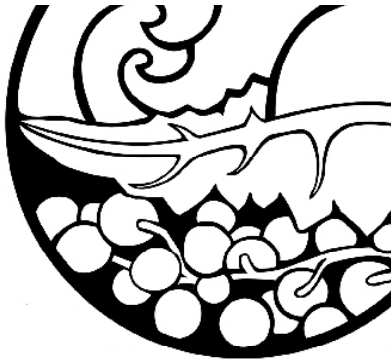


# OTHER AVE-NEWS



Other Avenues Food Store Cooperative  
3930 Judah Street, San Francisco, CA 94122  
415.661.7475 [www.otheravenues.coop](http://www.otheravenues.coop)

## NEWSLETTER *Summer 2010*

### Toward the Future

by Ryan Bieber

Hello and welcome to the summer edition of Other Ave-News. We haven't been this excited about summer since the last day of third grade, if we can remember back that far.

There are a number of exciting developments that I'd like to focus on. First, and arguably most importantly, is the USFWC (U.S. Federation of Worker Cooperatives) conference happening August 6th through the 8th, with programs continuing into the following week. This conference, called "The Work We Do is the Solution," is a celebration of worker-owned cooperatives, a business style that we all believe is quite effective and empowering. We are sending groups of workers out all weekend to learn from other cooperatives across the country, since normally this doesn't happen in our backyard. The public is welcome and encouraged to come as well.

Speaking of our backyard, I am happy to report that ours is finally starting to transcend that "typical Sunset backyard" look of brush and miscellaneous debris. This is thanks to our freshly minted and motivated backyard committee, which has applied a fresh layer of mulch and cleaned out much of the debris. Soon we



*We've been busy in the OA newsroom*

hope to have a comfortable sitting area and a place for relaxing and meeting.

We have also taken some initial steps toward getting an array of solar panels on our roof. There are federal and citywide incentives that can make solar a manageable addition to our building and reduce our reliance on the local energy monopoly. If everything goes as planned, we'll have the first panels on our roof by early 2011. If nothing goes as planned? Well, we're used to that.

In this issue, Nicole writes about Arrowhead Mills' anniversary and about some of our participation in the USFWC. Tina interviews our cheese guru JB. And of course, this wouldn't be an Other Avenues newsletter without a recipe from Shanta.

Thanks for reading and enjoy your summer!

# INSIDE THE USFWC CONFERENCE

FOR BAY AREA COOPERATIVES, ACTING  
LOCALLY BRINGS NATIONAL RECOGNITION

by Nicole Gluckstern



The U.S. Federation of Worker Cooperatives is holding its bi-annual national conference here in the Bay Area, and worker-owners from across the country will flock to the Bay to lead and attend workshops on economic development, vision-building, workplace democracy, personnel and financial strategies, and cooperative models. Several established cooperatives in the region (including Other Avenues) will be participating in this national event as local models for the cooperative ideal. Founded in 2004, the USFWC's mission is to connect worker cooperatives to each other on a national level, and provide resources to new and established coops such as legal and technical advice, job listings, a newsletter, and a growing document library containing examples of by-laws, evaluation forms, and policies set and contributed by member coops large and small. As members of the USFWC, we at Other Avenues are especially excited

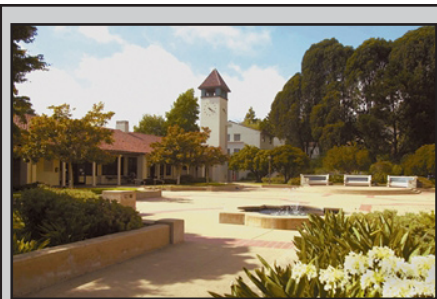
to be a part of the conference. Several workers will attend the workshops and represent Other Avenues at the many scheduled events. We will debut a short educational film about ourselves at the coop movie night at the Dark Room theatre in the Mission on Thursday, August 5th (\$5). On Friday, August 6th, JB, Shanta and Nicole will be on hand to lead a lucky group on a magical history tour of Other Avenues, and our

role in the community as part of a greater tour of Food Conspiracy outposts, including Veritable Vegetable and Rainbow Grocery. And Stephanie, who's been helping to organize the conference all year, will also step up during the conference to lead a presentation about worker accountability.

But it's not just local cooperatives who've been invited to attend. Members of the general public (yes, YOU gentle reader!) are also encouraged to get involved and attend conference events. Jim Hightower will be speaking at the Women's

Building on Friday, August 6th at 6:30 p.m. (\$10-\$20). Check out an opening night party at the Li Po lounge in Chinatown later that evening (\$5-\$15), pre-conference tours including the Food System tour that OA is part of, as well as a Black History tour in the East Bay, a Queer History walking tour in the Castro led by Ruth Mahany of Modern Times coopera-

tive bookstore, and a special labor history bike tour led by bicycle activist/local historian Chris Carlsson. Plus, for a \$300 registration fee or a \$200 one-day pass, any member of the public can register to attend the conference, and avail themselves of two full days worth of education, networking, and the opportunity to explore worker-ownership from the perspective of business success. Intensive two-day trainings on



*Berkeley's beautiful Clark Kerr  
Convention Center*

anti-racism in the workplace and worker democracy cost \$150 (including to members), and run August 9th and 10th.

If you've ever dabbled with the thought of starting your

own business, this is the perfect chance to explore the coop model. And if you've ever wanted to have more reasons to support your local cooperative establishments and members of NOBawc (Network of Bay

Area Worker Cooperatives) such as Box Dog Bikes, Rainbow Grocery, Other Avenues, The Tech Collective, Modern Times, Arizmendi Bakery and Woodshanti Collective, this could be the thing that gets you to get involved.

## OTHER AVENUES

## SUPPLIES FOR SUSTAINABLE LIVING

### OA AND THE USFWC

by Tina Rodia

The Bay Area has been lucky to have a strong coop support system called NoBawc (Network of Bay Area Worker Cooperatives), as well as Western Worker Cooperative Conferences to attend for the last decade. But the U.S. worker cooperative movement has lacked a unifying framework until somewhat recently.

The road to a national cooperative organization was born from the natural growth of coops networking with each other locally, then regionally, then nationally. As new



and veteran cooperators reaped more and more benefits from networking with other cooperatives across wider geographic areas, the need for a national organization to unite the East, West, Midwest and Southern United States' regional cooperative networks was strong-

ly supported and encouraged. At regional conferences in 2002 and 2003, steering committees were elected to work out the details of creating a national coop organization, including how to elect representatives. They sought help from overseas organizations that have unified large geographic regions of cooperatives successfully. At the Midwest Cooperative Conference in Minneapolis in 2004, the U.S. Federation of Worker Cooperatives was born. Shanta and JB were in proud attendance to vote for, and celebrate, the creation of the USFWC as Other Avenues representatives. We are proud that OA was present at its creation, and prouder still to be a part of the conference this year.

#### How to register:

Online registration is open at [www.usworker.coop](http://www.usworker.coop), (even though the webpage says it closes July 5, 2010). Pre- and post-conference event passes can be purchased individually on the registration form (Jim Hightower, or the Food Systems tour, for example). Hard copy registration forms are also available on the website and can be mailed to USFWC, PO Box 170701, San Francisco, CA, 94117.

# GROCERY DEPARTMENT SPOTLIGHT

## HAPPY BIRTHDAY ARROWHEAD MILLS!

A Natural Foods Pioneer Turns Fifty

by Nicole Gluckstern



It was the most unlikely of success stories. When Frank Ford began organically farming and stonegrinding wheat in the tiny Texas county of Deaf Smith in 1960, he often worked 18-hour days during the growing season, and took construction jobs in the winter to make ends meet. But eventually the demand for organically grown whole foods met his expectations—and Arrowhead Mills became the largest independent supplier of natural foods in the U.S. After 39 years of environmental stewardship, fair labor practices, and setting organic farming

standards, Ford sold his business to the then-nascent Hain Celestial Group—a natural foods conglomerate with equally humble origins as Hain Pure Foods, founded in 1926. Now 50 years old, Arrowhead Mills is still producing its famous stoneground flour from locally grown grains in Hereford, Texas and remains a consumer favorite across the country. Celebrate 50 years with a five percent discount on all Arrowhead Mills products in September, and help us celebrate their continuing success with a blowout baking season.

## HAIL SEITAN! (with Arrowhead Mills Vital Wheat Gluten)

Seitan, or “wheat-meat” is prized by cooks for its uncanny, meaty texture and ability to sop up flavors far better than tofu. Also, it’s relatively easy to make and freezes well, so you can always keep some on hand for when you need it.

\*1 cup Arrowhead Mills Vital Wheat Gluten  
\*2/3-3/4 cup of water or veggie broth  
\*1 tbsp and 1/4 cup soy sauce  
\*5 cups of veggie broth

\*optional sliced onion, minced garlic, or fresh grated ginger  
\*optional onion, garlic, and/or ginger powder (1 tsp each)

Combine the wheat gluten and dry spices in a medium-sized bowl. Separately combine 1 tbsp of soy sauce with water or  $\frac{3}{4}$  cup of broth. Dribble the liquid into the dry mix slowly, then mix together with your hands. Knead the dough gently for about a minute. It should be rubbery! Let the dough sit while you heat up 5 cups of broth and  $\frac{1}{4}$  cup soy sauce. Do not bring to a full boil! Add your optional onion, garlic and/or ginger to the pot. Knead your dough a second time, then cut into chunks. Seitan expands as it cooks, so do not cut it too thick. Let the chunks simmer for 45-55 minutes. When they float to the top of the water they should be ready.

**Variations:** For “fish” flavored seitan, use nori flakes instead of garlic or ginger powder, and for “chicken” flavor, use poultry seasoning and no-chicken broth.



# BREAKING NEWS:

## OA ADDS NEW SIDEWALK FURNITURE!

Other Avenues has hired a local craftsman to construct a series of new benches for our storefront. Ajax, who has made other furniture for businesses in the area (including a lacquered “glitter bench” that sounds too good to be true), uses found and reclaimed wood for his functional, beautiful pieces. Soon our sidewalk will be a wonderful gathering place—happy sitting!



*Our models wear OA t-shirts (\$20) and assorted found and used clothing (\$0-10)*

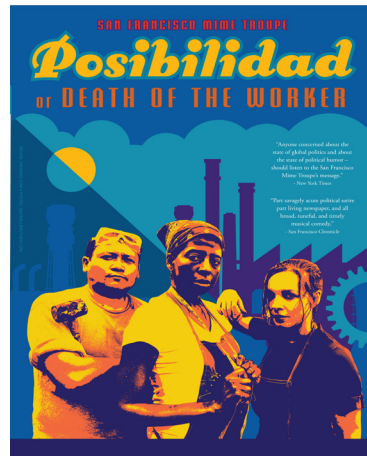
## The Other Avenues Theater Critic

### Posibilidad, or Death of the Worker

by Nicole Gluckstern

*reprinted from the SFBG,  
vol. 44, issue 39*

It may have been just a coincidence, but it certainly seems auspicious that the San Francisco Mime Troupe, itself collectively run since the 1970s, would preview their latest show *Posibilidad* on the United Nations International Day of Cooperatives. The show, which centers around the struggles of the last remaining workers in a hemp clothing factory (“Peaceweavers”), hones in on the ideological divide between business conducted as usual, and the impulse to create a different system. Taking a clip from the Ari Lewis/Naomi Klein documentary *The Take*, half of the play is set in Argentina, where textile-worker Sophia (Lisa Hori-Garcia) becomes involved in a factory takeover for the first time. Her past experiences help inform her new co-workers’ sitdown strike and takeover of their own factory after



they are told it will close by their impossibly fey, new-age boss Ernesto (Rotimi Agbabiaka). You do need professional coop experience to find humor in the nascent collective’s endless rounds of meetings, wince at their struggles against capitalistic indoctrination, or cheer the rousing message of “Esta es Nuestra Lucha” passionately sung by Velina Brown, though in another welcome coincidence, the run of *Posibilidad* also coincides with the USFWC conference being held in August, so if you get extra inspired, you can always try to join forces there.

*Dolores Park and other sites; 285-1717, [www.sfmt.org](http://www.sfmt.org). Free. Sat-Sun, 2pm; also Sept 6, 2pm; Sept 17, 8pm. Through Sept 17.*

# Summer Okra Recipes

by Shanta Sacharoff

Okra is native to West Africa and was brought to the United States by African slaves in the 1600s. It is a popular soul food dish in the South. Okra was introduced to other tropical areas where it is easy to grow, and is popular in many cuisines including Southern American, Middle Eastern, Brazilian, Chinese and Indian.

Okra is colorful, dainty, nutritious and tasty when cooked right. Its nutritional profile is very impressive. One cup of cooked okra contains 3 grams of protein, 147 mgs of calcium and 1.18 mgs of iron. These essential nutrients are often difficult to find in vegetables.

When cooked, okra has mucilaginous characteristic that can work for or against a dish depending on the recipe. For example, in American Southern Gumbo, okra's "sliminess" is essential to create its classic thick sauce. However, in a stir-fried Indian

"sabji," the stickiness is not desirable. While some people prefer okra for its thick, saucy qualities, many people avoid this nutritious vegetable due to its sliminess. I like to minimize its stickiness by employing various methods such as stir-frying with spices and acidic ingredients like lemon juice or tomatoes until the okra becomes somewhat dry, or mixing okra with cornmeal or garbanzo flour before frying. Here are two drier okra recipes with my own flourishes.

When selecting okra, choose young, tender, small green pods. For the recipes below, okra should not be washed, but instead pat gently with a wet kitchen towel.



## Okra Bhaji with Green Onion and Peppers

(Indian Spicy Okra)

Seasonal foods are a major feature in the culinary landscape of India. After the long hot summer months, the rainy season brings with it a variety of water-loving vegetables such as okra—my person-

al favorite treat of the monsoon. Okra is believed to have come to India via the Middle East. Its British name, still popular in many restaurants, is "lady's fingers."

30 pods of young tender okra, cleaned tips removed and cut into four pieces lengthwise  
3 tablespoons vegetable oil  
½ teaspoon cumin seeds  
3 green onions (scallions) cut in half lengthwise (including some green tips)

1 semi-hot fresh pepper such as anaheim or poblano, cut into thin slices, or ½ jalapeno pepper, minced after removing seeds  
1 diced tomato  
½ teaspoon each turmeric, coriander powder and salt  
Juice of ½ lime or lemon

## Summer Okra Recipes *continued from page 6*

Heat the oil over moderate heat and add the cumin seeds. Allow them to brown for a minute and then add the onions and pepper slices. Stir-fry for a few minutes and then add the tomato. Keep stirring until all the juice from the tomato evaporates. Add the okra slices. Add the salt and the spices and continue to stir-fry for approximately 15 minutes, until the okra is

completely cooked using the juice from the vegetables. The final product should produce okra “bhaji” without a sauce. Use the stir-fry spoon to scrape up any bits that stick to the bottom of the pan. Add the lemon or lime juice and cook for a couple of minutes more until the juice evaporates. Serve hot with rice or any flat bread.

# Creole Fried Okra

In the African language Bantu, okra is called “kingombo” which later became “quiabo” in Portuguese and “gumbo” in Louisiana. In Creole cuisine the word “okra” has become synonymous with “gumbo,” although not all okra recipes are gumbo-like. Here is a crunchy okra recipe from New Orleans.

½ lb (about 30 pods) young, tender okra,  
wiped cleaned using a damp kitchen towel  
1 egg, beaten (optional, and can be omitted for  
a vegan recipe)  
¼ cup buttermilk, yogurt or soy yogurt blended  
with 2 tablespoons water  
½ teaspoon each salt, onion powder, garlic

powder, oregano and paprika  
A few pinches of cayenne pepper  
1 cup vegetable oil (or enough to cover the  
bottom inch of a cast-iron frying pan)  
¾ cup finely ground cornmeal  
¼ cup unbleached white flour (or garbanzo  
flour for a gluten-free recipe)

Trim off the tips and base of each pod. Cut okra into 1/ 2” rounds or into four pieces lengthwise. Mix the eggs, buttermilk, water, salt and spices together in a bowl and add the okra pieces. Allow them to marinate for a few minutes. Heat the oil in a skillet. On a platter or a pie plate, mix the cornmeal and flour together. (Apart from being gluten-free, the garbanzo flour gives the mixture a nice texture and upgrades the recipe nutritionally with its high protein content.) Place a handful of the marinated okra pieces into the cornmeal and flour mixture and toss until the okra is evenly coated.

When the oil is very hot, transfer the okra to the skillet in small batches.

Do not overcrowd—leave space for the okra pieces to swim while cooking. Turn them frequently using a slotted spoon until they are golden brown on all sides. As soon as they are cooked, remove the okra with the slotted spoon, allowing the dripping oil to drain back into the pan. Place the fried okra in a single layer onto a platter which has been lined with paper towels to absorb the excess oil.

Serve as a hot side dish or as an appetizer with a dipping sauce, recipe to follow.

## Zesty Creole Dipping Sauce

1 cup sour cream or unflavored,  
unsweetened yogurt

A few tablespoons water

2 tablespoons minced scallions, green  
stems included

1 to 2 teaspoons minced jalapeno pepper  
(seeds removed for milder sauce)

½ teaspoon each hot Creole mustard

½ teaspoon salt

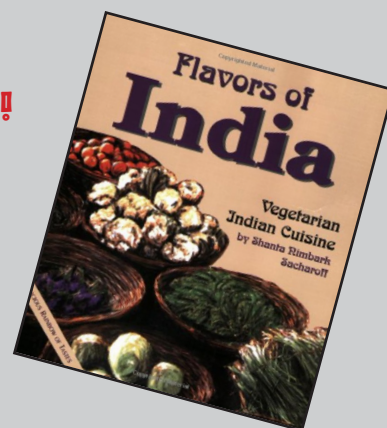
Whisk the sour cream or yogurt with water. Add the remaining ingredients and taste to correct seasoning. Store in a glass jar and refrigerate until ready to serve.



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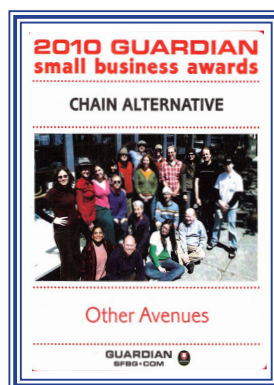
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## Other Avenues Press Corner

We've been extremely lucky of late to be acknowledged by a couple different organizations. The first is a Small Business Award from the San Francisco Bay Guardian for being the best "Chain Alternative." Trader Who's? The second is from our district supervisor Carmen Chu, who personally presented a Certificate of Honor for "creating a vibrant business community in our neighborhood." Hey, thanks, Carmen! Check out our awards hanging by the dairy cooler.



*Not pictured: our award for  
best ensemble cast in a drama or comedy*



# I Dare Your Mouth Not to Water

by Tina Rodia

Our worker-owned coop is a healthy and productive unit, made from the sum of its parts. While collectively we are a successful and inspiring business, individually we are business men and women, artists, educators, cooks, craftspeople, designers, brewers, and yes, foodies. Sometimes, in the middle of ordering, stocking, computing, banking, balancing, educating, organizing and buying, we forget the basic goal of our mission—selling food. It helps having official foodies on staff, individuals who are passionate about the food we sell. JB Rumburg is one of our most creative food enthusiasts at OA, and we are thrilled that he is back at the helm of our enticing cheese department. Cheese is a surprising creative medium for people who appreciate the art of food, and JB is dedicated to creating a department that not only meets shoppers' basic cheese needs, but that plays with the nuance and art that cheese offers.

We are all familiar with the practice of cheese and wine pairings (usually invoking visions of swanky folks at cocktail parties and conversations about summering in St. Tropez, but I digress). JB explains that cheese pairing is a fascinating and delicious science that explores the commonality or contrast between the five sensations of taste (sweet, salty, sour, bitter and umami). When taking into account food and drink flavor, and not just swanky cocktail parties, cheese pairings expand from wine to beer, food, sweets and other cheeses. While complimentary cheese pairings are pleasing to the palate, JB prefers contrast pairings that diversify the palate. Grevenbrocker cheese offers a fine example of a contrasting food pairing. A Flanders-style blue cheese, grevenbrocker is a creamy, mild, almost sweet blue cheese that contrasts well with Flemish tart cherry, sour beer, like the ones brewed by the Russian River Brewing Company and Duchesse of Bourgenone.



*Our resident cheese whiz JB*

Most people don't think of sandwiches with cheese as a practice of cheese pairing, but rather an easy lunch standard. But the right cheese and its accoutrements can make a sandwich a thoughtful work of art. Red Dragon mustard seed Welsh cheese pairs deliciously with bitter greens and turkey or any deli or Tofurkey slices, and also contrasts nicely with grapes and pears when they are in season. Cooking cheese can also transcend its old standards. In JB's words, "ricotta isn't just for lasagna anymore!" Ricotta (pronounced many ways, but I employ the proper Italian pronunciation, which softens the hard "c" to a "g" and drops the "a") is very versatile for both savory and sweet dishes. Ricotta pancakes are delicious as a sweet dish served with lemon curd, and also a savory dinner dish. Spoon a dollop of Bellwether Farms ricotta on homemade

pizza. Or try JB's latest favorite appetizer: Cut out triangles of firm tofu, place a large spoonful of ricotta on top, drizzle it with teriyaki sauce, and top with lemon or yuzu zest and chili pepper flakes.

And in the spirit of swanky wine and cheese parties in your own kitchen, JB offers a fabulous contrasting wine and cheese pairing which he delights in calling "sweet and stink." Alsatian pinot blanc is a caramely, fruit-forward white which pairs nicely with limburger, fontina or the Jasper Hill winnitere. Are you enticed and up for the challenge of discovering your own cheese pairings? A wonderful resource is Cowgirl Creamery's Library of Cheese website ([www.cowgirlcreamery.com](http://www.cowgirlcreamery.com)). Also, check out Other Avenues' monthly cheese tutorials, where JB showcases a variety of cheese that people may not be familiar with. Cheese tutorials are casual gatherings where you can exchange ideas and learn about cheese and cheese pairings, and allow JB to gauge interest in what OA customers like or look for in the cheese department. There's a whole world outside the yellow square of mild cheddar, now go and explore!

# Department Highlights

**Dairy:** Clark Summit Valley Farm eggs are hand picked and hand washed, with “yolks to die for” (says our dairy buyer)! Worth the price (\$7.99/dozen); organic duck eggs from Salmon Creek Ranch in Bodega Bay

**Produce:** Summertime berries and fresh figs are here; check out specialty stone fruit from Frog Hollow Farm; exciting new apple varieties coming from Washington in August

**Grocery:** Even more mouth-watering chocolates to choose from! Try Sweet Revolution maple honey caramels or Sweet Treaty dark chocolate-covered rice cake bits; exotic Michael Mischer chocolates smother blueberries and dragonfruit, or cayenne-spiced mango, in rich dark chocolate

**OA's Own:** Looking for our amazing salsa, white bean hummus or Tahuna spread for your summer snacks? Erin masterly crafts our OA's Own goodies every Tuesday afternoon

**Cheese:** Nicasio Valley Cheese Company's Swiss-style cheese made on an organic, 1150-acre ranch in Marin; look for small rounds like Cowgirl Creamery's Foggy Morning and Black Mountain cheese

**Bread:** Make your own pizza with large or small pizza crusts from Breadworks in Berkeley; also try their asiago buns and handmade pretzels

**Bulk:** Want to shop hyper-local? Try 18 Rabbits granola—it is made in San Francisco and uses rich Straus butter from Marin County

**Beer/Wine:** Hop Rod Rye from Bear Republic is a very malty beer with a good dose of hops for balance; Lammsbrau organic pilsner is a refreshing summer pilsner, or try their dunkel for a more “roasted,” flavorful beer; from South America, Dixon's Peak shiraz (similar to syrah) and a sweet, aromatic chenin blanc from Essay winery

**Grab 'n Go:** Premium veggie samosas made here in San Francisco; Perricone fresh-squeezed unpasteurized juices; try Earthsong Organics naturally fermented, dairy free raw Kefira

**Vitamins:** Genesis liquid antioxidant dietary supplements are here! Choose from acai, goji berry, mangosteen, noni or resveratrol—all improve circulation and energy, enhance the immune system and aid in relieving stress

**Non-Foods:** Glyde condoms in 3-packs; gardening tools and fertilizer; Grab Green laundry powder pods—just throw one in with your clothes (no measuring required); Washable Produce bags, made of nylon mesh for easy washing and drying

**Body Care:** New hair care from EO in Petaluma—gentle shampoo and conditioner, new shampoo and conditioner available in bulk, specialty hair pre-treatment, styling serum and deep repair cream; SanRe Organic Skinfood is hand-crafted, super-clean yet luxurious facial care and body care (the heavenly vanilla body lotion is also SPF 30!)



## Department Highlights *continued from page 10*

**Coffee:** From Ritual Roasters, Lloyd Dobler (that's right!) seasonal espresso with citric notes, vanilla and a spicy finish; from Taylor Made, try Union Majomut from Mexico, with flavors of semi-sweet chocolate and cherries

**Gifts:** Receive a free discount card when you purchase a water system (a savings of \$35, plus a 5% discount every time you shop for six months!)

**Herbs:** Our herb department is proud to offer four varieties of hand-sewn art teas from Two Hills Teas, including an organic black peony tea



*Kohlrabi—straight from outer space to your table*

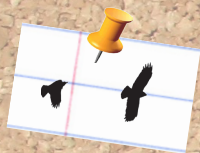


Check out our cool new website for monthly specials and promotional events, and download this newsletter in color!

**www.otheravenues.coop**



Find us on Facebook too!



**Other Avenues now has 3 kinds of recycled bags!**

Sunday, August 22nd is **Sunday Streets!** Join us on the Great Highway as we take back the beach and be merry! Visit our booth from 11 a.m to 3 p.m.

**call mom**

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with Varda Wilensky  
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Every 3rd Sunday, Varda will offer free consultations by our homeopathy section.





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3:00pm The Hipwaders

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## WHO WE ARE

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