

2012 is the International Year of the Cooperative!

OTHER AVE-NEWS

Other Avenues Food Store Cooperative
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NEWSLETTER

Fall 2012



37— A Modest Proposal

by Colin Peden

If Proposition 37 passes on November 6th, it will “create and enforce the fundamental right of the people of California to be fully informed about whether the food they purchase and eat is genetically engineered and not misbranded as natural so that they can choose for themselves whether to purchase and eat such foods.” There is tremendous industry opposition to this proposition, with \$35,000,000 donated to the “No on 37” campaign. Monsanto Company is the largest donor opposing Prop 37, with over \$7.1 million coming from this agribusiness alone. Other Avenues heartily endorses a yes vote on Prop 37 because we feel that proper food labeling is critical, as it is currently difficult for consumers to make informed decisions in a sea of duplicitous and greenwashed advertisements.

Genetically Modified Organisms (GMOs) are organisms that have DNA altered using genetic engineering techniques. When organisms have DNA from different species inserted into their own, they are called transgenic organisms, and may produce proteins and exhibit

traits from very evolutionarily dissimilar organisms. In the case of agricultural GMOs, the most common traits conferred are resistance to insect damage, resistance to viral infections, and herbicide tolerance. Most GM crops are commodity crops such as corn

and soybeans, and reach the market as highly processed food ingredients, or are used in livestock feed and dog food.

Many countries (at least 40) have laws mandating the disclosure of food containing GMO ingredients, but currently no federal or Cali-



Many, if not most, genetically engineered crops are designed to survive heavy application of herbicides such as bromoxynil or glyphosate. Since these genetically engineered crops are conferred higher resistance to these herbicides, farmers can spray greater amounts of these chemicals without concern for crop yield reduction. Despite this, herbicide resistance spreads among the weeds. Since naturally occurring weeds have greater genetic diversity than monocultured inbred GMO crops, they rapidly develop resistance

GMOs: Corporate Charlatans Versus Organic Heroes



*This handy chart shows companies on both sides of the debate.
(courtesy Cornucopia Institute)*

through normal genetic assortment and selection for herbicide resistant traits. In extreme cases, weedy relatives of GMO crops may receive herbicide resistance via pollen from the GMO crops. The results are higher doses of herbicides that are toxic to farmers and field-workers, and weeds that will gain resistance

to these herbicides either due to selection or, in some cases, pollen from GMO crops conferring GMO traits.

What doesn't Prop 37 do? Prop 37 doesn't address the legality of genetically engineered crops in industrial agriculture. It doesn't make restaurants or other food facilities advertise whether or not they are using genetically engineered ingredients. It doesn't apply to alcoholic beverages, nor does it apply to animals that have been fed or injected with genetically engineered feed or drugs produced through genetic engineering.

What does Prop 37 do? Starting July 1st, 2014, any food offered for retail sale in California that is partially or entirely produced with GMO products will be labeled "Genetically Engineered" if it is a raw agricultural commodity (think corn or soybeans), or with the words "Partially Produced with Genetic Engineering" or "May be Partially Produced with Genetic Engineering" for any processed foods that contain genetically engineered ingredients. Additionally, these foods will be prohibited from using the words "natural," "naturally made," "naturally grown," "all natural," or any similar phrases on its label.

Monsanto is trying very hard to squash Prop 37, as they sell farmers GMO seeds and herbicides to spray GMO crops with. Dupont, DOW, Bayer, BASF, Pepsico, Nestle, Coca-Cola, Conagra, and Syngenta have all joined Monsanto with contributions of over \$1 million apiece to fund the "No on 37" campaign. Since genetically modified ingredients are currently unregulated, they are now found in up

to 70 percent of food on supermarket shelves nationwide. Most of the financial support for opposition to Prop 37 comes from pesticide, chemical, and biotechnology firms. Financial support in favor of Prop 37 is much smaller, coming primarily from farm owners, doctors and nonprofits.

Other Avenues is working to ensure that our buyers and our customers are able to make informed and ethical decisions when purchasing our food. We feel that voting yes on Prop 37 will help you and us know what is in our food, know more about the environmental impact of that food production, and allow Californians to have the choice to avoid purchasing food that could hurt the state's organic farmers and damage the organic food industry. We should all have the choice to be able to avoid purchasing food that can lead to such environmental harm. Furthermore, by prohibiting manufacturers from labeling food with GMO products as "natural" on their packaging, it will be easier for consumers to make shopping decisions that are healthier for them (many foods containing high fructose corn syrup would quickly have to change their ingredients or add the label) and for the environment.

Please consider voting yes on California Prop 37 on November 6th's ballot election. If you have any additional questions please feel free to ask worker-owner Colin Peden. In another part of his life he was a published doctoral student in evolutionary genetics, and holds an M.S. in biology from The University of Oregon.

OA Goes to Oregon

A TRAVEL DISPATCH FROM THE NORTH

story and photos by
Nicole Gluckstern

center to coast, I visited several of Oregon's finest food artisans, whose products Other Avenues has been proud to carry over the years. From Rogue Creamery in Central Point to Ninkasi Brewery in Eugene to Bob's Red Mill in Milwaukie, my Oregon adventure was as delicious as it was diversified.

A transplant from a land where summer means sunshine, I get a little antsy in San Francisco once the June/July fog settles in, and I usually try to head out of town for a while to get my

There's not much to do in Central Point, Oregon, a small, nondescript town outside of Medford. But one thing in its favor is that it is home to Rogue Creamery, makers of some of the best blues (cheeses that is) in America, if not the world. An unassuming outpost on the side of a country highway, Rogue Creamery's well-stocked tasting room and gourmet retail outlet nonetheless makes it an ideal spot to



Rogue Creamery

recommended seasonal dose of vitamin D. This year I headed up to Oregon, not the most exotic of locales perhaps, but one which offers about everything I wanted in a destination—camping, hot springs, festivals and micro-brews. And, bizarrely enough, even sunshine. Summer at last!

As nice as it was to get away from the food biz for awhile, I discovered my inner grocer still needed to be fed, (literally!) and as I made my way from south to north,



stock up on picnic fixings and snackables. Rogue's award-winning cheeses are made from 100% certified sustainable milk, and are big favorites here at Other Avenues. Grab a hunk of Oregonzola sometime soon to find out why.

Ninkasi Brewery, appropriately named for the Sumerian Goddess of intoxicating beverages, is a relatively new addition to the shelves of Other Avenues. (Not entirely surprising, as their business is only a few years old.) But what Ninkasi may lack in



years it more than makes up for in craft, and its signature Total Domination IPA dominates the Oregon market just as Russian River's Pliny the Elder does here. The brewery boasts a tasting room and a cozy beer garden in Eugene's historic Whiteaker neighborhood, and curious passersby are able to peer through a series of transparent panels into the inner sanctum of the brew vats en route to Blair Alley, the nearby vintage arcade, making it a great destination spot for Eugene visitors and locals alike. If you can't afford to travel to Eugene, consider picking up a Total Domination (or three) for a tasty little staycation instead.

Finally, I made pilgrimage to Milwaukie, Oregon, nestled just outside of Portland, home to the legendary grinder of grains—Bob's Red Mill. Founded in 1978 by Bob Moore, rebuilt in 1988 after arson destroyed the original mill, Bob's empire of whole grains has grown to over 400 products (including a dedicated gluten-free line), many of which we carry here at Other Avenues. Best of all, from our perspective, in 2010 Bob gifted the shares of his booming enterprise to his 209 employees, turning it into an employee-owned business (though he himself still puts in his own hours at the age of 83).



A café open to the public runs out of the charming, red barn retail store, and Bob still eats his breakfast there every morning. (In fact, he was there when I was, holding gracious court over waffles.) The sight of an Other Avenues-sized retail outlet filled almost exclusively with a mind-boggling array of Bob's Red Mill products was actually one of the highlights of my jaunt up north, proving perhaps that you can take the grocer out of the grocery store, but you can't take the grocery store out of the grocer.

Let's Celebrate Autumn with the Bounty of Hard Squash

by Shanta Sacharoff

There is no better way to celebrate the autumn season than with the bounty of hard squash. During this season, there are many types of hard squash available such as acorn, butternut, kabocha, turban and pumpkin. Hard squash, also known as autumn or winter squash, has been documented by some food historians as the first wild plant ever cultivated by humans some 10,000 years ago. Food historians claim primitive people first tried to grow squash by randomly burying seeds when they planned a long journey, hoping that they would find edible fruit upon their return.

Folklore points to native people in Guatemala and Mexico burying hard squash with the dead to provide them with food for their final journey. Natives also grew the plants for their seeds, they believed that their seeds increased fertility. In fact, the first squashes were full of seeds and less flavorful. As squash evolved, they produced thicker skins, fewer seeds and sweeter, more edible flesh. Through mixed pollination, squash became difficult to differentiate botanically.

When Native Americans started to cultivate squash, they did so to harvest "three sisters" (squash, corn and beans) interdependently. The corn supported the bean stalks, the bean stalks provided shade and the squash helped to keep the weeds down and the ground moist.

Winter squash has a hard skin for easy storage. This makes squash a perfect winter food as it has abundant calories and other nutrients necessary for the cool autumn months. They are also suitable for a vegetarian or vegan menu as they contain good complex carbohydrates, a substantial amount of protein and lots of vitamin A.

The simplest way to bake any hard squash is to cut it in half, remove the strings and seeds, sprinkle the surface with oil, and place the halves face-down on a baking pan lined with water. Once the squash is baked, scoop the pulp out of the skin and eat as is, or add the mashed pulp to soup or stew.



1 small or 1/2 medium butternut squash (to yield three cups of chunks)
2-3 red potatoes or Yukon Gold potatoes (to yield 2 cups of chunks)
1 teaspoon garam masala (see instructions below for fresh garam masala)
6 medium or 4 large tomatoes, boiled for a few minutes, then peeled and chopped to yield about 4 cups (canned tomatoes can be substituted)
4 tablespoons olive oil
1 medium onion, chopped
4 cloves minced garlic
1 teaspoon each turmeric, coriander and cumin powder
Scant 1/2 teaspoon cayenne powder
1 tablespoon finely grated fresh ginger
2 teaspoon salt
1/2 cup green bell pepper or Anaheim pepper, chopped
1/2 cup water
Fresh cilantro for garnish

Butternut Squash Curry with Spicy Tomato Sauce

Cut the potatoes and cover with water in a saucepan. Boil until the skins loosen and are partially cooked, but still quite firm. Drain and peel the potatoes, and cut into bite size chunks, then set aside.

Cut the squash into three or four large pieces with a serrated knife. Remove seeds and strings from inside. Steam the squash pieces in a vegetable steamer for approximately 10 minutes, until the skins loosen but the flesh is still firm. Cool, peel and cut into large bite-size pieces. Don't overcook the squash or potatoes at this stage, or they will dissolve into the sauce.

If you choose to prepare fresh garam masala, combine 1 cinnamon stick, 1 teaspoon cardamom seeds and 4 whole cloves using a mortar and pestle or a spice mill. This recipe uses 1 teaspoon only, so the leftover garam

masala can be stored for future use.

Heat the olive oil in a saucepan over medium heat and add the chopped onion. Stir-fry for a few minutes until the onions are translucent. Add the garlic and sauté for one minute. Add the tomatoes and cook for five minutes, breaking up any lumps. Add garam masala, cumin, coriander, turmeric powder, ginger, cayenne and salt. Simmer for 10 minutes, stirring frequently.

Add potato, squash and bell pepper to the sauce and mix thoroughly. Cover, lower the heat and cook for 10 more minutes. Then uncover and stir in once cup of water. Cover and let the curry cook for another five minutes, or until the squash and potatoes are fully cooked. Sprinkle with chopped cilantro and serve this colorful curry with flat bread such as chapatis or tortillas, or with brown rice.

Vegan Pumpkin Pie

Here is a vegan, heart friendly pumpkin pie that does not use any dairy or animal products.
(An alternate, non-vegan version follows this recipe.)

For the pie crust, combine the flour, vegan butter, ice water and salt in a food processor. If mixing the dough by hand, cut the butter into the flour with a pastry cutter or two knives, then add the water and salt and mix until the dough forms. Do not overwork the dough. Gather the dough into a ball and freeze for 10 minutes. Roll the dough into a 10" round disc and set it in a 9" pie plate. Cover the crust and refrigerate while preparing the filling.

Cut the pumpkin in half, remove the seeds and place the pumpkin halves in a vegetable steamer with cut sides facing down. Steam for 15 minutes, or until very soft.

Peel the cooked pumpkin and cut into chunks. Puree using a food processor or blender, or mash with a fork. Add all other ingredients and mix well. Pour the filling into the crust. Bake for 45 minutes or until the filling settles and doesn't jiggle when you gently move the pan. Cool to room temperature or refrigerate until ready to serve.



For the single pie crust:

1 cup unbleached white flour
4 tablespoons chilled vegan butter
3 tablespoons ice water
¼ teaspoon salt

For the filling:

1 small pie pumpkin
1 cup creamy soy milk
½ cup soft tofu
2/3 cup sugar
1 teaspoon salt
1/8 teaspoon ground nutmeg
A few pinches of ground cloves

Non-Vegan Version

Substitute 1 ½ cups condensed milk for the soy milk and tofu (also known as evaporated milk) or heavy cream, whipped with one egg.

Home for the Holidays With Local Gifts and Sundries



No matter what your personal stance is on the winter holiday season, it's certainly hard to avoid it altogether. At Other Avenues we're happy to indulge the gifting instinct with a wide selection of locally-made items for folks of all ages. Proud parents have surely noticed the exciting additions in toys for tots sourced by Luke and Shanta this past year, such as Green Toys, a line of interactive, eco-friendly toys from Mill Valley made of recycled, BPA and Phthalate-free plastic, from sturdy, colorful dump trucks to beach and garden-worthy pails and shovels. Under the Nile—based in San Jose—offers an adorable, totally organic line of comfy cotton baby clothes and stuffed toys that are hard to resist. Check out the plush vegetables! Our cuter than cute packets of Glob paints are made in Berkeley from botanically-sourced materials including beets, turmeric, annatto and chlorophyll. We also love the awesome stacking blocks from the Golden Gate Conservancy, made of sturdy, recycled cardboard and printed with colorful pictures of animals, lighthouses and a giant redwood tree. (Check out the adult gifts from Golden Gate as well, including attractive bags, and Kleen Kanteen-style water bottles.)



FluffyCo t-shirts and wall hangings are another local addition we're proud to have on our shelves. All of their products are U.S.-made and locally screen printed with water-based inks and striking images: raptors in flight, leaping dolphins, moon phases, mix tapes, and bicycles on onesies, tees and sweatshirts. We're carrying the latest designs from Upper Playground as well, and worker-favorite infinity scarves from LA-based "salvage-wear" company Yellow 108. You'll definitely want to



have a look at our line of wildcrafted Juniper Ridge sage and smudge sticks, Douglas Fir incense, aromaticsweetgrass braids, room sprays, soaps, and even tins of teas (found in the grocery section). And make sure to check out the shelf of books by local authors and grab a Slingshot dayplanner or calendar from the Long Haul Infoshop in Berkeley on your way out. Volunteer-created and sourced, these are dayplanners for people who don't use dayplanners, with an intuitive layout and an

intriguing emphasis on radical politics and alternative histories. Truly the perfect gift for the holiday-averse! And for the rest of us, well, there's all of the above.—N. Gluckstern

Other Avenues Book Nook

by Nicole
Gluckstern

Faithful followers of the Other Avenues Book Nook know that we've been featuring books about coops this year to celebrate the official "International Year of Cooperatives." For this issue we decided to feature cooperative author, our very own Michael Steinberg, who's worked in coops for many years (including Other Avenues), and has been writing and self-publishing books since the early 1980s. From memoirs to novels to exposés, Michael's books are all drawn from his life experiences as an activist, traveler, and unwavering proponent of social justice. *Otherwise Occupied*, a new addition to our shelves, is no exception.

OA: *Otherwise Occupied* is your eleventh book, so what was your first book?

Michael Steinberg: *I Work the Tenderloin*. (Interviewer note: we also carry this San Francisco class-war classic!)

OA: And when did that come out?

MS: In 1983. I had been writing for a good while before that and I talked to a friend of mine about it. I thought there were a lot of stories in the experiences I'd had (working as a housing activist in the Tenderloin), and that maybe I'd write a short story. She said, "I think it should be more like a book." I was living in San Diego then, and working the graveyard shift at a copy

place, so I knew where I could get it printed, and that's what I ended up doing. The story deals with the housing crisis in San Francisco, and one aspect of it was my work with people in residential hotels who were facing eviction by developers. At the time I was involved with it in the early 80s it was almost like a war zone because there were so many hotels "under siege" so to speak, and so many evictions.

OA: And what had you been writing beforehand?

MS: I started out writing poetry. I was inspired by Solzhenitsyn, he was a role model for me in that I saw what the power of writing could do to bring about social change. Then I started writing short stories and did that for quite awhile. Around the time when I wrote *I Work the Tenderloin* I'd been reading a lot of the old classic noir detective stories. Raymond Chandler. Dashiell Hammett. So I took that

style of the hard-boiled fiction and applied it to the story about the Tenderloin, except instead of a detective being the narrator, it was the tenant organizer. But it was done in that style, a day-in-the-life of the organizer with flashbacks in it to flesh out the story with what was going on in the community, and hard-hitting dialogue, and all that kind of stuff. So I had a lot of fun with it, and was able to get out a lot of the things I had been feeling about the experience.



Michael Steinberg:
The man, the myth, the legend

OA: I've known you for about three years and in that time you've published at least three books. How long does it take you to write a book?

MS: It depends on what I'm writing. For instance, *Otherwise Occupied* I actually started last November, because I was fascinated by the whole Occupy thing. In the story, the main character travels to different Occupies, and the whole national repression against it that sprung up is sort of reflected in (the book). (Interviewer note: it took less than nine months for Michael to complete this book.)

OA: And what's next for Michael Steinberg and Black Rain Press?

MS: Well, right now I'm just in the phase of trying to get the book out for the people of San Francisco most of all. I've got it in a few stores, including Other Avenues. The fact that Other Avenues devotes space very prominently for local writers is really something I appreciate. In November I'll be going back to New Orleans for the book fair there, and that'll be the first place outside of San Francisco where I'll get to show it to people, so I'm looking forward to that.

WHO WOULDN'T LIKE A LITTLE BIT OF HOT LUNCH?

I won't lie—along with getting to see friends, customers and coworkers, playing music on the stereo at Other Avenues is one of my favorite parts of cashiering. It gives me the opportunity to meet some of the many gifted musicians who live in the Outer Sunset and shop at OA. Coming through these doors every week are jazz musicians, folk singers, classical performers, hip-hop artists, punk rockers, ukelele players and electronic music composers, and some even work here!

I'd like to highlight a local band, Hot Lunch, that I was introduced to talking music with self-effacing lead guitarist Aaron Nudelman here at OA. We had discussed music a half dozen times before he even mentioned that he played in a band. Several months later I walked into work to find a bright yellow 7" single emblazoned with what can only be described as a "Killer Smile" waiting for me. The band released this single on German Who Can You Trust? Records. The two tracks on

this vinyl 45 only have a combined playing time of around six minutes, and they careen wildly between acid-drenched psych rock, classic rock, and early metal, with a little of the get-it-done-and-get-it-over-with sensibility of the punk rocker in there to boot. If MC5 were fighting Motörhead and Grand Funk Railroad for control of a single song, it might sound a little bit like this. In but a few brief minutes there's frenetic soloing, call and response singing, breakdowns, and hooks that sink deep enough that they could haul a leviathan from the depths up onto Ocean Beach.

The band's upcoming full length album will be released on tape cassette and vinyl, so dust off your turntables and tape decks and get ready to dig in! I'm going to try to get a few copies of the band's single for the store to sell. If you'd like to hear the songs on the single, they can be found online at <http://soundcloud.com/whocanyoutrustrecords/sets/hot-lunch-killer-smile/>.

a record review
by Colin Peden

Department Highlights

Dairy: Delicious Siggi's Icelandic-style strained skyr yogurt comes in small compostable containers

Vitamins: Vitamica vitamins and herbal health for women; Wish Garden herbal tincture formulas; Host Defense organic mushroom supplements formulated by Paul Stamets

Housewares: Holiday baking tools and kitchenwares are here; Look for our exciting new magazine selection!

Bread: Napa Cakes Panforte loaves, an Italian dessert cake that dates back to 13th century Tuscany; Bread SRSly, a local, gluten-free sourdough delivered by bicycle

Coffee: Brew at home with our French presses, Rooster coffee bean grinders and Amiganién stovetop espresso makers

Grab 'n Go: Primavera stone-ground hand-made organic tortillas; Dips for holiday parties are here! Try Casa Sanchez roasted salsa, salsa organica and guacamole

Beer/Wine: Domaine Juliette Avril 2009 Chateaufort-du-Pape, a decadent red; Angostura aromatic bitters are here (Old Fashioned, anyone?); Try Underberg digestif for a post-holiday meal digestive aid; Dogfish Head Tweak 'ale is a gluten-free sorghum beer

Herbs: Exciting new herbs include Ceylon cinnamon sticks, tandoori and adobo seasoning blends, smoked black pepper, jalapeño flakes and astragalus

Chocolate: Poco Dolce cranberry and pumpkin seed tiles enrobed in bittersweet chocolate; holiday truffles from NeoCocoa and Coracao; Bean-to-bar artisan Dandelion Chocolate fresh from San Francisco

Body Care: Alaffia cocoa butter body cream and neem shampoo and conditioner from a fair trade, women-run production in Togo

Frozen: Udi's gluten-free pizza crusts are here! Alden's Organic ice cream in 1.5 quart tubs; Field Roast Celebration Roasts for meat-free holiday feasts

Bulk: Garbanzo bean flour now organic, continually local; Nana Joe's Market Blend granola, with hints of vanilla and strawberry; Local 'Om Grown raw granola and Regional Blend trail mix from Hummingbird

Grocery: Raw Super Cookies from Living Intentions; Stir the Soul raw cacao and raw hot chocolate mix from Gnosis Chocolate; Two choices of Earth's Best baby formula, one iron-fortified

Beverages: Try new Spindrift sodas or Taylor's Tonics holiday flavor four-packs; House brand cold-brewed coffee is perfectly balanced and delicious!

Cheese: Cowgirl Creamery's winter seasonal cheese, Chimney Rock, is encrusted with exotic dried mushrooms; Try spruce bark-wrapped Harbison from Vermont or earthy Rush Creek Reserve from Wisconsin; Dancing Fern is an award-winning Reblochon-style organic cheese from Tennessee

Say NO to flu this winter!

While homeopathy is not commonly known for preventative care, it does offer an effective treatment to prevent the flu. The homeopathic remedy Influenzinum, made from a flu vaccine every year, helps build resistance to flu viruses. Influenzinum has been used effectively and safely for over 150 years.

Because homeopathic remedies are extremely diluted, the risk of falling ill as a result of using the Influenzinum homeopathic remedy is virtually nonexistent. That's one important advantage over a flu shot. You can take Influenzinum even if you have already received a flu shot. Influenzinum 9C is available at Other Avenues in the homeopathic supplement section. (9C represents the dosage amount in homeopathic terminology.)

If you already have developed cold or flu symptoms, consult a classical homeopath for a more specific treatment of your exact symptoms. To find a board certified classical homeopath in your area check <http://www.homeopathicdirectory.com>.

May you enjoy a healthy winter full of rest,
wise eating and relaxation.



Varda Wilensky is a board certified classical homeopath at Noe Integrative Health with 12 years of experience, specializing in treating chronic conditions from allergies to sleeplessness and many other issues. Look for her workshops at Other Avenues. For more information check www.vardahome.com or call 415.585.1940.

WHO WE ARE

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

Comments? Concerns? Questions?

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for more details.