

# The Co-operator



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

## East End Food Co-op celebrates National Co-op Month

by Erica Peiffer, Member Services Coordinator

Being a member of a cooperative means being part of something bigger than yourself. East End Food Co-op is celebrating National Cooperative Month in October, along with 40,000 other cooperative businesses, serving more than 120 million people nationwide.

“Cooperatives Build” is the theme of this year’s National Cooperative Month. This year’s theme is excellent, because there are so many ways that cooperatives help to build the services and infrastructure our communities really need to thrive. Cooperatives are often formed to meet people’s basic needs – food, housing, utilities, personal finance (credit unions) – and by organizing together to operate a cooperative business, we achieve better quality and value, and as consumers we gain more control over the products and services offered, and the social impact of our purchases.

Our cooperative had approximately \$11.2 million in sales last fiscal year, with most of those dollars being returned to our members via discounts, reinvested in the co-op via wages and capital improvements, or invested into our surrounding neighborhoods via our various donation programs and local purchases. These dollars circulate close to home, helping to strengthen the local economy and support the health of our community.

Consider these ways that co-ops build:

### Cooperatives Build Trust

Most co-ops strive to adhere to seven key cooperative principles, which combine

to help build trust between the co-op, its members, and the community. For example, the first principle is *Voluntary and Open Membership*, which means that we are a voluntary organization open to all people who wish to use our services and who are willing to accept the responsibility of membership. The second principle, *Democratic Member Control*, ensures members have a central role in the cooperative’s policies and decisions. Through the fifth principle, *Education, Training and Information*, we enable members to contribute to the development of our cooperative and we ensure them the right to information as consumers.

As we send this newsletter to print, we are in the middle of our annual Board of Director Elections, set to close on Sunday, October 9th at 9 PM. Aside from board service itself, voting in board elections is the most direct way our members participate in decision-making at our Co-op. Our board is comprised exclusively of Co-op members, fellow shoppers just like you and I, who take on the charge to represent all of us and our full spectrum of needs in decisions of policy. Board meetings are always open for members to attend and minutes are available for members to review. Our by-laws require our board to report to the membership each year in the Annual Report. In these ways, our board members are held accountable to us as fellow members.

Equally important as the governance structure, another way that our Co-op builds trust is by adhering to our Product Guidelines Policy. This policy demonstrates to our members and shoppers the research

and integrity we put into every purchasing decision, and allows us to make conscious choices that return value to our members, our community, and our planet by promoting products that are organic, local, fair trade, non-GMO, humane, and produced using ecologically sound processes. As a long-time board member once said, “We don’t sell you groceries, we buy them for you.” Through informative articles in our newsletter, by facilitating opportunities to meet producers, and with thorough signage, we offer transparency to our shoppers, and provide the ability to make informed choices. This is one way our Co-op embodies the fourth cooperative principle, *Autonomy and Independence*.

### Cooperatives Build Community

The seventh cooperative principle is *Concern for Community*. Cooperatives work for the sustainable development of their communities through charitable contributions and partnerships in community efforts. Our partnership with local non-profit 412 Food Rescue allows us to divert hundreds of pounds of edible (but unsaleable) food to those in need each month. Each year, the East End Food Co-op gives substantial support to local non-profits through our general donations program (which averages \$12,000 in annual giving), the Register Round Up (which has contributed a total of \$84,731.11 to local non-profits since its inception in April 2013), and our annual Winterfest event, which raises funds to address local hunger issues. We regularly partner with local schools through the Café Art program and our store serves as a field trip destination. We love providing a space where people

can learn about local, organic food and the cooperative model, from elementary age all the way through college graduate students! We also engage with thousands of people each year at community events through our outreach efforts.

We also help grow communities around the world. Learn more about the “Co-op’s Grow Communities” promotion on page 4.

### Cooperatives Build Jobs

Cooperatives generate jobs in their communities, keep profits local and pay local taxes to help support community services. This is where the third cooperative principle, Member Economic Participation, comes into play. Did you know that for every \$100 you spend locally, \$68 stays in your community, and that local businesses account for over 65% of all new jobs? Throughout the year, our Co-op sources products from hundreds of local vendors and farmers. Beyond opportunistic purchases of bumper crops, we truly value long-term relationships with producers and work hard to treat them as partners. Our buyers get to know our producers not just by name, but as people. In Fiscal Year 2014-2015, 25% of our overall sales came from locally-produced products, and this number continues to grow each year! Our Co-op goes further to prioritize local service providers whenever possible, and to promote local businesses through our Community Partners Program.

The Co-op is also a great place to work and offers great benefits to employees.

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### BOARD OF DIRECTORS:

The next board meeting is Monday, October 17th 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 December 31st! The next quarter goes from January 1st – March 31st.

### E-NEWS:

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

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



DATED MATERIAL:  
DO NOT DELAY

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



## GM Report

by Justin Pizzella, General Manager

In my September GM Report, I provided an overview of the strategic plan I presented to our board for the 2016-17 Fiscal Year. That article spurred a significant amount of feedback from members who were concerned that there was abandonment of expanding the Co-op. I'd like to clarify where the Co-op stands relative to expansion.

First, our best option for expansion is to relocate our existing store to a larger location that is more suitable for a grocery store. This has always been the barometer for evaluating opportunities that have been presented over the last few years. Our current location just isn't adequate for our needs anymore. As much as I (and many members) love the character of our existing store, the location presents significant challenges, from the lack of a loading dock to insufficient parking.

Additionally, we don't have space to expand many of the departments members value most – especially our fresh departments like Produce, our Café, and Perishable items. This inadequacy makes relocation imperative. A larger space would allow us to expand our offerings by increasing the size of existing departments (especially produce) and/or adding new departments (like beer and wine).

Improving our business has been a primary focus in preparation for expansion, and operations is not quite ready to support the significant challenges and added complexities of opening a second store. Finally, from a financial perspective, relocation would allow the Co-op to build more economic stability, providing the buffer needed to add additional locations in the future.

Over the last two years, it has become apparent that there is a critical need to build alignment across our membership. That is why in this fiscal year we are placing an emphasis on understanding what the membership wants. We will be asking a lot of questions to get at what you, our members, want from the Co-op.

Most of the members I hear from want the Co-op to be a place of food integrity with a focus on clean, organically grown, preferably local foods. There are a few members that want the Co-op to be involved in divergent, partisan issues. We are at a crossroads – we as members can choose to allow a few loud voices to distract us from focusing on our primary purpose to be an exceptional grocer of clean, organically grown foods, or we can all engage in the dialogue about who we are and what we want.

### MEMBERS SPEAK OUT

Interested in sharing your thoughts with other members? Then consider submitting content for our "Members Speak Out" column. Please email [memberservices@eastendfood.coop](mailto:memberservices@eastendfood.coop) to note your interest in making a submission and to request these guidelines.

## Meet the Owner: Judy Member Since 2000

### Where do you live?

In Squirrel Hill now, but I lived on Meade Street for a long time.

### What was your motivation for coming to and/or joining the Co-op?

I have always wanted to support green, independent ventures that people get into. And I like healthy food. I don't buy processed food.

### What is your favorite thing you get from the Co-op?

I really like your prepared foods, and I just recently discovered the mushroom barley soup, which is yummy!

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

Maybe to improve the produce. A lot of people really like the produce here, but I go to the Saturday morning Farmer's Market in East Liberty. They have local products and the prices are cheaper. Organic is important, but not as important as local is to me.

### What do you love about the Co-op?

I really like the people who work here. Everybody is real.

### Any interesting stories you'd like to share from your experiences at the co-op?

In the mid-70's, I went to the original co-op in the basement of a Quaker communal living situation, which was on the corner of Meade Street and (I think) Homewood Avenue. What I remember most, they always had day-old Pepperidge Farm bread that was cheaper. It was just such a thing to support a local, neighborhood effort that was bringing people together and finding other resources for what we needed.

### What do you like to do when you're not at the co-op?

I like to garden, and I still work limited hours as a psychologist.





# 2016 ANNUAL MEETING

DATE: Sunday, November 13th  
 TIME: 1:00-4:00 PM  
 VENUE: East End Cooperative Ministry  
 6140 Station St, Pittsburgh, PA 15206

- Meet new board candidates
- Get updates on the past year of business at your Co-op
- Participate in an interactive exercise that will explore what members value about the Co-op
- Children's activities will be available
- Dine on a delicious meal from your Co-op's Cafe
- Wine and beer will be provided (ID required)

This event is FREE, but RSVPs are requested.  
 Stop by Customer Service to reserve your space, or call 412-242-3598.  
 More information is available on our website at:  
[www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting](http://www.eastendfood.coop/co-op/membership/member-events/2015-annual-meeting)

## Leave A Legacy

by helping to restore a forest.



**Penn Forest**  
 Natural Burial Park  
 412-927-0103  
[PennForestCemetery.com](http://PennForestCemetery.com)

Green burial is the way to go.

## S. Rand Werrin, DDS

Holistic Dentistry

3506 5th Avenue  
 Pittsburgh, PA 15213  
[www.dentalpgh.com](http://www.dentalpgh.com)  
 412-621-0200

- Promotion of health and wellness, as well as treatment of disease.
- The whole person approach: mind, body, and spirit, not just mouth & teeth.
- Mercury-free care, office cleanliness a priority, and in-house laboratory.
- Highest quality dental care in Western PA.



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 412-241-6042

## ENDS POLICY STATEMENT

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

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

## STATEMENT OF COOPERATIVE IDENTITY

### Definition

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

### Values

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

### Principles

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

#### 1. Voluntary and Open Membership

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

#### 2. Democratic Member Control

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

#### 3. Member Economic Participation

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

#### 4. Autonomy and Independence

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

#### 5. Education, Training and Information

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

#### 6. Cooperation among Cooperatives

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

#### 7. Concern for Community

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

## Customer Comments

**Dave's Killer Bread is awesome. Hope to see this product on the shelf for a long time.**

We are so glad you like it! We are excited to carry these products.  
- Maura, Grocery

**Can you please stock GOAT MILK Ice Cream? La-Loo is one brand I know of. Thanks!**

Yes we can! Thank you for asking about this. Keep an eye on the ice cream section in the next few weeks. I'll get the ball rolling on this.  
-Evan, Perishable

**I LOVE the write-ups on the bulk items about how to cook them. I've been wishing for this for so long!**

It will really make a difference for people who are new to this way of cooking. Thank you for your kind comments.  
-Jim, Bulk

**As a Co-op employee in Washington I was blown away by your store. In particular the little library! WOW! Love the curation back there:) The young lady straightening /neatening the shelves was so pleasant and actually turned me onto a new author. Bravo! Much love, WSA**

Thank you so much! Hope you enjoy your new finds!  
- 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!

## October's Round Up Recipient: East End Cooperative Ministry

register  
**RoundUp**



EAST END  
COOPERATIVE  
MINISTRY

community. transformation. hope.

The East End Cooperative Ministry (EECM) is an interfaith ministry dedicated to building a community of opportunity in Pittsburgh's East End. Founded in 1970, EECM serves people in need by providing food, shelter, and a system of support for vulnerable adults and at-risk youth. The EECM Community House is located at 6140 Station Street, just two miles from the East End Food Co-op.

The services offered by East End Cooperative Ministry have developed along with the needs of the community. Currently, EECM is focused on providing food assistance, housing service, and youth programming, including summer camps and tutoring. Just last year, their Community Kitchen served 24,760 lunches and their Food Pantry provided 570 households with emergency groceries.

EECM seeks to make a difference in the lives of the individuals and families it serves by tending to their needs for today as well as their hopes for tomorrow. To learn more about EECM and the work they're doing, visit their website or give them a call at 412-361-5549. And if you want to support them in their mission, be sure to tell your Co-op cashier that you want to Round Up your total this month!

*Spare change can result in positive change!*

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

*Continued from page 1*

The sales growth we've seen over the last five years has enabled us to nearly double

our staff. For every dollar that is spent at our Co-op, approximately 25 cents is invested directly in our staff. Starting salary for entry-level positions is well above minimum wage and our employees receive comprehensive benefits, including a 20% discount on purchases, easy-to-manage sick and personal time, paid holidays when the Co-op is closed, short-term disability coverage at no cost, an affordable health/dental/vision plan (for employees working an average of 30 or more hours a week who successfully complete a 90-day trial), and a retirement plan with matching employer contributions up to 3% (which any employee may participate in after earning \$5,000 within a calendar year).

#### Cooperatives Build a Better World

Through all of the above ways, cooperatives build a better world at the local level. Perhaps the strongest impact cooperatives can have in building a better world is embodied by the sixth cooperative principle, *Cooperation among Cooperatives*. Cooperatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures. Regionally, our Co-op is a member of the Pittsburgh Chamber of Cooperatives and is a founding member of the Pittsburgh Food Policy Council. We have an impact nationally as a member of National Co+op Grocers (NCG), a business services cooperative for natural food co-ops throughout the United States. NCG helps unify food co-ops to optimize operational and marketing resources, strengthen purchasing power, and ultimately advocate for natural food co-op owners and shoppers everywhere. NCG is comprised of 150 food co-ops in 38 states, representing over 1.3 million consumer-owners. NCG's signature slogan is "Stronger Together" and

we certainly enjoy the competitive pricing and professional development and training offered through our membership in this national cooperative. We also prioritize cooperatively produced products and carry many co-op brands including Equal Exchange, Frontier, Aura Cacia, Bob's Red Mill, Simply Organic, Alaffia, Once Again Nut Butters, Just Coffee, and many more.

Established in 1895, the International Co-operative Alliance (ICA) is the apex organization for cooperatives worldwide. ICA advances the interests of the co-operative movement through advocacy work with international policymakers, helping to create a more supportive political, legal and regulatory environment in which co-operatives can thrive. Representing close to one billion individual members, this global representative body for co-operatives is one of the largest non-governmental organizations in the world today.

Imagine the potential for mankind if we all worked together to build a world founded on the cooperative principles, and the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. If you are as excited as I am, I hope you'll join us on Thursday, October 13th at 7 PM for a free screening of "Food For Change," a documentary all about the history of food co-ops in America. For more information, see our events listing on page 8.

*As the Member Service Coordinator, Erica engages new and existing Co-op members, recruits new members, facilitates educational efforts around membership and the cooperative business model, acts as a liaison to the EEFC Board of Directors, and assists in planning and overseeing store-sponsored special events. She can be reached at [epeiffer@eastendfood.coop](mailto:epeiffer@eastendfood.coop).*

# COMMUNITY IMPACT

CO-OP SHOPPERS CONTRIBUTED



**\$1,869.05**

THROUGH THE REGISTER ROUND UP FOR



412 FOOD RESCUE RECEIVED



**822**

POUNDS OF FOOD FROM THE CO-OP

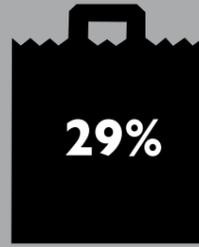
OUTREACH REPRESENTATIVES REACHED



**2000**

PEOPLE AT EVENTS

LOCAL PRODUCTS MADE UP



**29%**

OF TOTAL STORE SALES

OF OUR PURCHASES,



**20%**

WERE FROM LOCAL SUPPLIERS

# MEMBER IMPACT

MEMBERSHIP GREW BY



**61**

NEW HOUSEHOLDS

MEMBER EQUITY INCREASED



**\$4,648**

FOR A TOTAL OF \$1.2M

OF OUR MEMBERSHIPS,



**10,349**

SHARES ARE FULLY PAID

OUR CO-OP HAS



**12,303**

ACTIVE MEMBERS

MEMBER PURCHASES MADE UP



**60%**

OF TOTAL STORE SALES

DATA COLLECTED DURING AUGUST 2016

## Featured Community Partner: Dr. S. Rand Werrin, D.D.S.

The East End Food Co-op is proud to partner with one of Pittsburgh's premiere cosmetic dentists, Dr. S. Rand Werrin, D.D.S.

Whether you are looking for a cosmetic dentist who can help you with teeth that have been discolored, stained or darkened, or you need crowns to cover fractured or badly shaped teeth, Dr. Werrin's holistic dental practice can provide the solution you're looking for. This mercury-free practice provides comprehensive care ranging from hygiene to root canals, as well as devices and surgery that help to alleviate chronic sleep apnea.

One of the first in the Pittsburgh area to offer the All-on-4® dental implant system, Dr. Werrin can deliver an entire row of new teeth with just four implants, replacing a lost smile on the same day of placement. This unique in-house dental laboratory assures you of the very finest in dental technology and artistry, while meticulously supervising the progress of your case as it flows through the laboratory process. Dr. Werrin has developed several inventions for the field of dentistry, including the all natural formula for "Miracle Mouth Rinse," an alcohol-free herbal mouthwash produced by Nutritional Frontiers and available in aisle 5 of your Co-op! Dr. Werrin looks forward to fulfilling your dental needs and helping you keep your teeth for a lifetime. Members receive 10% off dental 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.



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. If you have any questions about the Community Partners Program, please email [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).

## Co-ops Grow Communities: Celebrating Co-op Month 2016

Co-ops around the world share a set of guiding principles with East End Food Co-op including "cooperation among cooperatives," and "concern for community." When you purchase delicious, healthy food at the co-op, you're supporting a business that cares about people and contributes to a livable, sustainable community. And when you choose products from co-op farmers and vendors, that impact grows and grows!

In October, we're proud to join with nearly 150 food co-ops around the country to celebrate the many stories of how cooperative companies, suppliers, manufacturers and farmers are growing strong, healthy communities around the world. Together with our co-op shoppers, we can make a difference!

The participating companies in the October 5-18 promotion work with cooperative suppliers and manufacturers or are cooperatives themselves, and as such, work to build strong bonds between the people who purchase their products and the people who supply them. Co-ops offer a way to transform how business is typically done; co-ops give you the opportunity to get the products and services you need on a daily basis while strengthening the community around you. Participating companies include Alaffia, Alter Eco, Divine Chocolate, Dr. Bronner's, Equal Exchange, Guayaki, Maggie's Organics, Organic Valley, Shady Maple Farms, and Theo Chocolate.

These companies along with National Co+op Grocers are aiming to raise



\$80,000 for the La Riojana Co-op, an Argentinian producer of wine and olive oil. Through their cooperative business model, La Riojana has been able to significantly improve the well-being of their member communities. With the funds raised, La Riojana Co-op can obtain organic certification for almost two villages, which equates to 80-95 growers.

To learn more about how these companies are helping communities to grow around the world, visit [www.strongertogether.coop](http://www.strongertogether.coop) – and look for more information in the October Co+op Deals flyer. Happy Co-op Month!

## Apple Pie Jam

**Yield:** 4 to 5 cups

**Before You Begin:**

Prepare calcium water. To do this, combine ½ teaspoon calcium powder (in the small packet in your box of Pomona's pectin) with ½ cup water in a small, clear jar with a lid. Shake well. Extra calcium water should be stored in the refrigerator for future use.

**Apple Pie Jam Ingredients**

3 to 4 pound of apples (9 to 12 medium apples)  
¼ cup up to ½ cup water



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Peel, core, and chop apples and put in a sauce pan with the water. Bring to a simmer and simmer covered, stirring and mashing occasionally, until you have chunky or smooth apple sauce. Remove from heat and measure out 4 cups of apple sauce.

**Make Jam with:**

4 cups of cooked apple sauce  
2 tsp calcium water  
¼ cup lemon juice  
½ tsp cinnamon  
¼ tsp nutmeg  
¼ tsp allspice  
½ cup honey or maple syrup or ¾ cup up to 2 cups sugar  
2 teaspoons Pomona's Pectin powder

**Apple Pie Jam Directions**

1. Wash jars, lids, and bands. Place jars in canner, fill canner 2/3 full with water, bring to a boil. Turn off heat, cover, and keep jars in hot canner water until ready to use. Place lids in water in a small sauce pan; cover and heat to a low boil. Turn off heat and keep lids in hot water until ready to use.
2. Put measured amount of apple sauce into sauce pan.
3. Add calcium water, lemon juice, and spices, and mix well.
4. Measure sugar or room temperature honey into a bowl. Thoroughly mix pectin powder into sweetener. Set aside.
5. Bring fruit mixture to a full boil. Add pectin-sweetener mixture, stirring vigorously for 1 to 2 minutes to dissolve the pectin while the jam comes back up to a boil. Once the jam returns to a full boil, remove it from the heat.
6. Fill hot jars to ¼" of top. Wipe rims clean. Screw on 2-piece lids. Put filled jars in boiling water to cover. Boil 10 minutes (add 1 minute more for every 1,000 ft. above sea level). Remove from water. Let jars cool. Check seals; lids should be sucked down. Eat within 1 year. Lasts 3 weeks once opened.

Option: Feel free to use whatever spice mix you would normally use to make apple pie. Spices should not exceed 1 teaspoon.

If you leave out all of the spices, you will have plain apple jam, delicious in its own right.

## Local Sampling Session Recap

We celebrated Local Food Month with a sampling session that included Goat Rodeo Farm & Cheese, Apoidea Apiary, Tait Farm Foods, Ideal Granola, LUX Artisan Chocolates, Apothecary Muse and many more!



## TURKEY PRE-ORDERS

**Submit your order by Sunday, November 13<sup>th</sup> at Customer Service, or by calling 412.242.3598.**

Customer Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

*Please note that we will try to get you the same size turkey you order but it may not be exact.*

**Local, Certified Humane, Free-Range:**

All local turkeys will be fresh.

Koch's Organic Turkeys (\$5.99/lb.)  
\_\_\_\_ 8-10 lbs. \_\_\_\_ 10-14 lbs. \_\_\_\_ 14-18 lbs. \_\_\_\_ 18-22 lbs. \_\_\_\_ 22-26 lbs

Koch's Natural (\$3.49/lb.)  
\_\_\_\_ 10-14 lbs. \_\_\_\_ 14-18 lbs. \_\_\_\_ 18-22 lbs. \_\_\_\_ 22-26 lbs.

Koch's Natural Turkey Breasts (\$5.99/lb.)  
\_\_\_\_ 4-7 lbs.

**National Turkeys:**

All national turkeys will be frozen.

Plainville Farm's Organic Turkeys (\$4.49/lb.)  
\_\_\_\_ 10-16 lbs

Plainville Farm's Natural Turkeys (\$2.49/lb.)  
\_\_\_\_ 12-14 lbs. \_\_\_\_ 14-16 lbs. \_\_\_\_ 18-20 lbs. \_\_\_\_ 20-22 lbs. \_\_\_\_ 22-24 lbs.

**Pick-up date and approximate time:**

Sunday 11/20 (9 AM - 8 PM) \_\_\_\_\_  
Monday 11/21 (9 AM - 8 PM) \_\_\_\_\_  
Tuesday 11/22 (9 AM - 8 PM) \_\_\_\_\_  
Wednesday 11/23 (9 AM - 8 PM) \_\_\_\_\_

## New in the Aisles

**DAIYA** – Dairy Free Salad Dressing (Caesar, Blue Cheeze, Ranch)

**BOBO'S OAT BARS** – Peanut Butter

**SPECTRUM** – Organic Unrefined Coconut Oil

**EQUAL EXCHANGE** – Coffee (Espresso Blend, Bird of Paradise)

**VERIDITAS BY PRANAROM** – Essential Oils

**GOODNESS GROWS FARM** – Dozen Eggs

**LIBERTE** – Organic Yogurt

**ACURE** – The Magical Wonderfluff

**MINERAL FUSION** – Nail Polish (New Shades)

## The Path to GMO Labeling

By Kate Safin, Interim Marketing & Member Services Manager

October is Non-GMO Month. It's a time when the retailers across the nation work together to educate consumers about GMOs and the potential risks they pose to our health, our farms, and our food. In July, the United States finally passed a mandatory labeling law, joining 64 other countries that either ban or label GMO ingredients. It was a day many thought would never come, and one that should have felt more victorious when it did.

Over the years, several states tried to pass their own labeling laws. California's Proposition 37 failed with 52% opposition in 2012, and Washington's Initiative 522 failed with 51% opposition in 2013. Connecticut became the first state to pass a labeling law in 2013, but a trigger provision prevented it from going into effect until four other states with a combined population of 20 million adopted a similar standard. It wasn't until 2014 when the tiny state of Vermont passed Act 120, a mandatory labeling law that was set to take effect on July 1, 2016, that we finally saw GMO labeling on a national stage. The race was on for a comprehensive labeling law at the national level and the Safe and Accurate Food Labeling Act (H.R. 1599), also known as the DARK Act (for "Deny Americans the Right to Know"), was introduced in the House of Representatives in March 2015.

This bill finally passed through Congress in July 2016 and was signed into law by President Obama this summer. It contains its fair share of compromises, gives food companies two years to become compliant, and nullifies all

states' individual labeling laws. See "Four Common Questions about the GMO Labeling Law" for more details. The purpose behind a label is--and always has been--about a basic right to know about the ingredients in the food we eat and feed our families. There is certainly still more to do to ensure true transparency.

As a natural food cooperative and Non-GMO Project participating retailer, it is important to the East End Food Co-op to educate consumers about the changes taking place in the food system. Throughout the year, and especially during non-GMO month, we will educate consumers where they are most thinking about their food: in the grocery aisle. Look for signs and samples in our store all throughout the month as we celebrate your right to know what is in your food!

For ways to stay involved in the movement visit:

- [www.gmofreepa.org](http://www.gmofreepa.org)
- [www.foodandwaterwatch.org](http://www.foodandwaterwatch.org)
- [www.justlabelit.com](http://www.justlabelit.com)
- [www.strongertogether.coop](http://www.strongertogether.coop)

*Prior to joining the East End Food Co-op, Kate was a volunteer with Food & Water Watch, a public interest organization that champions healthy food and clean water for all. She also worked with the Pittsburgh chapter of GMO Free PA to educate consumers about GMOs and attempt to pass a labeling law in Pennsylvania.*



## Four Common Questions about the GMO Labeling Law

People have long called for foods which have been produced using genetic engineering to be labeled, so that they can have the information they need to decide for themselves whether or not to purchase foods that may contain genetically modified organisms (GMOs). On July 14, 2016, the U.S. Congress passed a bill which establishes a national system of mandatory GMO labeling.

### How will foods containing GMOs be labeled?

Known after the bill's authors as the Roberts-Stabenow GMO labeling bill, this new law gives the U.S. Department of Agriculture (USDA) two years to set up a federal system to regulate how foods containing GMOs will be labeled, and stipulates that product labels will be required to have one of the following three designations:

1. On-package written disclosure  
Clear, simple language such as "produced with genetic engineering" will appear near the ingredient panel.
2. On-package digital quick response (QR) code  
Packaging can contain a QR code that shoppers can scan with a smartphone and be directed to a website to learn whether or not the product contains genetically engineered ingredients. Very small companies will be allowed to use a 1-800 number or web address in lieu of a QR code.
3. On-package symbol  
Manufacturers can opt to display a symbol that is yet to be developed by USDA.

### What kinds of genetic engineering must be disclosed?

USDA will have to determine which foods will be required to be labeled. New genetic engineering techniques are being developed all the time and many of them will be approved for use in food. Some examples of existing and emerging genetic engineering techniques include transgenic, RNA interference and CRISPR-CAS9. As passed, the law does not explicitly state which techniques will

require disclosure.

### How does the law differ from previous GMO labeling bills?

While this law is not perfect, it appears to be more consumer friendly than previous incarnations of the DARK Act, which did not require manufacturers to label GMO foods and could have defined GMOs as "natural." These earlier versions of the GMO labeling bill were narrowly defeated thanks to the many concerned citizens, farmers and industry leaders who joined forces with key lawmakers to ensure that Congress heard consumers' call for the right to know what they are eating and feeding their families.

### What's next?

National Co+op Grocers advocates for a simple written label  
GMO labeling advocates, including National Co+op Grocers (NCG) and many food co-ops, made every effort to inform lawmakers about the many reasons why QR codes (option 2, above) are often impractical, inconvenient or inaccessible for shoppers to use. NCG will continue to encourage manufacturers to print a clear disclosure on the package so that all people, whether they have access to a smartphone or not, can know at a glance whether a product contains genetically engineered ingredients.

Throughout USDA's two-year rulemaking process, consumer organizations will have opportunities to weigh in on which techniques will qualify foods as "genetically engineered" and precisely how USDA will administer each of the three labeling options.

People who wish to avoid GMO foods can look for the USDA Organic label. By law, certified organic foods are not permitted to be produced or include ingredients produced using genetic engineering.

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## Financial Literacy and Credit Counseling: Two Tools for Success

by Daniel Webb, EEFC FCU

Are you feeling trapped by your financial situation or stressed out about debt? If so, there is help. The EEFC Federal Credit Union (FCU) now offers free financial literacy and credit counseling to Co-op members. Our highly personalized one-on-one approach can strengthen your money and debt management skills.

At each session, the counselor works with the member to analyze current spending habits, identify financial goals and create a comprehensive plan to help achieve these goals. When needed, they might also focus on credit repair and debt management. This kind of counseling can help members reduce debt, increase disposable income, improve credit ratings and turn long-term financial goals into reality.

The value of strong money-management skills is clear to many of us who work

and volunteer at the credit union. For me, it comes from personal experience. I've learned that when it comes to managing money, mistakes aren't always cheap or easy to fix.

A decade ago, I found this out the hard way. I had just arrived in Pittsburgh as a college student, hours away from my family and responsible for managing my finances for the first time. Not earning a whole lot from campus jobs, I often found myself short of money before the next paycheck arrived. When that happened, I made up the difference with a credit card. Because I wasn't charging a lot each month, it didn't seem like a big deal at the time. But those months and that money added up. I graduated with thousands of dollars in credit card debt. Panic ensued and the card got cut-up. But getting rid of the card turned out to be the

easy part. It took several years and a lot of belt-tightening to dig myself out of that financial hole. The lesson I learned? It's far easier to get into trouble with debt than it is to get out of it.

Financial problems have a great number of ways of finding us. We live in a culture saturated with advertising, encouraging us to spend our way to happiness even when we can't afford it. Unexpected hardships such as illness, job loss, or major expense can throw a family's finances into turmoil. Many of us grew up with little-to-no education in money management, forcing us to learn on our own, making mistakes as we went along.

We never know what the future holds, but we can try our best to prepare for it. Likewise, it is never too late to make a fresh start. Thankfully when we do, there

are people standing by willing to help.

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

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

## Member Engagement Survey

Through the month of October we will be collecting input on member engagement in our Co-op. Your feedback provides valuable information that will help us determine how to best serve you! All answers are confidential, unless you request follow-up, in which case you will be prompted to provide an email address. This survey should take 3-5 minutes to complete.

[www.eastendfood.coop/co-op/survey](http://www.eastendfood.coop/co-op/survey)

## 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

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**General Manager:** Justin Pizzella  
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**IT:** Erin Myers  
**Grocery:** Maura Holliday  
**Café:** Amber Pertz  
**Front End:** eric cressley  
**Produce:** Evan Diamond

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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.

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

### Contact Us:

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

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

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



## EMPLOYEE OF THE MONTH



Congratulations to **Molly Palmer Masood** who was chosen as the Co-op staff pick for Employee of the Month. Molly has worked here as the Graphic Designer for 2 years.

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

**A.** Not only am I fortunate enough to be doing what I love for a living, but I also get to work with a wonderful team of people on a daily basis. They are my "work family" and I don't know what I'd do without them!

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

**A.** Concern for Community. Yes, we embody it well. We support so many community efforts on a daily basis. We are founding members of the Pittsburgh Food Policy Council, huge supporters of 412 Food Rescue, The Greater Pittsburgh Community Food Bank, PASA, Steel City Soils, plus all of our Round Partners and so on. There are too many to list!

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

**A.** Our house made Blueberry Coffee Cake, Ginger People Hot Ginger Jalapeño Sauce, Veggie Fries Chickpea & Red Pepper Fries, Sriracha Chicken Epic Bar, any of our amazing fresh local produce, and Veriditas essential oils.

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

**A.** We've outgrown our current space. I'd love to see us expand or open a second location.

## NEW FACES

### Carrie Larese, Front End

Carrie came to our co-op to be a part of a business that supports sustainability, environmentally friendly products, and local businesses. A student of anthropology, Carrie may consider graduate school in the future for public policy, or for environmental or development anthropology.

### Myles Dinnen, Front End and Produce

Myles comes to us from Weaver's Way Co-op in Philadelphia. Myles appreciates the transparency and accessibility to management in co-op models, as well as the emphasis on sustainability, local economy, and education.

### Lavender Sedlock, Café

Lavender has been interested in working with our co-op for a long time, and now seemed like an ideal time to start. Lavender is pumped about the idea of starting a permaculture farm on the Great Allegheny Passage Bike Trail someday.

### Aaron Waechse, Front End

Aaron came to us because our co-op seemed like a great long-term place to work with a good mission. Aaron's favorite products here are our bulk foods. Outside of work, Aaron is interested in music, film, and art.

### Heather Johnson, Café

Heather was already familiar with the co-op realm upon coming here, and was confident in the desire to become a part of our community. Heather comes to us from Erie, after five years at the Whole Foods Co-op. Heather has a degree in film production and sings in a band.

## YEARS OF SERVICE RECOGNITION

Thanks to the following employees for their contributions:

**Erin Myers, IT**  
**Vince Rose, Facilities**  
**Patrick McHale, Marketing and Member Services**  
**Tyler Kulp, Café**  
**Jen Lawton, Cheese**  
**Jordan Chu, Café**

**18 Years**  
**5 Years**  
**4 Years**  
**2 Years**  
**2 Years**  
**1 Year**

# WE'RE HIRING!

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



**APPLY ONLINE!**

www.eastendfoodcoop.hiringthing.com

## IMAGINE 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 to get the word out!



# CAFÉ SPECIALS • OCTOBER 2016

SUN	MON	TUE	WED	THU	FRI	SAT
						1 AM: BRUNCH PM: QUESADILLAS
2 AM: BRUNCH PM: CHEF'S CHOICE	3 CARPATHIAN KITCHEN	4 FALL VEGETABLE GRATIN	5 AUTUMN HARVEST KITCHEN	6 SEASONAL SAVORY PIE	7 TACO BAR	8 AM: BRUNCH PM: QUESADILLAS
9 AM: BRUNCH PM: CHEF'S CHOICE	10 CARPATHIAN KITCHEN	11 FALL VEGETABLE GRATIN	12 AUTUMN HARVEST KITCHEN	13 SEASONAL SAVORY PIE	14 TACO BAR	15 AM: BRUNCH PM: QUESADILLAS
16 AM: BRUNCH PM: CHEF'S CHOICE	17 CARPATHIAN KITCHEN	18 FALL VEGETABLE GRATIN	19 AUTUMN HARVEST KITCHEN	20 SEASONAL SAVORY PIE	21 TACO BAR	22 AM: BRUNCH PM: QUESADILLAS
23 AM: BRUNCH PM: CHEF'S CHOICE	24 CARPATHIAN KITCHEN	25 FALL VEGETABLE GRATIN	26 AUTUMN HARVEST KITCHEN	27 SEASONAL SAVORY PIE	28 TACO BAR	29 AM: BRUNCH PM: QUESADILLAS
30 AM: BRUNCH PM: CHEF'S CHOICE	31 TRANSYLVANIAN TABLE					

## 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

# OCTOBER 2016 COMMUNITY EVENT SERIES

## FOOD FOR CHANGE FILM SCREENING

Thursday, October 13th at 7 PM  
East End Food Co-op  
POWER/EEFC Conference Room

Food for Change is documentary by award-winning filmmaker Steve Alves that examines the role played by food co-ops, their pioneering quest for organic foods, and their current efforts to create regional food systems. Organic popcorn and snacks will be provided.

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

## BULK FOODS WEEK CELEBRATION

Thursday, October 20th, All Day  
East End Food Co-op  
EEFC Bulk Department

National Bulk Foods Week is October 16-22. We'll be celebrating the many things to love about bulk with a one-day 25% off bulk food sale. We'll also have samples, contests, and share tips on how to shop in bulk.

*These events are FREE, no RSVPs are needed!*

## CO-OP KIDS TRICK-OR-TREAT

Saturday, October 29th at 5 PM  
East End Food Co-op  
Throughout the EEFC

Kids ages 12 and under are invited to trick-or-treat at the Co-op. Meet us at Customer Service at 5 PM sharp to retrieve a bag then collect treats from each department. Costumes are optional. Children must be accompanied by an adult. RSVP so we can have enough treats for all!

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

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

**Sunday, October 16, 8:30 AM - 4PM:** The Co-op is proud to sponsor the 4th annual **3-2-1 Ride** to support The Woiner Foundation, whose mission is to fight melanoma and pancreatic cancer by increasing awareness, supporting patients, survivors, and families, and fundraising. Cyclists of all skill levels are invited to enjoy a day of fun and fundraising while experiencing Pittsburgh's beautiful bike trails and scenic routes.

*More information: [321ride.rallybound.org](http://321ride.rallybound.org)*

**Saturday, October 22, 10 AM-3PM:** Visit us at Good Taste Pittsburgh's **Hometown Homegrown** event at the Heinz History Center. Enjoy 5 floors of food-filled fun including 50+ vendors, local chefs sharing their culinary wizardry in the Kitchen Classroom, spirits sampling, cookbook exchange, live music, prizes and more.

*More information: [goodtastepittsburgh.com/hometown-homegrown](http://goodtastepittsburgh.com/hometown-homegrown)*



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.

