

Just wanted to let you know that your staff and store are wonderful!!! I always have a warm, pleasant experience. Honestly, everyone is so helpful, hard-working and lovely! Customer Service is great!! Thank you for your commitment to local/organic, GF, non-gmo, sustainable, compostable, recyclable, biodynamic, raw milk, cheese, butter etc. And you have such a wide selection of items! Humane, too!! Very important to have humanely-raised farm animals that are fed the right things. Great produce too! Thank you for being my/Pittsburgh’s co-op!!!

Thanks for sharing your appreciation of our Co-op and the work we do to serve our members and customers! Thank you for being a member!!!
-Erica, Member Services

Have a thought that you’d like to share?

We’d love to hear from you!

Submit a comment card at customer service!

March’s Round Up Recipient: Pennsylvania Resources Council

register
RoundUp



Pennsylvania
Resources
Council, Inc.

“Working to protect the environment since 1939”

Established in 1939, Pennsylvania Resources Council (PRC) is the state’s oldest grassroots environmental organization. For decades, PRC has worked to protect the Commonwealth’s resources and preserve its scenic beauty through environmental education, recycling and waste diversion programs, anti-litter campaigns, and much more. Zero Waste PA, a project of PRC, provides waste reduction techniques to various commercial businesses, residential entities, institutions, and special events across the state.

PRC provides numerous ways to ensure the state of Pennsylvania remains beautiful and free of waste. Their Household Chemical and Hard to Recycle collection events have reached thousands of residents and helped safely dispose of 4.5 million pounds of chemical products, 845 tons of electronics, 7,200 tires, and 2,200 Freon containing appliances, among other items in just over ten years. They also host conservation workshops and provide in-school education programs.

From roadways to backyards, the work of the PRC helps maintain beauty right here in Pittsburgh and all across the state. To learn more about Pennsylvania Resources Council, visit their website or follow them on social media. If you want to support them in their mission to preserve Pennsylvania’s environmental resources for each generation, tell your Co-op cashier you’d like to round up your total this month!

Spare change can result in positive change!

www.prc.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 the next time you are in the store.



Featuring Vegan and Vegetarian Cooking

including;

Meatless Stroganoff

Peanut Sunflower Tofu

Roasted Cauliflower Mac & Cheese

our “Veggyro” Vegan Gyro




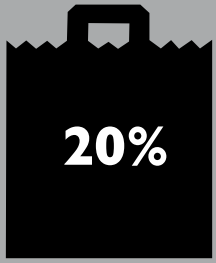
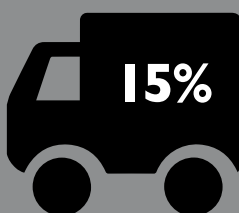

and our famous Seitan Wings!

Meat items also available!








2339 EAST CARSON ST ★ PGH, PA 15203
412-390-1111 DOUBLEWIDEGRILL.COM

COMMUNITY IMPACT

CO-OP SHOPPERS CONTRIBUTED	412 FOOD RESCUE RECEIVED	OUTREACH REPRESENTATIVES REACHED	LOCAL PRODUCTS MADE UP	OF OUR PURCHASES,
 \$2,142.02	 708	 262	 20%	 15%
THROUGH THE REGISTER ROUND UP FOR 	POUNDS OF FOOD FROM THE CO-OP	PEOPLE AT EVENTS	OF TOTAL STORE SALES	WERE FROM LOCAL SUPPLIERS

MEMBER IMPACT

MEMBERSHIP GREW BY	MEMBER EQUITY INCREASED	OF OUR MEMBERSHIPS,	OUR CO-OP HAS	MEMBER PURCHASES MADE UP
 27	 \$4,309	 10,049	 11,908	 60.04%
NEW HOUSEHOLDS	FOR A TOTAL OF \$1.2M	SHARES ARE FULLY PAID	ACTIVE MEMBERS	OF TOTAL STORE SALES

DATA COLLECTED DURING JANUARY 2016

Featured Community Partner: Cutitta Chiropractic



East End Food Co-op is proud to partner with Cutitta Chiropractic. 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.

Conveniently located in the heart of Lawrenceville, Cutitta Chiropractic is dedicated to helping patients achieve optimum health and wellness. Dr. Michael Cutitta and his staff believe it's their job to provide more than just a quick spinal adjustment—they address all areas of the body, head to toe, and incorporate physical therapy and massage into each treatment as well.

Patients receive not only the highest quality chiropractic care, but are also shown ways to incorporate that care into everyday life. Whether a recurring, chronic pain, or an injury sustained in an accident, Cutitta Chiropractic will help you feel better by addressing the cause of your symptoms. Dr. Cutitta specializes in treating pregnancy

symptoms, reducing early term symptoms like nausea and later term symptoms like back pain. The office is in network with all major health insurance companies, and offers reasonable payment plans for the uninsured or under-insured, ensuring that patients can focus on getting better instead of what care might cost. Cutitta Chiropractic offers additional services, including massage therapy, corrective exercises, lifestyle advice, spinal and postural screenings, and physiotherapy.

Members will receive a free consultation, and at the time of the consultation members will additionally receive a gift card for a free 30-minute massage. 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/co-op/community/community-partners-program.

Did you know... ...March is Fair Trade Banana Month?

The banana is one of the most ubiquitous fruits in American grocery stores, but a lot of people don't know about how they get here or how they're grown. Most bananas, organic or otherwise, are farmed on large commercial plantations throughout Central and South America. Some of the earliest multinational corporations were created to expedite and monopolize the industry. These business practices negatively impact not just the lives of farming communities, but also the entire economies of countries where bananas are a primary export. One way of working against these practices towards more beneficial and sustainable farming is through buying fair trade whenever possible.

March is Fair Trade Banana Month, but the Co-op celebrates year-round—in fact, in 2015 alone, we sold 78,400 pounds of fair trade bananas! We primarily source our bananas from Equal Exchange, a worker-owned cooperative that distributes Certified Fair Trade dry goods and produce. This

year we're not just celebrating a socially responsible and delicious banana, but also Equal Exchange's 10th year bringing them to market! Know that when you're buying your bananas here at the Co-op, you're directly supporting farmers and their families, as well as an organization that works towards bringing meaningful change towards the industry!

If you're interested in learning more about Equal Exchange and the global banana trade, feel free to visit their webpage at www.beyondthepeel.com. Other websites to check out on this topic include:

- equalexchange.coop/products/bananas/faqs/why-are-fair-trade-bananas-so-important
- www.bananalink.org.uk/all-about-bananas
- www.makefruitfair.org.uk/
- www.fairtrade.net/bananas.html
- www.strongertogether.coop/fresh-from-the-source/bananas
- bananalandmovie.org



Winterfest Recap

by Heather Hackett, Communications & Community Outreach Manager

The East End Food Co-op was pleased to present Winterfest once again this year! Our annual, seasonal celebration and fundraiser for the Greater Pittsburgh Community Food Bank took place on Saturday, January 23, 2016, at the Hosanna House in Wilkensburg. In spite of *very* inclement weather, over 200 people joined us for this family-friendly event and we are very proud to have raised a donation of \$1892.90, a monetary sum that equates to providing 9,460 meals to hungry children throughout the region!

Food

The menu featured light fare, including vegan items provided by our own Co-op Café, as well appetizers and snacks donated by vendors and other local partners. There was also an array of sweet treats for everyone, including fruit, cookies from our bakery, goodies from our Bulk Department, and a sundae bar presented by Legume. We also had a number of East End Brewing Company’s locally-brewed craft beers on tap, in addition to cider and organic wine.

Music

This year’s music was provided by DJ Nice Rec. Nice Rec is a local DJ and producer who has made beats for several well-known musicians, including Wiz Khalifa and Mac Miller. For Winterfest, he provided an afternoon full of eclectic family-friendly tunes.

Fun

Face painting and other children’s activities were provided by the Co-op, Carnegie Library of Pittsburgh, Pittsburgh Center for Creative Reuse, Food Rescue Heroes, the Children’s Museum of Pittsburgh, and Assemble. Green Mountain Energy brought their hand-cranked blender and participants powered their own smoothie-making, and a ShutterBooth photo booth provided excellent keepsakes for all in attendance! Attendees were also able to participate in a Chance Auction with prizes donated by local businesses and arts organizations.

For a Good Cause

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

Our Many Thanks

We would like to thank everyone who joined us at Winterfest this year! We hope to see you again next year! If you have suggestions or feedback about the event that you’d like to offer, please email your thoughts to memberservices@eastendfood.coop.

We also want to acknowledge the many wonderful organizations that contributed to this event through donations. A full list of our generous donors is available below.

- Andy Warhol Museum
 - Body Harmony Massage Therapy
 - Carnegie Museums of Art & Natural History
 - Changin’ Time
 - Children’s Museum of Pittsburgh
 - Clarion River Organics
 - Construction Junction
 - Cutitta Chiropractic
 - Dragonfly Castle Toys
 - East End Brewing Company
 - Health Horizons
 - La Prima Espresso
- Natural Stitches
 - Naturally Clean
 - Penn’s Corner
 - Phipps Conservatory and Botanical Gardens, Inc
 - Pittsburgh Center for Creative Reuse
 - Pittsburgh Pirates
 - Pittsburgh Zoo & PPG Aquarium
 - ShutterBooth
 - Sunny Bridge Natural Foods
 - *TABLE* Magazine
 - Treeline Cheese



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

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4747 Hatfield St. at 48th
412.478.7099
Tues. – Fri. 11 – 7
Sat. 10 – 6
Sun. 1 – 5

healthy body. healthy mind
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gentle yoga
prenatal yoga
yoga levels 1,2,3
ashtanga yoga
yin yoga
kids yoga

squirrel hill north hills east liberty

Naturally Dyed Eggs

from Stronger Together

Items Needed

White eggs (or try brown, keeping in mind color results will vary), egg carton, stock pan(s), water, white vinegar, slotted spoon and natural materials for dyeing (see table).

Optional: Tape, string, rubber bands, cheesecloth squares, natural beeswax crayons to create designs on eggs, and vegetable oil for an extra sheen.

Directions

Hot Bath Method

- Place uncooked eggs in a stainless steel stock pan. Add water 2–3 inches above eggs. (When using bottled juice, fill 2–3 inches above eggs. Do not add water.) Add natural dye ingredients and 1–2 tablespoons vinegar per quart of water.
- Cover and bring to boil, reduce heat and simmer for 15–20 minutes.
- Carefully remove eggs with a slotted spoon and air dry.

Cold Bath Method

The process for cold dyeing is much the same as the hot method except the eggs and dyes are cooked separately.

- Simmer the dye ingredients (water, vinegar and dye matter) for 20–30 minutes or longer, until the dye reaches your desired shade.
- Allow the liquid to cool and submerge hard-boiled eggs in the dye for at least 30 minutes.
- Carefully remove eggs with a slotted spoon and air dry.

Notes, Tips & Techniques

Color variation: colors may vary depending on steeping time and foods used to dye eggs.

Deeper colors: the longer the eggs stay in the dye, the deeper the color will be; leaving the eggs in the dye for several hours or overnight (in the refrigerator) is



recommended for achieving deep colors. Allow the liquid and eggs to cool before refrigerating and ensure that the eggs are completely submerged in the dye. Eggs will be speckled if the dye matter remains in the liquid. For more uniform colors, remove the dye matter from the liquid, by straining the liquid through a coffee filter, before refrigerating.

Egg flavor: the flavor of the egg may change based on the dye, so if you plan to eat your dyed eggs, a shorter dye bath and fresh ingredients may be preferable.

Drying: Make a drying rack by cutting the bottom off an egg carton and turning it upside down.

Decorating:

- Wrap onion skins around eggs, then wrap the entire egg with a cheesecloth square and secure it with string before placing the eggs in the dye.
- Wrap string or rubber bands around eggs before dyeing to create stripes (use rubber bands for cold dyeing only).
- Draw designs on hot, warm or cold hard-boiled eggs with crayons. When using hot or warm eggs, the crayon may melt slightly on contact with the egg (if eggs are hot, hold eggs with a potholder or rag to prevent finger burns). Crayon covered eggs should only be dyed in cold dyes as the crayon wax will melt in hot liquids.
- Gently wipe dry dyed eggs with vegetable oil to give eggs an added sheen.

Spotlight on Local: Beelzebub’s Salsa

by Kate Safin, Assistant Marketing & Member Services Manager

Beelzebub’s Salsa creator and owner Eric Laughery has always loved gardening, especially exotic hot peppers and heirloom tomatoes. To preserve his abundant harvest, he started throwing things together in a food processor to make salsas, which he took to parties and gave away to friends. It wasn’t long before he had a following of people asking to buy his salsa. Encouraged by friends to turn his hobby into a business, Eric began the process of setting up shop, getting a food license, and networking with farmers to experiment with additional flavors and fresh fruit. Officially established in 2008, Beelzebub’s Salsa now includes about 20 varieties of seasonal salsas, plus garlic dill pickles, spicy horseradish pickles, and Golden Eggs (a pickled jalapeno mustard egg).

Eric’s operation remains small. He works out of his own commercial kitchen in Cambridge Springs, PA, and vends at festivals and farmer’s markets. He also delivers to select stores, including the East End Food Co-op, where you can find a variety of Beelzebub’s Salsas and Golden Eggs in our perishables cooler at the rear of the store. To learn more about Beelzebub’s Salsa, visit their website at www.beelzebubsalsa.com, follow them on Facebook, or drop Eric a line—he is always happy to talk directly with customers via phone or email!

EEFC: What is your most popular product?

Eric Laughery (EL): It seems like all our products get rave reviews, but salsa has always been the main vehicle of the operation. Folks really dig the seasonal salsas; Strawberry, Cranberry, and Maple Chipotle, especially. Garlic & Lime is probably our most popular all-year flavor.

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

EL: Fresh and high quality. I don’t use any preservatives, and I strive to use as many local ingredients as possible. Everything is still made in small hand batches and I make salsa every week.

EEFC: How do you source ingredients?

EL: When in season, I work with about seven different farmers, including a giant organic blueberry farm for our seasonal Blueberry salsa, some maple and honey producers for our unique seasonal salsas, Honeycrisp Apple and Maple Chipotle, and a hydroponic farm that grows cilantro and other herbs for me. I only pickle in season, so a great Mennonite grows all our cucumbers for a month. Our eggs for the Golden Eggs come from a free range chicken farm.

EEFC: What is the greatest challenge you face as a small business owner?

EL: It’s difficult trying to get in to new locations. Larger stores say they support local, but the obstacles of trying to get in are expensive and make it almost impossible for small businesses like mine. Also, when a manager or chef changes, your product is just as easily disposable. It gets tough and exhausting. I’m thankful for places like [East End Food Co-op] or I wouldn’t be in business.

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

EL: I’ve accepted it’s more of a “lifestyle” for me and I like it. The business holds its own and makes a lot of people happy and healthy, so that makes me feel like I’m doing something right. It’s never been about the money for me.



New in the Aisles

- CHUNKS OF ENERGY – Organic Peanut Chocolate Chip Chunks
- HOMESWEET HOMEGROWN – Hot Sauce (Chocolate Ghost Pepper, Aramingo Pineapple Mango, and Orange Crush Habanero)
- JUST COFFEE – Lion’s Roar Blend
- LATE JULY – Chia & Quinoa Tortilla Chips
- SIMPLY ORGANIC – Organic Smoked Paprika
- SO DELICIOUS – Almondmilk Plus - Unsweetened
- STONYFIELD – Organic Whole Milk Greek Yogurt

Naturally Dyed Eggs

Egg dyeing is a fun way to celebrate this time of year—and it’s a tradition that goes way back—as much as 5,000 years when Persians celebrated springtime with eggs colored with plant-based dyes. Plant dyes can be just as useful today and they’re plentiful; in fact you very well might have dye-worthy ingredients in your kitchen already.

Here are some great plant-based dyes—**fruits, vegetables, spices and flowers.**

COLOR	MATERIALS	AMOUNTS
pink	beets *	1 bunch, washed and sliced
bright pink	beet juice	bottled juice, enough to cover eggs in pan
lavender	blackberries or cranberries	1 container fresh or frozen berries or bottled juice, enough to cover eggs in pan
deep purple	grape juice	1–2 frozen containers
lavender/rust	yellow apples	4 apples, peels only
rust	onion skins	6 red or yellow onions, skins only
pale green	spinach or carrot tops *	1 fresh bunch, chopped
bright yellow	tumeric	2–3 tablespoons powdered spice
yellow	green tea	strong tea; 2 tea bags per 1 cup of water
olive green	marigolds	petals from 6 gold flowers
blue-gray	blueberries	2 fresh of frozen containers
light blue	petunias *	petals from 6 purple flowers
turquoise	red cabbage *	1 large cabbage, grated and sliced
pale orange	curry powder	2 tablespoons powdered spice
violet	hibiscus tea	strong tea; 2 tea bags per 1 cup of water
brown	coffee	2 cups strong coffee
brown	black tea	strong tea; 2 tea bags per 1 cup of water
red-orange	paprika	2 tablespoons powdered spice

*After dyeing with these materials, refrigerate eggs overnight to deepen color.

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

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

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

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

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EMPLOYEE
OF THE MONTH

Congratulations to **tara kudlac** who was chosen as the Co-op staff pick for Employee of the Month. tara has been a member since 1992, and has been working here in the Front End since 2011. Hired as a cashier, she is now the Assistant Front End Manager.

Q. What's your favorite product here?

A. Guyaki's Yerba Mate Pomegranate Terre, always and forever. I also have recently become hooked on eating the Chocolate Sun Butter Sprouted Seed Bites from Bulk with So Delicious Coconut Yogurt.

Q. What's your favorite thing about the Co-op in general?

A. The Co-op has great training opportunities for employees to expand their knowledge. I have been lucky enough to attend trainings on customer service, natural foods leadership, and conflict resolution; all of which have been beneficial to the roles that I have held in the Front End!

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

A. I purchased a house last April, so I spend my free time working on it. I also have a rabbit named Ben, who is super handsome.

Q. How did you feel when you found out you were the Employee of the Month?

A. I was flattered and felt appreciated by my co-workers, who are a pretty amazing group of people.

YEARS OF SERVICE RECOGNITION

Thanks to the following employee for their contributions:

Yoojin Lee, Café

1 Year

WE'RE HIRING!

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

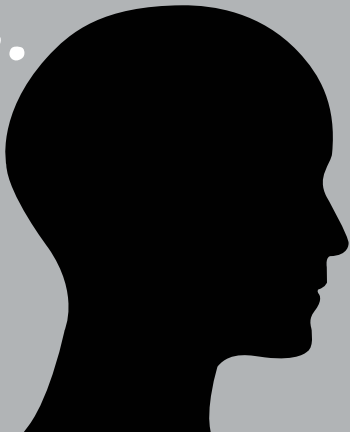


APPLY ONLINE!
www.eastendfoodcoop.hiringthing.com

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

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



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CAFÉ SPECIALS • MARCH 2016

SUN	MON	TUE	WED	THU	FRI	SAT
		1 BAKED GINGER CILANTRO TOFU & VEGETABLES	2 ASIAN KITCHEN	3 IRISH KITCHEN	4 PIZZA	5 AM: BRUNCH PM: QUESADILLAS
6 AM: BRUNCH PM: QUICHE	7 TACO BAR	8 BAKED GINGER CILANTRO TOFU & VEGETABLES	9 ASIAN KITCHEN	10 IRISH KITCHEN	11 PIZZA	12 AM: BRUNCH PM: QUESADILLAS
13 AM: BRUNCH PM: QUICHE	14 TACO BAR	15 BAKED GINGER CILANTRO TOFU & VEGETABLES	16 ASIAN KITCHEN	17 IRISH KITCHEN	18 PIZZA	19 AM: BRUNCH PM: QUESADILLAS
20 AM: BRUNCH PM: QUICHE	21 TACO BAR	22 BAKED GINGER CILANTRO TOFU & VEGETABLES	23 ASIAN KITCHEN	24 IRISH KITCHEN	25 PIZZA	26 AM: BRUNCH PM: QUESADILLAS
27 EASTER BRUNCH	28 TACO BAR	29 BAKED GINGER CILANTRO TOFU & VEGETABLES	30 ASIAN KITCHEN	31 IRISH KITCHEN		

STORE
HOURS:
OPEN DAILY:
8 AM – 9 PM

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

SOUP & SALAD BAR:
8 AM – 7 PM

HOT FOOD BAR:
11 AM – 7 PM

WEEKEND BRUNCH:
9 AM – 1 PM

COMMUNITY EVENT SERIES

CHEESE FUNDAMENTALS - WEDNESDAY, MARCH 9TH, 7 PM

Jen Lawton
EEFC Cheese Coordinator
POWER/EEFC Conference Room

Explore the basics through a guided tasting of seven cheese styles. Gain the knowledge needed to approach the cheese counter with confidence and to create a cheese course of your own.

WELLNESS WORKSHOP - THURSDAY, MARCH 10TH, 8:30 AM

Erin Hart
American HealthCare Group
EEFC Cafe Seating Area

Light breakfast will accompany discussion about buying local, incorporating healthy lifestyles in workplaces, and wellness programs offered by American HealthCare Group.

SHOPPING ON A BUDGET - THURSDAY, MARCH 17TH, 7 PM

Patrick McHale
EEFC Promotions Coordinator
POWER/EEFC Conference Room

This presentation will detail several ways to stretch your grocery budget, and there will be plenty of time for discussion so attendees can swap tips and tricks of their own as well.

PA FARMSTEAD CHEESE - THURSDAY, MARCH 24TH, 7 PM

Jen Lawton
EEFC Cheese Coordinator
POWER/EEFC Conference Room

Farmstead cheeses are made on a specific farm from only the milk of the farmer's own herd, creating unique flavors owing to the terroir. We'll discuss and taste a few PA favorites.

THREE SEASON GARDENING - THURSDAY, MARCH 31ST, 7 PM

Hannah Reiff & Danielle Marvit
Garden Dreams
POWER/EEFC Conference Room

Learn how to optimize your growing space from spring to fall. Garden Dreams will discuss what to grow when, succession planting, season extension, plant hardiness, and much more!

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

Look for your
Co-op at these
upcoming events:

Thursday, March 17th, 6:30 PM: Our Co-op is proud to sponsor WYEP's Local 913, a free monthly happy hour concert featuring a performance from Pittsburgh's best local musicians. Doors open at 6:30, and the performance begins at 7. Complimentary beverages are available for guests aged 21+.

More information:
www.wyep.org/calendar/the-local-913.

March 18th – 19th, 10 AM – 5 PM: Our Co-op is excited to participate in this year's Farm to Table Conference in the David L. Lawrence Convention Center. The conference celebrates our region's local food system, emphasizing health and sustainability. We look forward to getting the word out about what our Co-op does to promote an ethical and resilient local food infrastructure.

More information and registration:
www.farmtotablepa.com.