

OTHER AVE-NEWS



Other Avenues Food Store Cooperative
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NEWSLETTER *Spring 2011*

Extreme Makeover!

By Tina Rodia

What a difference a splash of color makes! In the days preceding our exciting interior painting project, customers have been noticing that things look different, and we couldn't be happier. On Martin Luther King, Jr. Day, one of the two holidays Other Avenues closes its doors for the day, several dedicated owners and one hard-working painting crew gave our walls a much needed and exceedingly long-overdue new look. Being a collective that makes its decisions using a full consensus model, the owners of Other Avenues made the wise move to, for once, let a professional make an executive decision. One of our favorite customers is a talented color consultant (www.nankornfeld.com), and with a small team of store-improvement delegates, she expertly mapped out the gorgeous color spread. Thank you so much, Nan! It would have taken us weeks, if not months, to come to color-consensus!

While our lovely colors are arguably the most exciting development, we are revamping other areas of our retail footprint, putting our heads together to make the best, most logical and efficient use of our limited space. Displays are shifting, shelves are moving, and we are consolidating products, all for the benefit of our customers' shopping ease.



This does not do justice to the shinyness of our store.

We want Other Avenues to be an easy and enjoyable place to shop, and are spending much time and energy to create a more user-friendly retail footprint. We hope the changes are as positive to you as they are to us.

Somewhat the bright colors and kinetic energy helps ward off the blues that set in during the cold and rainy season. As I write this, the days have been warmer, the sky blue and the sun shining. But I know that the cold and rain, predicted to arrive again next week, will make the bicycle commute, which the majority of us workers make, that much more grueling, cold and soggy. In the ten-plus years I have come into the store ready to start another workday, I am hard-pressed to remember

ever feeling so much love and pride for our little world we have created as I did on January 18th. (And the paint job was still a work-in-progress then!) It's not just the colors, which are truly stunning, that are so inspiring, but what they represent. We own our building, we love our work, and everyone on board has the same desire for our store to reflect to our community the love and care we put into our business. Other Avenues is not just our workplace and our livelihood, but our love and pride. It is fitting then, feeling so celebratory in this edition of Other Ave-News, that our resident writer Nicole Gluckstern elaborately details the

origins and traditions of Carnival around the globe. One of our newest workers, Colin Peden, educates us on how to be more cultured. And to help nurture the love and pride the workers at Other Avenues are feeling, Shanta offers edibles and tidbits for keeping our hearts healthy. Never has a rainy season felt so celebratory! Oh, and if you are a brave bicyclist who is unstoppable in the face of rain and cold, and if you happen to hold a Bicycle Coalition membership, you are entitled to a 5% discount at Other Avenues when you bicycle to our store. Your soaking wet galoshes will feel right at home.



UPCOMING EVENTS: SPRING 2011

March 19 (Saturday), 2:00 to 4:00 Vision Improvement Workshop with Meir Schneider **FREE!**

March 27 (Sunday), 2:00 to 4:00 Discover herbal remedies for spring allergies with Joshua Muscat, herbalist **FREE!**

April 10 (Sunday), 10:00 to 4:00 Find the Other Avenues Cafe at the Anarchist Book Fair at the Hall of Flowers in Golden Gate Park

April 10 (Sunday), 11:00 to 3:00 We're busy that day! We're also going to be at Sunday Streets on the Great Highway. If you haven't been, it's a wonderful opportunity to reimagine street use.

For more information, check out our website under Events, or look for our Facebook and Twitter posts.

Pagans to Papists;

Carnival Traditions Around the World

by Nicole Gluckstern

San Franciscans historically march to the beat of a different tambour, so it comes as no surprise to note that even our annual Carnival celebration occurs perversely in May, while pretty much everywhere else in the world Carnival is a traditional blowout celebration marking the beginning of Lent, and the season of late-winter austerity. Of course like all the best parties, Carnival has its origins in pagan tradition, dating all the way back to an ancient Greek celebration devoted to the satirical charms and pastoral protections of Pan, which may itself have been borrowed from even more ancient Egyptian ritual. But though the tradition of celebrating the last week before Lent spread around the world via the Christian calendar, the way it is celebrated is staunchly localized and infinitely varied.

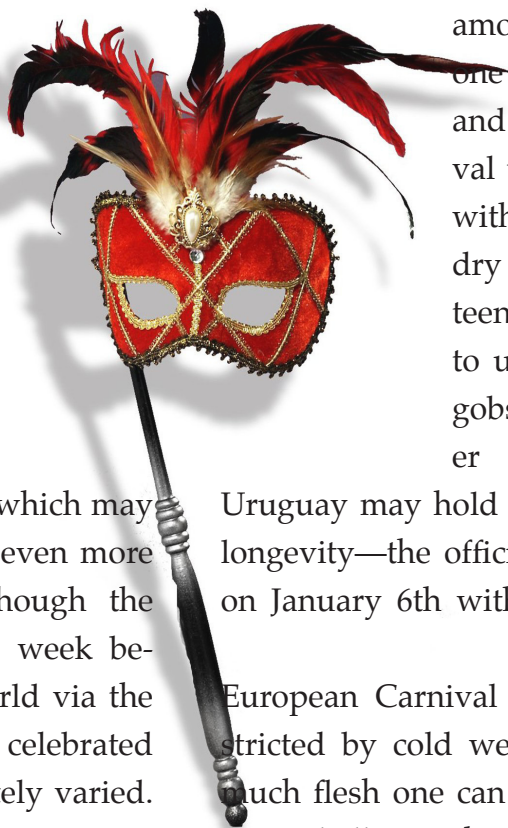
In South America, of course, it is Brazil that holds the title of Queen of the Carnival, as hordes of local and visiting celebrants throng the streets and beaches of Rio, Sao Paulo and Bahia de Salvador. Especially conducive to the celebratory spirit is the fact that February is summertime south of the equator, which helps explain the iconic flimsy attire strut-

ted proudly by the parade-float Rainhas. Less gaudy, but no less fascinating, are the Carnival traditions from neighboring countries, particularly Peru, where I once spent an entire month dodging water balloons.

(Free-for-all water fights among total strangers are one of Peru's most visible and endearing pre-Carnival traditions.) Not content with the wimpy, quick-to-dry water splashes, playful teens are especially prone to using cans of paint and gobs of mud on each other instead. Surprisingly,

Uruguay may hold the record for Carnival longevity—the official festivities beginning on January 6th with an Epiphany parade.

European Carnival may be somewhat restricted by cold weather in terms of how much flesh one can flaunt, and how many water balloons thrown, but they are conducted with no less abandon. All across Germany, Fasching (or Fastnacht) is celebrated with parades, jelly donuts and expressive Jester's masks. Though the official German Carnival season begins on November 11th at 11:11 a.m., the main festivities take place the week before Ash Wednesday, with the largest celebrations typically held on the Mon-



day of the week, or Rosenmontag. In Basel, just over the Swiss border, the Fastnacht celebrations actually commence on the Monday after Ash Wednesday—and at four a.m.! Of the southern Europeans, Venetians are probably the best-known Carnivalians. The distinctive glass and leather masks of Venice have been created for centuries, and not just as party garb. Masks in Venice also served as a method for preserving public anonymity throughout the year, especially at political functions and elections. The freedom of anonymity allowed Carnival celebrants the ability to mingle outside of their social strata. Even priests were said to don masks to dance in the streets without fear of censure. The British (and by extension the Antipodeans, Canadians, Irish, and East Coasters in the U.S.) refer to the day before Ash Wednesday as Shrove, or Fat Tuesday, and traditionally eat pancakes.

Though Christianity has found strongholds throughout the African continent, as has Islam, animist traditions are still honored and recognized, particularly in the West African country of Benin, sandwiched between Nigeria and Togo. In fact, Benin may well boast the only government in the world which actively supports its animist religion, Vodun. In Benin, it's not uncommon to be invited into a home with Christian crucifixes on the kitchen wall, and shrines to popular Vodun spirits such as Legba out in the front yard. It's good, one such smiling host informed me, to be open to all spiritual possibilities. Carnival

in the Americas is relished by practicing adherents of Vodun and its New World spinoffs such as Candomble, as it is a festival of excess for both the flesh and the spirit. Such excess is recognized by practitioners as a periodic human need.

Aspects of the Yoruban tradition of Egungun dancing are also found in Carnival traditions across the Americas. In Benin, as in all of the major Carnivals of the Americas, the main celebration takes place on the streets for the public to take part, while families hold smaller celebrations in their courtyards before or after the main affair. Elaborately costumed dancers channel the spirits of the dead and offer onlookers absolution and advice for the coming year, as parades of celebrants chanting and pounding drums trail in their wake. Feathers, sequins, bits of mirror and glass, and ropes of beads are as familiar to the elaborate costumes of the Egungun dancers as they are to New World carnival revelers. The painted faces, grass skirts, feathered head-dresses, and vibrant street show of the New Orleans parade might seem like a pander to an uncomfortable stereotype, but can actually be traced straight back to the Yoruban culture of costumed dance as well.

Whether you choose to spend your Fat Tuesday (this year on March 8th) eating pancakes or dancing in the streets, take a moment to remember you are taking part in more than just a quirky Western festivity, but a global tradition. Now let's party!

Heart Healthy Recipes

by Shanta Sacharoff

San Francisco is chilly and wet during the winter and early spring. This weather calls for substantial, satisfying and warming meals. However, it is important to balance these meals with healthy ingredients that are not filled with empty calories and “bad” fats, which can lead to heart-related health hazards.

The month of February is recognized as “American Heart Month” to raise public awareness of the battle against heart disease, which is now the nation’s number one killer. The factors that contribute to heart disease can be classified as internal and external risk factors. Family history of heart disease and genetics are some of the internal risk factors, and a sedentary lifestyle, emotional stress, smoking and a diet rich in saturated fat, cholesterol and refined food are considered external risk factors. The genetically-linked factors are difficult to control, but external factors such as lifestyle and diet can be modified. Although heart disease tends to progress in later stages of life, young people need to educate themselves regarding a heart-healthy diet and lifestyle. A focus on stress management, regular exercise and a healthy diet are important factors to keep your heart healthy and happy.



One common form of heart disease in the United States is arteriosclerosis, in which the arteries are hardened partially due to high levels of bad cholesterol called low-density lipoproteins, or LDLs. A person’s

LDL level is greatly influenced by diet, although other factors affect its elevation. Saturated fat and dietary cholesterol found in animal fat and trans-fatty acids raise LDLs, while antioxidant properties of whole grains, vege-

tables and fruit, seeds and their oils reduce LDL levels. Current nutritional research indicates that most vegans (who refrain from eating animal products) have lower LDL levels than meat eaters. Vegetarians who consume too much dairy may be unaware that a meatless diet can be unhealthy if it is high in saturated fat and refined food.

FIND US ON THE WEB!

www.otheravenues.coop

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



Here is a simple menu for a meal using many ingredients for a healthy heart.

Spicy Beet Soup with Carrots and Leafy Greens



2 medium or 3 small beets, cubed (1 ½ to 2 cups)

2 carrots, cubed (1 ½ cups to 2 cups)

6 cups of water, plus one cup

1 cup firm tofu, cut into small cubes

1 teaspoon salt

1 tablespoon olive oil

½ cup finely chopped onion

2 to 3 cloves of minced garlic

1 tablespoon shredded ginger

1 to 1 ½ cups finely chopped hearty leafy greens such as collard greens or kale

A few pinches of cayenne pepper or freshly ground black pepper

A few sprigs of parsley or cilantro for garnish

First, scrub the beets clean to remove dirt. Peel the beets and chop the peels into small pieces. Place the peels in a small pot with one cup of water and boil for a few minutes. Strain and re-serve this beet juice, it will be added later to the soup to brighten the color.

Boil 6 cups of water in a large pot. Add the beet cubes and salt. Simmer the mixture for thirty minutes. Add the carrots and cook for 10 minutes. Add the tofu and salt. Continue to simmer the soup.

In a separate skillet, sauté the onion for two minute and then add the garlic. Add the ginger and the greens to the mixture and stir-fry together for a few minutes. Add this mixture to the pot of soup, and add the reserved beet juice. For additional zing, add cayenne or black pepper. Garnish with parsley or cilantro. Serve with bread, or Three Grain Pilaf.

Three Grain Pilaf

1 cup short grain brown rice

½ cup millet

½ cup quinoa

4 cups water

3 teaspoons oil

½ teaspoon salt

½ cup chopped cashews or almonds

½ cup dried cranberries or other dried berries

Rinse and drain the grains separately. Set them aside. Boil the water in a stock pot with one teaspoon of oil and salt. Add the rice and allow the mixture to boil again. Stir in the rice, reduce the heat to moderate, cover the pot and simmer for 30 minutes. Uncover and add the millet and quinoa. Cover and cook the grains for an additional 20 minutes, then check to see if all grains are soft. Keep covered for about 15 minutes to absorb any remaining water.

Heat the remaining oil in a skillet and stir fry the nuts and berries for five minutes until they are fragrant. Sprinkle on top of the cooked grains.

Baby Spinach and Carrot Salad with Orange Juice and Flax Seed Oil Dressing



4 cups spinach, rinsed and drained
1 grated carrot
For the dressing:
3 tablespoons flax seed oil
3 tablespoons olive oil
2 tablespoons freshly squeezed blood orange or bottled pomegranate juice
1 tablespoon freshly squeezed orange juice or lime juice (depending on your taste preference)
2 to 3 cloves minced garlic
½ teaspoon salt or to taste
Freshly ground pepper to taste
½ teaspoon freshly minced herbs such as basil, oregano and parsley

Soak the spinach in cold water for a few minutes. Then rinse and drain completely using a salad spinner. Set the spinach in a salad bowl and add the grated carrots.

Combine the dressing ingredients in a jar and shake vigorously. Add the desired amount of dressing right before serving the salad. Refrigerate the rest of the dressing.

A Heart-Healthy Food Primer

- All fresh fruit, particularly citrus fruit, berries and pomegranates
- Leafy green vegetables such as spinach, chard, collard greens and parsley
- Whole grains such as brown rice, bran and other food with soluble fibers
- Beans and lentils (also daals)
- Food containing healthy fats such as avocados, nuts, seeds and olives
- Polyunsaturated fats such as olive oil, sesame seed oil and sunflower seed oil
- Oils rich in omega-3 fatty acids such as unrefined flax seed oil and hemp seed oil

EAT ME!

**USE
SPARINGLY!**

- Deep-fried food
- Eggs, red meat, cream, cheese, butter and ice cream
- Saturated fat from milk, eggs and most meat
- Avoid trans-fats, found in many snacks and margarine
- Refined sugar (including soda) and refined grains (such as white flour and white rice)

TOWARDS A MORE “CULTURED” KITCHEN

by Colin Peden

It can be quite jarring to look around one's kitchen with the 20th century view of all microorganisms as “germs” (almost always pathogenic), and then realize that many of our most venerable and commonplace foodstuffs have been predigested, fermented, pickled or altered in some way by microorganisms that either occurred naturally in or on those items, or that we inoculated intentionally with said microorganisms.

Without inoculating a wort with yeast, you only have a strong malted barley tea that will spoil within days. Raw unpasteurized milk left out will turn to clabber, a close relative of more familiar yogurts and cheeses. Organically produced vegetables can be salted in a brine of their own making and preserved for many months through the action of the bacteria naturally present in and on their tissues. There are a host of fairly simple preservation methods, ancient in origin, that depend on the microbial processing of our food in order to alter and preserve them. Without teeming teams of microorganisms, say farewell to leavened bread, cheese, beer, wine, or tasty kosher brined pickles. Bid farewell, also, to more esoteric (to our palates) dishes such as gravlax, natto, poi, chicha, kombucha, kvass or kefir.

Home food fermentation can range from extremely simple to very complex: One easy way to start is with a couple of heads of cabbage,

some kosher salt, a few caraway seeds and a crock. Shred the cabbage, salt it liberally, add caraway seeds, and press the mixture over the course of a few hours to overnight to create a brine from the cabbage's juices. Then weight the mixture with a press so that the shredded cabbage is held underneath its own brine. Over the course of weeks, this mixture will become tasty sauerkraut, and the usefulness of the cabbage can be greatly extended.



Apple cider vinegar is first fermented by yeasts from apple juice to hard cider and then converted by *Acetobacteria* to vinegar. A sublime San Francisco sourdough culture can sit on a kitchen counter in the Outer Sunset over the course of many months, fed nothing but water and flour, accumulating

a vivarium-worthy species assemblage of bacteria and yeasts that can make (with more than a little assistance from the baker) a delicious loaf of bread. A complex artisanal blue cheese requires the joint action of a handful of bacterial species, as well as a few fungal species under carefully controlled temperature and humidity, to reach completion.

Our human experience with microbial bioengineering predates by hundreds of generations our knowledge of DNA, gene theory, the cell concept, microbial diversity, and even Leeuwenhook's microscope. By simply making a sourdough starter and baking with it, we are

reaching back to some of the oldest of human technology, and forward to the frontiers of our knowledge of microbial ecology. Those microbes are doing extraordinarily complex things to alter our food, and we are still learning how that works. Home fermentation can start with some-



thing as simple as making your first sauerkraut, or the desire to make your own batch of homebrewed beer. I recommend sourdough starting, yogurt making, kombucha brewing and kefir making as great ways to start your own “microbial cooking.”

RESOURCES FOR FERMENTATION

Available at OA!

- 1) Katz, Sandor Ellix. *Wild Fermentation: the flavor, nutrition, and craft of live-culture foods* White River Junction: Chelsea Green, 2003
- 2) Fallon, Sally, with Mary G. Enig. *Nourishing Traditions: The Cookbook That Challenges Politically Correct Nutrition and the Diet Dictocrats* (2nd Edition) Washington, D.C.: New Trends Publishing, 1999
- 3) Our yogurt starter by Yogourmet
- 4) Our kombucha starter—The Kombucha Starter Kit Company offers 3 flavors in black, jasmine green, and pear ginger black
- 5) Did we mention that Colin leads workshops on making kombucha and kefir? This is a fantastic opportunity to learn more about this fascinating, delicious subject from someone who is truly passionate about it. Check out our website or facebook or twitter for the next workshop date!

OA IS FAMOUS!

Check out the Winter edition of *edible SF*, featuring an interview with our very own Chris Julian, as well as other Outer Sunset business owners as they discuss their favorite things in the neighborhood. This magazine is filled with great ideas and pretty photography—check it out!



Department Highlights

Dairy: Duck eggs from Salmon Creek Ranch: "Duck eggs are the new chicken!"

Produce: Citrus season is in full swing—the tangerines are especially (almost impossibly) sweet, and blood oranges and cara cara navel are worker favorites

Grocery: In the spirit of Carnaval and Mardi Gras, try Dirty Chips potato chips from New Orleans; Happy Pho brown rice noodles from Star Anise Foods, gluten-free from a local vendor; Papalote Salsa from San Francisco's Mission District; make your own kombucha with Oregon Kombucha Starter Kits

OA's Own: New dessert treats on the OA's Own menu include vegan frosting and Mini Love Cups; Perky Parm is a new cheese alternative; white bean hummus with thyme, mushroom pate and vegan Herb Spread are great for sandwiches and snacks

Cheese: Pepato peppercorn sheep cheese from Bellwether Farms in Sonoma; Wagonwheel from Cowgirl Creamery, a young Fontina-style cheese made with Straus organic milk, and Devil's Gulch, a double-cream cheese with red pepper flakes

Bulk: From the Fields organic and gluten-free granola with honey and lavender—made in Marin; new 18 Rabbits granola Veritas flavor, a blend of hazelnut, walnut, flax and cacao nibs

Bread: New gluten-free bread from Udi's Bakery: cinnamon raisin bread, pizza crusts and bagels

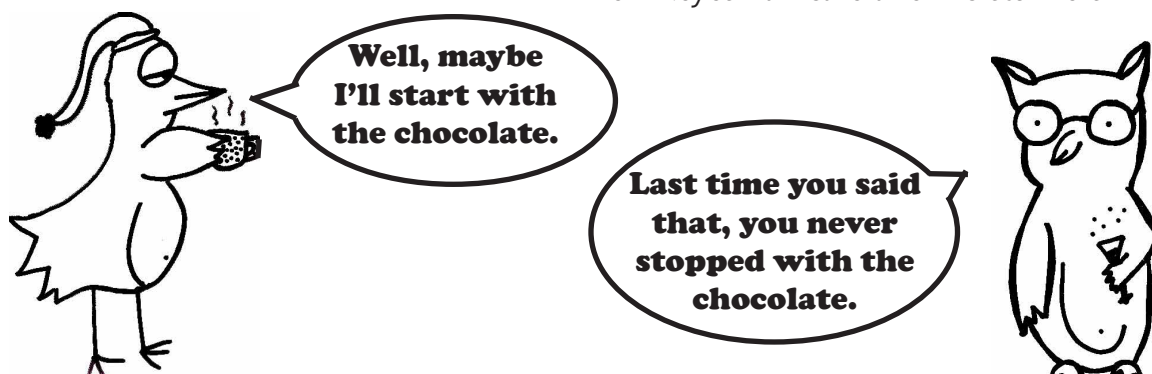
Beer/Wine: Wickson single variety heirloom crabapple cider—crisp and slightly tart; Anchor Steam bock beer—dark and roasted for chilly nights; Uvaggio wines are Italian varietals grown in California, moscato and vermentino whites, and a delicious (and affordable) barbera

Grab 'n Go: New fresh pasta from The Pasta Shop in Oakland in delicious varieties: egg fettucini, vegan gnocchi, red chard and red onion ravioli, and porcini and truffle ravioli; Luke's Local prepared meals include beet salad, green salad and gnocchi in marinara sauce

Vitamins: New Rainbow Light phytochemical calcium offers 750 mg of calcium from plant algae; new Liddell homeopathic allergy spray is safe for infants, children and adults with no side effects

Chocolate: Organic Confection Disorder (OCD) caramels, made with organic honey, cream and butter, and two varieties of vegan caramels; Poco Dolce now makes vegan chocolate in bars—5-spice, Mayan Chile and other new flavors

Body Care: DeVita facial care is a new worker favorite (the eye cream is highly recommended), and offers a specialized rosacea cream; try new Keyes hair care and moisturizers



Department Highlights *continued from page 10*

Coffee: New coffee roaster Sight Glass—Blueboon Blend available in bulk, various seasonal blends and single origin coffees available in bags; Gayo Mountain blend is a delightful Sumatran blend from Taylor Maid Coffee

Gifts: Green Toys Sand Play sets are made in the USA of recycled bottles and are BPA-free; Upper Playground t-shirts are here; read about the Outer Sunset's unique boxcar community in *Carville-by-the-Sea*

Herbs: Two new Japanese green teas: hojicha, traditionally roasted in a porcelain pot over charcoal, and matcha, full of antioxidants; Two Hills Winter Blend combines hojicha, star anise, goji berries and clove



Have you tried Obsessive Confection Disorder? Have you tried Obsessive Confection Disorder? Have you tried

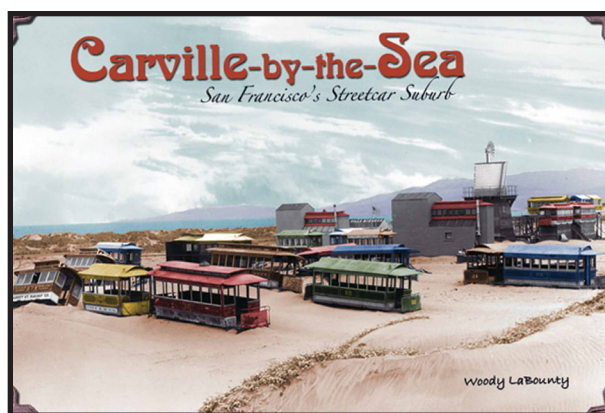
The Other Avenues Bookshelf

by Nicole
Gluckstern

Carville-by-the-Sea: San Francisco's Streetcar Suburb (by Woody LaBounty, Outside Lands Media, 2009, 144pp)

By Nicole Gluckstern

As a young bibliophile with aspirations for the hard-knock life, I was totally enamored of the Boxcar Children, a group of plucky orphans fending for themselves in the cozy confines of an abandoned boxcar. How much less fanciful those books seem now after reading the absorbing pictorial history of one of San Francisco's oddest enclaves: Carville-by-the-sea. Situated mainly in the northernmost corner of what is now the Sunset district, a whole neighborhood of streetcar dwellings sprang up in the sand dunes from 1895 to the early 1900s. This final western frontier attracted a mixed crowd of bohemian spirits and working-class souls, all attracted to the prospect of owning a home that could be purchased for a mere "\$20 with seats...without seats \$10."



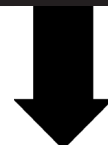
Woody LaBounty mixes denizen profiles with news clippings, gossipy anecdotes, and tons of fascinating photographs in his paean to a bygone era. He even uncovers the location of what may well be the very last streetcar home standing, a site which deserves to be nominated for historical preservation if it hasn't already been. For armchair historians, San Francisco residents, streetcar buffs and rabid recyclers.



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March 31st is
 Cesar Chavez
 Day!

“Sí, se
 puede.”

What happened to our bulk water? Unfortunately, the service company moved out of the area, and we are unable to get the necessary parts. We are currently investigating other options. Thanks for your patience!



WHO WE ARE

Other Avenues is a worker-owned cooperative, democratically owned and currently run by twenty-three worker members and one part-time worker (thanks Peter!) 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.