

OTHER AVE-NEWS

SPRING 2014 NEWSLETTER



Other Avenues Grocery Cooperative
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Other Avenues Celebrates 40 Years! by Shanta Sacharoff Our History and Vision For the Future

To celebrate our 40th anniversary, OA presents a series of three articles that share our history. Shanta will begin with a description of our early days, from 1974 to 1999. In the summer issue, Tina will describe our challenges and successes from 1999 to the present, and in the fall, Nicole will discuss our current presence in the Outer Sunset and our visions for a sustainable future.

Health-conscious shoppers of the Outer Sunset can be confident that Other Avenues is here to serve them from 9 a.m. to 9 p.m., 363 days of the year. But historically, our business has not always been so steady. Other Avenues has come a long way from the days when we were uncertain of our survival, unsure if we could open the doors or stock our shelves. Today, thanks to our loyal community and hard-working staff, we have become a successful business with a promising future.

As its name implies, Other Avenues is a different kind of business. A new shopper may not notice that no one person owns Other Avenues, but regular customers know about our unusual business structure, and support

us partially because Other Avenues is a worker-owned coop, directly governed by its workers. We are a real alternative to corporate businesses, and our values and business decisions reflect this. We are part of the community we serve, we strive to be responsive to our shoppers, and we make many of our de-

cisions with the health and strength of our community in mind.

OA, as Other Avenues is fondly known by its patrons, is one of the few food stores in the Bay Area that is totally committed to offering organic produce, groceries, and unpackaged bulk food items from local farms and wholesalers. Our produce department offers a wide variety of exclusively organic produce. Our wine department stocks organic wine from local vineyards and beer from local microbreweries, and our gift department carries books by local writers and unique items from Fair Trade sources. Our store today is much improved from the early 1980s, when many of our shelves were empty and others were decorated to fill the gaps.

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Other Avenues and the People's Food System

Other Avenues was established in the mid-1970s by a group of community residents who were part of a grassroots movement of food-buying clubs in the Bay Area called the Food Conspiracy. When the clubs got too large to distribute from a garage, they opened storefronts and other collective food-related businesses, naming the operation The People's Food System. Noe Valley Community Store in Noe Valley, Seeds of Life in the Mission, and Other Avenues in the Outer Sunset were the first of these retail storefronts. At that time, our store was located on Judah Street near 46th Avenue, two blocks from our current site.

In the 1970s, rent for small businesses in San Francisco was still affordable, and there were other progressive businesses in the Outer Sunset, including an independent movie theatre, a café and a community dance studio. Our quiet location by the sea, sometimes called The Avenues, provided a loyal customer base where everyone knew each other, their children and even their dogs.

With a small grant from the People's Food System, and some fundraising efforts by the community, Other Avenues opened its doors in 1974. We kept irregular business hours and were run by a constantly changing, mostly volunteer staff. While other PFS stores were thriving, Other Avenues was barely able to keep its doors open. In many ways we were still operating like a food-buying club. The business aspect of the coop was treated informally, there was no distinction between shoppers and workers ringing up pur-

chases, and a small margin over the wholesale cost of food items paid the rent and utilities. It was only when a group of committed workers and shoppers decided to turn the store into a stable community market that the business started to take shape. However, for a long time our emphasis remained on food sharing, food distribution, and community connection, not on more pragmatic business issues such as creating jobs or making a profit.

By Any "Other" Name

There are many theories about the origin of Other Avenues' name. One story is that in the '60s, a group of street journalists in New York City's East Village started a paper called East Village Others as an alternative to The Village Voice, which they felt had become too mainstream. Small businesses soon appeared in The Village with names like The Other Place, The Other Boutique, and The Other Restaurant. This "other" wave traveled to San Francisco, and a café was named The Other Cafe. Some say that pioneers of Other Avenues chose the name to convey the fact that, located in The Avenues district of San Francisco, the store was an alternative to conventional markets. Whatever its origin, our name continues to convey the message that we are not like other businesses and that we are irrevocably a part of, and devoted to, our local neighborhood.

Our Challenging Early Years

During the 1970s, the coop was run by volunteers, and weekly meetings were open to both workers and shoppers. Everyone discussed staffing, schedules, product selection,

and various community matters. Decisions were made with everyone's consent. This consensual model of decision-making was adopted from the Food Conspiracy, and is used even today for most of Other Avenues' business meetings.

"It was not unusual to read a sign that said: 'The store is closed because today's volunteer did not show up.'"

—longtime OA volunteer

Once a schedule of opening and closing hours became more consistent, Other Avenues began to attract outside shoppers, and two paid workers were hired to regularly staff the store. Although management was still relatively unskilled, and the store was not particularly profitable, the low rent at the time allowed Other Avenues to remain open.

Other Avenues was challenged by its isolated location at the far end of the N-Judah line. When internal conflicts closed some of the Peoples Food System suppliers, it was difficult to get fresh produce to the store without a dedicated store vehicle. There was very little commerce in the neighborhood at the time, and not much foot traffic. Although the closely-knit neighborhood supported OA in every way it could, it seemed there were just too few shoppers, and vendors complained about having to come so far for small deliveries.

Other Avenues was on the brink of closure by 1979. With a flicker of hope and a series of fundraising events by the community members including a garage sale, a bake sale, and a music concert, the rent was

paid, and an old truck was purchased. Two volunteers began to bring fresh produce daily from the Alemany Farmers' Market, and this reliable source for produce brought more shoppers and led to higher sales. After a few months, the store was able to buy some basic equipment such as scales and a cash register.

By 1980, the tiny store was filled with a basic inventory of dry goods, cheese and fresh produce. Seeing fresh produce and ethnic items arriving dependably every day, many Middle Eastern immigrants living in the neighborhood began to shop at OA. It was not unusual to see a group of Arab women gathered in front of the store before it opened, singing as they waited to purchase fresh fruit and vegetables.

"This was an amazing dawn for OA, at a time when other small stores were closing in the neighborhood."

In 1982, after two years of economic surplus, Other Avenues moved to its current location. Unfortunately, without a firm business structure, this step was too large to sustain. The store hired more paid workers but did not see improved sales, and began to lose money. Small loans from community members and from The Cheeseboard Collective of Berkeley filled the shelves, but not for long.

It took a while, but eventually the larger store began to draw more shoppers. With the help of some business-savvy community members, the workers began to improve their decision-making process. For better management, the store was

divided into departments. Even with negative cash flow, spirits were high and there was a strong will to survive and succeed. The workers felt they were doing well, making a positive economic and political contribution to the neighborhood and the world. Even the workers' children felt a sense of belonging to this visionary community. Playing on the sidewalk in front of the store, some of them pretended to be women buying produce. How refreshing it was to see our children choosing real life heroes instead of emulating TV celebrities!

"Sonia and Serena were role-playing as OA's produce buyers, Carol and Shelly. How wonderful that they were not playing Barbies."

—Alice Tilson (Sonia's Mom)

By 1984, in spite of the steady enthusiasm of customers and staff, OA's financial situation had again deteriorated, and an internal struggle, later called "The War of the '80s" started among the workers. The staff was divided into two factions—those who wanted long-term structured democratic governance, and those who resisted joining the mainstream by "becoming a business." Bitter meetings affected the morale of workers, and the business suffered. Luckily, some community members with arbitration skills saw that the coop was in danger of closing, and intervened to assist at the meetings and help develop solutions that both parties could live with. Some of the workers left, but those who stayed were confident in the vision of OA's sustainability.

In 1987, with the help of two business consultants from Berkeley, OA was structured as a "hybrid consumer coop" governed by a Board of Directors made up of both workers and consumers. (Although at that time OA did not officially incorporate as a cooperative.) The workers met weekly to discuss the management of daily operations, and the Board met monthly to discuss overall financial and community matters. To reward shopper loyalty, shoppers were offered "membership cards" which entitled them to a discount on groceries and a vote to elect members to the Board.

By the late '80s, OA was one of only five surviving Peoples Food System venues. Many former supporters of the coop had moved away. New Bay Area residents, many employed by new tech companies, shopped at "natural food" chains markets such as Whole Foods and Trader Joe's, businesses that bought and sold food in massive quantities at prices that small coops could not afford to match.

"The accountant looked at OA's books and told the workers to put a lock on the door and walk away. It was that grim!"

An accountant was hired to assess OA's financial feasibility in this gloomy economic time. He advised that the workers close the store, but the workers turned this advice down, and instead turned to their customers and the community to raise the customer base with an aggressive membership drive. At the same time, the store began to carry more

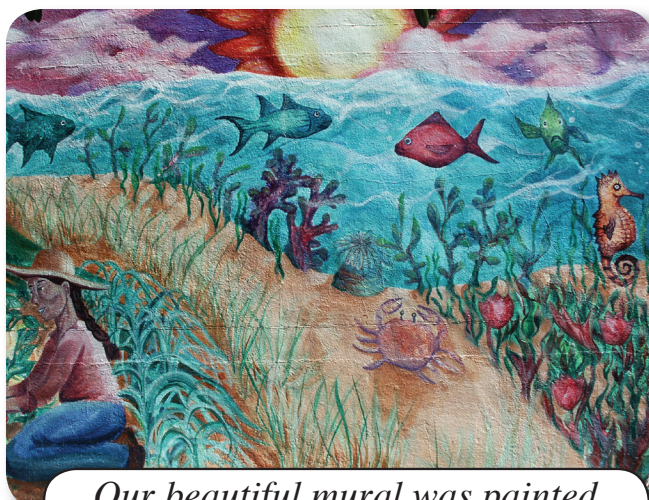
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organic food. With a modest loan from some shoppers, the produce and bulk food sections expanded. OA reduced its staff from fifteen to five dedicated workers, all of whom took sharp salary cuts, working hard to keep the store open.

At this pivotal point, a community member with a background in accounting and finance stepped in to offer help, and went on to become OA's financial consultant for over a decade. As a resident of the community, she knew the store and its customer base. In addition to giving business advice, she helped the coop improve its management and governance. She facilitated our weekly business meetings and taught the workers how to do this. She helped us to understand financial documents, create internal management tools, and establish committees that functioned within the cooperative structure. This hands-on help from the community was transformative, and moved OA from a struggling coop to a stable and responsible business with hope for the future. With renewed morale, OA attracted more volunteers who helped to stabilize labor and increase sales. Old bills were paid and new workers were hired. The next few years were tough but very hopeful.

Even during this financially difficult time the store attracted people who offered educational classes on subjects such as how to compost food scraps and how to cook nutritious vegetarian meals. The store sponsored educational lectures on how to participate in initiatives on food safety standards. We kept our alliance with the food and justice community at large, and regularly donated food to Food Not Bombs, a community organization that offered free meals to the hungry.



Our beautiful mural was painted by a group of volunteers.

A Successful, Worker-Owned, Community-Responsive Cooperative

The '90s were successful years for OA. Public interest in healthy food increased, and the dot-com boom brought more residents with higher income to the Outer Sunset. Other Avenues responded with a better-trained staff and a dedicated business consultant. Now all paid workers learned crucial business skills such as how to read financial reports, control inventory and manage costs.

As sales improved, and our economic base became more secure, OA was able to expand its role in the community and to support the other survivors of the PFS. The store participated in local community events and neighborhood festivals, and broadened its outreach program. In 1994, OA initiated the creation of The Inter-Collective Organic Union with Rainbow, Inner Sunset Community Store, Noe Valley Community Store and Veritable Vegetable. Its goal was to broaden consumer awareness of ecological and food is-

sues facing local and small organic farmers, and to educate the public regarding the many benefits of supporting cooperative businesses.

From its beginning, Other Avenues had had an active pool of volunteer labor. Members of the community signed up to contribute time to help run the store and in turn received a discount on their groceries.

The program was formally organized in the mid-90s, and became an integral part of the store's business plan. Volunteers were trained and placed in needed departments with fixed schedules. Volunteers felt connected to the store and its community, helped allay labor costs, and brought in new customers.

In 1995, Inner Sunset Community Store, located on 20th Avenue, only 24 blocks away from OA, met with unresolvable problems and was forced to close. Many loyal shoppers and workers from the Inner Sunset coop began to shop at OA, as it remained the only food coop serving the entire west side of the city.

After 1996, the financial picture of Other Avenues looked brighter. Most of the debts were paid and the store was finally able to begin buying new equipment and expanding the inventory. Seeing our improved economic stability, vendors were willing to supply goods to us on more reasonable terms which helped to improve our cash flow. At this point, OA took the bold step of making the entire produce department organic. This meant that less expensive commercial produce was no longer sold

at the store. And sometimes popular produce items were not offered if they were not seasonally available. Some shoppers were disgruntled at first, but as organic produce grew in popularity, and organic farmers felt more market support, it soon became rare that staples in the produce department were unavailable. Shoppers were pleased to be able to shop freely in the produce department, without having to watch for commercial items among the organics.

As OA began to accrue a surplus and broaden its customer base, our product selection became increasingly stable. The improved finances allowed the vitamin department to expand. With support from a bulk supplier, the bulk department was

While many larger markets were developing deli departments to serve a working community looking for more prepared foods, Other Avenues responded by developing its OA's Own line of unique recipes. These include OA's Own salsa, tahuna (vegan "tuna" pate), raw "donut holes" and other original deli items that have become extremely popular among OA's steady customers.

As the workers began to operate the business more effectively, community Board members increasingly deferred business decisions back to the workers. OA began to discuss adopting a worker-owned business status. The membership agreed and voted to restructure OA as a worker-owned cooperative corporation

ourselves following egalitarian guidelines, so that each worker understands his and her part in ownership. At the same time, our dedication to serve the community and our appreciation for the support of our customers remains the most important focus of our business decisions.

Other Avenues supports small farmers and organic farming by joining in progressive causes whenever possible. In 1997, when the USDA proposed a bill to dilute organic food standards by permitting irradiation, the use of sewage sludge as fertilizer, and genetic engineering, Other Avenues' workers and shoppers joined other consumers and organic growers to protest this legislation. OA workers canceled a Board meeting so that workers could rally with other advocates to "Save Organic Standards."

OA's community continually shows its commitment to keep the store thriving. In the late 90s, workers and shoppers felt threatened when the building was put up for sale. A volunteer and community member stepped in and purchased the building, so that OA could keep its location. It seemed that finally, after years of struggle, OA was financially and physically stable.

Stay tuned for the next chapter by Tina Rodia on how we bought our building.



reset and enlarged. The body care department expanded as well, new kitchenware became steadily available, and the gift section was able to stock more Fair Trade items. With a tight watch on the product line, the coop constantly reevaluated the inventory so that it carried a variety of healthy options the community wanted.

in October, 1998. OA was legally incorporated as a worker-owned cooperative in 1999.

Ownership has been empowering, and has brought a new sense of responsibility among the workers. Screening, training, and evaluating worker-owners has become much more rigorous. We have structured

This article is excerpted from Shanta Nimbark Sacharoff's upcoming book on the history of new wave food cooperatives in the San Francisco Bay Area. No portion may be used without permission of the author.

On Aging: Caring For Your Skin by Tina Rodia

{ *In honor of our 40th anniversary, your ever-youthful (ahem, almost forty herself) body care buyer shares ideas about how to care for aging skin.* }

While we celebrate with joy the aging of our businesses, marriages and other tenures, for many of us aging is a process we try to resist or slow. While I'd never, ever want to return to my 20s, facing forty is an exercise in defiance. Grey hair? Hair dye. Wrinkles? Eye cream. Sun damage? Bottle after bottle of SPF 30. And, good lord, with what vigor I wield a pair of tweezers every other day! (Don't ask.) But why take measures to fight against something inevitable? Aside from wanting to look youthful, taking care of aging skin benefits your general health and well-being.

As we age, our skin cells don't turn over and regenerate as quickly as when we are young. Our skin loses its elasticity (its collagen), causing wrinkles. Our face and body "dries" with age. Drying skin loses both oil and moisture, as our sebaceous gland produces less sebum, or oil, throughout our pores. Additionally, aging triggers trans-epidermal water loss (TEWL). As water moves up from the dermis (the deepest layer of the skin), it brings hydration to the outer layers of the skin (the epidermis). TEWL is the loss of water through the cells of the epi-

dermis to evaporation. In order to prevent water loss, especially in our hands and feet, I recommend using an occlusive oil. Occlusives provide a barrier or seal on the surface of the skin to trap oil and moisture and keep them in the skin cells. Look for occlusive balms, salves or lotion with shea butter, sea buckthorn oil or beeswax. However, as we age our bodies require more oil that water, so body lotions with a high water content may not be nourishing enough for the skin, and can even dehydrate the skin. Due to the high water content of most body lotions, the evaporation process of water on the skin can pull more moisture out of your skin cells than it replaces. I suggest using Weleda Sea Buckthorn Hand Cream, Pomegranate Hand Cream, or Skin Food. Africa's Secret Multipurpose Hand Cream is also rich with occlusive oils and is a lovely cross between a salve and a lotion.

The outer layer of our skin is a roof of dead skin, and it thickens as we age. Since the thirty-day cycle of cellular renewal slows as we age, and our dead skin cells slough off more slowly, exfoliation is necessary to keep your skin healthy. Avoid gritty or overly-textured scrubs, as they create microscopic lines

and tears on the skin's surface. To safely exfoliate, use an exfoliant or peel that dissolves the skin's dead cells with fruit acids. If you prefer a textured scrub, the only scrubs that are truly safe and won't damage your face are those with a meal or waxy beads that provide texture yet melt when massaged on the face. Avoid anything with shell or kernel texture. The skin on our hands, feet and body is thicker and tougher than our face, so body scrubs with more texture won't damage the skin, but avoid your neck and décolleté area if using a gritty scrub.

One oft-overlooked area that is a telltale aging marker is our neck and décolleté area. While I religiously applied eye cream every night for the last fifteen years, only recently did I notice how neglected my neck and décolleté has been. In addition to moisturizing, I also neglected to apply enough sunscreen to this area, and the aging and sun damage is evident. If you don't care for the feeling of a moisturizing cream on your neck, a serum is a great option for light yet effective moisturizer that won't leave any traces on your clothing. The exposure of this area to the sun is as dangerous as your face in terms of how thin the epidermis is and how quickly the visible signs of sun damage develop.

As for our faces, we should be pleased to age because of all the wisdom and fine judgment time

awards us. But we shouldn't have to wear that wisdom on our faces. Sun spots, age spots, papery skin and wrinkles are inevitable, but can be managed naturally. Many natural skincare lines have perfected the art of aging slowly and defensively. Look for any products in the Hauschka, Suki, Altea and MyChelle lines that are specifically for aging skin, age defense or regeneration. Regenerative moisturizers and serums are formulated to help speed up cellular regeneration that slows with age. Hyaluronic acid draws moisture to the skin, peptides activate the skin's collagen production, which plumps up wrinkles and makes skin more elastic and less papery. Rose essential oil and extracts are beneficial for their soothing, protective and balancing properties, and quince draws moisture deep into the skin's layers. Toners add a refreshing boost of moisture and revive pores midday and before applying treatments. For age spots, a regimen of C serum in the morning and A serum at night can greatly reduce visible age and sun spots. While trying to tailor skincare regimens for different skin types and budgets, I find that my recurring top recommendations are Hauschka Quince Cream, Moisturizing Cleanser and Toner, Regenerating Neck and Decollete Serum, Altea Nourishing Rose Face Serum, MyChelle Deep Repair Cream, Serious Hyaluronic Serum and Hydrating Cactus Mask, Suki Intensive Nourishing Cream and Creamy Cleanser, DeVita Solar Body Block for the face and body, Africa's Secret

Multipurpose Hand Cream for hands and feet, and Weleda Skin Food and hand creams for your hands, feet, face and body.

The options are as great as the results. But consistency is key. Occasionally applying moisturizer or sunscreen will not yield

visible results. Every morning and every night, a cleanse-tone-moisturize routine will help the inevitable march of time from marching across our faces. Throw in a weekly or bi-weekly exfoliation and/or hydrating mask session, and your skin will be nourished and youthful.

The Cheesemonger Invitational

Looking back over the past few years' worth of Other Ave-News, your editors have to admit, certain departments get a lot of extra ink from us. But it's hard for us to not gush about some of our personal favorite foodstuffs, and cheese, for us, definitely tops that list. We've long known we're blessed with one of the best-curated cheese departments around, but don't just take our word for it. Our very own cheesemonger, JB Rumburg, has been ranked one of the top ten cheesemongers in the entire country at the 2014 Cheesemonger Invitational!

An epic, multi-round battle between 35 mongers from all over the U.S., the Jan. 19th invitational left no cheesewheel unturned, as contestants were judged on their overall cheese knowledge, their palates, their production and salesmanship skills, and their abilities in pairing and the creation of the "perfect bite." We're so proud of JB, we've made a personal vow to double our cheese consumption for the rest of the year, and thankfully he makes it easy for us to do so by stocking so many fantastic cheeses. Well done, sir!
—Nicole Gluckstern



JB has superpowers when he wears his custom cheesemonger jersey.

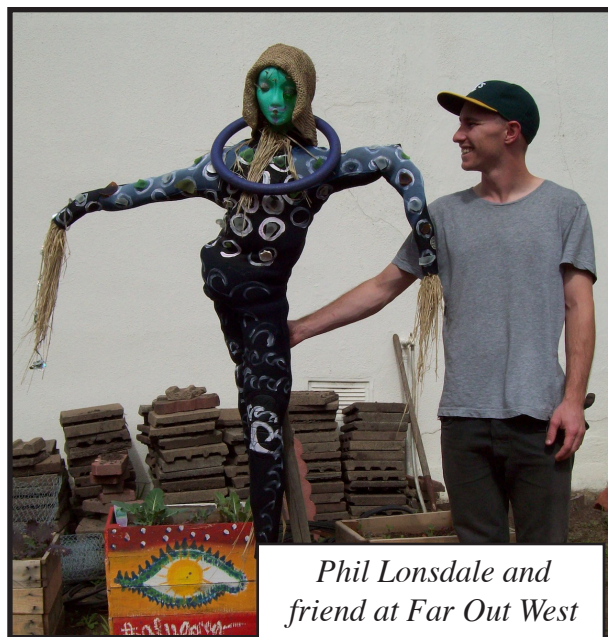
THE PEOPLE IN (Y)OUR NEIGHBORHOOD

by Nicole Gluckstern

Denizens of the Outer Sunset have probably already noticed the signage and signs of a growing garden at St. Paul's Church at 43rd Avenue and Judah Street. For the past several months, a core group of volunteers have been transforming what was a neglected lot into a neighborhood cornucopia and community hub, a (literally) grassroots coalition rallying around a vision of a space for growing food by and for the community, while educating local youth and adults in the principles of DIY urban gardening. Fiscally sponsored by the San Francisco Parks Alliance Park Partners program, the garden has flourished with plants donated by several of its more experienced volunteers, as well as infrastructure and soil from the former Hayes Valley Farm. We caught up with de-facto President Phil Lonsdale to get the full tour and the scoop on the future of Far Out West.

Other Ave-News: Tell me a bit about the genesis of the project. Why here, why now?

Phil Lonsdale: The genesis of the project was that longtime neighborhood resident, and proprietor of Soularth Design, Doug Jacuzzi, noticed that the grounds of St. Paul's were not being cared for. He approached Karla Lingdren, the manager of the church, about making the space available as a community garden, and began recruiting volunteers. Why here, why now? Because it makes too much sense not to do it! The garden sits on a gentle slope, with wind protection and convection from three surrounding high walls, and has plenty of sunlight thanks to its southern exposure. It is



Phil Lonsdale and friend at Far Out West

as good a spot as you can get to grow in the Outer Sunset.

OA: Currently, how many plots do you have? How many volunteers?

PL: At the moment, we have a total of fifteen plots, with plans for six more. We have about 45 people on the waitlist for plots, and about 150 people on our mailing list.

OA: As the president of Far Out West, what are your primary tasks?

PL: (Laughs) I pull a lot of weeds. I also do most of the scheduling and promotion of our events, work parties, and fundraisers.

OA: What are Far Out West's greatest successes?

PL: Our greatest success has been creating a workshop series for the youth of Sunset Youth Services. Learning and really gaining a deep understanding of the importance of proper nutri-

tion early sets kids to up to grow into healthy adults.

OA: What are Far Out West's greatest needs still?

PL: We need a proper rainwater catchment and drip irrigation system and a shed. In this time of drought, using water as efficiently as possible is everyone's greatest need. The shed would allow us to start a tool lending library, and give us a safe place to store art supplies, seeds and garden literature.

OA: How can people get involved?

PL: Come to a work party! They're held the first Saturday and third Sunday of each month from 10 a.m. to 5 p.m., and there's usually a barbecue around 1:00. At our next work party we're going to build one big communal plot in the front of the garden and mount three more vertical planters, so if you're worried that you are too far down on the waitlist, or it is too late to get involved, you're not! We're committed to finding everyone in the neighborhood a couple of square feet to plant. I hope the garden inspires everyone to look at their surroundings differently. Until we started transforming it into the garden that it is becoming, I had no idea how powerful community action could be. If you think you can help your neighbors by changing something, do it!

*For more information email
oscommunitygarden@gmail.com.*

STIR-FRIED SPICY GREENS

WITH GARBANZO FLOUR

Last month I traveled through a vegetarian paradise, the northwest state of Gujarat, India, which is the home state of the late Mahatma Gandhi. There, almost every homemaker starts her day by going to the market to purchase fresh vegetables, and meals are centered around a variety of vegetables. I recall fairy tales as a child where a maharaja's feast was so festive it contained 34 different vegetables!

In the city of Bhavnagar, there is a large produce market with a bustling business serving wholesalers and retailers alike every day of the year. Many seasonal vegetables are lined up in colorful baskets and burlap bags. Each vendor boasts of the quality of his or her products while the buyers are busy haggling for the best bargains.



An Indian produce market

During the hot spring and summer months there, my favorite vegetables are leafy greens. In addition to the many spinach-like greens, Gujaratis also use the spicy green parts of many roots such as daikon and radish. They often prepare the greens with chickpea (garbanzo bean) flour.

Daikon and radish greens can be found in the Bay Area's food markets as the by-products of these roots. They can be combined with other milder greens such as spinach, kale and chard to enhance their flavor.

Leafy greens are dense in protein, iron, potassium, calcium and vitamin K. In

addition, they are a digestive enhancer and full of dietary fiber. They can be cooked in minutes, which make them quick companions to other side entrees such as rice, beans and bread.

2 cups finely chopped daikon
or radish leaves
2 cups finely chopped baby spinach
or chard leaves (stems removed)
 $\frac{3}{4}$ to 1 cup garbanzo flour
2 tablespoons olive oil
 $\frac{1}{2}$ teaspoon mustard seeds
 $\frac{1}{2}$ teaspoon cumin seeds
3 to 4 cloves of minced garlic

$\frac{1}{2}$ teaspoon each turmeric powder,
cumin powder and coriander powder
 $\frac{1}{4}$ teaspoon cayenne powder
Juice of $\frac{1}{2}$ lime
1 teaspoon salt
1 teaspoon sugar

ingredients

Wash the trimmed leaves thoroughly and dry them completely using a salad spinner or draining them well. Chop them and set aside.

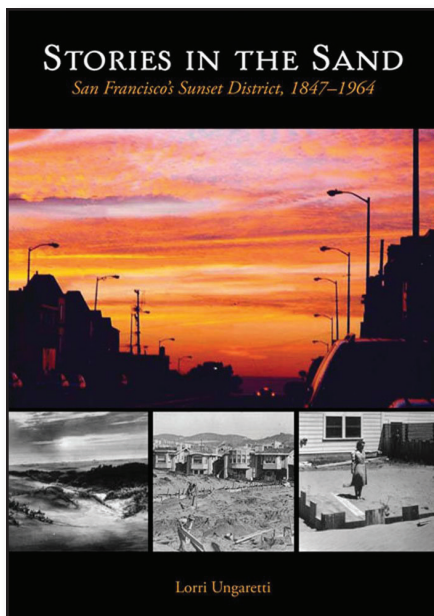
In a dry, heavy pan such as a cast iron skillet, toast the chickpea flour as you would toast seeds or nuts, stirring continually with a wooden spoon for a few minutes until it turns dark yellow and it begins to smell fragrant. Immediately transfer the chickpea flour to a platter to prevent it from burning. Set the toasted flour aside.

Next, wash and dry the skillet and heat the oil over moderate heat. Add the mustard seeds, and when they begin to pop add the cumin seeds and garlic. Toast them for one minute then add the greens. Stir for a few minutes and add the spices. Begin to add the chickpea flour, a little at a time, while stirring the mixture with a wooden spoon. Break any lumps that may form from the flour. Add the lime juice, salt and sugar and mix well. Adjust the seasoning and serve hot with any flat bread, rice and beans, or daal.

Other Avenues Book Nook

by Nicole Gluckstern

Y our humble book nook-arian just can't get enough of our selection of local history books, and we've been fortunate enough to add a couple more to the collection recently. Both are authored by folks who have written other books we currently carry—Lorri Ungaretti and Woody LaBounty—and are packed with the staggering wealth of information and detail we've come to expect from these two stalwart chroniclers of the "City's largest neighborhood" and beyond.

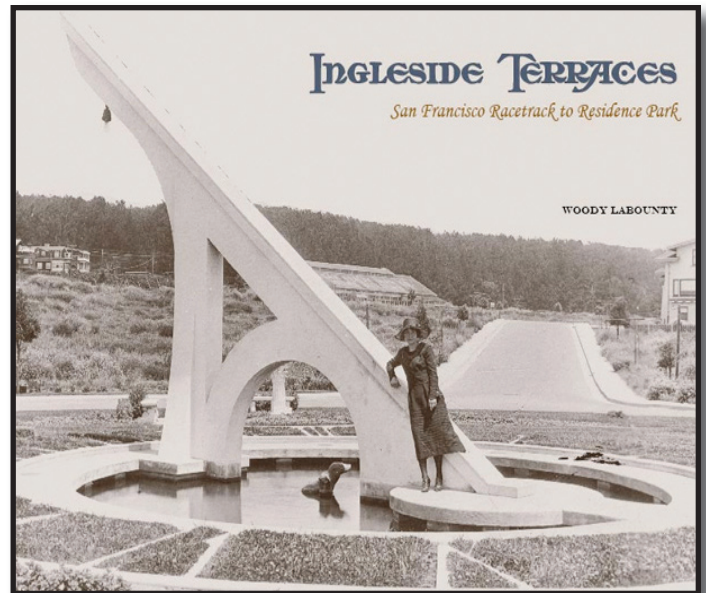


When Lorri Ungaretti began leading walking tours in the Inner Sunset for City Guides, she quickly discovered that in contrast to the obsessively documented environment of downtown San Francisco and its surroundings, almost everything west of Divisadero was uninvestigated. This realization led to her embarking on her own research of the hidden (and not so hidden) histories of the often forgotten region, publishing her first book, *Images of America:*

San Francisco's Sunset District through Arcadia Publishing Co. in 2003. Eleven years later, she remains one of the definitive historians of our neighborhood. Her two latest books, *Then and Now: San Francisco's Sunset District* (Arcadia Publishing Co., 2011), and *Stories in the Sand* (Balangero, 2012)

offer an informative and entertaining overview of San Francisco's neglected "outside lands." Whether you're new to the neighborhood or a lifer, both books provide an interesting overview of the environs. You'll find the two complement each other rather well, as *Then and Now* offers an attractive, mostly pictorial overlook of the neighborhood's evolution, while *Stories in the Sand* offers an array of compelling first-hand accounts of the people who called the Sunset their home.

Another rather forgotten corner of the city is definitely Ingleside Terraces, and Woody LaBounty (author of the popular Sunset District-centric hardcover, *Carville-by-the-Sea* (Outside Lands Media, 2009)) brings the similarly neglected neighborhood to eccentric life in his latest book *Ingleside Terraces, San Francisco Racetrack to Residence Park* (Outside Lands Media, 2012). Ingleside Terraces' insular environment, contained within the old boundaries of



the defunct racetrack, may have been designed with "polite" (and white) society in mind in the early nineteen hundreds, but as did the Sunset District, even this small pocket of segregated society became slowly diversified, racially and economically. Partly because of its remoteness and intentional design which removes it from the bustle of the heavily trafficked corridors nearby, even the Ingleside Terraces of today remain an enigmatic microhood, and most of us have perhaps only encountered it by chance while out searching for the location of the giant sundial on Entrada Court, a landmark of the kind that has hardcore history and urban exploration nerds chomping at the bit to direct you there. LaBounty is one such historian, and his fascinating compendium strikes a good balance between breezy observation and obsessive attention to obscure detail. The treasure trove of photos alone make this book a real treat for armchair historians and lovers of San Francisco minutiae alike.

Department Highlights

Chill: Salmon Creek Ranch duck eggs are back! Ducks are the new chicken!

Vitamins: New from Rainbow Light, age-specific multivitamins, Pain-Eze to ease muscular tension, and Omega Brain Performance; Wiley's Finest Wild Alaskan fish oil is ethically fished, sustainably and wild-caught from the Bering Sea by American fishermen

Housewares: Lodge Logic Dutch ovens and combo cookers with skillet lids

Cheese: New Irish cheeses: Durrus, a washed-rind supple cow's milk cheese from Cork, Cashel Blue, a buttery grass-fed blue cheese from Beechmont, and Daru, a dry, earthy Tomme from Coleeny Farms in Tipperary

Bread: Sugar Plum Bakery is here! All vegan, mostly gluten-free and totally delicious treats like whoopie pies and "paleo" cookies (just like Aunt Neanderthal used to make!)

Coffee: New Nick's coffee is roasted right here in San Francisco's Sunset district for a hyper-local caffeineation fix!

Beer/Wine: Check out our new "Welcome to Oklahoma!" beer section with seven varieties of Prairie Brewery beers; also check out Upright Brewing's cold-pressed imperial stout, and three sour Almanac beers released for beer week are still in stock; McFadden organic pinot gris is a heavenly white wine, and J. Rickards Brown Barn red is quaffable and delightful

Chocolate: Try local, organic, snack-sized chocolates, OCHO, from Five Star Organics, and Nuttyness, European-style marzipan covered in rich dark chocolate; Tcho chocolate in hazelnut-infused TchoTella, astronaut ice cream and chocolate combo Galactic Gelato, and delectable strawberry rhubarb pie

Grocery: We welcome back Happy Girl to our shelves. Jarred kitchen staples with a twist such as sweet bread 'n butter zucchini pickles, honeyed pears, various fruit marmalades, and two kinds of honey

Grab 'n Go: Try new Egyptian Dish baba ghanoush and hummus wraps, Epicurean Solutions salads and Marin Gourmet hummus and spreads

Body Care: Herbivore Botanicals are the cleanest, highest quality and most attractively packaged new line of exciting

products for the face and body like pink clay masks, hair oil, beard tonic and bath salts; We proudly carry hand-wrapped, handmade Saipua bar soaps

Gifts: JadeYoga eco yoga mats are made from sustainable rubber, with proceeds donated to various causes; Decomposition journals from Michael Roger are 100% recycled, American-made journals in many sizes; for babies, Under the Nile baby clothes and stuffies are a Bay Area company that imports Fair Trade organic Egyptian cotton; Lil Fluffyco keeps babies and toddlers covered in eco-conscious and stylish onesies and outfits; and OA T-SHIRTS ARE BACK in new designs, styles and colors!

*40 is the new 30.
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WHO WE ARE

Other Avenues is a worker-owned cooperative, currently run by twenty-two worker members to mutually serve the business and the Sunset community. Other Avenues is open seven days a week, 9:00 a.m.-9:00 p.m., 363 days a year. We are closed on Martin Luther King, Jr. Day, and on May 1st, International Worker's Day.

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