

# The Co-operator

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



## Local Food: Uniting the Spokes of our Sustainable World

by Jessy Swisher, PASA

The concept of local food is the meeting place of many diverse aspects - spokes of the wheel, if you will - that comprise a just and sustainable world. One thing all humans have in common is the core need for food to survive. And yet, choosing our food has become much more than an act of survival. In addition to having clear effects on our personal health and wellbeing, our food choices also impact the environment, our community and our local economy. Local food serves as the nexus to address many intertwined issues - including food access and security, labor and energy - by providing a comprehensive and sustainable solution.

Local food starts with the face of the farmer—that person we talk to at the farmers market as we pick up a quart of fresh, ripe tomatoes; the person who weighs out the pumpkin we carefully selected from the fields of their pick-your-own operation. But beyond farming or agriculture, local food is also about food systems. Just as important as the way food is produced are the networks that support its transportation, development (for value-added products), distribution, and sales, via retail stores or other channels. The food system also includes the chef or home cook who prepares the food into a delicious meal, and the restaurant staff who sweep the floor and clean up afterwards. Developing healthy local food systems can surely provide solutions to some of the most pressing challenges of our times.

### Issues with Industrial Agriculture

Our modern agricultural system, also known as “industrial agriculture,” provides food to consumers at the lowest cost possible, which

often means externalizing environmental and health costs. According to the website foodtank.com, “These environmental and health costs are not reflected in market prices for food, but rather, absorbed by people who suffer from diet-related diseases and citizens who pay for environmental cleanup.”

### Human Health

Many human health problems stem from the proliferation of refined and processed foods, as well as the increased use of synthetic fertilizers and pesticides in agricultural production, and the rampant use of antibiotics in livestock raised for meat or dairy. Diet related diseases that result from these factors include Type 2 diabetes, obesity, hypertension (high blood pressure), heart disease, and cancer. Recent studies show that, for the first time in a century, today’s children may have shorter lifespans than their parents.

### Energy & Environment

Other challenges of our modern agricultural system include a reliance on food that is shipped from many miles away, sometimes from across the country, other times from across the world. This requires a high use of fossil fuels to transport to its final destination. Also, industrial agriculture tends toward monocultural production (producing only a single plant or animal species at a time), which, for crops, relies heavily on synthetic fertilizers and pesticides to maintain crop productivity. Furthermore, animals raised in Concentrated Animal Feeding Operations (CAFOs) derive their sustenance largely from corn and grains that are raised in this fashion. The result is that energy inputs to modern agriculture by way of fossil fuels

are much greater than harvested crop yields. The effects of this system of production on the environment also include soil erosion and nutrient pollution. The dramatic loss of topsoil has been associated with modern crop production, as tillage and the overuse of synthetic inputs deplete the soil, and a lack of plant structure and living roots are unavailable to hold the soil intact and protect it from erosion. On this type of land, the heavy application of fertilizers and pesticides often runoff into streams, thereby contributing to water pollution. These chemicals have also caused dead zones in the Gulf of Mexico and the Chesapeake Bay. Industrial agriculture has also been shown to have a link to the worsening effects of climate change.

### The Sustainable Alternative

An alternative to the industrial agriculture system does exist, and it needs your support to continue growing (no pun intended)! Many farmers are letting nature lead the way by developing farming systems that are compatible with nature. These farms demonstrate environmental soundness, social responsibility and economic viability. They use different names for their farming practices—natural, organic, biodynamic, pasture-based—and end products—free range, grass-fed, etc. They also sell their products through a variety of channels, such as local restaurants and grocery stores like the East End Food Co-op, as well as food hubs, farmers markets, and Community Supported Agriculture (CSA) programs. In fact, new subscription and online purchasing options are becoming more readily available, providing even more ways to access local foods.

At the heart of engaging with the local food system here in Pennsylvania is the need to understand seasonality. By eating asparagus in the spring, corn in the summer, and winter squash in the autumn, we fall into rhythm with the seasons and, hopefully, appreciate more deeply what nature’s bounty provides at that time of year. Seasonal food is usually harvested at the peak of freshness and takes less time to travel to your plate. Therefore, it’s fresher, tastes better, and retains more of its nutritional value. And you can try preserving the harvest through drying, freezing, canning, or fermenting to make sure you have access to local foods through the lean months of winter. Of course, local meat, milk, cheese and grains should be available year-round.

By buying food locally, you are keeping your food dollars in your community and local economy. Often, it goes to your farmer directly, instead of to a factory farm or corporation. Just as you would seek out a doctor, dentist, or hairdresser in your area, make it a priority to locate a farmer close to you. You can learn where to get that great batch of arugula to accompany your family meal or fancy dinner. Or choose items at your Co-op that are marked as locally grown. Then, rest well in knowing that by buying locally and supporting your local farmer and local food system, you are doing good work. You are supporting the just and sustainable world that we would all imagine.

*Jessy Swisher is the Three Rivers Hub Program Coordinator for the Pennsylvania Association for Sustainable Agriculture (PASA). Learn more about PASA at [pasafarming.org](http://pasafarming.org).*

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### BOARD OF DIRECTORS:

The next board meeting is Monday, September 19th at 7 PM.

### NEW MEMBER ORIENTATIONS:

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

### MEMBERS ONLY:

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

### E-NEWS:

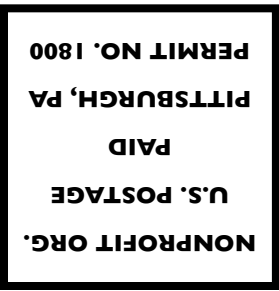
Would you prefer to receive *The Co-operator* online? Email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) for details.

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



# COMMUNITY IMPACT

CO-OP SHOPPERS  
CONTRIBUTED



THROUGH  
THE REGISTER  
ROUND UP FOR



412 FOOD RESCUE  
RECEIVED



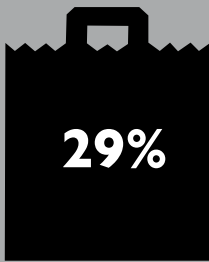
POUNDS OF  
FOOD FROM  
THE CO-OP

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 JULY 2016

## Board Corner

by EEFC Board of Directors

The 2016 East End Food Co-op Board of Directors election is upon us, and this year we're excited to introduce a new way for our membership to participate in the election: electronic balloting!

This year as an added convenience to our members, we've added the option to visit <https://voting.eastendfood.coop> for all your Board election needs. Electronic voting is easy, convenient, and requires no paper or stamps! Members can use their member number and current membership information to quickly and easily register for electronic voting. Keep an eye out for login instructions once the site launches at the start of the election period (September 1).

If your membership information is out of date, you'll need to email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or visit the store to update it, but not to worry! Paper ballots and candidate info will also be available in-store, so you can cast your ballot, update your info, and grab something good to eat while you're in.

In addition to displaying candidate information in the store and in this issue of *The Co-operator*, this year each candidate also had the option to produce a short video to introduce themselves and their personality, skills, and vision to the membership. These videos can be viewed on the Co-op's website at [www.eastendfood.coop/board](http://www.eastendfood.coop/board).

As our Co-op enters an increasingly competitive time for all grocers (but especially natural foods), choosing good stewards for our shared enterprise is more important than ever. We look forward to your participation in this year's election!



## Looking to stretch your grocery budget?

Just look for this logo.  
Co+op Basics offers everyday  
low prices on many popular  
grocery and household items.

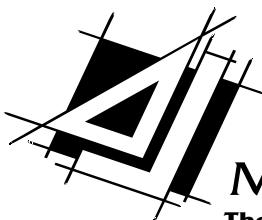


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ENDS POLICY STATEMENT

East End Food Co-op exists to enhance physical and social health in our community. To these ends, we will create:

- A sustainable member-owned business open to everyone
- An ethical and resilient food infrastructure
- A vibrant, dynamic community of happy, healthy people
- A creative vision to transform the future

STATEMENT OF COOPERATIVE IDENTITY

Definition

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

Values

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

Principles

Most cooperatives around the world follow the core principles that were adopted by the International Co-operative Alliance in 1995. Cooperatives trace the roots of these principles to the first modern cooperative founded in Rochdale, England, in 1844. These principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership

Cooperatives are voluntary organizations, open to all people able to use its services and willing to accept the responsibilities of membership, without gender, social, racial, political, or religious discrimination.

2. Democratic Member Control

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.

3. Member Economic Participation

Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested.

4. Autonomy and Independence

Cooperatives are autonomous, self-help organizations controlled by their members. If the co-op enters into agreements with other organizations or raises capital from external sources, it does so based on terms that ensure democratic control by the members and maintains the cooperative’s autonomy.

5. Education, Training and Information

Cooperatives provide education and training for members, elected representatives, managers, and employees so they can contribute effectively to the development of their cooperative. Members also inform the general public about the nature and benefits of cooperatives.

6. Cooperation among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, national, regional, and international structures.

7. Concern for Community

While focusing on member needs, cooperatives work for the sustainable development of communities through policies and programs accepted by the members.

Customer Comments

Driscoll’s berries are getting heat for great social injustices. They are the opposite of Equal Exchange.

There are a number of your fellow members who would agree! While we can't always control the farm that gets shipped to us, we do try to avoid Driscoll and Dole brand products when possible. I'd encourage you to spread the word. If no one is buying the product then we have no reason to carry it. Thanks!  
*-Evan, Produce*

I really love the peanut butter bars! Can you please make more?

Glad to hear you enjoy the peanut butter bars! We'll let the bakers know to keep 'em coming!  
*-Amber, Café*

I bought Pomona's pectin here in the past. I could not find any today in the store. I was disappointed not to find it.

Pomona's pectin is back on our shelves! Sorry for the temporary disappointment.  
*-Ian, Grocery*

I am so impressed with the selection of books- they are deep and broad at the same time. It brings me great pleasure to see poetry books (and read them! Or buy them!) while grocery shopping. This unique corner of the co-op is my favorite aspect of the store. Thank you for it.

Thank you for appreciating our book selection - it's my favorite corner of the store too! I love to share good stories, good writing, good ideas... with our Co-op community.  
*-Karen, Books & Magazines*

Have a thought that you'd like to share?

We'd love to hear from you!

Submit a comment card at customer service!

September’s Round Up Recipient: Pennsylvania Association for Sustainable Agriculture (PASA)

register  
RoundUp



In existence since 1992, the Pennsylvania Association for Sustainable Agriculture (PASA) is a diverse network of growers, businesses, and consumers that facilitates and enables viable farming systems to provide healthy food as locally as possible through innovative programs of education, marketing, and advocacy. Their work benefits both new and experienced farmers, food businesses, and community members. PASA’s Buy Fresh Buy Local® brand encourages consumers to find, choose, and appreciate great local foods.

With a network of over 43,000 people and 6,000 members, PASA is the largest statewide, member-based sustainable farming organization in the United States. In addition to training and support offered to farmers via its SOIL Institute and regional offices, PASA also advocates for reforms to the Farm Bill, updates to the Food Safety Modernization Act, and supports mandatory GMO labeling and a moratorium on natural gas fracking until farms and the environment are protected.

PASA works to improve the environmental soundness, social responsibility, and economic viability of food and farming systems in Pennsylvania and beyond. To learn more about PASA or to learn about membership, visit their website or call 814.349.9856. If you’d like to support them in their mission to *promote profitable farms that produce healthy food for all people while respecting the natural environment*, be sure to tell your Co-op cashier to round up your total this month!

*Spare change can result in positive change!*

[www.pasafarming.org](http://www.pasafarming.org)

Featured Community Partner: Edits International

The East End Food Co-op is proud to partner with Edits International. 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.

Edits International helps clients in business, industry, and academia communicate more effectively and find the words to succeed. Services include online text editing, conversation coaching, presentation preparation, customized program design, and everyday problem solving! Owner Nancy Downes has 20 years of experience as a technical writer and editor, medical writer, university-level instructor, and corporate-communications manager. Her small staff of experienced and highly-qualified editors, linguists (ESL instructors), and businesspeople help clients learn new skills to succeed in an English-speaking environment.

Members receive 15% off services. To take advantage of this discount, fully paid Co-op members must be sure to present their plastic membership card at the time of payment. If you have any questions about the Community Partners Program, contact Member Services at [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) or call 412-242-3598 ext. 438. You can check out the full listing of your Co-op’s partners on our website at [www.eastendfood.coop/co-op/community/community-partners-program](http://www.eastendfood.coop/co-op/community/community-partners-program).





THE CO-OP

The East End Food Co-op is Pittsburgh’s only member-owned natural and organic food market, serving the community since 1980. We offer the finest in certified organic produce and herbs, bulk foods, vitamins and supplements, cruelty-free health and beauty aids, organic and natural packaged and perishable goods and hard-to-find items for special dietary needs.

Our award-winning Vegetarian Café and Juice Bar offers a daily array of fresh, wholesome, hot entrées, soups, salads, and vegan dishes.

The Co-op is open to the public and membership is not required to make purchases, but members do receive better prices, have access to the Federal Credit Union, and can vote and serve on the board of directors.

7516 Meade St. Pittsburgh, PA 15208  
www.eastendfood.coop

BOARD OF DIRECTORS

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

MANAGEMENT TEAM

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

THE CO-OPERATOR

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**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](http://www.eastendfood.coop).

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

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

Email: [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop)  
Phone: 412.242.3598 ext. 142

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



EMPLOYEE OF THE MONTH



Congratulations to **Patrick McHale** who was chosen as the Co-op staff pick for Employee of the Month. Patrick has worked here as Cashier/Manage on Duty and the Promotions & Merchandising Coordinator for nearly 4 years.

**Q.** What is one thing you’ve learned in your time working at the Co-op?

**A.** I’ve learned a lot about the cooperative business model and what sets us apart from traditional businesses.

**Q.** What’s your favorite cooperative principle? Why? Do you think we embody it well here?

**A.** Democratic Member Control. Being able to elect the Board of Directors, and having a say in the decision making process and electing representatives to plan the future of the Co-op is something that is really cool and I think we do a pretty awesome job of embodying that principle here.

**Q.** What’s your favorite product here?

**A.** Currently, it’s the Chocolate Peanut Butter filled Clif Bars. They are really tasty and make for a great on-the-go snack.

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

**A.** Honored, we have so many great people who work hard every day to make sure things run as smoothly as possible so to be acknowledged for the work I do is really appreciated.

NEW FACES

**Nate Feuerstein, Front End**  
Nate has been visiting our Co-op for more than a year and decided to join our team. In Massachusetts, Nate was a park ranger, and has also interned with a focus on sustainability. Nate is working to build a more just and sustainable world for all.

**Simone Coleman, Front End**  
Simone comes to our Co-op looking for a great environment. Our Co-op community, where the board and the members come together, is something Simone appreciates. In the future, Simone would love to work with children’s media and/or film and video editing.

**Rachel Dobos, Front End**  
Rachel is a fitness trainer and is all about getting people healthy. Rachel would like to discover all the various ways to heal with food and life a happier and healthier life. Rachel loves our Co-op because of our relationship with different communities in Pittsburgh.

**Alex Long, Front End**  
Alex is attending Pitt and hopes for a future as a registered dietitian. Alex believes that the co-operative business model works to constantly improve experiences for everyone involved.

YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

**tara kudlac, Front End**  
**Julius Thomas, Café**  
**Molly Palmer Masood, Marketing & Member Services**  
**Richy Wellington, Café-Produce**

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**1 Year**

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VOTING INSTRUCTIONS FOR THE 2016 BOARD OF DIRECTORS ELECTION

GET OUT AND  
VOTE

2016  
BOARD OF  
DIRECTORS  
ELECTION

The Board Perpetuation and Elections committee is pleased to present you the slate of candidates for the 2016 board election. We would like to take this opportunity to remind members about the role of the board and their responsibility to represent all members.

The East End Food Co-op utilizes the Policy Governance model to manage the Co-op. Under this model, the board of directors does not make decisions on how Operations should get work done. Instead the board focuses on defining the Co-op's Ends, vision, and operational oversight. The board does this by establishing policies that clearly state the goals of the membership that elects them. These policies work on the basis of limitations—they do not say which means can be used to fulfill these ends, but rather which cannot. The policies provide a way for the board to examine the activities of the Co-op. Through monthly and annual monitoring and reporting, the board decides if the policies have been followed and if there has been sufficient progress towards our goals.

All board members are bound by our Code of Conduct policy which, among other things, requires that directors demonstrate unconflicted loyalty to the interests of the

Cooperative's owners. This accountability supersedes any conflicting loyalty such as that to advocacy or interest groups, membership on other boards or staffs, and the personal interest of any director acting as an individual consumer or member. Under the Co-op's bylaws, directors shall be under an affirmative duty to disclose their actual or potential conflicts of interest in any matter under consideration by the board or a committee. Directors having such an interest may not participate in the decision of the matter nor, unless the board or committee otherwise directs, in the discussion of the matter.

A copy of the policies and bylaws are available on the Co-op website under the board section or at Customer Service by request.

Fully paid members can complete a ballot, located below, and mail it in or drop it off at Customer Service. Ballots will also be available at Customer Service. Ballots must be received before the end of business hours on October 9th, 2016. New this year, is also the option to cast your votes online at [voting.eastendfood.coop](http://voting.eastendfood.coop).

*Thank you for participating in this year's election! If you have questions or thoughts to share about elections, please email [eefc.election@gmail.com](mailto:eefc.election@gmail.com).*

There are three ways to cast a ballot:

- Vote online at [voting.eastendfood.coop](http://voting.eastendfood.coop).
- Drop a ballot off at the Customer Service desk before the end of business hours (9 PM EDT) on Sunday, October 9th.
- Mail a ballot to the Co-op so that it is received before 9 PM EDT on Sunday, October 9th.

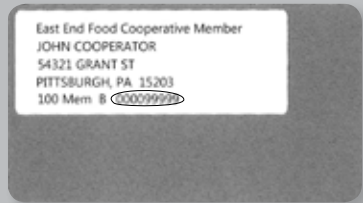
7516 Meade Street  
Pittsburgh, PA, 15208

A few things to remember:

- We can only accept one ballot per membership number.
- If a household has a membership, only one vote is allowed from that household. If there are multiple votes from one membership number, ALL will be disqualified.
- Do not allow anyone else to fill in your ballot or deposit it in the ballot box for you.
- Proxy voting is not allowed per the East End Food Co-op Bylaws and Policies.
- Ballots without a complete member number will not be included in the final count.

Finding your Membership Number

- If you are unsure of your Membership Number, please contact Customer Service at 412-242-3598.



If you have the brown paper card, please include all nine digits of your member number (Circled in the example to the left).



If you have the green plastic card, please skip the first two digits at the beginning of your number and the very last number. Include only the 9 digits circled to the left.



If you have the blue plastic card, please skip the first two digits at the beginning of your number and the very last number. Include only the 9 digits circled to the left.



If you have the green paper card, please include all nine digits of your member number (Circled in the example to the left).

EAST END FOOD CO-OP 2016 BALLOT

40

X

MEMBERSHIP NUMBER  
(REQUIRED, SEE ABOVE FOR INSTRUCTIONS)

MEMBER NAME (OPTIONAL)

DATE

• Fill in the box to the left of the candidates of your choice.

• Vote for up to three candidates, but **NO MORE THAN THREE.**

☐ Mike Collura (Incumbent)

☐ Greg Nicholas (Incumbent)

☐ Eddy Jones

☐ Patrick McHale

☐ Andrew Ritchie

☐ William Warnock

☐ Brynn Yochim



Thank you in advance for casting your vote in this year's Board of Directors election.



# 2016 BOARD OF DIRECTORS CANDIDATES



**MIKE COLLURA**  
(INCUMBENT, SINCE 2006)

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?**

As a member of several co-ops, I'm passionate about the cooperative business model and believe that co-ops can create solutions for our community. I've devoted

the last 10 years serving on the EEFC's board. During this time, I've held every officer role, including my current role as board Chairperson. This opportunity has provided me with extensive experience in cooperative governance and collaborating with other co-op boards facing many of the same challenges as EEFC.

Professionally, I've worked for a small community bank for the last 12 years where I've been responsible for strategic planning, business continuity, budgeting and risk management.

**What do you think are some important short-term goals for EEFC?** EEFC needs to continue to find a way to meet its member-owners' needs. Shelf space is very limited, as well as parking and meeting space. Our store needs to catch up with the growth of member-owners and sales that we've seen over the last 5+ years.

The board and our member-owners need to collectively discuss what our co-op is and what its mission should be in practical terms. This collaborative process will let us build alignment among our various stakeholders and let us move forward as an organization.

**What do you think are some important long-term goals for EEFC?** The co-op should meaningfully strengthen the local food infrastructure by establishing a food hub and transport system to simplify the movement and storage of food from local producers to EEFC and other outlets. This will help build a resilient food infrastructure and can serve as an example of our creative vision to transform the future.

We should strengthen Pittsburgh's cooperative business sector and serve as an example of its success. By being more accessible to our members and our

community and by supporting the local food infrastructure we ensure that we are growing a dynamic community of happy, healthy people.

**Why do you want to be on the Board of Directors?** I want to make sure that the co-op survives and thrives in a market where competition is increasing. Competitors masquerade as stewards of our community's health and wellbeing but cannot replicate our accountability to our member-owners and community. EEFC must remain a sustainable business.

As we work through defining our co-op and its mission, I want to ensure that the board continues to be committed to representing all member-owners and meeting their needs, not just those stakeholders that are the most vocal. A key part of our democracy is making decisions based on the collective needs of the whole co-op.



**GREG NICHOLAS**  
(INCUMBENT, SINCE 2015)

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** I was appointed to the board a year ago during a turbulent time. At that time, my fresh perspective—without preconceptions

about the existing issues—offered a unique voice to a divided group.

In addition, as a software developer by trade, I've been paying particular attention to ways that technology can improve the state of our co-op. With this deep knowledge I led the initiative to provide online voting for this very election—a first for the EEFC.

I'm delighted that the orientation phase is behind me. I can hit the ground running at the start of my next term.

**What do you think are some important short-term goals for EEFC?** We need to find a unified voice. With that voice, we can take meaningful steps towards being a strong advocate in the local food ecosystem. Without it, we risk losing relevance as national chains threaten our business. In my year

on the board, there's been a lot of debate about what the membership wants, but no outreach to a substantial portion of that membership. The vast majority of members want to have some say in the direction of the store. It's time to provide the engagement necessary to facilitate this and rally around a core vision.

**What do you think are some important long-term goals for EEFC?** It's 2016, and the natural foods movement has officially gone mainstream. The EEFC has the opportunity to sit at the forefront of that movement for our whole region. With an active base of over 12,000 member-owners, we're poised to be the keystone in a short distribution chain where producers, distributors, sellers, and consumers are our neighbors and friends. We should expand our

reach throughout the region so this local ecosystem is driven by a local organization with deep cooperative principles, rather than national corporations following trends for profit's sake.

**Why do you want to be on the Board of Directors?** In the EEFC our member-owners can play a role much larger than "customer." I believe there's an opportunity to increase the number of active members by reaching out to those who want to play a role, but don't know how (or feel they don't have the time) to do so. As a director, my top priority in the coming years will be finding ways to bring these people into the fold in a meaningful way. The more people who feel an actual stake in this cooperative, the more real, positive impact we can have on our community.



**EDDY JONES**

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** My background includes an MBA from Carnegie Mellon University, an undergraduate degree from Penn State, and fifteen years of professional experience launching

programs and solving problems in complex organizations, both in the public and private sectors. I would bring to the EEFC Board experience in: strategic planning, financial analysis, human resources and information systems management.

I am excited about the opportunity to apply these skills in service to the Co-op. I also bring the unique perspective of having been born and raised in Pittsburgh, and having lived and attended school in many of its diverse communities.

**What do you think are some important short-term goals for EEFC?** The Co-op should continue to provide high-quality natural and organic foods to its members and the community. This is fundamental to its core mission. In the past year, the Co-op has been working toward a fair labor contract that would cover many Co-op staff. It will be important to

implement the provisions of the contract with fidelity.

In addition, it is important to take steps to increase member participation and transparency in the governance process. As a prospective Board member, I am committed to listening to the needs of various stakeholders and weighing all input in decision making processes.

**What do you think are some important long-term goals for EEFC?** The Co-op adds over five hundred new member-owners each year. In the longer-term, the Co-op will have to remain competitive with other natural/organic stores, but grow in a way that preserves its democratic principles. Managing growth includes important decisions around expansion of the current physical space.

As Pittsburgh, and in particular the East End,

experiences development and gentrification, I believe it is also important for the Co-op to remain attentive to issues of equity and fairness, actively engage with communities, and stay committed to increasing diversity among members, staff, management, and the Board.

**Why do you want to be on the Board of Directors?** The Co-op embodies my personal convictions toward wellness and democracy. Five years ago, I began a transformation in my own health. This journey has led me to natural foods, gardening, and regular exercise. I have a passion for health and wellness.

As a frequent shopper, I want to see the Co-op grow and thrive. This will require member and staff input and grounding in the democratic ideals the Co-op was founded on. My skills are a good fit for the role of Board member, and I am committed to devoting the time and energy to this work.



**PATRICK MCHALE**

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** I have been an employee of

the EEFC for nearly 4 years. During that time I have held 3 different position in 2 different departments, including a supervisory role in the front end. Before my time at the Co-op I worked in social work with at risk and troubled youth where I received training in conflict resolution and crisis management.

**What do you think are some important short-term goals for EEFC?** Important short term goals for the Co-op are to make sure we are financially stable

and can continue to provide high quality product. Making sure we are embodying the 7 cooperative principles and staying true to the cooperative spirit. There are a lot of places to get organic and healthy foods. We need to differentiate ourselves by the services we are providing.

**What do you think are some important long-term goals for EEFC?** Expansion. We have seen what we can do with the space we have had and need to be looking towards expansion and growing our

member base, making sure to make the decision as fair and democratically as possible.

**Why do you want to be on the Board of Directors?** Having been an employee for nearly 4 years I have become increasingly interested in the way Co-ops work compared to traditional businesses. I have been able to spend time learning various aspects of our Co-op and would like to continue to learn and take on a leadership role by becoming a board member.

# 2016 BOARD OF DIRECTORS CANDIDATES



**ANDREW RITCHIE**

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?**  
After earning a degree in business and working in the event staging industry for 15 years, I returned to college last fall in pursuit of a new career in urban planning

and development. I'm in the University of Pittsburgh's Urban Studies program, concentrating on planning with a focus on environmental sustainability. My past coursework includes researching social and environmental justice, economics, ethics, human security, and public policy regarding food. I'm interning with the Open Space Specialist in Pittsburgh's City Planning Department, and the focus of our work is on promoting urban agriculture, vacant lot reuse and sustainable local food systems.

**What do you think are some important short-term goals for EEFC?**

As membership continues to grow in response to the excellent products and services offered by our Co-op, the process of expansion currently underway remains incredibly important for all members and employees. Maintaining financial strength throughout this process while continuing to operate a socially and environmentally

responsible business are key goals. We need to cultivate robust relationships with our members and our community, as these truly separate and elevate our Co-op from the increasing competition in our region. While many local neighborhoods are transforming, it's crucial that our Co-op remains true to its operating principles and fosters accessibility, sustainability, and equality.

**What do you think are some important long-term goals for EEFC?**

Once the expansion is complete, ushering in a new era for our Co-op, our long-term goals should remain focused on maintaining the stability and growth of the business while promoting values of community, open membership, and economic participation and cooperation. Our changing climate highlights the importance of supporting local food systems and sustainable foods, a centerpiece of the Co-op business model. As consumers continue to embrace local,

organic, and humanely-produced food, opportunities will abound to provide access to our sustainable, people-centered local economy, and the Co-op must remain positioned to grow and adapt in the future.

**Why do you want to be on the Board of Directors?** As a member-owner for seven years, I really appreciate the unique experience created by employees who source such high-quality local products and provide terrific customer service. I've eaten a plant-based diet for years, and our Co-op has been a wonderful resource for cookbooks and information, in addition to the delicious café offerings and specialty groceries. Our Co-op contributes so much to the neighborhood beyond its critical role in our local food system by hosting seminars and events like the Art Harvest (where my wife and I had our first date!) and I want to give back as a board member.



**WILLIAM WARNOCK**

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?** I have prior experience with the

facilitation and operation from a club of which I was a member. I currently hold a business degree, in addition to attending Penn State University for continuation of said degree. I would like the ability to offer my knowledge and experience to help support a business with motives that support local agriculture and greener ideologies.

**What do you think are some important short-term goals for EEFC?**

Some short term goals would be to focus on what sets us apart from the competition as well as how to maintain a competitive

edge on some of the corporatized market, maintain a stance with a localized perspective in a way the competition can not, by sustaining good relationships with local providers. I see a lot of large corporations trying to be "local" to broaden their market: this makes for more competition, but also awareness in our cause. This cause should become a significant marketing factor for the co-op in generating of new members.

**What do you think are some important long-term goals for EEFC?**

I think we should focus on the community the members

and its local suppliers and how we can improve our relationship with those groups, as they are the foundations of what the food co-op started out as and what it should strive to always enhance.

**Why do you want to be on the Board of Directors?** I would like to be a board member to promote the economic incentives of buying local and the many benefits it generates. I also wish to promote the wellbeing of the environment and conservancy. I believe I would be very well suited with this position while considering options for the future and growth of EEFC.



**BRYNN YOCHIM**

**What experience and skills (professional or business) or unique perspectives would you bring to the EEFC Board?**

- As a former employee, I am connected to the climate of the EEFC.
- I balance earth sciences, financial,

- and data analysis responsibilities at a global environmental engineering firm.
- I am in charge of organizing community outreach, charity, and volunteer activities through four of our offices.
- I am certified by the Institute for Sustainable Infrastructure as an Envision Sustainability Professional which emphasizes environmental stewardship and conservation.
- My empathetic nature seeks to promote healing and resilience in our community.

**What do you think are some important short-term goals for EEFC?**

- Help to resolve Pittsburgh's hunger problem
- Allocating unused foods and products to benefit community

members in need

- Reinstitute the member volunteer program, which allows members to feel more involved in our co-op and provides them a discount on items sold at EEFC.
- Increase the usage of local products in the EEFC's hot bar, deli, and café.
- Heighten our attentiveness to staff needs and member participation.
- Maximize collaboration between board, staff, and member owners.

**What do you think are some important long-term goals for EEFC?**

- Strategic and thoughtful expansion put to a member vote including an open forum and/or space for events, discussions, and community activities.
- Align business goals with community and employee expectations.

- Meaningful involvement in combating the hunger and imbalance in our food-shed.

**Why do you want to be on the Board of Directors?**

My increasing involvement in the co-op deepened my interest and conviction to want to serve in this role. I understand that the co-op's strength is largely attributed to the fulfillment of its staff and it has untapped potential to empower its members and community. The co-op is more than a grocery store and we need the leadership to address concerns and foundational needs in order to grow as a community. I would be very excited to be part of that movement forward. The co-op's momentum is an excellent avenue toward a healthier and more equitable future for all.

# Don't forget to vote online, mail or drop off your ballot by 9 PM EDT on Sunday, October 9th!

Café Specials • September 2016

SUN	MON	TUE	WED	THU	FRI	SAT
				1 PEANUT SQUASH STEW	2 CREAMY PESTO PASTA WITH TOMATOES	3 AM: BRUNCH PM: VEGGIE JAMBALAYA
4 AM: BRUNCH PM: BAKED EGGS W/ SPINACH AND MUSHROOMS	5 CURRIED CAULIFLOWER AND POTATOES	6 CHEESY EGGPLANT CASSEROLE	7 BAKED ZUCCHINI AND FENNEL CAKES	8 PEANUT SQUASH STEW	9 CREAMY PESTO PASTA WITH TOMATOES	10 AM: BRUNCH PM: VEGGIE JAMBALAYA
11 AM: BRUNCH PM: BAKED EGGS W/ SPINACH AND MUSHROOMS	12 CURRIED CAULIFLOWER AND POTATOES	13 CHEESY EGGPLANT CASSEROLE	14 BAKED ZUCCHINI AND FENNEL CAKES	15 PEANUT SQUASH STEW	16 CREAMY PESTO PASTA WITH TOMATOES	17 AM: BRUNCH PM: VEGGIE JAMBALAYA
18 AM: BRUNCH PM: BAKED EGGS W/ SPINACH AND MUSHROOMS	19 CURRIED CAULIFLOWER AND POTATOES	20 CHEESY EGGPLANT CASSEROLE	21 BAKED ZUCCHINI AND FENNEL CAKES	22 PEANUT SQUASH STEW	23 CREAMY PESTO PASTA WITH TOMATOES	24 AM: BRUNCH PM: VEGGIE JAMBALAYA
25 AM: BRUNCH PM: BAKED EGGS W/ SPINACH AND MUSHROOMS	26 CURRIED CAULIFLOWER AND POTATOES	27 CHEESY EGGPLANT CASSEROLE	28 BAKED ZUCCHINI AND FENNEL CAKES	29 PEANUT SQUASH STEW	30 CREAMY PESTO PASTA WITH TOMATOES	

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

SEPTEMBER2016  
COMMUNITY EVENT SERIES

LOCAL FOOD MONTH SAMPLING SESSION

September 14th, 5-8 PM  
Local Vendors  
Throughout the whole Co-op!

Local Food Month offers us a special opportunity to highlight our local farmers and producers. Join us for a free sampling session that will take place throughout the aisles of the entire store.

CELEBRATE NATIONAL COFFEE DAY

September 29th, 9-10:30 AM  
Local Coffee Vendors  
Cafe Seating Area

Everyone’s invited to come celebrate and enjoy this popular beverage with our local roasters and suppliers! Learn more about the subtleties of the roasting process while sampling fresh espresso and several brewed coffee varietals.

These events are FREE, no RSVPs are needed!

@befearelessdaily

2ND ANNUAL  
**FEARLESS  
WARRIOR**  
YOGA CONFERENCE

**October 9th 9am-6pm**  
**Hotel Monaco - a Kimpton Hotel**

**EXAMINE WHAT TRIGGERS FEAR AND HOW TO APPROACH IT MIND FULLY TO FIND CLARITY IN ALL OF LIFE'S SURPRISES.** Develop the tools that will help you break down the walls of fear to find authenticity and move closer to your life's deeper purpose.

Explore yoga, meditation & mindfulness to move mountains!

Fearless Warrior Yoga Conference will include a full-day of events which include interactive workshops, meditation sessions, yoga classes and presentations.

All of the conference offerings will be led by local professionals who inspire Pittsburgh everyday through their work, including yoga teachers & activists, featuring Keynote presenter, Janna Hockenjos, author of Move Feel Think: Yoga For Brain Injury, PTSD and Other Forms of Trauma and Owner of Inhale Pittsburgh.

**WHAT YOU GET:**

- LUNCH AND SNACKS CATERED BY HOTEL MONACO (ALL FOOD IS LOCAL AND FRESH)
- A FULL DAY OF YOGA AND FEARLESS EXPLORATION
- 6+ OPPORTUNITIES FOR YOGA
- 3 INTERACTIVE BREAKOUT SESSIONS
- 2 GUIDED MEDITATIONS
- TIME TO REFLECT, CONNECT AND SHARE IN A SAFE, NONJUDGMENTAL ENVIRONMENT

#getfearlesspgh

Purchase your tickets online at [www.fearless-warrior.com](http://www.fearless-warrior.com)

\$45 Half Day | \$75 Full Day  
**\$125 VIP**

Includes intimate evening of Kirtan (chanting) w/ Brooke Smokellin - dinner + drinks with select presenters the night before - full day conference ticket - Fearless tee shirt.

fearless-warrior.com

LOCAL  
pittsburgh

Fame15  
CREATIVE