

OTHER AVE-NEWS



Other Avenues Food Store Cooperative
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NEWSLETTER *Spring 2010*

A New Perspective

by Ryan Bieber

Hello everyone, and welcome to the spring edition of the *Other Ave-News*. We hope it finds you in good spirits and appreciating the beautiful days instead of the other way around.

I recently had the opportunity to show my parents, who had never been to the coast, our fair city, and it was refreshing to see San Francisco from the perspective of those who have never seen it. It reminded me of my own introduction to the city and the drastic change it represented from the Midwest in all the scenery, people and food. While I'm rightfully proud of these things, what gave me the most pleasure was showing them our store.

I had spoken to them about our little store before, but after seeing it they had many more questions about, and appreciation for, coops in general, and our store specifically. They were amazed that our entire produce section was organic. I loved filling them in on what I know, and I love being part of a larger, and



*Hold your hands to this page
for warmth. Thanks, Javalog!*

growing, movement of coops worldwide.

It is an exciting coincidence that this year's USFWC (U.S. Federation of Worker Cooperatives) conference will be held in Berkeley from August 6th through 9th. The conference will undoubtedly highlight the increased attention on democratic workplaces paid in more mainstream media such as Michael Moore's recent movie *Capitalism: A Love Story*, and how we can get this message to an even larger audience. It will also focus more attention on our local cooperative collective, NoBAWC (Network of Bay Area Cooperatives), which has similar goals on a smaller scale.

In this edition of the *Ave-News* we offer many tasty morsels for your mind. In conjunction with the aforementioned USFWC conference, we analyze the partnership of the United Steelworkers with Mondragon, the largest system of worker-owned businesses in the world. Just below, there is a discussion with our ace

wine buyer Brennan about how changes in the economic climate are resulting in more budget options from South America. We also review *Cheesemonger*, a great new book by our friend and local author Gordon Edgar, in addition to an in-depth comparison of our two of our staff's favorite peanut butters. Shanta con-

tributes some lovely recipes to impress your friends on Cinco de Mayo. Keep in mind that she is a published cookbook author—if your meals aren't perfect initially, keep trying!

So stay healthy, happy reading, and enjoy springtime in a marvelous city—and don't forget to bring in your parents!

OTHER AVENUES

SUPPLIES FOR
SUSTAINABLE LIVING

South America is the new Bordeaux

by Tina Rodia

Our esteemed wine buyer Brennan is noticing a new trend in wine imports. On a nearly weekly basis, wine reps are coming to Other Avenues eager to sell highly affordable, remarkable organic wines from South America. While France and Italy have historically predominated the wine import industry, economic trends across the globe, including a strong euro to the dollar and a global recession, have made way for a new stream of affordable South American imports. The export of wine from Chile to California, for example, creates a markedly smaller carbon footprint than that of the jour-

ney from France to California, resulting in cheaper shipping costs and lower retail prices. While our favorite Bordeaux may grow to become a more indulgent purchase, wine consumers need not sacrifice taste and quality for economy.



South American wines are not new on the market, but they were once considered unique to

their respective regions. Today, the styles South America are known for are becoming predominant varieties in the wine market, including Malbec, Barbera (originally an Italian grape from Piedmont, but with a huge presence in South American wines), and Torrontes. Tempranillo, traditionally a Spanish grape, is present in increasing numbers of South American blends. Cabernet is also largely represented, and a surprising number of Chardonnays are coming from the region. Similar to New Zealand Chardonnay, South American Chardonnay has qualities similar to Sauvignon Blanc in that

South America *continued from page 2*

they are drier, more “mineral.” Wine makers in South America are not as focused on oaking their Chardonnay, although this is also global trend, as stainless steel Chardonnay is growing in popularity throughout the world. The French remain steadfast in their traditionally oaky Chardonnay. Torrontes, another white wine, is coming in heavily from South America, and is characteristically a dry white but with a lot of tropical fruitiness.

Three years ago, Brennan held firm to his belief that a shopper should expect to spend \$12 to \$15 for a good bottle of organic wine. With the influx of South American wines of such high quality, and just in time for our recession, Brennan can con-

fidently offer shoppers a fine bottle of wine at prices between \$6 and \$10. But he does qualify that explanation a bit. Due to the price point, a lovely 2 Copas wine for \$6, (a red blend of Malbec and Tempranillo, or a white blend of Sauvignon Blanc, Chenin Blanc and Torrontes),



some South American options

or the always consistent Pircas Negras wines for \$10 are excellent choices for food wines, or, arguably, daily wines. It will be

hard to find a South American wine on our shelves that exceeds \$13, but if you want more complexity and delicate flavors, a wine for special occasions or to impress serious oenophiles, do consider a French or California wine in the \$17 to \$19 range. Elizabeth Rose, a Napa Valley Pinot Noir for \$19, offers outstanding depth and complexity. Le Rouge de la Garreile, a biodynamic Cabernet Franc, also \$19, is harvested from a vineyard that used to belong to Cardinal Richelieu. It's an exquisite French Cabernet that is classically indulgent, the way we remember French wines before economy turned our palate to our southern neighbors.

Why is Other Avenues Closed on May 1st?

May Day commemorates, among other things, International Worker's Day, and the chosen date stems from a very specific labor battle: a general strike in Chicago in support of an eight-hour workday. The strike began on May 1st, 1886, and culminated in an act of violence when a pipe bomb was thrown into a rally at Haymarket Square on May 4th. In the ensuing riot, a dozen people were killed. Four

anarchist activists were tried and executed. Workers all over the world still observe May 1st as a day of remembrance and empowerment. As workers, we celebrate this “worker's holiday” by taking the day off of work, and remain grateful to the Haymarket martyrs for helping to highlight the need for worker's rights, and the viability of the eight-hour work day. (NG)

THE NEW FACE OF COOPERATIVES

by Tina Rodia

In researching coops and Mondragon and United Steelworkers, I found this line written in an article by the director of the U.S. Federation of Worker Cooperatives, an organization we are actively involved in: “Most people think of coops as the hippie-dippy grocery store that sells organic goods.” Upon reading this, I cringed. Considering our roots (the Bay Area itself, our growth from an organization of food buying clubs and our involvement in both the organic and non-GMO industries), Other Avenues is hardly the face of the cooperative of the future. Rather, we are the face of persistence and a rich history. So then, what is the face of the cooperative of the future? Surprisingly, there may be many, and they once were the face of American unions and manufacturing. There are more than 29,000 cooperatives presently in the U.S., including credit unions, corporate firms and local businesses. And, most recently, the United Steelworkers (USW). In October 2009, the U.S.’s largest industrial trade union announced its collaboration with Mondragon Cooperative Corporation.

Mondragon Cooperative Corporation (MCC) in the Basque country of northern Spain is the world’s largest system of worker-owned businesses. Mondragon’s 256 companies (with over 100 global businesses) employ nearly 100,000 people in four areas: finance, industry, retail and education. Formed in 1956 by Father Jose Maria Arizmendi (whom our local cooperative bakery is named after), MCC started as a technical school, credit union and a small shop that produced paraffin heaters. Both its growth and health as a cooperative business corporation is impressive, and MCC survived a Spanish economic recession in the 1980s without laying off any workers.

“Most people think of coops as the hippie-dippy grocery store that sells organic goods.”

My understanding of Mondragon’s mission is two part, one is “one person, one vote” and their commitment to their cooperative structure, the other is their commitment to business excellence. While it is wholeheartedly committed to developing highly participative democratic businesses, the

quality of its cooperative businesses and services is as integral to its success as its structure. I like to think that Other Avenues operates under this two-fold mission.

Mondragon’s “one worker, one vote” business model creates actual democratic worker control of the workplace, as opposed to Employee Stock Ownership Programs, or ESOPs, which are primarily financial structures. For the USW, Mondragon will work with small businesses in steel industry sectors to buy out current owners who are interested in selling. The USW is also researching cooperative financial institutions like banks and credit unions to bring into the fold for initial buy-in loans. The new business model will modify Mondragon’s existing structure by organizing worker-owners into trade unions, establishing a hybrid environment of traditional unionization where workers will reach agreements between themselves as workers, but also with the management team that they will create.

The possibility of USW setting a trend in cooperative job development throughout the U.S. may not seem merely visionary, but potentially vi-

The New Face of Cooperatives *continued from page 4*

able. It wouldn't be difficult to find shuttered manufacturing and industrial businesses. Since 2007, 40,000 manufacturing facilities in the U.S. have closed. The possibility of a new wave of green manufacturing (wind-mills, solar cells, etc.) owned by workers and financed by local credit unions is not crazy talk. Wealth concentration combined with a 10% unemployment rate (and crumbling investment banks) means that the majority of Americans recognize a need for a shift in economic stimulation, as well as the very structure of those businesses that grease the cogs of our economic wheel. In the U.S., cooperatives are arguably a tiny cog in the greater economic wheel, but nevertheless they provide more

than 2 million jobs in energy, child care, food distribution, insurance, health care, agriculture, telecommunications, etc. Coops bring equality to decision making in the workplace, but from a healthy economic standpoint, cooperatives localize resource sharing to the community and those involved.



an unprecedented merger?

The alliance between USW and Mondragon is making coops visible in mainstream business, but that visibility will only

increase globally. The United Nations has declared that 2012 will be the Year of the Cooperative. Much like the Year of Microcredit in 2005, the UN's declaration will heighten the international visibility of coops in the same way it did microcredit. The UN already recognizes the strength of cooperatives in credit unions, banking, agriculture, rural electric production and dairy farms. Perhaps it is not unrealistic to see coops flourishing across the U.S. by 2012 in areas of industry that historically had traditional business structures. Whatever the face of the new coop will be in 2012 and beyond, it is exciting to be a part of this global community, despite being a "hippie-dippy grocery store!"

UPCOMING EVENTS AT OTHER AVENUES

April 18th: Homeopathy Workshop with Varda Wilensky
in the Other Avenues meeting room. Get well, naturally!

May 13th: UCSF Earth Fest and Bike to Work Day
featuring many cool green vendors, including us!

July 11th: Help Other Avenues clean Ocean Beach. We supply the coffee, snacks, and cleaning gear, and you supply the rest!



Varda Wilensky

Recipes for Cinco de Mayo

by Shanta Sacharoff

Cinco de Mayo (May 5th) is a regional holiday in Mexico, primarily celebrated in the state of Puebla to commemorate the historical day of May 5th, 1862, when an unexpected Mexican militia won the Battle of Puebla over a better-equipped and bigger French army, which had not been defeated for 50 years. The day also signified the solidarity of the Mexicans with other Americans for sovereignty: Since that day, no American country has been invaded from another continent. Cinco de Mayo is

often confused with Mexican Independence Day, a more important national holiday, which is celebrated on September 16th.

Cinco de Mayo has been observed in the United States as a celebration of Mexico's heritage and pride, much the same way as St. Patrick's Day. In the Bay Area it is celebrated with a parade, music, dancing and food.

Mexican cuisine has a rich history with vast regional variety. Indigenous Mexi-

can cooking is influenced by Spanish, French, South American and even African cuisine. Today, Mexican cooking has its distinctive identity but the fusion continues. Mexican cuisine became popular in the United States, with easy-to-make burritos and tacos. Although not quite as authentic, a lot of Americanized Mexican dishes are elegant but simple for parties. They are nutritious, vegetarian-friendly and even easy to incorporate into a gluten-free menu.

Vegetarian Fajitas

(makes 8-10 servings)

Vegetarian fajitas are a misnomer. "Fajitas," meaning a skirt or belt of steak, were a Tex-Mex invention to cook leftover beef. Later, fajitas have evolved into any food cooked with Mexican spices and served in a warm, folded tortilla.

15 to 18 flour tortillas (substitute with corn tortillas for a gluten-free menu)

Marinade:

Juice of 2 limes
1 tablespoon red wine vinegar
1 teaspoon ground cumin
1 teaspoon salt
1 teaspoon Mexican chili powder
2-3 cloves of garlic, minced
2-3 tablespoons freshly minced cilantro

Filling:

1 20 oz. package of firm tofu, cut into small cubes
2 or 3 zucchini or yellow summer squash cut into small cubes
1 cup corn kernels, fresh from a cob or frozen and thawed
2-3 tablespoons of olive or safflower or canola oil
1 red onion, chopped finely
1 red bell and 1 green bell pepper cut into small pieces

Preheat oven to 250 degrees.

Cinco de Mayo recipes *continued from page 6*

Mix all the ingredients for the marinade, tofu and squash pieces, and allow them to soak for 30 minutes. Wrap the tortillas in aluminum foil, making a few small batches, and place in the oven. Keep them wrapped in a warm cloth to prevent from hardening.

Heat the oil and sauté the onion for five minutes. Add the peppers and fry for three minutes. Add the tofu, zucchini, and corn, and cook for ten minutes, until the squash is cooked but still al dente. Spread ½ cup of the filling in the middle of each tortilla and fold it over to serve. Pass a bowl of freshly made salsa and guacamole for garnish.

Variation: Use 3 cups of shitake mushrooms cut into strips in place of tofu.

Guacamole

(makes 8-10 servings)

¼ cup minced cilantro (or less)
¼ cup minced onion
1-2 jalapeno peppers, minced after removing seeds and inner veins
2 large avocados
Juice of 1 lime or lemon
½ teaspoon salt



Mince the first three ingredients using a knife or a food processor. Cut open the avocados lengthwise. Remove and discard pits, reserving one. Mash the avocados and add to the minced ingredients. If using a food processor, add avocado pieces after processing the other vegetables. Add lime or lemon juice and salt. Mash into a fine puree and transfer to a bowl. Place the pit in the center, this will keep the guacamole from discoloring. Serve guacamole right away or cover and refrigerate.

Variation: Add a finely chopped tomato or two tomatillos to the minced vegetables.

Salsa

(feeds 8-10)

3 cups finely chopped ripe tomatoes	4 cloves of minced garlic
2-3 jalapeno or serrano peppers, minced after removing most seeds and veins	¼ cup (more or less) minced cilantro leaves
½ cup minced white or red onion	Juice of 2-3 limes (¼ to 1/3 cup)
	Salt to taste (about 1 teaspoon)

Mix all ingredients thoroughly and keep salsa chilled if not using right away.

Variations: (1) Use Mexican green tomatoes (tomatillos) to create a tangy salsa verde.

(2) Use dried Mexican chilies after roasting and blending them in a food processor with some water and oil, in place of jalapeno peppers.

(3) Broil the tomatoes or tomatillos on a baking sheet in the oven until blistered. Cool and discard the broiled skin.

Puree in a processor or a blender with cilantro, chilies, onion, salt and lime juice. The cooked salsa keeps longer than the raw salsa.

Tostaditas with leafy greens and black beans

8 dry corn tortillas (if they are moist, lay them out in a single layer at room temperature to dry)

Oil to fill up a skillet $\frac{1}{4}$ to $\frac{1}{2}$ inch deep

$\frac{1}{3}$ cup minced onion

12 cloves minced garlic

1 minced jalapeno or serrano peppers (remove seeds and inner veins)

2 tablespoons chopped cilantro

2 cups chopped leafy greens such as spinach or chard

2 cups cooked black beans (freshly cooked or canned after draining the liquid)

A few teaspoons of grated Monterey Jack or Mexican cheese (optional)

A few tablespoons of freshly made salsa (recipe above) for a garnish

Cut each tortilla into 4 triangular pieces and deep fry them in very hot oil. Do not overcrowd the skillet. Turn the pieces quickly and frequently, pushing them with a fork to cook them evenly until they are somewhat golden but not too crisp. Drain them on paper towels and transfer to a serving platter in a single layer.



Using 2 tablespoons of oil, stir-fry the onion, garlic and minced chilli pepper for five minutes. Add cilantro and the chopped leafy greens and cook them until they are wilted, for about 3 minutes. Add the drained beans and stir-fry the ingredients for several minutes while mashing the beans with a wooden spoon or a potato masher. Spread a heaping spoonful of the beans in the center of each tortilla piece, and top it with a spoonful of salsa and some cheese.

Other Avenues is Famous!

Er...at least someone on the Internet really likes us. Tamara Palmer, of the SF Weekly foodie blog, recently spotlighted our own Veronica Voss (pictured with giant donut holes) for her newest creation, the vegan “chocolate mini luv cups no. 9,” which Palmer describes as “vegan magic.” She also refers to Veronica as a vegan sorceress, which we will neither confirm nor deny.

This is actually the second time Palmer has focussed on OA’s Own. Back in May, Palmer suggested that “It’s a mystery just how almonds, coconut, dates, vanilla extract, coconut oil, agave, and spices are able to magically



donut holes are not actual size

combine in the kitchen... to make a vegan, raw take on a donut hole that works so well.” Whether or not you belief in magic, give OA’s Own a shot today! (RB)

OTHER AVE-NEWS' PEANUT BUTTER SMACKDOWN

*In Praise of
Peanut Butter* a heartfelt editorial
by Nicole Gluckstern
and Ryan Bieber

“I can tell you’re American,” a German itinerant said to me once on a park bench in Munich, “because you’re eating peanut butter.” And though I’ve traveled enough since to know peanut butter is eaten in plenty of other places—Southeast Asia and West Africa, for example—it’s true that there’s something quintessentially “American” about the peanut butter sandwich in a way that very few foods are, at least not the wholesome ones we like to champion here at Other Avenues (Twinkies are



not food, after all). But not all peanut butters are the same, and not every peanut butter connoisseur agrees on what makes a peanut butter “good.” So, just for fun, myself and Ryan decided to present our personally researched, taste-tested opinions on the matter with an informal peanut butter faceoff between our personal faves: Sweet Ella’s and Once Again. We hope you’ll enjoy the results, at least as much as we enjoy our peanut butter! (NG)

SWEET ELLA’S ORGANIC PEANUT BUTTER



When I sit down with a jar of peanut butter, it’s the taste of peanuts I’m after, and in this regard Sweet Ella’s triumphs. For 85 years, the Koeze family in Grand Rapids, Michigan has been crafting their gourmet, small batch, all-natural peanut butters using just two ingredients—dark-roasted Virginia peanuts and “a pinch of salt.” Their organic line, Sweet Ella’s, debuted last year, and its pure, toasty-peanut flavor takes me back to the self-ground, health food store peanut butter of my youth, while its remarkably even, non-oily consistency makes it much more user-friendly. For me, versatility is key, and I find this peanut butter to be the perfect companion for a crisp apple wedge, filling for a decadent sandwich, or even the rich nutty base for one of those savory sauces I learned to cook while on the road. Incidentally, we’re one of the first retailers in San Francisco to stock this neat treat, so you can totally say you were one of the first to join the not-so-secret society of Sweet Ella’s lovers if you get it from us. (NG)

ONCE AGAIN ORGANIC PEANUT BUTTER



The most striking aspect of Once Again’s creamy peanut butter, other than the butter itself, is the curious image on the label. Why Once Again, a cooperatively run (!) company in Nunda, NY, chose a raccoon as their mascot is hardly relevant (it turns out a raccoon lived under the building they took over). What’s more important are the connotations of associating a notoriously sneaky animal that steals a lot of its food with your product. Of course, you’ll say, raccoons *would* love peanut butter—but Once Again insists that not only do raccoons love their product, they prefer it to all other brands. Perhaps the raccoons also secretly discuss whether Once Again is better paired with a cameo or a pink lady apple.

I would be remiss if I didn’t use this opportunity to speak about the product itself, which is my favorite peanut butter on the shelf. There is a slight grittiness to the texture that sets it apart from the other options, and while nut butter purists may scoff, Once Again adds the tiniest bit of sugar to their peanut butters. Once again: preferred by raccoons...and humans! (RB)

Department Highlights

Dairy: Check out the prebiotic, fiber-enhanced goodness of Butterfi, sweet cream butter from Washington state; Parma vegan parmesan in convenient shakers; local, raw Café Gratitude “ice cream” pints in our freezer section; Café Gratitude “I am Alive” raw kim chee in our deli cooler

Produce: It’s springtime for asparagus! Check out our special deals on this seasonal favorite—and get the hollandaise ready; fresh green garlic from Riverdog in Yolo county

Grocery: See our new RAW food section, just across from the cheese cooler; raw, organic Manuka honey on the sweeteners shelf nearby (New Zealand manuka has a reputation for being one of the most effective “medicinal” honeys on earth. It tastes good too!)

Bulk: Totally awesome truRoots sprouted green lentils, can be enjoyed raw or cooked; Taylor Maid Flores Mangari, a single-origin coffee from Indonesia; introducing another favorite local roaster—Philz coffee in bags

OA’s Own: OA’s Own raw, handmade muesli available in our bulk section; a returning favorite, the white bean hummus, is a hit! Check out the SF Weekly food blog for a great write-up on our amazing vegan love cups!

Cheese: Holy cow! Snap up a chunk of our Bleu d’Auvergne, a piquant French blue, nicely paired with a strong beer or a robust red; Marin Farms sliced cheeses for your sandwich convenience and pimento-stuffed green olives for your next antipasto plate

Bread: Try some savory scones from Santa Cruz; in the cooler, all-natural, Icebox Bakery slice-and-bake cookie dough made with organic, cage-free eggs and rBGH-free butter—yum!

Beer/Wine: If you haven’t had a Flanders-style red ale yet, you should try the Duchesse de Bourgogne from Vichte, Belgium—sour, fruity, yeasty, and really quite remarkable at \$5.99 a bottle; you can balance out that big-ticket cost with a bottle of 2 Copas blended table wines from Argentina, also just \$5.99

Herbs: Exotic honeybush tea, calming passionflower; medicinal wunderkind milk thistle; delicately-scented lemon myrtle

Vitamins: Herb Pharm passionflower, 1 oz. tincture, good as a sleep-enhancer; anti-allergy remedies from Bioallers and Heel; longtime favorite Jason Winters tea, a helpful cleansing tea for degenerative diseases—20% off!

Non-Foods: People are raving about Taylor’s Chai Cola and our new Dry sodas in wintry juniper berry and warming rhubarb flavors; bird feeders made with recycled plastics, bike accessories, and our cool new organic seed rack!



Body Care: New John Masters Organics facial care line and hair care—luxurious, effective and clean! Free of parabens, preservatives and other stuff your skin and hair don't need to look lovely

Gifts: Organic cotton kids clothes in bold colors from Happy Green Bee; Other Avenues' very own t-shirts—sport your neighborhood pride all over town! Look for *Cheesemonger: a Life on the Wedge*, by Gordon Edgar (reviewed on this very page)

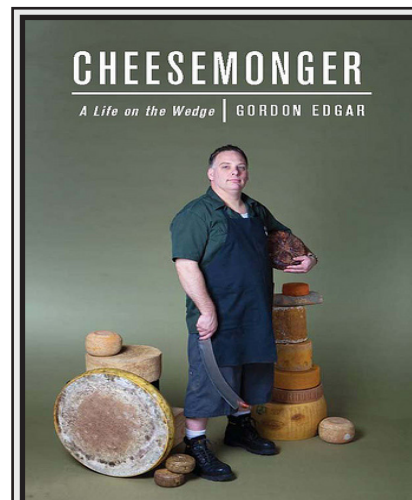


The Other Avenues Bookshelf

by Nicole Gluckstern

Cheesemonger: A Life on the Wedge by Gordon Edgar (Chelsea Green, 2010)

How is cheese like punk rock? Maybe it's that to the uninitiated, both can seem pretty intimidating, even off-putting. But with a little patience, and an open mind, either can be perfectly accessible. Like Gordon "Zola" Edgar, the head of the cheese department at fellow worker-owned cooperative Rainbow Grocery, I'm lucky to have an affinity for both, but unlike Edgar, I don't actually get to spend my days elbow-deep in cheese wheels, tasting every possible combination of milks, pasture grasses, coagulants, secondary cultures, and salt. But that's the role of a cheesemonger, and how Edgar came to acquire that exalted title is but one of the subjects of his intriguing memoir/cheese guide: *Cheesemonger: A Life on the Wedge*. Salty like a Bulgarian feta, but smoothly satisfying like a buttery triple-cream from Normandy, *Cheesemonger* is best when it lingers on the flavors and particular uses of cheese, though the punk rock anecdotes are amusing, as are the "on the job" moments with clueless reps, high-maintenance customers, and fellow cheese-workers.



Normally, we do not recommend trusting men with large knives.

But it's the plainspoken, matter-of-fact demystification of cheese that reads best—along with Edgar's contention that love of cheese (or any other high-quality food) doesn't have to smack of elitism and how food knowledge can be a unifier, instead of a classist barrier.

WHO WE ARE

Other Avenues is a worker-owned cooperative, democratically owned and currently run by eighteen worker members and six part-time workers 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?

Call our manager-
just kidding!

Want to advertise
with us?

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Thanks for reading!



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