

# The Co-operator

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



## Local Produce Forecast for 2016

by Evan Diamond, Produce Manager

People in our region may debate the official kickoff date, but for me it always feels like the growing season is underway once the first starter plants arrive at the Co-op from Wilmington Gardens and Garden Dreams. Now I can start getting dirty in my garden! Since we're at the very beginning of the season now, I'm going to lay out some of the highlights you can look forward to this year, in the hope that you can take the best advantage of our local offerings.

In May and June, everything is fresh and new and exciting. Farmers are eager to get back into the soil and this is a great time for foraged edibles like ramps and chanterelles. You can be sure to find a selection of tender, young greens now, which could lead to some of the best salads you're going to eat all year long. (Read more about spring salads on page 5.) And there will also be plenty of fresh herbs that are cold hardy, or come from greenhouses. I'm also proud to report that we have established a commitment on organic asparagus from Edible Earth Farm this year.

July 4th can be penciled in on your calendar as the day we'll declare independence from imported tomatoes! This is when we aim to start bringing in heirlooms from Who Cooks For You Farm. There will be much more to celebrate, too. July is the month for a more diverse range of berries, like the amazing blueberries we source from Maxim Berry Farm and Smith's Organic Farm. This is also when carrots start coming in and this year we plan to have a more robust line, including bagged carrots, loose carrots, and bunched rainbow and standard carrots.

Some mid-summer homework I'd recommend is making dilly beans. The unbeatable combination of flowering dill and tangy pickled green beans is a wonder to enjoy when snacked on straight out of the jar, or added to a sandwich or salad with the season's harvest of tomatoes. Quick pickling with vinegar is an easy method for most folks, but the more experienced cook can try fermenting the beans naturally, perhaps with garlic cloves and dried chilies.

If the growing season were a body, August and September would be the heart. We're going to have a lot of local offerings, including something I'm very excited about: organic sweet corn. Though it can be difficult to source organically, we established a new commitment for this year and plan to have regular sweet corn as well as some interesting and rare colored varieties. You can expect the Co-op to be flush with melons, also, this time of year. We purchase a lot of great watermelons from Clarion River Organics and Tuscarora Organic Growers Cooperative, and I'm hoping to get some of Smith's Organic Farm's honeydew and cantaloupe as well.

When the days start to get shorter in October, take the opportunity to eat all the fresh greens you can get your hands on. It's a great time of year for lettuce, and the kales and chards will continue until after the first frost. You should also see some offerings of cold weather crops, like broccoli and cauliflower, that take a long time to grow, and thrive in the fall weather here in Western Pennsylvania. Other than that, you can start stocking up on winter

### CELEBRATE PLANT SOMETHING DAY MAY 19<sup>TH</sup>



### 50% OFF\* SALE ON ALL SEEDLINGS

\*No additional discounts can be combined with this offer

storage squashes and pumpkins, and enjoy the freshly harvested potatoes and sweet potatoes while you start unpacking all your winter coats and long johns.

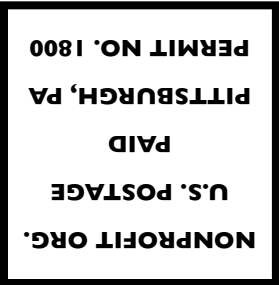
Remember: These are just the highlights of what we have to look forward to this growing season. We'll be offering lots of resources and information all along, with more details as the months come into focus. You can check out a handy Produce Storage Guide on the Co-op's website at [www.eastendfood.coop/market/produce](http://www.eastendfood.coop/market/produce). In

the store, we offer a Local Product Guide in the aisles as well as at Customer Service. And I will be submitting a monthly Local Foods Forecast for our EEFC E-News, so if you haven't subscribed yet, be sure to sign up at [www.eastendfood.coop](http://www.eastendfood.coop). The E-News is also a great source for other local food news during the season, like events, fun facts, recipes, and updates pertaining to the 2016 growing season.

Thank you for supporting local farms. And good eating, everyone!

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BOARD OF DIRECTORS:	
The next board meeting is Monday, May 16th at 7 PM.	
NEW MEMBER ORIENTATIONS:	
To register, call 412.242.3598 ext. 438 or email <a href="mailto:memberservices@eastendfood.coop">memberservices@eastendfood.coop</a> .	
MEMBERS ONLY:	
Be sure to use your 10% quarterly discount by June 30th! The next quarter goes from July 1st – September 30th.	
HOLIDAY HOURS:	
Your Co-op will close early at 7 PM on Monday, May 30th.	

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



DATED MATERIAL:  
DO NOT DELAY

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

GM Report

by Justin Pizzella, General Manager

I'm happy to announce that we have finalized our first contract with our new union – UE Local 667.

It only took 6 months from the vote to unionize for a contract to be ratified, and negotiations only lasted 3 1/2 months from the start of our meetings to the finish. Considering that a typical first contract reportedly takes over a year to complete, everyone from the union, the National Labor Relations Board, and our attorneys all agreed that this timeline was pretty exceptional.

The contract was overwhelmingly ratified by the bargaining unit members. For me, the biggest success was that the negotiations were very friendly and amicable along the way. There weren't any "front page" moments and we had some tough, frank dialogues that led to good outcomes. Everyone listened to each other and we have a well-rounded contract as a result.

A few key highlights from the contract include:

- At the turn of our fiscal year, on July 4, 2016, our entry-level starting wage will increase from \$9 to \$10.50. Across the board, all employees will receive some level of increase in direct wages at the time of this adjustment.
- We increased the share that the Co-op pays of our health care premium from 65% to 70%.
- We added short term disability insurance for all staff, which will be paid for by the Co-op.



- We added discretionary unpaid time off to our current Paid Time Off benefit.

Going forward, we want to build off this negotiation process and improve our business by creating a highly collaborative work environment. One of the key ways we will achieve collaboration and gain the efficiencies needed to pay for the union contract is through the implementation of Open Books Management.

Open Books, in a nutshell, involves all staff in understanding the key drivers of the business. With businesses in general, the focus is on the financial bottom line. In the case of our Co-op, we will be focusing not just on the financial bottom line, but also on our community and sustainability bottom lines. We are well into our implementation and plan to have the initiative up and running by July. As we progress, I'll provide further updates.

Board Corner

by EEFC Board of Directors

Being a cooperative is the reason why EEFC is different from any other grocery store in Pittsburgh. Our cooperative principles, values, business model, and the fact that we are owned by members makes us unique. Being a cooperative helps our members trust us and the products we sell. It frames the processes used in the store for collecting feedback and offering what our members want. Finally, member-ownership is the reason we have democratic elections for our board every year. We trust members to play a large role in our organization because we believe this strengthens our organization. Since these elements are the core of our business, it's worth dwelling on them and appreciating the strengths and weaknesses of our cooperative model.

Figuring out how to achieve success in our food cooperative endeavor is one of the main jobs of the board. We help formulate and set medium- and long-term goals for our cooperative corporation. We've settled on a Policy Governance model to help us do this. We set guidelines, through policies, which help govern the organization and articulate our shared vision.

Here's an example: Policy B5 requires our general manager to be responsive to customer needs. General Manager Justin Pizzella must write a report for the board every year explaining the various ways in which EEFC is responsive to the needs of our customers, in order to demonstrate his compliance with this policy. This year, Justin wrote in his report that "as a business evolves in relationship with the communities that it serves, it is important to remain current and receptive to product requests and customer service issues." You may have seen the customer comment box

in the front of the store. Writing a comment for that box is a direct, formal way to voice your opinion about anything pertaining to the store. The process for responding to and acting on those comments among staff and management has improved tremendously over the past few years.

The board's responsibility is to write these policies, check to see that they are being followed, and consider whether they are the right policies for our organization. The board is also legally and ethically bound to achieve the greatest common good for the organization and its members. Board directors have different ideas about how to accomplish this, making this a hard task sometimes. It takes time and honest dialogue to work through differences and reach consensus. Being a good board member takes investment of about 8–10 hours of time per month, but some months it can be much more.

With all that said, the board is recruiting new people now for the upcoming fall elections. A diverse, communicative and engaged board is a vital link in our cooperative business model, and we invite you to add your perspective and contribute your time to your Co-op. There will be information about declaring candidacy coming soon (both online and in future issues of *The Co-operator*), and the deadline for the submission of candidate materials will occur in July. If you are interested in running or in learning more about what it takes to govern our ever-growing food cooperative, we'd love to hear from you. Drop us a line at the email address below, leave us a note in the comment box, or come to a board meeting and see what governance is all about.

***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](mailto: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](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request the guidelines.

Your Co-op is proud to announce that we are now owned by more than

12000

members of our community!

SHOW YOUR MOM SOME LOVE THIS MOTHER'S DAY WITH FAIR TRADE FLOWERS



About 80% of cut flowers sold in the U.S. are grown in Latin America, South America, and Africa, where workers are often exploited to keep costs low.

Fair Trade flowers, like the ones we import from One World Flowers certified farms in Ecuador, guarantee social justice, environmental protection, and economic development.

Leave A Legacy

by helping to restore a forest.



Green burial is the way to go.

Penn Forest  
Natural Burial Park

412-927-0103  
[PennForestCemetery.com](http://PennForestCemetery.com)

Co-op  
explorers

free fruit for kids 12 and under

To get started, sign up at Customer Service!

Become a Co+op Explorer today!





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

Bulk organic blueberries are amazing!

Thank you for your comment! The blueberries are from Tierra Farms and are sourced from the Quebec region of Canada.  
-Jim, Bulk

Please consider/offer a choice of donating bag credits to your Round Up charity.

We've looked into creating a “donate bag credit” function into our current SMS/POS system and it would require somewhat complicated reprogramming, as we are currently using the bag credit function for tracking and accounting purposes. However, customers are always welcome to refuse the bag credits, and can let their cashier know anytime they'd like to donate more than their change.  
-Kate, Marketing & Member Services

Where is The Wizard's hot sauce!? It's great! Please do some magic and bring it back.

Thanks for your suggestion. This item was a slow mover for us, but we are willing to give it another shot. Please keep an eye out for it in the near future. In the meantime we do have some nice local hot sauces by Home Sweet Homegrown that I would recommend trying.  
-Ian, Grocery

Please get organic, or testifiably so, chicken feet!

Thank you for your interest in our Meat Department! The chicken feet we currently carry are antibiotic and hormone free. Due to space constraints we cannot at this time carry a second line of chicken feet but we'd be happy to do special orders (a case) for folks who want it.  
-Jess, Meat

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

May’s Round Up Recipient: Greater Pittsburgh Community Food Bank

register  
RoundUp

GREATER PITTSBURGH  
community  
food bank  
A member of Feeding America™



The Greater Pittsburgh Community Food Bank has been fighting hunger in our region for over 30 years. Established in a warehouse in the Hill District in 1980, they now occupy a 94,000 square foot LEED-certified facility in Duquesne. The Food Bank currently distributes 26.5 million pounds of food to 360,000 people annually by collecting and delivering items 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, and distributes it to soup kitchens, food pantries, shelters, after school programs, senior high rises, Mental Health-Mental Rehabilitation drop-in centers, neighborhood food assistance agencies, emergency or disaster-related sites, regional food banks, Meals on Wheels, and community centers. They are a proud member of Feeding America.

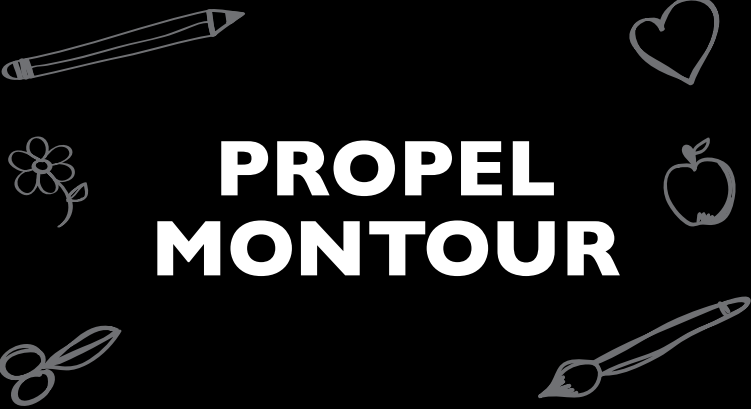
The Food Bank strives to attain their vision for a hunger-free Southwestern Pennsylvania. Each dollar raised for the Food Bank provides five meals. If you want to learn more about The Greater Pittsburgh Community Food Bank, visit their website, follow them on social media, or call 412-460-3663. And if you want to support them in their mission to feed people in need and mobilize our community to eliminate hunger, be sure to tell your Co-op cashier to Round Up your total this month.

Spare change can result in positive change!

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



IMAGINE YOURSELF HERE

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

Call us at 412-242-3598 ext. 103 or email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to get the word out!



COMMUNITY IMPACT

CO-OP SHOPPERS  
CONTRIBUTED



THROUGH  
THE REGISTER  
ROUND UP FOR



412 FOOD RESCUE  
RECEIVED



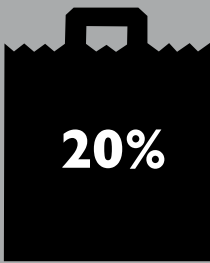
POUNDS OF  
FOOD FROM  
THE CO-OP

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

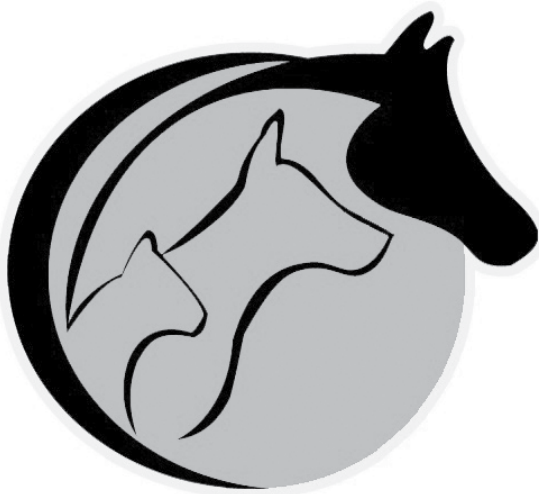
DATA COLLECTED DURING MARCH 2015

Featured Community Partner:  
Animal Healing NOW

East End Food Co-op is proud to partner with Animal Healing NOW. The Community Partners Program aims to provide Co-op members great benefits and, at the same time, to promote local businesses. Because we're committed to supporting our community, we truly value the partnerships we build through this program.

Owned and operated by Pittsburgh native Dr. Michael G. Savko, Animal Healing NOW specializes in a non-invasive healing technology called Veterinary Orthopedic Manipulation (VOM). This technology identifies and reduces blocks in the neuromuscular systems (areas of your animal's nervous and muscle systems that have fallen out of proper communication or balance with the rest of the body and the brain). VOM can be used on injured, diseased, and healthy patients as well as animal athletes. It's effective for the maintenance of well being, the prevention of injury, and to aid or speed the healing process.

When working on animals Dr. Savko enjoys working closely with a veterinarian to be sure the animal is receiving the best possible care. He is a specialist in five veterinary hospitals around the region, and will consult with and receive referrals from veterinarians and veterinary specialists across the Greater Pittsburgh area and beyond. Dr. Savko is a Board Certified Doctor of Chiropractic, a Certified Chiropractic Sports Physician, a



Reiki provider, a Certified Theta Healing Practitioner, and an Internationally Certified Veterinary Chiropractitioner with over 16 years of experience working with both people and companion animals.

Members receive \$15 off an initial consultation. 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 [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 online at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program).

Meet the Owner: Michelle  
Member Since 2013

**Where do you live and what brought you to the Co-op?**  
I'm from the North Shore. I'm a personal trainer and a body builder, so I'm into all things health and fitness. I started coming here for the supplements. The Co-op has best selection and quality, and the prices are better than Whole Foods.

**How long have you been a member?**  
I've been a member for three years, although I was a customer here for a long time before I joined as a member.

**What are some of your favorite things you get from the Co-op?**  
The supplements are the best. I also love the bulk section. I really like everything I get from the Co-op.

**If you could change one thing about the Co-op, what would it be?**  
I wish more people had access to these types of products. The pricing is a barrier to a lot of people in my culture. You need to make a certain amount of money to be able to afford to shop here. I try to introduce my friends from the African-American community to your store and most of them are turned off by the prices. But I think it's a personal choice how you spend your money. I try to explain that shopping here is an investment in my health, that quality food not sprayed with chemicals is worth more to me than an expensive car or fancy tennis shoes and purses.



**What do you LOVE about the Co-op?**  
The people that work here are so helpful and very knowledgeable.

**Any stories you'd like to share from your experiences at the Co-op?**  
eric is the best! Every time I have a question, he always has an answer or a product suggestion. He really knows his stuff and he has helped me a lot.

**What do you like to do in your free time?**  
I like to work out, lift weights, strength train, go running or biking. I also really enjoy assisting others to change their lifestyles. Eating well adds so much to your life – physically, emotionally, mentally, spiritually. I enjoy sharing that message with others.



Spring Salads

by Robin Asbell, excerpts republished from Stronger Together

When spring has sprung, the very first green leaf tips fill us with happiness. Salads are the perfect place to let inspiration strike and to respond to the seasonal flow going on around you.

Tender Salad Greens

If you are building a green salad, you need to think about the weight of it—not the grams per serving, but the sturdiness of the greens and what complements them. Tender baby greens or cress are light and soft, and are best combined with subtler flavors and lighter dressings, like vinaigrettes. Hefty Romaine or baby kale are more assertive, so they can hold creamy, rich, or spicy dressings with great aplomb. A perfect little baby leaf lettuce will be crushed under a thick creamy or nut based dressing. A ratio of one part sour to two parts oil is the norm for a vinaigrette, but you can go one to one for a lower-fat option, and add some fresh or dried herbs, sweeteners, and Dijon for body.

Herbs

And while you are considering greens, put fresh herbs on your mental checklist. Parsley, chervil, and other fresh herbs can be tossed with some abandon into salads. Watercress is in its own category as a salad green; both tender and peppery, its good combined with other greens or alone, and is very nutritious.

Beyond Greens

Other great spring salad players are sliced radishes, usually one of the first things to mature in the garden. White, red, or one of the many exotic varieties, all are good. Spring berries are busting out in many regions, and they are perfect in salads and dressings. A favorite of mine is to puree a few strawberries or raspberries in the vinaigrette, then toss berries in the salad. Spring asparagus, barely blanched, or raw and sliced thinly, makes a salad substantial. Spring is also a season for fresh mushrooms—consider slicing them raw,



or steeping them in a tasty vinaigrette for a couple of hours before piling them on a salad. Don’t relegate the first tender rhubarb to only pies, a few slivered stalks can have a bracing acidity and crunch, and with a sweet dressing they will add spring zing to a salad.

Whole Meal Salads

Whole meal salads are perfect when you are busy working in the yard or starting your bike riding season. Just keep your spring salad veggies handy, and embellish with your fave proteins and whole grains. Cooled cooked grains like brown rice, quinoa, or wheat berries add a nutty chew to your salad toss. An accompaniment of whole grain toast or croutons with a schmear of creamy cheese or nut butter can give your salad meals a little more heft. Open a can of tender white beans or add nuts and cheese for vegetarian mains. A shredded chicken breast or a few cooked shrimp will make a salad substantial for the omnivores.

Springtime is salad time, and if you let the seasons guide you, you’ll be nibbling on an ever changing buffet of fresh, satisfying salads all summer long.

Authored by Robin Asbell for Stronger Together. Reprinted by permission from StrongerTogether.coop. Find articles about your food and where it comes from, recipes, and a whole lot more at www.strongertogether.coop.

Spotlight on Local: Building New Hope

by Kate Safin, Assistant Marketing & Member Services Manager

Building New Hope is a non-profit organization based in Pittsburgh, PA and Nicaragua. In Nicaragua, they partner with a worker-owned coffee cooperative, operate two schools for at-risk youth, and sponsor high school scholarships. In Pittsburgh, they engage with local schools, faith groups, farmers, and businesses to spread awareness about, and appreciation for, the culture, coffee, and communities of Central America. The small non-profit was established in 1992 and is managed by three part-time employees who operate from The Global Switchboard in Lawrenceville, along with the help of many volunteers. They also employ five Nicaraguan teachers in Granada. Building New Hope supports their mission through the sale of certified organic, fair trade coffee that is roasted fresh weekly by 19 Coffee Company, a small-batch roaster in Washington, PA.



Photo Credit: Therese Tardio

"New Hope." The community’s spirit of resilience and cooperation inspired our name, and our non-profit has continued to collaborate with Central Americans to build sustainable livelihoods by linking people and communities with educational and economic opportunities.

EEFC: What would you like customers to know about your products?

JN: You are making a socially responsible and environmentally friendly purchase of great-tasting, premium, certified organic, shade-grown and bird-friendly, fair and direct trade coffee that helps sustain the livelihoods of our partner cooperative farming community, El Porvenir, and helps them stay on their land, preserving 2,000 acres of native forest habitat. When you buy the coffee, you are also supporting the education of students living in El Porvenir through the education grants we make.

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

JN: As we are a non-profit with limited staff, volunteers, and resources, marketing the coffee and telling our story in an environment where there are many great fair trade coffee choices is a challenge.

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

JN: We hope the coffee project continues to grow, and that many more schools, groups, and clubs partner with us on coffee fundraisers as well.

Kale Cranberry Salad

Salad

- 2 large bunches lacinato kale, thinly sliced
- 1/2 cup red onion, thinly sliced
- 1/2 cup dried cranberries
- 1/2 cup walnuts (toasted, optional)

Dressing

- 1/3 cup extra virgin olive oil
- 2 tablespoons cider vinegar
- 2 tablespoons orange juice
- 1 1/2 teaspoons Dijon mustard
- 1 1/2 teaspoons honey
- 1 teaspoon orange zest
- 1/4 teaspoon salt

Preparation

- Place the kale, onions, cranberries, and walnuts in a large bowl and set aside.
- Whisk together all of the dressing ingredients in a small bowl, drizzle the dressing over the mixed kale and toss well.

Serving Suggestion

Serve this salad with roasted chicken or turkey, roasted vegetables, or red meat, such as brisket.



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New in the Aisles

BOB'S RED MILL – Gluten Free Sorghum

CRYSTAL – Deodorant Spray (Chamomile and Green Tea)

dZi – Wild Woolies Handfelted Birdhouses

EPIC – Bites (Bacon Maple Blueberry) and Bars (Venison and Wild Boar)

FIELD DAY – Sparkling Water (Berry, Grapefruit, and Orange)

FIELD DAY – Organic Instant Oatmeal

GAYLORD HAUSER – Vegetable Broth

OSCHIANIC – Extra Virgin Cannabis Oil

SUNRIDGE – Bulk Jolly Beans



## Did you know... ...May 14th is World Fair Trade Day?

by Gabriel Cantillo, Promotions & Outreach Representative

World Fair Trade Day, started in 2001, is an initiative of the World Fair Trade Organization (WFTO) that takes place annually on the second Saturday of May. This worldwide observance celebrates fair trade’s contribution to sustainable development and the ending of poverty and exploitation. This year, the WFTO’s theme for the day is: “Be an Agent for Change.”

“Fair Trade” is a term used to describe products that reach consumers through an equitable and humane trade system that puts people first. A number of third-party certifiers have developed standards that products must satisfy to be considered fair trade, which is why you will see different logos on different products. Fairtrade International, a trademark of FLO (previously known as the Fairtrade Labeling Organization), is the most common fair trade certification in the United States. While each certifying body has its own criteria, they all share a common purpose and follow the 10 principles of fair trade, which ultimately ensure that farmers and producers command a fair, living wage. Most of these certifications also call for food products to be produced sustainably, following Principle 10: Respect for the Environment. They also help to ensure that small farmers can gain access to market and that they are able to invest in their communities.

The Co-op is committed to spreading awareness about fair trade. Here are some examples of our efforts:

- We made fair trade part of our buying guidelines ([www.eastendfood.coop/co-op/policies/product-policy](http://www.eastendfood.coop/co-op/policies/product-policy)).
- We feature information about fair trade on our website ([www.eastendfood.coop/market/fair-trade](http://www.eastendfood.coop/market/fair-trade)).



- We publish articles in our newsletter and share information through our social media platforms.
- We sponsor and attend community events that promote fair trade, including the sampling event we are hosting on May 14th (info on page 8).
- We offer copies of the Fair World Project’s free monthly publication *For a Better World* in our community brochure racks while supplies last. (More information: [www.fairworldproject.org](http://www.fairworldproject.org).)

Visit these links to learn about fair trade:

- [www.wfto.com](http://www.wfto.com)
- [www.fairtradeusa.org](http://www.fairtradeusa.org)
- [www.strongertogether.coop/tag/fair-trade](http://www.strongertogether.coop/tag/fair-trade)
- [www.equalexchange.coop/fair-trade](http://www.equalexchange.coop/fair-trade)

In addition to the World Fair Trade Day storewide sampling and festivities taking place between 12-5 PM, there will be special signs in the aisles marking all fair trade products. You are also welcome to ask an employee to point out some of the fair trade products we have available.

## Soil, Where Human Nutrition Begins

by Jessica Smith, Eco Nut Therapy

Many things contribute to human health, but one of the most commonly overlooked factors may be right below your feet: soil! Poor, nutrient-deficient, and lifeless soil contributes to nutrient deficiencies in humans, which is ultimately linked to most modern-day diseases. I am not suggesting you go around eating soil—although a little dirt never hurt—but really, we should be eating food grown in living soil.



Water, macronutrients (proteins, carbohydrates, and fats), and micronutrients (vitamins and minerals) are necessary to maintain good health. The macronutrients are where the majority of our energy comes from. We also need vitamins and minerals for our biochemical processes and to maintain optimal health. But instead of popping pills and loading up on supplements, we should be getting these nutrients naturally: from our food!

Healthy soil creates healthy plants, which become healthy food that provides better nutrition. We all need certain minerals to keep us healthy, and depleted soil is the root of many of the present day diseases we are afflicted by. This problem is worsening due to modern commercial agriculture, which kills important soil organisms and washes away the minerals.

Research has revealed that there is a critical relationship between minerals and optimal health. Minerals interact with each other for many of the body’s metabolic

functions, and since we’re unable to create them within our own bodies, deficiencies are common. Nutrition is key to excellent health, and without nutrient dense foods from nutrient dense soils, we are much more susceptible to disease.

Choosing the best food to nourish ourselves and our families is about more than just what we eat. It’s even beyond the health of the soil it was grown in. Health and nutrition are also impacted by the way we eat, the methods used by growers, and much more. Mindfulness and nutrition go hand in hand to help all of us attain health and weight goals.

*Jessica Smith is a certified Nutritional Therapist, a certified Ecological Farmer, and has a B.S. in Sustainable Living/Living Systems and Living Soils. In addition to founding Eco Nut Therapy, she also regularly works with Rebel Health Tribe and the Bionutrient Food Association. For more information about Jessica’s practice, visit [ecomuttherapy.com](http://ecomuttherapy.com).*

## Understanding Factory Farms

by Timothy Lydon, Factory Farm Awareness Coalition

The growth of factory farming since the 1950s has completely transformed agriculture in this country, forcing small farmers to “get big or get out.” As a result, more than half a million of these small farmers have gone out of business in the past 25 years. According to standard economic theory, a market stops being competitive when the four largest players control over 40% of the market, and this is precisely what we have today. In every major animal product industry—the raising of cows, pigs, and chickens, as well as the dairy industry—there are just four companies that control the majority of production. Fewer hands now hold more control over our food and the fate of our environment than ever before.

At the turn of the 20th century half of all Americans were farmers, practicing traditional forms of agriculture. They typically lived on or near their land, they grew their own feed, and put animal waste to good use as fertilizer. These families had a vested interest in their land, animals, and communities, and wanted to protect

them for future generations. Agriculture was a way of life. This, however, has been replaced by the factory farm, which is driven by goals of efficiency and maximum production, not stewardship. Today less than 2% of Americans are farmers, and the corporations that have monopolized these industries seem to have no stake in any kind of community. Rather, their interest is in avoiding regulations designed to protect land and people in order to maximize their profits.

Factory Farms, technically known as “Concentrated Animal Feeding Operations,” or “CAFOs,” confine hundreds or thousands of animals in factory-like buildings. The goal is rapid growth and high output of milk, eggs, and meat. These businesses operate more like industrial factories than farms. They generate huge amounts of waste and air pollutants that are sickening people and damaging the environment. However, since they produce food products, they are designated as agricultural enterprises, which means they are able to evade even

the most basic requirements of the Clean Air and Clean Water Acts, laws designed to protect public health. Agribusiness, or Big Ag as it’s called, is one of the few industries that remain largely outside the scope of environmental regulations and this has had devastating effects on rural communities, human and animal health, and the environment.

One may defend this system by pointing out that food is cheap and accessible today. And it’s true, we Americans spend a smaller percentage of our income on food than we ever have, and less per capita than any other developed nation. But this supposedly “cheap food” actually comes at a very steep price. An “externality” is a cost that affects a party who did not choose to incur that cost. And externalities are the real source of efficiency for Big Ag. Food prices are extremely low because the true costs of production are passed on to other parties—like the people who live in the communities near, or downstream from, these farms; the employees who work some of the most

dangerous jobs in this country for low pay; the animals who exist in abject misery; and all of us who are affected by the unclean air and water that results from this kind of manufacturing.

Consumers are the primary driving force directing the future of animal agriculture in this country. We Americans must look beyond the myth that industrialization equals progress; that we benefit from artificially cheap food, and that Big Ag is necessary to feed the world. We must look beyond the imaginary red barn to understand the way our food is really produced and the ways in which industrialized agriculture threatens our quality of life.

*A native of Pittsburgh’s South Hills, Timothy Lydon is a filmmaker, English teacher, and bookseller. You can join him on Wednesday, May 25th at 7 PM to learn more about the impact of factory farms (event information is on page 8). You can also visit the Factory Farming Awareness Coalition’s website at [www.ffacoalition.org](http://www.ffacoalition.org).*

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A black and white photograph of a person sitting in a meditative yoga pose (Padmasana) on a mat. They are wearing a light-colored long-sleeved shirt and pants, with their hands resting on their knees in a mudra. The background is plain and light-colored.



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

**Editor:** Heather Hackett  
**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.

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

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EMPLOYEE OF THE MONTH



Congratulations to **Ian Ryan**, who was chosen as the Co-op staff pick for Employee of the Month. Ian has worked here for almost 14 years, and is the Grocery Coordinator.

- Q.** What are your favorite things about your job here?

**A.** I love all the delightful coworkers and customers I have met throughout the years. Plus I love being around and consuming all this wonderful food day in and day out.
- Q.** What’s your favorite Cooperative Principle? Do you think we embody it well here?

**A.** Cooperation Among Cooperatives. Being connected to a movement larger than one’s self is a valuable and noble thing. I would say we embody it well.
- Q.** What are your favorite products here?

**A.** The Café’s King Smoothie with almond butter, almond milk, and espresso. It will truly take you to another place. I had one today and I loved it. Also, Taza Wicked Dark Chocolate Bars. It is 95% dark and it massages my brain when I eat it.
- Q.** What do you like to do when you’re not at the Co-op?

**A.** Collect and listen to as many peace punk, post punk, and industrial records as my time and finances allow. Hang out with the September 2013 Employee of the Month and laugh.

NEW FACES

- Omoye Aikhuele, Produce**  
Omo loves to see a community come together to offer better food options to one another. Omo hopes to pursue a master’s degree in Environmental Engineering, and can often be found knitting, hiking, rock climbing, or cooking.
- Matthew Ryan Morris, Produce**  
Matthew believes our Co-op offers a fundamental means to ensure human dignity and to show care for each other, and thinks that having a say in what we eat is invaluable to our physical well-being as well as our sense of self-worth.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

- Maggie Nefores, Front End**  
**Julie Sinnamohideen, Finance**  
**eric cressley, Front End**  
**Jared Evanoski, Café**  
**Justin Pizzella, General Manager**  
**Jess Santacrose, Meat**  
**Kurt Kaefer, Grocery**  
**Erica Peiffer, Marketing & Member Services and Administration**
- 12 years**  
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**9 years**  
**9 years**  
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**3 years**

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1 AM: BRUNCH PM: PIZZA	2 BBQ TEMPEH	3 INDIAN KITCHEN	4 BAKED CHICKPEA AND CARROT FRITTERS	5 TACO BAR	6 TOFU LOAF & GRAVY	7 AM: BRUNCH PM: QUICHE	
8 AM: BRUNCH PM: PIZZA	9 BBQ TEMPEH	10 INDIAN KITCHEN	11 BAKED CHICKPEA AND CARROT FRITTERS	12 TACO BAR	13 TOFU LOAF & GRAVY	14 AM: BRUNCH PM: QUICHE	
15 AM: BRUNCH PM: PIZZA	16 BBQ TEMPEH	17 INDIAN KITCHEN	18 BAKED CHICKPEA AND CARROT FRITTERS	19 TACO BAR	20 TOFU LOAF & GRAVY	21 AM: BRUNCH PM: QUICHE	
22 AM: BRUNCH PM: PIZZA	23 BBQ TEMPEH	24 INDIAN KITCHEN	25 BAKED CHICKPEA AND CARROT FRITTERS	26 TACO BAR	27 TOFU LOAF & GRAVY	28 AM: BRUNCH PM: QUICHE	
29 AM: BRUNCH PM: PIZZA	30 BBQ TEMPEH	31 INDIAN KITCHEN					

MAY 2016

COMMUNITY EVENT SERIES

CELEBRATE WORLD FAIR TRADE DAY

Saturday, May 14th, 12–5 PM

EEFC, Equal Exchange, and Building New Hope

EEFC storefront and throughout the aisles

Fair trade is a vital component in the fight against poverty and exploitation. Stop by to talk to vendors like Equal Exchange and Building New Hope. We'll also have our prize wheel in action, along with delicious samples!

This event is FREE and no RSVPs are required!

ASK A GROWER Q&A

Thursday, May 19th, 3–7 PM

Garden Dreams and Wilmington Gardens

EEFC storefront

Celebrate Plant Something Day on May 19th at our daylong 50% off of all seedlings sale! Local growers and suppliers will be on hand to share techniques for transplanting seedlings and tips for gardening success.

This event is FREE and no RSVPs are required!

UNDERSTANDING FACTORY FARMS

Wednesday, May 25th, 7 PM

Timothy Lydon, Factory Farming Awareness Coalition

POWER/EEFC Conference Room

Approximately 99% of animal products come from factory-farmed animals. This holistic overview of industrial animal agriculture will touch on how our food system impacts everything from climate to social justice.

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

Look for your Co-op at these upcoming events:

Sunday, May 1st, 8 AM–12 PM:

We are partnering with Allegheny Chesapeake Physical Therapy to host a **Marathon Tailgate** in our parking lot! Snacks and light refreshments will be provided for free, and our Co-op Café will be serving up a brunch buffet on the Hot Bar until 1 PM for those seeking heartier fare (cost: \$7.99/pound). Come cheer the runners on with your Co-op!

Saturday, May 7th, 12–7 PM:

Be sure to stop by our table for vegan samples if you're attending **Pittsburgh Vegan Festival**. Featuring vegan food, dessert, drinks, products, and services, there will also be cultural dance and music, wellness activities, games, kids' activities, guest speakers, cooking demos, and more!

More information: [www.facebook.com/PittsburghVeganFestival](http://www.facebook.com/PittsburghVeganFestival).

Thursday, May 19th, 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](http://www.wyep.org/calendar/the-local-913).

Saturday, May 21st, 12–6 PM:

**Venture Outdoors Festival** at Point State Park is the perfect occasion for anyone interested in outdoor recreation. From weekend warriors to families with young children, this free event promises entertainment for every member of the family.

More information: [www.ventureoutdoors.org/festival](http://www.ventureoutdoors.org/festival).

MEMORIAL DAY SAMPLING

Join us on **Friday, May 27th** from **3–5:30 PM** as we cook up a holiday feast featuring burgers, hot dogs, lentil burgers, and grilled halloumi. Woodstock condiments will be on hand for sampling as well!