



OTHER AVE-NEWS

Other Avenues Food Store Cooperative
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— NEWSLETTER *Fall 2011* —



Celebrating Cooperatives by Tina Rodia

October is National Coop Month, and OtherAvenues will be celebrating with all our shoppers! Since 1930, Coop Month's mission has been to create awareness of cooperative businesses across the country. This year's Coop Month is especially exciting for the prospect that increased awareness and celebration of coops throughout October will only be renewed at the start of 2012, which the United Nation's has declared to be the International Year of Cooperatives. In fact, the slogan for Coop Month and International Year of Cooperatives is the same: "Cooperative enterprises build a better world." The scale of cooperative support starts on the hyper-local level (your neighborhood coop, Other Avenues), and spreads to the national, then international, level.



As always, we are first and foremost grateful to our shoppers who have supported us for years and continue to, so the local celebration of our very own neighborhood coop is near and dearest to us. But to be part of a national and international

movement of cooperative businesses "building a better world" is truly inspiring, and we take our role in the grander scale of cooperatives very seriously. However, we still prefer to keep our focus on our local friends and coop fam-

ily. So to celebrate National Coop Month, Other Avenues will offer three discount days to all our shoppers. On Thursday, October 13th, 20th and 27th, we will offer a 15% discount on your purchases (please note there is no further discount for Red Card holders or senior citizens).

One key principle of cooperation is independence, meaning we are not beholden to any other business or shareholder, but only to ourselves. Therefore, a conscious dedication to our mission statement as the guiding principle for our own business is crucial for Other Avenues' survival. Aligning our business decisions to our mission statement is also an integral part of keeping in line with the principles of cooperation, which include education, commitment to the community, voter democracy and co-operation among other coops. We are happy to have revisited and finalized our updated mission statement in time to celebrate National Coop Month. Along with our lovely paint job, we are looking forward to artistically posting our mission statement on the wall for everyone to read, and feel that they are contributing to OA's mission, and to the mission of coops throughout the world.

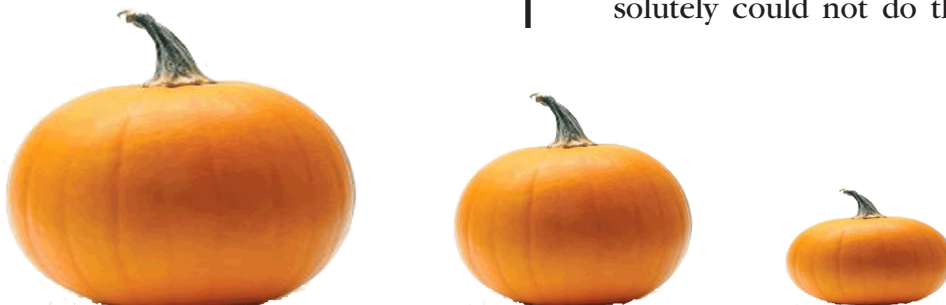
In other news, we sent three workers to the Western Worker Coop Conference in Oregon in September, and the enthusiasm, tools and coop love that accompanied their return spread quickly. In September we also celebrated a creative, alternative use of our immediate street parking spaces for a few happy hours on Park(ing) Day.

San Franciscans are surely familiar with parklets popping up as permanent fixtures throughout the city (including right down Judah Street). While a parklet in front of Other Avenues is a work in progress, Park(ing) Day was a wonderful preview of OA as a community space spilling outside, where cars still take precedence.

7 Cooperative Principles

1. Open membership
2. Equal say
3. Economic participation
4. Autonomy & independence
5. Education & training
6. Collaboration among cooperatives
7. Community

As always, as we head into the season that some call the rainy season and others call the holiday season, we wish our shoppers well, and look forward to your patronage. Here's to the month, then year, of the cooperative! Thank you for keeping us in this movement, we absolutely could not do this without you.



New York, New York!

by Nicole
Gluckstern

Start spreading the news! Last issue we brought you from-the-field reports from two local food producers we love—Salmon Creek Ranch and Happy Boy Farms. As dedicated as we are to sourcing as much of our food as possible from as close to home as we can, we do have a few far-flung specialties on our shelves as well. While spending time on the East Coast this summer, I was able to get the inside scoop from a few of our favorite food-makers: Brooklyn Brine, Fine and Raw and Once Again. If there is any city in the U.S. even more obsessed with good food than San Francisco, it is definitely New York City. These small specialty companies embody that obsession with their flavorful and sustainably-produced products.



Brooklyn Briners
preparing pickles

Small-batch pickle producers Brooklyn Brine began as a side project of founder Shamus Jones, formerly a professional chef and kitchen consultant, who began pickling during graveyard hours in

a restaurant kitchen. Since then, operations have expanded into a commercial kitchen space shared with one other small food producer, and a warehouse for storing product. On the day of my visit, the crew is experimenting with whiskey-infused pickle varieties, creating their first-ever maple bourbon pickles. The kitchen billows with the aromas of molasses-thick grade B syrup from upstate New York and Finger Lakes distillery bourbon, which are steeping together in a 60-gallon brining kettle. A raft of caramelized onions floats on top, and as I watch, Jones adds a few fistfuls of aromatic spices: cloves, cinnamon, cardamom and the inevitable mustard seeds.

Experimentation is a byword of the Brooklyn Briners. In addition to the varieties stocked on Other Avenues' shelves—the wildly popular whiskey sour pickles, New York deli-style, fennel beets and chipotle carrots—Brooklyn Brine pickles seasonally-appropriate produce for their local markets: lavender asparagus, curried summer squash, garlic scapes and sauerkraut. Although they are not certified organic, Brooklyn Brine doesn't use any preservatives save apple cider vinegar and salt in their products, and their ingredients are sourced as locally and seasonally as possible (usually from farms and distributors they have formed a personal relationship with). Such at-

tention to detail, and above all, flavor, has won them fans from across the nation and as far away as Japan, from companies as big as Whole Foods and Williams Sonoma, and as humble as yours truly.



Also Brooklyn-based, Fine and Raw chocolate-maker Daniel Sklaar has been producing chocolate for four years. Like Shamus Jones, Sklaar comes from a chef background, and the pursuit of flavor is his primary passion. Although raw chocolate in general is an acquired taste, Fine and Raw has gained an avid following, due to the creamy texture of its bars and bonbons, and their iconic brown paper wrappers printed with delicate designs rendered in vegetable-based inks. By far the best seller here at Other Avenues is the mesquite bar, a sugar-free concoction of raw, fair-trade cacao, mesquite, lacuma and yacon, emblazoned with a sassy image of a bootied cowgirl on the recycled paper label. Not only does Once Again of Nunda, New York produce delicious, organic nut butters, but they are also a cooperatively-run company. Boasting 33 employees, Once Again operates with an ESOP (Employee Stock Ownership Plan), giving stock options to each worker, and also practice non-hierarchical, democratic management in which every worker is given a vote at company meetings.

Founded in 1976 as a three-person basement operation, Once Again has grown into a full-fledged nut butter manufacturer, with a 45,000 foot factory located in a peaceful village of some 1300 residents in the southwest of New York state. Though not all are available on the West Coast, the company makes 59 different products under the Once Again label, including fair-trade Nicaraguan and local honey, bulk nuts, cashew butter, an Omega-3 line of nut butters with added flax oil, and of course Other Avenues' favorites: American classic peanut butter, smooth sesame tahini, sunflower seed butter and rich almond butter. What's the best part of being a co-



operatively-run business? According to employee-owner Gael Orr, it's reflected in the quality of the product. "Because we are all owners of the company, everyone here cares a tremendous amount about creating a product of superior integrity. We don't just make butter and stuff it in jars, we make high-quality food that we take home and feed our families...We are Safe Quality Food-certified (only two nut butter companies have this certification), and we were the first ones in the world to ever have it. It demonstrates the commitment and pride our owners take in producing nothing but the best!"

A Few Words About Our Prices

by Ryan
Bieber

Not infrequently, our customers ask why our prices are in some cases higher than similar products at other stores. This seems as good an opportunity as any to shed some light on why this happens, because transparency and honesty are important to us as business owners, and as a cooperative.

Arguably the most important concept in retail is margin. Margin refers to the difference between what is paid for a product (including shipping) and what the product sells for. This (often small) difference is what pays for everything we need to run our business: our mortgage, our electricity, our wages, our health care, our credit card processing fees, and everything else. In order to guarantee that all our expenses can be paid, it is crucial that we make sure our margin accurately reflects our cost by changing our prices as soon as the cost from our wholesalers increase. Due to their increase in overhead or fuel surcharges, distributors change prices on a near-weekly basis.

That being said, much of the reason for our pricing stems from the size of our store. Since we have limited space, we are unable to participate in many

of the volume discounts offered by our distributors. Volume discounts allow other businesses to purchase large quantities of items at a much lower price, and then pass along the savings while keeping their margin constant. Since we do not have a lot of storage space, we order smaller amounts of items more frequently. While our mark-ups follow the industry standard, you may see our prices go up before other larger businesses because we have to respond

when the changes occur. We also make an effort to buy from smaller, independent businesses, which may have higher shipping costs.

We understand that we are not the cheapest option for grocery shopping, but we hope that you realize that the extra few dollars

you spend in a trip here are spent supporting a business with roots in this neighborhood since 1974. You are also supporting a business that provides both health care and a living wage, and supporting a cooperative movement that empowers its members and prioritizes relationships with customers and suppliers over relationships with shareholders. We hope that this is worth a few extra dollars.



Pumpkins: A Sure Sign of Autumn

by Shanta Sacharoff

In the San Francisco Bay Area, one clear sign of the changing season is the arrival of new fruits and vegetables in the market. Sweet summer produce such as corn and stone fruits are replaced by root vegetables, hard squashes and bright orange pumpkins. It's as if nature is preparing us for autumn's cooler temperatures and reduced daylight by offering vegetables with an abundance of vitamin A for eyesight, and the nutrients and fiber needed to support the immune system.



Pumpkins have a long history as an edible fruit in many ancient cultures. They are native to Central America and Mexico, but have spread all over the world. Many varieties are grown and used in different ways in various countries. Pumpkins come in all different colors and sizes. The familiar color is orange, but some varieties of pumpkin are green, pale blue or white. Perhaps due to their large and colorful appearance, pumpkins have been woven into fairy tales from almost every continent. The English word pumpkin originated from the Greek word "pepon" which means "large melon." A large pumpkin can grow to well over 100 pounds.

In addition to being easy and gratifying to cultivate, pumpkin is also very nutritious. It is low in fat and sodium and high in other important nutrients. In order to pick the perfect pumpkin, consider how you are going to prepare it. For a jack-o-lantern, select a

large, round pumpkin. For pies, bread or stew, the sugar pie pumpkin works best. It is less stringy than larger varieties, and the pumpkin flesh is sweet. For a soup recipe, select a medium-sized pie pumpkin with a bright orange skin that weighs about two to three pounds.

Pumpkins are easy to prepare. To bake, preheat the oven to 350 degrees. Cut the pumpkin lengthwise into two halves. Using a spoon, remove the seeds and strings. (Seeds can be saved, roasted and served as a healthy snack.) Oil the surfaces inside and outside, and set the halves on a baking sheet with the cut side down. Bake for about 45 minutes, or until the flesh is soft when a fork is inserted, but still firm enough to cut into chunks.

To steam, cut the pumpkin in half lengthwise and remove seeds and strings. Steam the two halves in a vegetable steamer for about 20 minutes. Cook them just enough to loosen the skin while keeping the flesh firm and intact. Cool a bit, peel and cut into chunks.

NUTRITIONAL HIGHLIGHTS

1 cup of cooked pumpkin	=	49 calories
		2 grams protein
		3 grams fiber
		12 mg vitamin C
		564 mg. potassium
		.9 mg iron
		vitamin A 15680 IU

Gujarati Kadhi with Pumpkin

Some food historians believe that the word “curry” came from a British mispronunciation of the name of this yogurt soup, called Kadhi. In Gujarat, in northwestern India, Kadhi is considered a comfort food. It can clear the sinuses and relieve other symptoms of the common cold. It is easy to digest,

and can lift your spirits when you are feeling down. Kadhi is a simple, light soup with a sauce-like consistency that is made with lots of water, some yogurt or coconut milk, and a bit of garbanzo flour. Other ingredients such as peanuts, green beans, okra, yams or pumpkin can be added to embellish the soup.

2 cups cooked pumpkin, cut into small cubes
6 to 7 cups water
1 1/2 to 2 cups plain low-fat yogurt
3 tablespoons besan (garbanzo flour)
¼ teaspoon each turmeric and coriander powder
2 cloves of minced garlic mixed with ¼ teaspoon cayenne powder
and made into a paste using a rolling pin or a mortar and pestle
½ teaspoon salt
1 tablespoon mild cooking oil such as corn, safflower, canola or peanut oil
¼ teaspoon black or brown mustard seeds
1/8 teaspoon cumin seeds
2 to 3 whole red chilies
A large pinch of asafetida
A few fresh curry (sweet neem) leaves and/or 1 tablespoon of chopped cilantro



Ingredients

Set the cooked pumpkin pieces aside. Whisk together water, yogurt, garbanzo flour, powdered spices and salt until smooth. Add the garlic/cayenne paste. Bring the mixture to a boil in a pot. Turn the heat down. Cook for 15 minutes, stirring constantly until the soup reaches a creamy texture. Add the pumpkin and continue to cook for a few minutes. For the final step, in a separate small pot, heat the oil and then add the mustard

and cumin seeds. After the seeds start to pop, add the chilies and the asafetida. Stir, then add this smoking mixture to the pot of Kadhi. Cover immediately, and keep it covered for five minutes. Taste, correct for saltiness, and top with fresh neem leaves and/or cilantro. Serve hot with rice and/or bread. Instruct the diners to remove the whole chilies and neem leaves, or you can take them out as you are serving.



Thai **Pumpkin** Soup with Coconut Milk

Thai food is very similar to Indian food in flavor. This recipe was modified from the memory of a soup I had in South India, and by mixing a few Thai recipes until I came up with a version which is especially quick to prepare.

If you are using canned pumpkin (which is available year-round at most grocery stores and at Other Avenues) or have steamed or baked pumpkin in advance, it can be ready in 25 minutes.

2 cups freshly made pumpkin puree
-OR- one 15 oz. can of pumpkin puree
2 tablespoons vegetable oil, any type
2 cups water
2 cups or one 15 oz. can of coconut milk
1 teaspoon salt

1-2 tablespoons of prepared Thai red curry paste (available at Other Avenues)

-OR- prepare your own curry paste with these ingredients in a food processor or a blender

1 or 2 red dry chilies or 1 teaspoon cayenne
1 stalk of lemongrass chopped into small pieces
2 tablespoons chopped shallots or green onion
3 cloves of chopped garlic
¼ teaspoon chopped lime peel (skin)
2 teaspoons freshly grated ginger
1 tablespoon cilantro leaves (including stems)
1 teaspoon each powdered coriander and powdered cumin
1 tablespoon freshly squeezed lime juice

Ingredients



To prepare the Thai curry paste, place all ingredients in a food processor or a blender and puree into a coarse paste. Store in a glass jar. For this recipe you will need only half of the amount you make. The remainder can be saved in the refrigerator for a week.

Heat the vegetable oil in a pot and add 3 tablespoons of the Thai curry paste you have prepared. (Store-bought paste is more dense, so you may need less.) Stir-fry for 2 minutes, and add the water. Bring to a boil and simmer for a few

minutes. With a slotted spoon, remove any rough fibers of the homemade paste that rise to the surface.

Lower the heat a bit and add the coconut milk. Cook over moderate heat for five minutes, stirring constantly. Add the salt and pumpkin puree. Lower the heat again and continue to cook for about 15 minutes, stirring frequently until the soup thickens to a creamy consistency. Adjust seasoning, adding more paste if desired. Serve with bread and/or rice.

Now don't forget to share!

OA on the Road

by Colin Peden

In September, Other Avenues sent three of its worker-owners to Detroit. Outside of Detroit, Oregon, that is, where one (with the assistance of maps) can find Breitenbush Hot Springs. Breitenbush is a worker-owned and operated intentional community and retreat center in the Oregon Cascades, surrounded by national forests, hiking trails, and lots of tall, green pointy things known colloquially as “trees.” At Breitenbush, organic vegetarian cuisine is served three times daily, there are several different hot springs to soak in, a sauna, yoga classes and massages available for visitors. But we were there on business.

Breitenbush was the site of this year’s Western Worker Cooperative Conference, “a bi-annual event that fosters education and information-sharing among worker coops, and promotes sustainable development of the coop movement.” At this conference, workers from coops all over the West Coast (and some from other parts of the country) came together to learn more about how to keep worker coops thriving, develop professional skills related to this unique model of self-employment, and make personal and professional connections with other workers. There were many representatives in attendance from worker-owned cooperatives, as well as some workers from consumer coops exploring the possibility of transitioning to worker-ownership, and workers in the start-up phase of creating coops. There were representative workers in

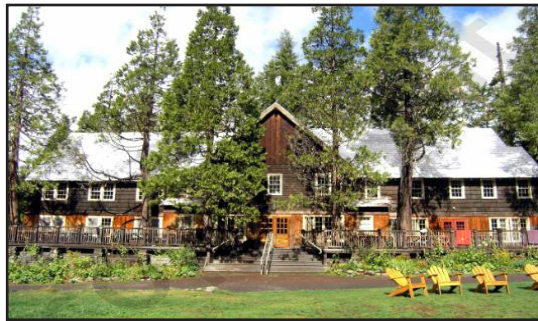
attendance from grocery stores, a bike shop, restaurants, a massage clinic, bakeries, printing, graphic design, and technology companies. These businesses range in size from just a small handful of workers to larger ones with more than two hundred workers.

The conference was in turns enlightening, refreshing and challenging. One of the keynote speakers was Rosalinda Guillen, a woman with a family history of farming and migrant farm labor,

who has worked with organizing among farm workers in Washington State and California. She offered a sobering perspective on our food, where it comes from, and at what cost. She reminded attendees that labor movements across the U.S. are in decline, but

also that worker-owned organizations such as ours can, in coordination with our customers and communities, be an engine for change, creating sustainable and socially just ways for people to make a living.

All the food that we eat is the fruit of the labor of others, and, representing that, farm workers are the canaries in the coal mine of our food system. While all of the produce sold here at Other Avenues is organic, certified organic cropland and pasture only accounted for about 0.6 percent of U.S. total farmland in 2008 (according to the USDA website). We live in a First World country where the average life expectancy in the general population is 78 years, but the average life expectancy



“Roughing it”

for a migrant farm worker is just over 49 years. Since the economic downturn of the last few years, the presence of child labor among migrant farm workers has been increasing rapidly, and we don't have a lot of transparency in our domestic food system to let us know if the food that we eat is "fair trade" or not. After this keynote address on the first evening, I was reminded that both workers and consumers have the opportunity for activism every day. What will you, the consumers, demand from us? What will we, the buyers, be willing to buy? Is the food chain socially and environmentally responsible, from field to market basket? What would things look like if we didn't accept any food that hurts the land, or any of the people that produce it?

I also learned about work being done to promote legislation protecting worker-owned coops here in California, and attended workshops on how to give and receive constructive criticism, market and brand worker coops, even how to start (and help others start) new worker coops. The second keynote speaker, Gordon Edgar from Rainbow Grocery, explained that coops have the ability to encourage their workers to live fulfilling lives. Workers here at this store also have careers in hatmaking, acupuncture, baking, acting, theater criticism,

filmmaking, art, writing, and music (to name a few!).

Other attendees at the conference had much to ask us about Other Avenues. How have we been around for so long? How does the consensus model of decision-making work for us? How do we survive nine months of fog a year? (Okay, I might have made that last question up.) I left feeling that we are regarded as role models among our peers in the worker-owned coop community, and felt charged with a responsibility to earn that respect from our colleagues by continuing to serve our community more and more.

I returned to work charged with the desire to convert conviction to action in my departmental work and buying. (And realized how good it would be for me to get a massage from a really big guy with strong hands from time to time.) Working here at OA is a constant state of becoming, a representation of the common will of more than twenty different individuals coming together to reach consensus, and fuel common interests as we work to feed the Outer Sunset and beyond. This conference reminded me that I'm proud of Other Avenues, the mission we pursue, and the many relationships that we have with each other and the community we serve.

FIND US ON THE WEB!

www.otheravenues.coop



**and check us out on
Facebook and Twitter!**



Department Highlights

Dairy: New to the dairy shelves: Clover chocolate milk, GT's cherry chia kombucha, Meyenburg goat butter, and the return of St. Benoit yogurt in ceramic crocks!

Vitamins: For cold and flu season, Boiron Oscillococcinum, Sinusitis and Coldcare will be on sale, plus Source Naturals Wellness products; from Herb Pharm, a new tincture for thyroid support

Housewares: Go Glass travel water bottles, for those that want an alternative to stainless steel

Bread: Hyper-local (made by an OA customer!) Bubala's rugelach in four flavors, including one vegan variety

Coffee: Bodum milk frothers, French presses, bean grinders and Chemex coffee carafes now in stock in the coffee department

Grab 'n Go: New Lydia's Loving Foods organic, raw, vegan, gluten-free and local items—Green Alkalyzing Soup, Collard Wraps, Live Coconut Curry, Kale Salad, Purple Goddess Salad and Green Powerballs

Beer/Wine: New Planet gluten-free pale ale; De Lagarde Bordeaux for only \$6.99 (the flavor opens up after opened to breathe for an hour); from Parducci, great new Pinot noir, Petite Syrah and red and white table wine

Chocolate: Kika's Treats now offer Crunchy and Nutty Caramels, and palm sugar caramels covered in bittersweet chocolate; try Clairesquares milk and dark chocolates and caramel Artisan Squares

Body Care: Dr. Hauschka's skin care line is here! Perfectly-crafted face wash, toners and treatments for dry and combination skin—the highest quality in natural skin care!

Gifts: Support your coop with your impeccable fashion sense and buy an organic cotton OA t-shirt! Home canners rejoice—Weck canning jars now available

Bulk: Find chia seeds stocked in our dairy cooler; try nutrient-packed dried Hunza mulberries

Grocery: Two new delicious, locally-made 1849 pasta sauces—artichoke with Merlot and roasted red pepper with Cabernet

Nonfoods: Mr. Barky's dog treats are back, now in boxes; try new Grab Green air freshener in citrus and lemongrass scent

Cheese: Heublumen Swiss cheese (with hay!); try Cumberland, a Tomme de Savoie cheese from Tennessee; Julianna bloom-rind goat cheese rolled in herbs



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CO-OP MONTH
OCTOBER 2011

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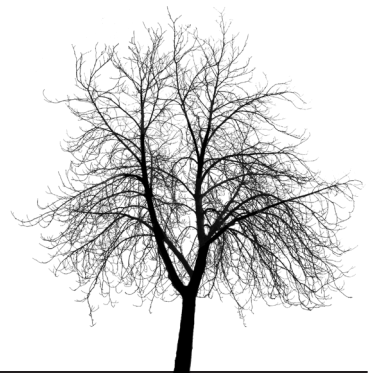
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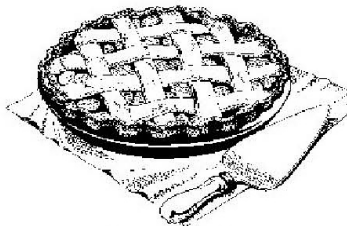


Have you colored your
Other Avenues logo
sheet? Grab one at the
register and we'll hang
up your work of art!



Locally made, organic, sweet and savory

PIE.



*visit our website for seasonal offerings,
locations and delivery*

ThreeBabesBakeshop.com

WHO WE ARE

Other Avenues is a worker-owned cooperative, currently run by twenty-four 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.