

OTHER AVE-NEWS



Other Avenues Food Store Cooperative
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NEWSLETTER *Summer 2011*

Our Mission, Redefined

by Ryan Bieber

Hello dear reader! Welcome to the summer edition of Other Ave-News. We have many fun articles in this issue, but before I introduce them, I want to say a few words about some changes we've made around here. In the last issue we talked about our shiny new cash registers and paint job, and while we continue to be excited about those developments, we have made a more significant change behind the scenes.

One of the casualties of the paint job was the large sign on the produce wall bearing our mission statement. We had meant to update it for a while, so we decided to leave the sign down until we got that taken care of. In the meantime, we formed a committee that drafted a pro-

posal and brought it to our board meeting where it was discussed and finalized.

For those of you unfamiliar with the concept, a mission statement is a principle or series of principles to guide decision-making. Especially since we

don't have a traditional manager (i.e. we manage ourselves), this can be a particularly useful tool. Every business decision we make, either by ourselves or with the group, should adhere to this principle.

Healthy Business

Healthy People

Healthy Planet

Our Mission Statement

The new mission statement for Other Avenues is "Healthy Business, Healthy People, Healthy Planet." Our old mission statement, drafted more than twenty years ago, contained specific information about our buying principles (local, organic, ethical, etc.) and their impact. Our new

Our Mission *continued from page 2*

statement is much more compact, almost a mantra, that more succinctly distills that information. Now all we have to do is get it back on the wall!

In this issue we have many exciting in-

tellectual morsels for your brain. Join Nicole as she tours local farms, cook pizza with Shanta and hope for sun with information about sunscreen from Tina. We hope you find this issue both educational and entertaining—edutainment for all!



Know Your Farmers!

by Nicole
Gluckstern

Just as in the worlds of theatre, music, or film, in the world of food production we often fail to acknowledge the people behind the scenes making it all happen. That's why we decided to highlight the operations of a couple of our local farmers, without whom we would have nothing to offer but empty shelves and mason jars. Farmers are the first and most important link in the modern food chain, and organic farmers are the bedrock of the food justice movement, with all its myriad platforms: eating locally, seasonally, GMO- and pesticide-free. Californians may be spoiled when it comes to the sheer amount of fresh food available to us year-round, but at the backend of the bounty is hard labor and dedication to an abiding ideal.

Located just five miles from the tiny northern California village of Bodega Bay, best known as the setting of the creepy Alfred

Hitchcock film "The Birds," the brush-strewn hills of Salmon Creek Ranch sprawl comfortably along Highway One. Stretching for 400 acres of windblown fields, thick woods, and tender meadows, the ranch is the home of the Brabyn family, whose cartons of certified organic, pastured duck eggs have been name-checked by the Chowhound community, and found their way into the dairy cool-

ers of several regional shops (including Other Avenues!), farmers' markets, and restaurants. Though the Brabyns have only owned the Ranch since 2007 (John spent the last 33 years at Smith-Kettlewell Eye Research Institute, where he is the cur-

rent CEO and executive director, and Lesley is a former research assistant), farming is something they both have backgrounds in. Lesley co-owns a working strawberry farm in Oxnard that's been in her family for over 100 years, while John grew up on a New Zea-



*Happy ducks at
Salmon Creek Ranch*

land dairy farm. After a chance conversation with Whole Foods co-president Walter Robb, they realized there was a market demand in pastured ducks. In November of 2007, they brought in their first flock of 30 muscovies.



A small group of Other Avenues workers were lucky enough to meet the two kinds of ducks at Salmon Creek Ranch: white muscovy ducks—who sport bright red, featherless regions around their eyes and beaks and claws at the ends of their webbed toes, raised primarily for their meat, and the beige-colored khaki campbells (a relative of the mallard) renowned for their high egg yield. The difference in appearance between the two breeds is further underscored by their divergent temperaments. Muscovies are frequently found lolling about in one place, and vocalize through hisses rather than quacks, while khaki campbells are more high-strung and prone to noisily scattering at the merest suggestion of a threat. After a spell of grisly duck deaths at the claws of a horned owl, the Brabyns had the idea to put “Moose”—a pure-bred Anatolian shepherd—in the run with them. “We haven’t lost any ducks to predators since,” smiled Lesley. The Brabyns also raise goats, bees, a few highland and angus cows, as well as a single chicken—who shares her

roomy run with a few adolescent ducks. After being handwashed with water and a bristled brush, the eggs are packed into their cartons which the Brabyns hand-deliver once a week to the city, often en route to work, or even an evening out. A spate of regional restaurants regularly offer their ducks on the menu, and their latest foray into goat farming has also generated some buzz in culinary circles. Meanwhile, they’ve partnered with local conservation organizations and forestry experts in order to maintain the forested region of the ranch in an eco-conscious manner. They might not be quite in the black yet, but from all appearances, Salmon Creek Ranch is planning to stick it out for the long haul.



Since the mid ‘90s, Happy Boy Farms has been synonymous throughout the Bay Area with tender baby greens and salad mixes, heirloom tomatoes, and a wide variety of summer and winter squashes. In total, they produce close to 100 different crops on approximately 300 acres, including potatoes, onions, bunched greens, sweet melons, crisp French breakfast radishes and crunchy sugar snap peas. In addition to staples and heirloom varieties of the same, Happy Boy is not afraid to offer specialty items such as stinging nettles, watercress, and fava bean leaves for the adventur-

ous palate. Employing around 50 year-round workers, plus 50 more in the high season (according to office manager and order wrangler, Jenn B.), Happy Boy is able to turn its crops around from “field to door” in 24 hours, ensuring a freshness and quality that is impossible to achieve in the industrial farming world. Jenn B. describes the process: “I take the orders in the morning, then we pick and pack them in the afternoon. By the next morning they’re at your door.”

Instead of one large farm of 300 acres in one place, Happy Boy farms are located in four different counties, which allows them to plant crops suited for specific micro-climates, accounting for their astonishing variety. As a company, their focus is laser-beamed on raising and distributing their vegetables as freshly and efficiently as possible. “We don’t do ‘value-added’ products (like honey or jam),” says Jenn B. They also

don’t do CSA boxes, though they’ve been discussed. “There are so many smaller farms around where that’s their lifeblood. We don’t want to compete with that.” Founder Greg Beccio has been working in organics since the 1980s, from a two-acre start-

up to a 1000-acre “big organic” company with nationwide distribution. The name “Happy Boy” is meant to be taken literally rather than figuratively—Beccio’s relief at scaling back to a strictly local operation is part of the HB legend. Jenn B. came to the farm-fresh biz after a sev-



Early girls from Happy Boy!
photo Jenn B.

en-year stint as an environmental consultant who “lived for the Wednesday morning Farmer’s Market.” After two years as a market vendor, she moved to Happy Boy and took on her current job in the Happy Boy office. So what does it take to work for Happy Boy, anyway? “A passion for produce,” she laughs, before hustling off to take another order.

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www.otheravenues.coop



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



“Inch by inch, row by row...”

“We’re gonna make this garden grow.”

One of my favorite songs as a child, The Garden Song, was originally written by David Mallett but has been widely covered since. The version I remember was sung by Pete Seeger. I mention this because there has been a startling transformation in our backyard. Thanks to a dedicated committee, we now have a beautiful, colorful garden instead of what was basically a small desert. According to Erin Roscoe, our chief caretaker, our garden also consists completely of plants that are native to San Francisco. When the weather cooperates it makes a lovely place for a break or a workshop. Thanks again to everyone for making this happen!



Biking to Work in Style!

On May 13th, our fleet of bicycle commuters took to Judah Street to show off our dapper duds and winning wheels. Here are a few photos we submitted to the SFBC’s fashion contest. Don’t forget that Bicycle Coalition members are entitled to a 5% discount when they ride here and show their membership card!



Pizza From Scratch! by Shanta Sacharoff

Pizza is colorful, tasty, healthy and portable. Pizza can be served hot or cold. It can be vegetarian, or it can be vegan. What is there to not love about pizza? Best of all, pizza is very easy to make from scratch. If this is your first time at baking, do not be intimidated. The easy-to-follow instructions below have been adapted from the book *The Cheese Board Collective Works*, which has many good recipes for pizza, pastries and bread.

Preparing pizza from scratch requires some preparation. Read the recipe and buy all ingredients ahead of time. Then plan the proj-



ect of making pizza in stages, especially if you are not an experienced baker. After some trials, pizza-making becomes easy. The dough for the crust needs to rise for at least an hour before you knead it. Some tasks, such as making the sauce and grating cheese can be done hours (or a day) ahead and refrigerated until ready to use. While the dough is rising you can prepare the filling and toppings.

Here are recipes for three pizzas: Margherita pizza with tomato sauce, basil and mozzarella, Margherita pizza with vegetables, and a spicy vegan Punjabi version with potatoes and spinach.

Tools

Two deep bowls, one shallow bowl, one big wooden spoon, three shallow stainless steel baking sheets, a stainless steel spatula, a plastic bag and two long, thick oven mitts.

Crust (makes three 10" to 12" pizzas)

- 1 tablespoon active dry yeast
- 1 ½ cups warm water
- 2 tablespoons extra virgin olive oil
- ½ teaspoon salt
- 3 ½ to 4 cups unbleached white flour
- A few teaspoons of cornmeal

Topping for Margherita pizza

- ½ cup or more prepared sauce (see recipe)
- 1 ½ cups shredded mozzarella cheese
- Fresh basil and parsley, stems removed
- 2 tablespoons parmesan cheese
- Red pepper flakes (optional)

Ingredients for Margherita pizza with vegetables

- 1 ½ cups shredded mozzarella cheese
- ¼ cup sliced olives
- ¼ cup sliced mushrooms
- 2 tablespoons grated parmesan cheese
- Red pepper flakes (optional)

Ingredients



Sauce

- 3 tablespoons olive oil
- ¼ each finely chopped onion and bell pepper
- 2 cloves minced garlic
- 2 cups chopped fresh or canned tomatoes
- 2 teaspoons fresh basil and oregano, minced
- Salt and pepper to taste

Topping for Punjabi pizza

- 4 cups baby spinach, drained and chopped
- 4 yellow or red potatoes, cut into halves
- 2 tablespoons olive oil
- ¼ cup finely chopped onion
- ½ teaspoon cumin seeds
- ½ teaspoon salt
- 1 teaspoon finely grated fresh ginger
- A few pinches of cayenne powder (optional)

Margherita Pizza (with and without vegetables):

First prepare the crust. In a mixing bowl, mix the yeast with warm water and whisk for a few minutes to dissolve the yeast until the mixture forms bubbles. Let it stand for five minutes.

If you have an electric mixer with a dough hook and a paddle, by all means use it. Transfer the dissolved yeast and water mixture into the bowl of the mixer. Add the olive oil, salt and two cups of flour to the yeast mixture. Using the paddle, mix for five minutes at low speed to form a moist lump. Remove the paddle and attach the dough hook. Add 1½ cups of the flour and mix at medium speed for five minutes. If needed, add a few more tablespoons of flour to achieve a soft, sticky uniform dough with a shiny surface. Form the dough into a ball, oil its surface and place into an deep, oiled bowl. Cover with a clean plastic bag or a damp kitchen towel, and place it to rise in a warm place, away from a draft, for an hour or longer, until it doubles in size.

If making the dough by hand, add the olive oil, salt and two cups of flour to the yeast mixture, and use a wooden spoon to mix the ingredients. Stir in a circular motion for several minutes to form a lumpy mixture. Place 1½ cups of flour in a shallow bowl and form a well in the center. Pour the wet flour mixture into



Instructions

the well. Rub some oil in your palms and work the dry flour into the wet mixture, kneading for five to eight minutes to get a soft and sticky (but not too wet) dough-mixture with a shiny surface. Form the dough into a ball, rub some oil on and place into an oiled deep bowl. Cover with a plastic bag or a damp kitchen towel, and place it to rise in a warm place, away from a draft, for an hour or longer, until it doubles in size.

Next, prepare the sauce. Heat the oil in a saucepan. Add the onion and pepper and saute for five minutes. Then add the garlic and stir fry for two minutes. Next add tomatoes, salt and pepper, and cook for approximately 20 minutes at moderate heat. Keep stirring the sauce as it cooks, breaking up any lumps, until the sauce is thicker than spaghetti sauce. You will only use a small portion of the sauce for one pizza, the rest can be refrigerated for future use.

Once the dough has doubled in size, transfer it to a counter or table top surface that is lightly sprinkled with flour. Oil your hands lightly and mix the dough briefly to make it smooth, adding a bit of flour only if the dough is excessively sticky. Divide the dough into three parts and form each into a loose ball. Cover the three balls with a damp cloth and set

them aside for 20 minutes.

Arrange two oven racks in the upper and lower thirds of the oven and preheat the oven to 450 degrees. Oil an inverted cookie sheet and sprinkle some corn meal on the surface. Oil your hands and pat one ball of dough into a 4-inch disc. Using your fingertips firmly as though you are typing on an old typewriter (*what's a typewriter?* -ed.), stretch each disk all around to make it a few inches larger. Place the disc on a cookie sheet, and pat gently, stretching the dough into a 10- to 12-inch circle. Spread a thin layer of sauce (about ½ cup or less) over the crust up to about one-half inch from the edge. Sprinkle with grated cheese. For the vegetable pizza, arrange the sliced vegetables over the cheese, and it is ready to go in the oven.

Restaurants have special pizza ovens that make a nice crust. At home, similar results can be achieved by baking pizza on a preheated pizza stone. Presuming you do not have either, pizza needs to be rotated in the oven on the two racks to get a crispy crust.

Place a pizza on the lower rack of the oven and bake for 10 minutes. Transfer it to the upper rack and bake for another 10 minutes, or until the cheese is melted.

Take the pizza out of the oven and close the oven door. Working quickly, slide the metal spatula carefully between the crust and the cookie sheet to separate them. Open the oven and slide the pizza off of the cookie sheet directly onto the lower oven rack. Close the oven and bake for five minutes until the crust is crisp. Remove the pizza from oven and let it cool for a few minutes. Arrange basil and parsley on top, and sprinkle parmesan cheese and pepper flakes on top, if you like.

Punjabi Pizza

To make your pizza with Indian flavor, you will add the Punjabi topping. Parboil the potatoes for a few minutes until they are easy to peel, but still firm to slice. Peel the potatoes after they are cooled. Slice them into ¼-inch discs, and set aside. Sauté the onions in oil for a few minutes. Add the garlic, cumin and ginger. Stir fry the mixture for a few minutes and add spinach. Cook briefly until the spinach wilts, then set it aside. Once your crust is rolled out, top with the Punjabi filling and bake the pizza as indicated in the previous recipe. When the pizza is done, you can top it with a sprinkle of cayenne pepper. Once you get some practice, you can rotate pizzas in the oven and make all three at once!



Gluten-free pizza crust!

Thanks to a wonderful Arrowhead Mills organic pizza crust mix, which is available in our grocery section, pizza can be enjoyed by anyone. To make the gluten-free pizza crust, just read the easy-to-follow instructions on back of the box. The directions are very similar to the steps outlined for the pizza crust above.

This Season, Sunscreen is IN—Wear it!

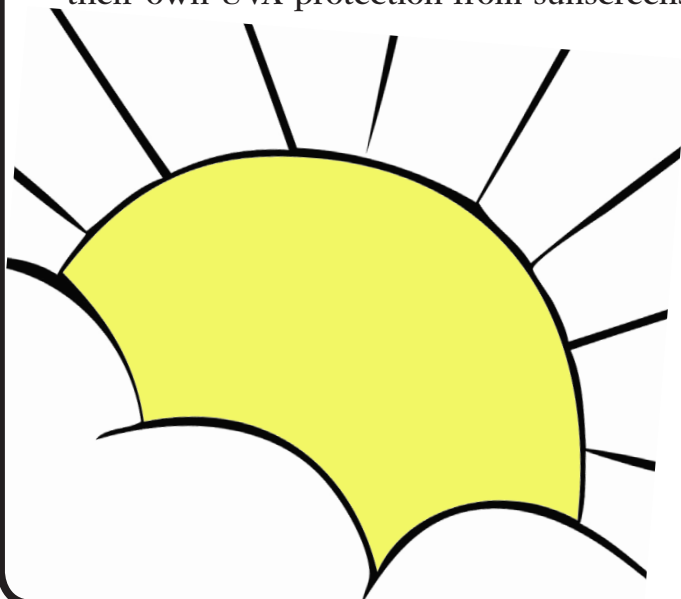
by Tina Rodia

Despite our predictably wretched summer weather, sunscreen is a must even in fog. Most sunscreens protect against UVB rays, those rays that stimulate the body's melanocyte cells to darken, but fewer protect against UVA rays, which are responsible for aging the skin, and penetrate the skin more deeply than UVB rays. SPF, or sun protection factor, measures a sunscreen's UVB protection only. The number, 15, 30 and 30+ is the number produced by FDA testing that is the difference, measured in time, between the skin's natural length of time to reach "burning" without any sun protection, and the time protected skin takes to burn. The factor labeled on sunscreen bottles requires FDA testing and labeling, but sun protection requires a bit of responsibility by the user. For efficacy, the FDA recommends using one fluid ounce of sunscreen on all exposed skin thirty minutes before outdoor exposure.

While there are laws pending requiring UVA testing and labeling, there are no requirements for sunscreen manufacturers to provide UVA protection quite yet. Consumers who are in the know can seek their own UVA protection from sunscreens

by looking for those that include titanium dioxide in mineral sunscreens, or with avobenzone in chemical sunscreens. Mineral sunscreen (zinc oxide or titanium dioxide) is a physical sun shield that reflects back the sun's rays. It is stable in sunlight and do not penetrate the skin. Chemical sunscreen neutralizes the sun's rays in the middle layer of the skin through a chemical reaction.

The Environmental Working Group (EWG) recommends mineral sunscreens over chemical sunscreens for their overall safety profile, but also favorably rates some chemical sunscreens for clean and safe ingredients. Consumers often choose chemical sunscreens for aesthetic purposes: They are lighter than mineral sunscreens, and do not have the whitening effect that zinc oxide produces. The debate over nano- and non-nano particles in mineral sunscreen is contentious and remains inconclusive, yet some companies are confidently labeling their mineral sunscreen as both non-nano and non-whitening. The trade name for non-nanoparticle zinc that is less whitening on the skin is ZinClear, found in Soleo and Mychelle brands. Other Avenues carries these, as well as several Badger and Elemental Herbs sunscreens, consistently rated as EWG's top sunscreens for clean ingredients. Surfers can opt for Beyond Coastal and All Terrain's Aquasport for better water resistancy. Regardless of whether you choose a chemical or mineral sunscreen, reapplication is key, even if you are using a sunscreen labelled "very water resistant." One fluid ounce (or enough to cover your exposed skin) for your whole body—everything should be that easy!



Department Highlights

Dairy: Pastured eggs from Soul Food Farm, \$7.99 per dozen; we now have Claravale raw cow's milk cream and raw whole goat milk

Produce: Strawberries, bing and Ranier cherries are here; donut peaches so sweet you just might forego that Pepple's donut!

Housewares: World-Centric brand trash bags and plant fiber plates are 100% compostable, with 25% of the company's profit donated to grassroots social and environmental organizations, and a carbon footprint offset by planting trees

OA's Own: Sweet treats include Nutty Cacao vegan truffles and pear & raisin take-and-bake cookie dough

Cheese: Nicasio Valley farmstead cheeses are certified organic and less than forty miles away! We now have their limited edition Foggy Morning cheese

Grab 'n Go: new from Oakland, Hodo Soy Beanery organic hijiki tofu salad and spicy braised tofu salad (also look for their tofu in the dairy cooler!)

Beer/Wine: Try Teillery Merlot, a Chilean red with hints of blueberry and violet; Ommegang Brewery's Three Philosophers Belgian Blend, a quadruple ale with 2% cherry ale added and a 9.8% alcohol content

Bakery: Wholesome Bakery vegan cookie sandwiches with irresistible vegan cream filling

Chocolate: So many delectable local chocolates! Droga chocolate covered honey caramels, sprinkled with fleur de sel; NeoCocoa Hearts of Chocolate truffles; Obsessive Confection Disorder tasty vegan caramels

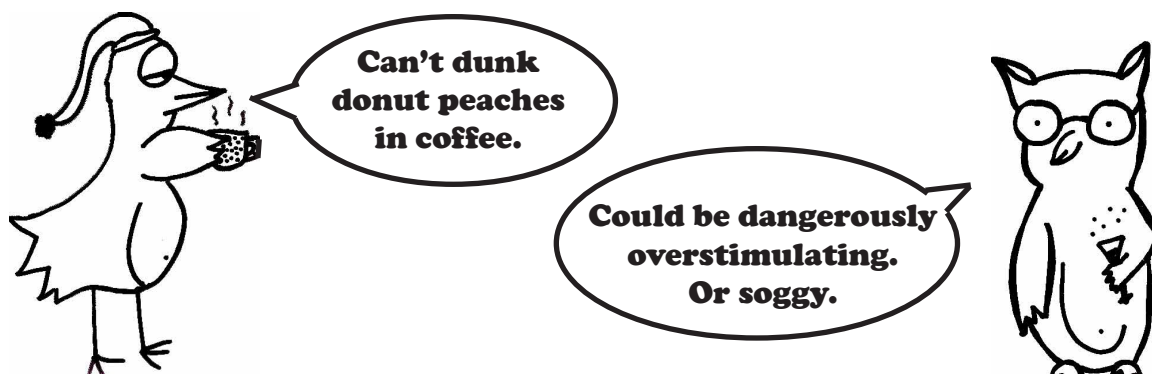
Body Care: Brittanie's Thyme facial care serum, cleanser and toner are made with only 100% certified organic ingredients, and nothing else! Also look for Brittanie's Thyme 100% organic insect repellent

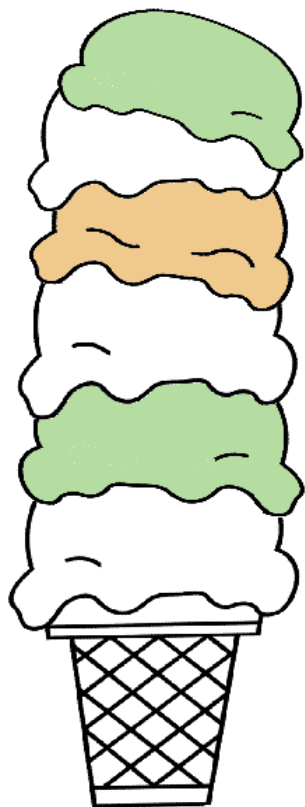
Coffee: Bicycle Coffee (delivered to our store by bike of course!) and Brown Owl are two new bagged coffee choices in our bulk section

Gifts: T-shirts from Liberty Graphics are printed with water-based ink on organic shirts; look for molding and canning jars for the summer; new Juniper Ridge incense is made from local, wild-harvested wood, leaves and resin

Bulk: Nana Joe's Trail Mix and Granola Company's Seeded Blend granola and Tony's Blend trail mix are new to our shelves and made right here in the Sunset!

Grocery: New candy including Eli's Earth Bars, Angell bars and Pur gum; our Casa Sanchez chips, from a local, family-owned business in the Mission district!





WE ALL SCREAM! FOR ICE CREAM

Situated as we are in San Francisco's fog belt, we in the Other Avenues newsroom are well aware of the irony of discussing things that are typically associated with summer, where summers here are anything but warm and sunny. However, one does not need to be "warm," or the sky "sunny," to indulge in some of our wonderful local ice cream options. We are proud to carry among the oldest (Straus, 1941), and the youngest (Three Twins, 2005) ice cream companies, both of which are committed to conscientious and sustainable business practices. Additionally, we have numerous raw, non-dairy and soy-free options that are fantastic additions to the ice cream canon.

UPCOMING EVENTS: SUMMER 2011

June 26th (Sunday), 2:00 to 4:00 Hen-raising workshop with Davin and Tori. Come learn about the difference between raising hens vs. ducks, city ordinances, general care, space requirements, feeding, health and more. **FREE!**

July 10th (Sunday), 11:00 to 4:00 Sunday Streets on the Great Highway. If you haven't been before, it's a wonderful opportunity to reimagine street use and talk up our neighborhood. **FREE!**

July 24th (Sunday), 12:00 to 2:00 Learn to cook Paneer, an Indian cheese, from our very own expert and published cookbook author Shanta Sacharoff. Price includes lunch. **\$25**

August 28th (Sunday), 11:00 to 1:00 Microbiology is tasty stuff! Learn about lactofermentation from Colin Peden, and leave with ideas and wonderful pickled veggies! **\$15**

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



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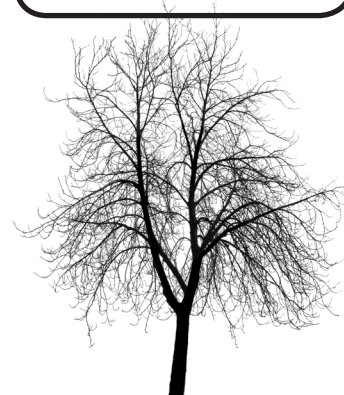
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WHO WE ARE

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.