

OTHER AVE-NEWS

Holiday Edition

Other Avenues is a worker-owned, cooperatively-run food store.
3930 Judah Street, San Francisco, CA 94122 • 415.661.7475 • www.otheravenues.coop

A Short History of Judah Street Businesses by shanta sacharoff

Perched near the extreme west end of the city, many Judah Beach businesses have come and gone in the last few decades. But some have survived and even thrived. In the early 1970s, Other Avenues Food Store opened on Judah Street and 46th Avenue, with a volunteer staff. Back then, rent in the Outer Sunset was affordable. In addition to half a dozen restaurants and a few coffee shops, the community successfully supported a family-owned five and dime store, a trophy shop and a collectively-run movie theatre with a café that showed independent and foreign films. The adverse effects of Reaganomics did not help small businesses. One by one, many small businesses went under in the late 1970s and '80s. A few Judah Beach businesses continued the struggle and managed to survive throughout the '90s and '00s.

Several years ago, a few active businesses like Java Beach Café, Corner Cup and Other Avenues organized the community to challenge Starbucks in opening a storefront on the corner of 45th and

Judah. Community residents and business owners were concerned not only about traffic congestion at the corner, but with draining money out of the local economy and away from independent businesses. Activists gathered 4000 signatures to petition against the coffee chain, and convinced the Planning Commission to deny Starbucks' application. In place of Starbucks, an independently-owned juice bar opened on the corner. In the next few years other independent small businesses such as Trouble Coffee, Mango Medley, Outerlands restaurant and Mollusk Surf Shop opened.

The work life of a small business owner is not easy, as the economy continues to be unpredictable. However, a combination of dedicated staff and community support has kept businesses sustainable. The new businesses bring people from all over San Francisco to the neighborhood, where long-standing businesses keep the community anchored in its historical roots.



Holiday Hours

Christmas Day, 9 a.m. to 2 p.m.
New Year's Day, 12 noon to 9 p.m.
9 a.m. to 9 p.m. all other days

holiday potluck by shanta sacharoff

When I first came to this country from India, the idea of a potluck dinner invitation sounded very unappealing and rude. Why would I want to cook if I am going there for dinner? What is the point? However, after planning and catering many dinner parties, I have come to enjoy hosting and being a guest at potlucks. If planned properly, it can be a creative and cooperative venture. Potlucks can reduce the stress for the hosts, who may be busy cleaning the dining space. Once, I attended a wedding where the couple asked the guests to bring assigned entrees at the reception in lieu of gifts. It turned out better than some catered parties I have attended.

The key word is planning. If the meal is planned with a theme, and each guest brings something specific, the dinner will be a success. Here is an example of a potluck meal for a winter holiday dinner for eight where I assign six guests to bring the following: appetizers and dip; salad with dressing; a main entrée such as a casserole, curry or stew; another main dish to complement the entrée; a grain-based side dish such as a rice pilaf, risotto or polenta, and a vegetable dish such as broccoli or green beans with sauce. The hosts can make a vegan, gluten free stuffing, which I've provided a recipe for below:

vegan and gluten-free stuffing

1 loaf of cornbread (recipe below)
½ cup cashew pieces
One cup of water
4 tablespoons safflower, corn or canola oil
1 onion, chopped into fine pieces (about one cup)
2 poblano or anaheim peppers
3 celery stalks, sliced (about one cup)

1/3 cup parsley, finely chopped
½ teaspoon each fresh thyme, oregano and marjoram, minced fine
¼ cup pumpkin seeds, toasted until fragrant
1 teaspoon salt
Up to one cup of water as needed

mango/coconut cornbread

½ cup garbanzo flour
2 teaspoons baking powder
1 ½ cups cornmeal (Bob's Red Mill cornmeal for a gluten-free version)
¼ teaspoon salt
¼ cup canola, corn or safflower seed oil

1 ¼ cups mango pulp (from specialty food stores, or make your own from a very ripe mango)
½ cup thick coconut milk (not cream)
3 tablespoons sugar, honey or maple syrup (optional)

First make the cornbread. Sift garbanzo flour with baking powder. Mix well. Add cornmeal and salt and stir thoroughly. In a separate bowl, combine the wet ingredients. Add the optional sweetener. Whisk thoroughly and add to the dry ingredients. Stir the batter briefly and pour it into an oiled 9 to 10-inch wide iron skillet or a pie plate. Bake at 375 degrees for thirty minutes, or until it turns golden, and a toothpick inserted comes out clean. Set the cornbread aside.

Heat the oven to 350 degrees. Soak the cashews pieces in one cup of water for thirty minutes while cooking the vegetables. Heat four tablespoons of oil in a skillet and sauté the onion until translucent. Add the pepper and stir-fry for five minutes. Add celery, parsley and herbs and continue to stir for several minutes until all vegetables are limp and juicy. Set them aside.

After soaking the cashew pieces, make the “milk” by blending the cashews and water in a blender or food processor until milky. Set aside.

In a large mixing bowl, tear the cornbread into small pieces and some smaller crumbs. Add the sautéed vegetables and pumpkin seeds and toss well. Add the cashew liquid and mix well. Add more water starting with one-half cup, tossing and mixing until the mixture seems very moist and starts to cling to the spoon, but still lumpy and wet. Oil a 9 by 9-inch casserole dish, two bread loaf pans or a large baking dish. Spread the mixture evenly. Bake for 30 to 40 minutes, until the top is golden.

Preparing for the Cold & Flu Season

When it's time to change the clocks, put on warmer socks and another layer of clothes, it's also time to prepare our bodies for cold and flu season. This season of increases our level of stress and anxiety, weakening our immune system. It's the time when colds and the flu spread through families, schools and workplaces.

An important strategy for “getting the jump” on infections is to have two or three remedies on hand at home. Waiting a day or two until you have time to shop could be the difference between a few days' annoyance and two or more weeks' struggle with a variety of symptoms. Believe your body's messages: If you are feeling less energetic, are experiencing seasonal stress, and/or noticing irritation in your throat or sinuses, then begin immediately to build up your immune system. Remember, your hormonal and immune systems are connected. Give your body the basic support of plenty of fluids and extra rest. Getting more sleep is often a forgotten remedy! Take immune-building remedies before sleeping to maximize their activity.

We have quite a few favorite products that have withstood the test of time with our customers:

- Boiron Cold Calm, Sinusalia, Oscilloccinum & Chestal Cough Syrup
- Planetary Herbals Old Indian Syrup – Adult & Kids' Formulas
- Traditional Medicinals Throat Coat & Herba Tussin teas
- Homemade tea – Sliced ginger, lemon, honey & a small amount of cayenne powder
- Herb Pharm Tinctures, esp. Immune Tonic & Children's Winter Health *
- Honey Gardens Elderberry and Wild Cherry Syrups
- Zand Organic Throat Spray
- Wellness Formulas – tabs, spray & drops *
- Gaia Black Elderberry Syrup
- Dr. Shen's Yin Chiao
- MegaFood Adrenal Strength
- Gaia Stress Response
- NatraBio Sinus Nasal Spray
- NatraBio Defense Plus
- Rainbow Light Get Well Soon
- Hyland's Sniffles & Sneezes for Kids
- New Chapter Life Shield Immunity
- MegaFood Immune Strength
- Neti pots

* Seasonal sale items

List compiled by Kathryn Saussy and Barb Reusch

department highlights

gifts Juniper Ridge wild-crafted incense in sage, mugwort, cedar, and piñon; Ecosystem stationary made from 100% recycled materials and U.S.-made; Local Liberty Graphics t-shirts and organic cotton Other Avenues tees!

cheese Cream and the Crop artisanal American-made cheeses: Lamborn Bloomers, Pirate Blue, Organic Bent River Camembert, and Galen's Good Old

beer and wine Locally brewed, seasonal Anchor Steam Christmas beer; Organic JK's Scrumpy and Solstice hard cider; Symphony brand German Riesling from Rheinhessen

non-food If you haven't tried out a Java Log, now's the time! They're made from recycled coffee grounds and are perfect for the Sunset!

grocery Delicious family-made dressings and vinegar from Kozlowski Farms; Cueillette Descours cooked French chestnuts, perfect for stuffings and sides; Socola Chocolate gift boxes: locally-made enrobed truffles in exotic flavors

OA's own Shanta's been making her holiday chutneys since before some of us were born, and this is the only place you can get them; Master fermenter Colin Peden has spearheaded this year's batch of OA's Own sauerkraut, and it's pretty darn good; Chewy, vegan donut holes are still our number one OA's Own sweet treat (See what the SF Weekly has been raving about for years!)

bread Hyper-local sweet treats: Bubala's Rugelach and pies, pies, pies; Udi's GF cinnamon rolls 4-pack; Delicious Indian Life Foods naan bread

herbs Look for the blue tag— these are our seasonal wellness herb selections!

— **vitamins** ACCORD—a mood food—with mangosteen and elderberry: Natural stress relief for the holidays, three ounces for \$3.99 (find it at the front counter); Three new products from Reserveage: Organic resveratrol, 250 & 500 mg, Viralaurin Immune with resveratrol will help balance your body for optimal health, and Active Ubiquinol CoQ10 with resveratrol is essential for people over the age of 40

— **chocolate** Bring home some local treats for the holidays! There are almost too many options here: Clarine's Florentines, Sweet Revolution caramels, Socola truffles, Claire's Squares and Poco Dolce tiles and bars

— **dairy** Egnog galore! Strauss and Clover organic, plus smooth Silk Nog for vegans; New organic butters: Clover and Sierra Nevada, plus adorable McClelland's refillable crocks all available now; Tofurky Feasts and Celebration Field Roasts are here!

— **produce** Fuyu and hachiya persimmons have a limited season, so grab some while you still can; Beautiful rainbow carrots are as tasty as they are attractive; Organic garnet sweets are the best holiday sweet potatoes ever; Spice things up with fresh sage and holiday mix herbs

— **body care** Dr Hauschka's skincare line is the highest-quality product for all skin types; Locally-made Co-soap comes to us from a new soap-making worker-owned cooperative; Juniper Ridge soaps are deliciously scented with the same wild-crafted plants as their incense (see Gifts)

— **bulk** Italian-style double "oo" flour for pizza and pasta-making; Organic pink beans, lovely to look at, lovelier to eat!; Other Avenues EXCLUSIVE BLEND North Coast brand FOG BELT coffee