

OTHER AVE-NEWS



Other Avenues Food Store Cooperative
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Newsletter Winter 2016



Toward the Future

by Steven Watson

Over the next several newsletters, I would like to discuss the new and exciting resets that will be surfacing at Other Avenues. Within the next 5 years, customers at OA will see changes in every department throughout our store. From new shelving units to an entirely refurbished front-end, our customers will experience an entirely new – and hopefully more convenient – shopping experience.

Yet, before we delve any further into our future plans, fabulous new shelving units or updated register areas, I reserve this first piece to get down to the core of how these glimmering achievements are even possible; to explain our decision-making structures, as a worker-owned, collectively run business. Do our customers know the often grueling, yet tremendously rewarding, collective process we at OA use to envision and bring forth a project such as this one?

Let us bring out the microscope. Since

Let us bring out the microscope. Since Other Avenues is a worker-owned, cooperative business, it is the workers who are responsible for creating efficient systems of self-governance. It is up to the workers to monitor the health and well being of our co-op.

Every second and fourth Wednesday of the month, the Board of Directors (i.e. the workers) meet to discuss and decide OA policies, monitor sales and expenses, and finally, collaborate on special projects. We use super-consensus, which means all workers have to agree on any proposed changes. This often results in a lot of discussion and often takes time to sort through any lingering concerns.

If the BOD feels a project or policy is too complex, yet is important enough to pursue for

the progress of the co-op, the BOD will call for the establishment of a leadership committee to do more research and report back to the group. The committee – depending on the project and its' complexity – will usually consist of about 4-5 collective members.

For the upcoming proposed changes to the overall layout of the co-op, a reset committee was established several years ago to take on the work for the group as a whole. The committee has consulted with architects for interior grocery design, local tradespeople and industry experts. They have looked over plans and have discussed strategies for a more intuitive store layout. We are excited for their work and just want to share the news! Keep your eyes peeled for our new look.



Pomegranates Through The Ages

by Zac Hopkins

The word Pomegranate comes from the Latin pomum “apple” and grānātum “seeded,” though pomegranates have been farmed for millennia before the Romans. Pomegranates are native to Iran and northern India, and over several millennia they have been cultivated throughout the Mediterranean, Middle East, South Asia, and more recently, in California and Arizona.

Wherever Pomegranates have been sprouted, local myths have grown alongside them. Most myths portray pomegranates as symbols of wealth or fertility. For example, the ancient Egyptians regarded pomegranates as a symbol of prosperity. An ancient Armenian wedding custom had the bride throw a pomegranate hard against a wall. The scattered seeds from the broken pieces symbolized and ensured the bride’s future children. In the Torah, pomegranates were the fruits that scouts brought to Moses to demonstrate the fertility of the “promised land.” The Chinese word, “石榴” is a pun on the Chinese character 子 which can mean both seed and offspring.

However in ancient Greek mythology, pomegranates were known as the, “fruit of the dead,” and believed to have sprouted from the blood of the ever-youthful god, Adonis.

The Spanish first brought pomegranates to the Americas in the 16th century, and later to California in 1769. Though your correspondent could not find any American myths involving pomegranates, modern scientists have found that pomegranates deserve their illustrious reputation. Pomegranates are packed with vitamins, minerals, and antioxidants, which are linked to fighting various cancers, heart diseases, infections, and inflammations. Pomegran-

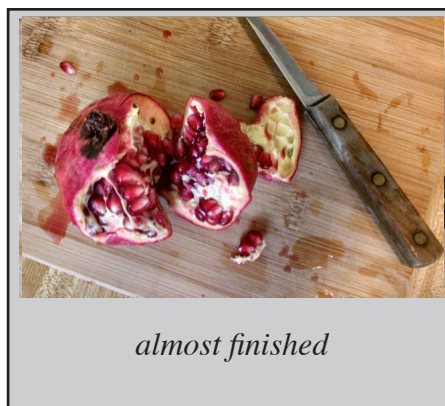
ates may also help improve memory and exercise performance.

Although pomegranates have more myths and health benefits connected to them than they have seeds, few Americans know how to actually prepare a pomegranate. Here are a few tips that will allow you to enjoy a pomegranate without staining your clothes.

Step one: make a few incisions into the pomegranate.



Step two: Rip open a section of the pomegranate.



Pomegranates Through The Ages *continued from page 2*

Step three: Fill a bowl with cold water. Casually scrape the pomegranate seeds from the pomegranate with you fingers. Don't worry about getting the papery walls into the bowl of water. This is because the paper floats, and the pomegranate seeds sink.



Step four: Scrape the floating paper out with your hands or some sort of strainer.



Now you can place the pomegranate seeds in a week's worth of salads, or enjoy them as a snack while writing about how to extract pomegranate seeds.

SURFING WITH AQUA

Surfing With Aqua

by Zac Hopkins

Although the Aqua surf shop opened up a few doors down from us in March of this year, the shop has been in the neighborhood in various incarnations for the past 18 years. Originally located on Sloat, the shop started as, “Aquaholics.” In 2002 part-owner Aleks Petrovitch dropped the “-holics.” In February of this year Aleks moved Aqua across the street from us.

Knowing nothing about surfing, your correspondent and worker at Other Avenues, Zac Hopkins, decided to trek across the street and discuss the appeal of surfing with owners and employees Aleks Petrovitch, Devin Dargel, and Oliver Henrikson.

Zac: As someone who has never surfed before, can you describe what surfing is like?

Aleks: “Just go try it. Walk across the Great Highway and you’re in Wildness. Totally different rules apply. There are all different types of life there. The combination of the sea water and air is just invigorating. It allows you to prioritize again. You can be super grumpy, like as I’ve been about taxes recently, and you’re like, “It’s going to be OK.” Surfing is one of the only things in my life that I haven’t gotten bored with. I still want to take care of myself so I can continue to surf.

“It pulls you out of our manufactured rhythm.”

Oliver: I had a girl who came into the shop recently. I asked her how it went. She got this far away look in her eyes and she said, “You know, I’m 35 years old and I just realized that I’ve never felt alive.” It was like she had just had, in some ways, one of the most important experiences of her entire life and she was 35 years old.



Aleks Petrovitch in front of his shop.

It was something as simple as goofing off in the ocean and bouncing around in the water for an hour. I get to experience that on a daily basis. It’s just so important to me.

Aleks: You’re in wilderness. You’re in sync with nature. It takes you out of the routine things we do on a daily basis, and it reminds you that there is a whole other part to life. There are a lot of big rhythms out there in the world. Each day, each year, each season, there are rhythms. And then we get into the rhythm of our 7 day week, and the ocean has its own rhythms. The ocean has swells every seven seconds etc. You get to be a part of this natural rhythm. It is this whole other thing. It pulls you out of our manufactured rhythm. I mean, there are a lot of things like that, but it’s rare to find something that is tuned-in to a natural force. There is something inherently valuable in that.

Zac: Wow. Sounds awesome. I saw your sign outside of your store that says, “Winter is coming.” What is that all about?”

Aleks: Well, besides, being a big Game of Thrones fan, “Winter is coming” is a good thing for us. We get big waves that are super fun.

Zac: Why is that?

Aleks: Waves are caused by storms out at sea. Storms way up north cause a bunch of wave activity that travels down the coast. As it travels down the coast it has time to organize itself. The end result is beautifully groomed, powerful waves that are really exciting to ride.

Devin: It's the best time of year around here.

As the interview comes to a close, I thank them for their time and insight. I step outside Aqua just in time to catch the MUNI. Before I climb onto the train I catch a glimpse of the waves shimmering under the setting sun, their swells moving towards the beach 7 seconds apart from each other. I think of the waves' choppy waters being evened out by the California coast as the MUNI jolts to its next destination.

EDIBLE GIFTS

How often have you struggled to find that perfect gift for someone you don't know very well, or who seems to have everything? Instead of a joyful experience, the tradition of gift exchange can be a stressful chore.

Challenging financial times remind us the pleasure of making gifts. Environmentally safe, fair trade and local products are popular in the commercial gift market, but what is greener than a home

-made edible gift? Preparing food for your loved ones warms up your kitchen and fills your kitchen with sweet smells

Here are some home-made edible gifts that make great partners: Mini tea loaves go well with the two quick-to-prepare chutneys. Gifts for several people can be made within two hours.

Apple Sauce Tea Bread

This is a nutritious alternative to chocolate brownies for those who cannot tolerate chocolate. It is quick to prepare and easy to transport for a pot luck dinner.

1 cup apple sauce (freshly made or packed)
½ cup butter or oil
1 cup brown or raw sugar
½ cup yogurt (or soy yogurt)
2 cups white flour
½ teaspoon each baking powder and salt
1 teaspoon cinnamon powder
½ cup chopped pecan or walnuts
Preheat oven at 350°. Mix the pumpkin, butter or oil, sugar and yogurt together in a food processor or us-

Apple Sauce Tea Bread *continued from page 6*

Preheat oven at 350°. Mix the apple sauce, butter or oil, sugar and yogurt together in a food processor or using a fork.

In a separate bowl, sift the flour with baking powder and salt. Add the cinnamon and nuts. Mix the wet and dry ingredients together gently.

Thoroughly brush oil inside of a square baking pan (about 8"x 8" x 2") or two mini loaves. Pour in the batter and spread it out evenly. Bake for about 30 minutes or longer until golden.

FRESH CHUTNEYS

There are two types of condiments served with almost every Indian meal, pickles and chutney. Pickles are often salty, oily and/or sweetened, and preparation is a lengthy process. Fresh chutneys, which are primarily prepared with digestive spices such as ginger and lemon juice, can be made quickly and many of the nutritional benefits of the ingredients remain. The texture and the intensity of a chutney can vary depending on the accompanying entrée. A thin, hot chutney might be served as a dipping sauce for appetizers or finger foods; while a sweet and sour, jam-like chutney (like the cranberry chutney) can be spread on a bread or crackers.

Fresh chutney can be made quickly with a blender or food processor, and keeps for at least a few weeks in the refrigerator. Some, like cranberry chutney, can stay for months. If you are preparing the chutneys as a gift, use clean (sterilized) half-pint glass jars with lids.

Caution: when making chutneys in a blender or a food processor, allow the ingredients to settle for a few minutes before you open the lid; the hot essence of spices can irritate your skin.

Cranberry Chutney

3 cups fresh or frozen cranberries
1 cup water
2 cups honey, sugar, fructose, or maple syrup
1 tablespoon freshly grated ginger
½ teaspoon each ground cloves, cardamom and cinnamon
¼ teaspoon cayenne powder (optional)

Makes 5-6 half-pint jars

I had never cooked with cranberries before coming to the United States, and I created this recipe as an alternative to traditional cranberry sauce.

Chop the cranberries coarsely using a food processor, a blender, or a knife. Transfer them to a saucepan with the water and cook for a few minutes until the berries are soft. Add the sweetener and spices and cook 10 to 15 minutes longer until the chutney looks jam-like and shiny.

Pour the hot chutney into clean glass jars and seal the jars while the chutney is hot. It will solidify further as it cools. Refrigerated, this chutney keeps well for several months.



Shanta's Tropical Chutney

This is a nutritious alternative to chocolate brownies for those who cannot tolerate chocolate. It is quick to prepare and easy to transport for a pot luck dinner.

1 cup dried and chopped tropical fruits (see above)
1 cup warm or hot water
1 cup yellow raisins (sultana)
2 tablespoon fresh, grated gingerroot
juice of one large lemon or lime
 $\frac{1}{2}$ teaspoon cayenne
1 teaspoon salt
additional water as needed

Makes 4 to 5 half-pint jars

Place the dried fruit in the warm or hot water and set aside for $\frac{1}{2}$ hour or longer to soften. Then place all ingredients, including the water in which the fruit pieces are soaking, in a blender or a food processor. Puree the mixture, adding more water as needed to yield a fine-grained pudding-like consistency. Allow the chutney to stand for a few minutes before transferring it to a serving bowl for storage, or to clean glass jars for gifts.

This chutney will keep for several weeks if refrigerated.



Department Highlights

Bread/Pastries: While we still have morning buns and croissants, we are now featuring a variety of new pastries including blueberry cream cheese danishes and apricot scones.

Cheese: Upland's Rush Creek Reserve is back in production! After the FDA crackdown on the centuries-old process of wood-aging cheese, the ban has been lifted and we once again, are able to feature Upland's Rush Creek Reserve raw cheese. The cheese, which I have dubbed "The Cadillac of Cheese," is a washed rind cheese wrapped in sprucebark and then aged for 60 days. The paste is luscious, silky, and easily eaten with a spoon.

Bulk: Cooking up Coconut: We now have a variety of exciting new coconut perishables! Our coconut flour is high in fiber and low in digestible carbohydrates. Our coconut sugar, which has been used as a traditional sweetener for thousands of years in the South-East Asia, is more nutritious and lower on the glycemic index than sugar. And our coconut nectar is especially high in potassium, magnesium, zinc and iron, as well as a natural source of the vitamins B1, B2, B3, B6 and C.

Sundry: Liberty Bottleworks - Reusable bottles made in the USA. Chico bags and handbound journals. A new shipment of Clean Canteen.

Coffee: Fancy new Wrecking Ball! Look for Pacha Mama in bulk!

Grocery: Artisan (check spelling) spread will blow away your taste buds compared to Nutella. Try it

on graham crackers, bread, or ice cream and bananas. Be careful or you might eat the whole jar! We just added a whole new shelf of Bob's Redmill. We have new organic ethically sourced baby food - Earth's Best! Please give us your suggestions! Your requests go a long way.

Chill: Strauss Eggnog is a holiday treat. (You may want to get Jeremy to elaborate on this.)

Herbs:

Bulk Kiawe Smoked Salt \$15.89/lb, or \$0.99/oz

This delightful salt is made with pure Hawaiian sea salt that is slowly cold smoked over Kiawe wood chips. The smoke from this naturalized mesquite tree creates a distinctively sweet smoky flavor that makes a tasty addition to seafood and poultry dishes. Try some in your next brine, or add it to your favorite vegetable dish or salad. The Kiawe tree is unique to the Hawaiian islands, and has naturalized over time from mesquite trees that were brought over in the early 1800's. This unique gourmet salt is sure to add a smoky twist to all of your culinary creations. (-Mountain Rose Herbs)

Bulk Sticky Rice Puerh Tea \$0.75 each

Another "bird's nest" style pu-erh. Smooth black Yunnan tea scented with an herb called nuomixiang, which tastes exactly like aromatic sticky rice. Surprisingly habit-forming. (-Townshend's Tea)

Bulk Mesquite Powder \$21.79/lb, or \$1.36/oz

A staple food of indigenous cultures, mesquite powder provides a unique flavor to a wide variety



Department Highlights *continued from page 8*

of culinary preparations; from baking to cooking, seasoning, and even barbecues. Naturally sweet molasses-like flavor with rich nutty hints similar to carob. It is a tasty addition to smoothies and "super" shakes, coffee, baked goods, and chocolates. The high fiber levels take a long time to assimilate. (-Mountain Rose Herbs)

Bulk : Mexican Oregano \$22.59/lb, or \$1.41/oz

Native to the southwestern USA, Mexico and Central America as far south as Nicaragua, this herb has a very different flavor than the Mediterranean oregano. the more delicate oregano from the Mediterranean. Thought of as a culinary ingredient, it's typically used in traditional Mexican cuisine such as berria, posole, and other soups, has used in similar applications as Marjoram or Greek Oregano.

The leaves of Mexican oregano have been traditionally used to prepare a tea used to aid the respiratory system as well as in treating gastrointestinal issues. (-Mountain Rose Herbs)

Supplements/Vitamins: Two products that can support your immune system throughout the winter/holiday season. (1) Gaia's Quick Defense: This super high dosage of Echinacea is considered to be highly effective in supporting healthy immune response if taken at the onset of the cold. (2) Wish Garden's Kick-Ass Immune Tincture : This organic herbal remedy can help anytime to fight and minimize the symptoms of cold or the flu.

Produce: All tangerines are back and better than ever. They are full of flavor and vitamin C. You can't have enough tangerines!!

Deli: Two wonderful vegan friendly products in our Grab -an-go Deli Sections: (1) Tea Leaf Salad: A savory blend of fermented tea leaves, cabbage, sesame seeds, fried garlic, tomatoes, peas and spices. You don't have go to Burma Star and stay in line for this salad anymore. We have it!!

(2) Tofu Yu's Soy Sushi: A tasty and nutritious snack for those on-the-go. An all organic product. No GMO ingredients.

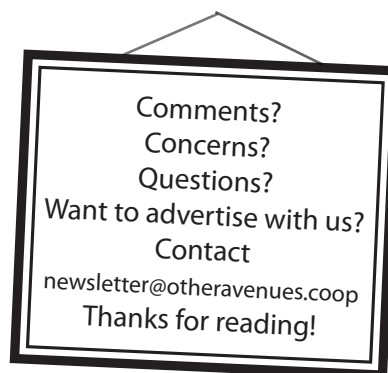
Beer & Wine (Don't get Chris started!, you will get a long paragraph here!!): Beer: Alpine Brewery has three Different types of IPA; one is called Hoppy Birthday and it is a session IPA. Second is called Duet and it is a West Coast IPA. The third is Nelson, it is a single varietal rye IPA. These are some of the best IPA's out of Southern California that are finally available here. Wine: Two wines our wine buyer would like to highlight here are from two women wine makers. (1) Neighborhood Wineryards will be growing wine grapes in San Francisco soon!! Her Cabernet Frac is very dry and elegant and full of personality. (2) Mary Elke: Her California Champignon is one of the best local champigon!!!

HASA/Gifts: Super Sale on OA's Apparel! The hoodiies were \$48, now they are \$35, the long sleeve tees were \$35, now \$25 and t shirts were \$30, now \$20!!

And, Check out our Fair Trade Winter wears; hats, arm warmers, leg warmers and super useful fingerless gloves!! We got you covered for the winter!

Body Care: Cocokind, a clean Facial Care brand that donates clean water, meals and books to children in need. The produce is chemical-free, USDA certified organic. It is quickly absorbed by the skin giving a deep and long lasting moisture.

Frozen: 72 new items! including an expanded line of frozen fruits and veggies, new entrees from Amy's kitchen, Sweet Earth burritos, expanded line of vegan ice creams and a new breakfast section. Perfect for the person on the go!



A FEW OF OUR FAVORITE THINGS



Alvin D. Sered

Shanta's Cashew Chutney from OA;s Own

"Delicious, wholesome, raw with a special touch!"



Nicole McCracken

Amai Raw Goji Berry Fudge

"It is local, it's vegan. It is raw Made with lots of love!"



Nick Mckissich

Lenore 3013 Syrah

"Robust deliciousness! Screw Tops! "



Marge McGee

Straus Cookies & Cream Ice cream

"It is healthy fat!"



Niko Baldini
Broccoli

"I like to eat green flowers" (aka brocalli)



Charity Kahn

Matcha Tea

"Its got an awesome flavor! Very earthy"



Nick Wirtz

Fresh Fennel

"I like the after taste of fresh fennel"

CELEBRATING 40 YEARS !

OTHER AVENUES

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Open 8:00 a.m. - 9:00 p.m.
We observe Martin Luther
King, Jr. Day and May 1st,
International Workers' Day

**Worker-Owned
Grocery Cooperative**

Our Mission:

- **Healthy business**
- **Healthy people**
- **Healthy planet**

Our Goals:

Our Buying Guidelines

Our goals are, whenever possible, to:

- Emphasize organic, sustainable, vegetarian, and fairly traded products
- Support cooperatives, other worker-owned business, and Bay Area producers
- Educate customers on the political implications of our buying choices
- Avoid artificial flavors, preservatives, GMO ingredients, and unnecessary packaging

- To provide food and supplies that encourage sustainable lifestyles
- To provide knowledgeable, efficient, and friendly customer service
- To support organic and local farms, cooperatives, and other small businesses
- To serve as a model of effective workplace democracy
- To maintain a thriving business

