

Legacy Business Registry Staff Report

HEARING DATE JANUARY 14, 2019

OTHER AVENUES

Application No.: LBR-2015-16-036
Business Name: Other Avenues
Business Address: 3930 Judah Street
District: District 4
Applicant: Emily Huston, Worker-Owner/Co-owner
Nomination Date: September 27, 2018
Nominated By: Supervisor Katy Tang
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Other Avenues ("OA") located at 3930 Judah Street is a cooperative food store owned by a group of coworkers who manage the business together. Each co-owner receives a wage and a share of the annual surplus, if any, leaving the assets to benefit the community. OA began in 1975 as a small neighborhood store run as a not-for-profit business by a volunteer staff who were part of a grass-roots movement called the Food Conspiracy. This movement was part of a wave of San Francisco cooperatives that arose in the '60s in reaction to the '50s, when postwar chemical technology was recycled into national agriculture in the form of pesticides, mechanization, and agrichemicals.

OA's storefront opened with the goal of making whole, natural food accessible to the masses. Markup was just enough to cover spoilage and rent. In the early years, most people who shopped at OA also volunteered. Weekly meetings were open to both shoppers and workers, and issues such as inventory, scheduling, and product selection were discussed by everyone.

In 1982, buoyed by increased sales, the store moved across the street into its current location at 3930 Judah Street. OA hired more staff while retaining its core of volunteer workers. In 1987, OA restructured into a "hybrid consumer co-op" and adopted a Board of Directors that included workers and consumers. Other Avenues legally incorporated as a Worker-Owned Cooperative in fall 1999. In 2008, after 28 years in the space, the workers of Other Avenues decided to buy the building themselves. In true cooperative form, Rainbow Grocery Co-op, Cheeseboard Collective, Arizmendi Bakery, Veritable Vegetable, and OA's own members pitched into the hat for a down payment. Today OA is more successful than ever, with a bright eye towards the future.

The business headquarters is located in the Outer Sunset neighborhood between 44th and 45th streets on Judah Street.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?





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CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4035 Judah Street from 1975 to 1982 (7 years)
3930 Judah Street from 1982 to Present (36 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Outer Sunset neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Other Avenues has contributed to the history and identity of the Outer Sunset neighborhood and San Francisco.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review).
- Other Avenues has been cited in several publications. full list of articles can be found at: <https://www.otheravenues.coop/press-and-awards/>. Among the highlights include a feature in SF Weekly, several features in Edible SF, and a few pieces on cooperatives in the San Francisco Chronicle by Hippie Food author Jonathan Kauffman.
- Business Name has received the following awards and/or commendations:
 - Best Co-op Award from the San Francisco Bay Guardian's Small Business Awards in 2005.
 - California Small Business Award from Leland Yee's office for the 12th Assembly District in 2006.
 - 2018 Small Business of the Year for the Sunset District by Supervisor Katy Tang in May 2018.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Other Avenues is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Other Avenues qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Commitment to quality natural foods and products.
- 100% organic produce.
- Worker-owner collective business model.
- Living wage for all workers.
- Storefront mural by Carlo Grunfeld.





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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Grocery store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Other Avenues currently located at 3930 Judah Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JANUARY 14, 2019

OTHER AVENUES

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-036
Business Name: Other Avenues
Business Address: 3930 Judah Street
District: District 4
Applicant: Emily Huston, Worker-Owner/Co-owner
Nomination Date: September 27, 2018
Nominated By: Supervisor Katy Tang
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR OTHER AVENUES, CURRENTLY LOCATED AT 3930 JUDAH STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 14, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Other Avenues in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Other Avenues:

Physical Features or Traditions that Define the Business:

- Commitment to quality natural foods and products.
• 100% organic produce.
• Worker-owner collective business model.
• Living wage for all workers.
• Storefront mural by Carlo Grunfeld.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Other Avenues on the Legacy Business Registry:

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 14, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-036
Business Name: Other Avenues
Business Address: 3930 Judah Street
District: District 4
Applicant: Emily Huston, Worker-Owner/Co-owner
Nomination Date: September 27, 2018
Nominated By: Supervisor Katy Tang

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? X Yes No

4035 Judah Street from 1975 to 1982 (7 years)
3930 Judah Street from 1982 to Present (36 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? X Yes No

NOTES: N/A

DELIVERY DATE TO HPC: November 21, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 4



City and County of San Francisco

KATY TANG

September 27, 2018

Regina Dick-Endrizzi
Legacy Business Program
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

I would like to nominate Other Avenues Grocery Cooperative to be included on San Francisco's Legacy Business Registry. Established in 1974, Other Avenues is the only grocery co-op in the Sunset District, and they have thrived over the years by practicing democratic leadership, following the spirit of sustainable communities and having their business practices reflect as such.

Other Avenues was started by a group of individuals that called themselves "The People's Food System," and they were a grass roots organizations of food buying clubs that were dedicated to buying and distributing wholesale food among themselves. While many of these stores thrived for a time, most of the stores had closed their doors by the 1990s. However, Other Avenues remains open today, preserving the legacy of the People's Food System.

With over four decades of history in the Sunset District, I would like to nominate Other Avenues Grocery Cooperative for inclusion in the Legacy Business Registry Program. If you have any further questions, please contact me at katy.tang@sfgov.org or at (415) 554-7460.

Sincerely,

A handwritten signature in black ink that reads "Katy Tang".

Katy Tang
District 4
San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Other Avenues Food Store		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
We are a worker-owned co-op with 15 current worker-owners. We all have equal ownership in the business: Emily Huston, Jeremy Greco, Tulasi Johnson, Layla Gibbon, Chris Julian, Darryl Dea, Nick Petrick, Enrique Ramirez, Annie Wilcox, David Enos, Luis Valls, Luke Larson, Sarah Biggart, Steven Watson, and Tiffany Acuna.		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3930 Judah St. San Francisco, CA 94118		(415) 661-7475
		EMAIL:
		emily@otheravenues.coop
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.otheravenues.coop	www.facebook.com/otheravenuescoop	www.yelp.com/biz/other-avenues-food-store-cooperative-san-francisco

APPLICANT'S NAME	
Emily Huston	Same as Business
APPLICANT'S TITLE	
Worker-Owner / Co-owner	
APPLICANT'S ADDRESS:	
3930 Judah St. San Francisco, CA 94118	
TELEPHONE:	
(415) 661-7475	
EMAIL:	
emily@otheravenues.coop	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0934365	C0829436

OFFICIAL USE ONLY - COMPLETION BY APPLICANT	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
4035 Judah St.	94122	1/1/75
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1975-1982	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3930 Judah street San Francisco, CA	94122	Start: 1982 End: current address

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Emily Huston
Name (Print):

9/13/18
Date:

Emily Huston
Signature:

OTHER AVENUES

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

As the name implies, Other Avenues ("OA") located at 3930 Judah Street is a different kind of business. Chiefly, its structure is different than most food stores. There is no one boss; instead, OA is owned by a group of co-workers who manage the business together. Each co-owner receives a wage and a share of the annual surplus, if any, leaving the assets to benefit the community.

OA began in 1975 as a small neighborhood store run as a not-for-profit business by a volunteer staff who were part of a grass-roots movement called the Food Conspiracy. This movement was part of a wave of San Francisco cooperatives that arose in the '60s in reaction to the '50s, when postwar chemical technology was recycled into national agriculture in the form of pesticides, mechanization, and agrichemicals.

OA's storefront opened on January 1, 1975, at 4035 Judah Street with the goal of making whole, natural food accessible to the masses. Markup was just enough to cover spoilage and cover rent (which wasn't much at the time). In the early years, most people who shopped at OA also volunteered. It was not uncommon to see a sign on the door that said, "Today's volunteer did not show up, so the store is closed." Weekly meetings were open to both shoppers and workers, and issues such as inventory, scheduling, and product selection were discussed by everyone.

Other Avenues has proved its resilience on many occasions. In the late '70s, rising rent in San Francisco led to a dearth of available free volunteer labor for the store. On the brink of closure, OA was rescued by a garage sale, a bake sale, and a concert that paid the rent and bought a pickup truck for delivering vegetables. At that time, there were many Middle Eastern immigrants living in the Sunset, and often in the morning a group of Arab women sang in front of the store, in anticipation of buying the day's fresh produce.

In 1982, buoyed by increased sales (and a small annual surplus) the store moved across the street into its current location at 3930 Judah Street. OA hired more staff while retaining its core of volunteer workers. Sales didn't improve as much as hoped, and again community members came to the rescue with loans. Other Avenues still had no firm business structure at the time, and there was little division between staff and shoppers.

In 1987, OA restructured into a "hybrid consumer co-op" and adopted a Board of Directors that included workers and consumers. Yet the numbers still weren't promising, and an accountant suggested OA close, but again its loyal staff and customers raised enough to keep it open.

In the late '90s, the building that housed OA went up for sale so a community member stepped in with a checkbook and bought it to secure the store. After years of struggle, OA was finally stable and booming. Workers were running the business effectively, and community Board members deferred to the workers on all business decisions. To reflect what had become reality, Other Avenues legally incorporated as a Worker-Owned Cooperative in fall 1999.

In 2008, after 28 years in the space, the workers of Other Avenues decided to buy the building themselves. In true cooperative form, Rainbow Grocery Co-op, Cheeseboard Collective, Arizmendi Bakery, Veritable Vegetable, and OA's own members pitched into the hat for a down payment. Today OA is more successful than ever, with a bright eye towards the future.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Other Avenues has never ceased operations for more than six months.

c. Is the business a family-owned business? If so, give the generational history of the business.

Other Avenues is not family-owned, but worker-owned. When OA opened in 1975, it was run by volunteers from the grassroots Food Conspiracy movement. There was little distinction between the staff and shoppers in its early days. OA has always been called a co-op by our patrons and the Outer Sunset community. However, we officially incorporated as a Worker-Owned Cooperative in 1999. Before that period, OA functioned as a hybrid community membership co-op managed by its workers.

Presently, OA is worker-owned, meaning only applicants who are approved by the Board of Directors after a 6-month trial period become co-owners. Currently, 15 worker-owners (and Board of Directors members) manage the business democratically using the super-consensus model. Five members—Tulasi Johnson, Darryl Dea, Jeremy Greco, Luke Larson and Chris Julian—have been at OA for 10+ years.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The history of the ownership structure of Other Avenues is as follows:

1975 to 1987:	LLC
1987 to 1999:	Hybrid consumer co-op
1999 to Present:	Worker-owned cooperative

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

See attached supplemental newsletters, articles, and photos.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

OA's building is not registered on any local, state, or federal historic registry. The historic resource status of the building is listed by the Planning Department as Category B ("Unknown / Age Eligible") with regard to the California Environmental Quality Act.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Other Avenues opened its doors in 1975 by the participants of the Food Conspiracy, a grassroots organization of food buying clubs dedicated to buying and distributing wholesale food among themselves. Driven by the spirit of sustainable communities and started in members' garages, the clubs expanded and opened over a dozen San Francisco storefronts like OA, along with a large warehouse and other supporting organizations. Collectively calling themselves "The People's Food System," with the motto "Food for people, not for profit," these stores thrived for over a decade. By the 1990s, due to rising rents and lack of volunteers with free time to donate, most of the Food Conspiracy co-op stores had closed their doors. Yet OA remains open today, preserving the legacy of the People's Food System.

Around 2009, Other Avenues along with local businesses Java Beach Café and Corner Cup organized the community to challenge Starbucks in opening a storefront on the corner of 45th and Judah. As community residents and business owners, we were concerned not only about traffic congestion at the corner, but with draining money out of the local economy and away from independent businesses. OA helped to gather 4,000 signatures to petition against the coffee chain, and convinced the Planning Commission to deny Starbucks' application. In place of Starbucks, the independently-owned juice bar Judahlicious opened on the corner. In the next few years, other independent small businesses such as Trouble Coffee, Mango Medley, Outerlands restaurant, and Mollusk Surf Shop opened.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

OA has been a supporter and/or vendor at Sunset Community Festival since its start 24 years ago. We also attend the San Francisco Veg Fest (at Golden Gate Park) in October to support vegetarianism on a broader scale.

We regularly host community events at OA, including workshops on cooking, health, and other topics. OA co-owner and author Shanta Nimbark Sacharoff has held vegetarian cooking classes for over 30 years, drawing from recipes in her cookbooks *Flavors of India: Vegetarian Indian Cuisine* and *Cooking Together: A Vegetarian Co-op Cookbook*.

Every October, we celebrate National Co-op Month by hosting Co-op Day: a community get-together with food, chai, and fun. Last year's event brought together Fat Chance Belly Dancers, artists, vendors, and a local face-painter.

More recently on January 20, 2017, OA closed in protest of President Trump's inauguration. The workers posted a sign on the front door that read, "Other Avenues will be closed in the spirit of passive resistance on Inauguration Day, Friday January 20." We were featured in the San Francisco Chronicle and on a local NBC telecast.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Other Avenues has been featured all over the local media. A full list of articles can be found at: <https://www.otheravenues.coop/press-and-awards/>. Among the highlights include a feature in SF Weekly, several features in Edible SF, and a few pieces on cooperatives in the San Francisco Chronicle by *Hippie Food* author Jonathan Kauffman.

OA won Best Co-op Award from the San Francisco Bay Guardian's Small Business Awards in 2005 and received a California Small Business Award from Leland Yee's office for the 12th Assembly District in 2006. We also were named 2018 Small Business of the Year for the Sunset District by Supervisor Katy Tang this past May.

d. Is the business associated with a significant or historical person?

Shanta Nimbark Sacharoff has been working at Other Avenues since its founding in 1975 as part of the Food Conspiracy movement. After serving the OA/Outer Sunset community and the co-op network for over 36 years, Shanta retired this past May 2018. She is the author of three books, has hosted a number of cooking classes, and has been a vocal leader in the co-op movement. This past May, Supervisor Katy Tang acknowledged Shanta's contribution to OA and the larger San Francisco community at our Small Business of the Year award ceremony.

e. How does the business demonstrate its commitment to the community?

Other Avenues remains a neighborhood and community-responsive business. Now, instead of becoming a co-op "member" and voting for or serving on the Board of Directors, community

supporters can purchase a Red Discount Card which entitles the holder to a discount similar to that offered to community "members" in the past. We also offer generous store discounts to various community members: seniors, former volunteers and worker-owners, local business owners, SF Bike Coalition members, and SF Vegetarian Society members.

OA promotes, supports, and hosts a number of community events. Some, such as the Sunset Community Festival and SF World Vegetarian Day are organized by other groups and attended by OA. Others, such as educational workshops, are held at OA and hosted by worker-owners. We sponsor classes on health and healing, nutrition, and cooking regularly.

In January of 2017, the Board of Directors of Other Avenues voted to significantly broaden the scope of our charitable giving program. For 2018, we have committed to donating \$500 a month to the non-profits listed on the website (<https://www.otheravenues.coop/charitable-giving-initiative-2017/>) plus whatever we raise in our collection boxes at the registers from customer contributions. In 2017, we raised well over \$7,000 for these worthy organizations—not a jaw-dropping amount, but every little bit helps! The non-profits we aim to support represent a range of values that both reflect our community's concerns and mirror Other Avenues' Mission Statement: "Healthy People, Healthy Business, Healthy Planet." These vetted organizations work on behalf of policy positions and individuals made most vulnerable by the present administration in the arenas of:

- civil rights
- immigrants' rights
- workers' rights
- sexual and reproductive freedom and safety
- environmental protection and stewardship

These worthy nonprofits work on the local level, providing direct action and support to individuals, as well as on the national level, to litigate and lobby on behalf of social justice and environmental issues. Our schedule for the Charitable Giving Initiative is loosely in sync with the Social Justice Calendar.

f. Provide a description of the community the business serves.

Other Avenues serves a robust and diverse community, one rooted in the Outer Sunset. We are a true community hub for those who live and work nearby, with a devoted and loyal following. Many of the original volunteers and worker-owners still shop at the store; this imbues OA with a unique sense of shared space for both worker-owners and shoppers. In the past decade, OA has served a growing number of young professionals as well as families with young children who've moved to the Outer Sunset in search of cheaper rent. Of course, we serve the large Chinese, Russian, and Italian populations closely associated with the area as well. This community has changed over time, but OA is the kind of store not separate from the people who buy from it, and so it follows that we will always be in some gradual flux that mirrors the

neighborhood. We're an organism that adapts, and adapts again when the circumstances change.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

A storefront mural was completed by Carlo Grunfeld and other OA volunteers in 1995. It proudly displays our organic produce next to Ocean Beach, looking north to Mount Tam, seaside pelicans, and Seal Rock. Carlo Grunfeld helped Other Avenues renovate the mural in 2014.

Sunset Parklet is a public space hosted jointly by Other Avenues and Sea Breeze Café next door. After a grueling two year funding process, the parklet was installed in 2014. Designed by Interstice Architects, the parklet consists of four “strips” that undulate along the length of the parklet, providing built-in seating, tables, and native planting. It includes a dog watering area with leash ties to assist dog owners, and a built-in bicycle rack to engage cyclists. Constructed of sustainable and reclaimed materials in compliance with Public Works’ guidelines, this new addition to the popular and growing SF Parklet Program challenges the notion of a “café patio.” It’s become a fixture of the social architecture of customers and neighbors alike. For pictures and more information, see <http://www.intersticearchitects.com/project/sunset-parklet/>.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Other Avenues is not just a health food store, but a community center where shoppers feel comfortable shopping, socializing, and attending community events organized by the workers. On a practical level, where else do people have access to fresh organic produce, local products, fresh bread, dairy, and bulk foods all under the same roof? OA is the only food co-op serving the west side of the city and one of the last small locally-owned groceries in San Francisco. If Other Avenues were to close, the city would lose a business dedicated to the welfare of its workers through ample benefits, a living wage, and entrepreneurship education through its running. OA is one of two remaining cooperative groceries, along with Rainbow Grocery Co-op in the Mission.

CRITERION 3

a. Describe the business and the essential features that define its character.

Other Avenues is defined by its commitment to quality natural foods and products, including organic produce, supplements, cheese, wine and beer, eco-friendly supplies for living, and a large bulk section. Our produce is 100% certified organic and we support small, local vendors on our shelves. Our main goals are to maintain a thriving business; to provide food and supplies for sustainable living; to provide exemplary service to the community; to support organic and local

farms, cooperatives, and other small businesses; and to serve as a model of workplace democracy for the community.

What we feature on our shelves represents OA best. We emphasize organic, sustainable, vegetarian, and fair trade products. We avoid products with artificial flavors, preservatives, GMO ingredients, and unnecessary packaging. Our commitment to quality, local, and organics preserves our identity as a business and help customers understand the political implication of our choices as consumers.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Our long-standing historic values include offering organic produce, providing a living wage to all workers, upholding a commitment to vegetarian living, and promoting sustainability. Although our structure has changed throughout the years, we are at the core a place where all workers are owners and all worker-owners have a vote in the business. This alternative business model of consensus-based decision-making has been vital to our success. As a collective, we work to maintain the health of our business, so we can provide an enriching environment for workers and the surrounding community. As said in our mission statement, "Healthy Business, Healthy People, Healthy Planet."

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

We are committed to maintaining the storefront mural completed by Carlo Grunfeld and other OA volunteers in 1995, and the parklet installed in 2014.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Other Avenues is 100% worker-owned and will continue to pass ownership as collective members are hired. Documentation demonstrates that the business has been a grocery store since it opened in 1975.

Vintage
OA photos



OA group
photo 1990s



OA interiors: cashier registers,
produce section 1990s

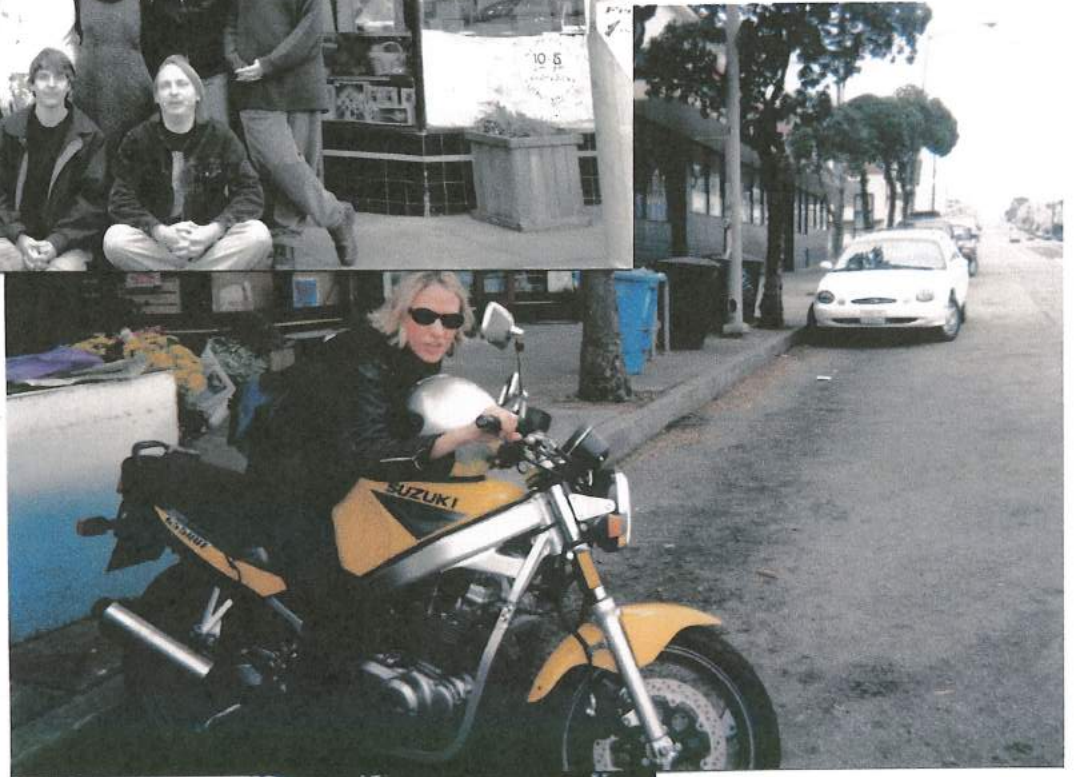


OA produce
section 90s





OA
Storefront
1999



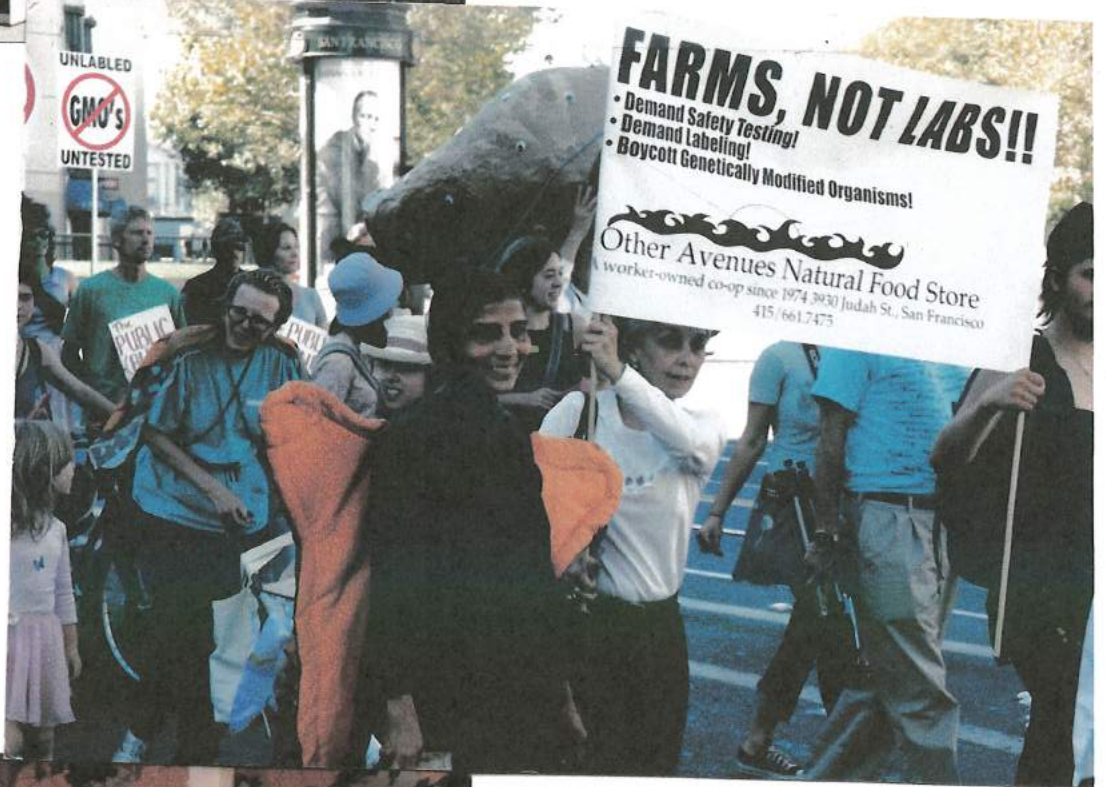
OA's
storefront —
before the
parklet was
installed



Our storefront
mural



Other Avenues
Community events





Exterior
Produce Boxes
Display



Interior
Gifts section

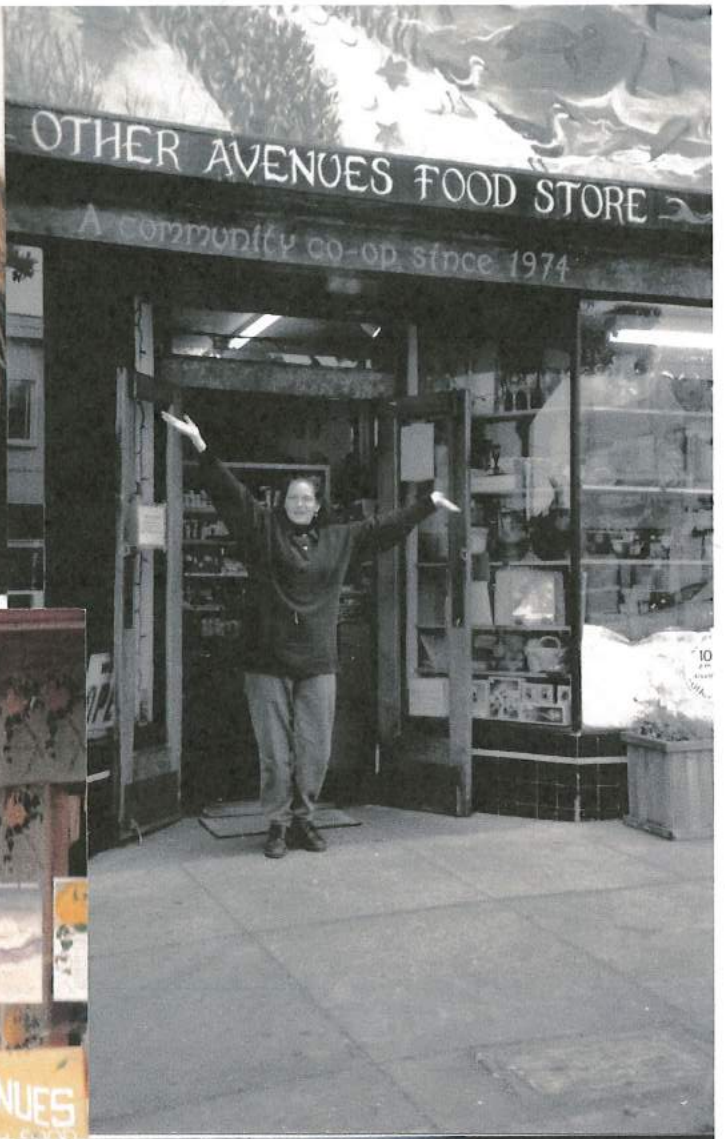


Store
Display



Workers and
volunteers community
of other Avenues





OA storefront
90s



OA group
photo
circa
2007

Other Avenues
grocery co-op



Drop us a lime!
8am to 9pm every day
3930 Judah St.
San Francisco
Bring this ad for 5% off your purchase

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OA
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in
Sunset
Beacon

Occupy protesters celebrate in S.F.

Justin Berton, Kevin Fagan and Michael Cabanatuan
Updated 11:13 p.m., Monday, September 17, 2012

SF Gate
Clipping Circa
Sep. 2012

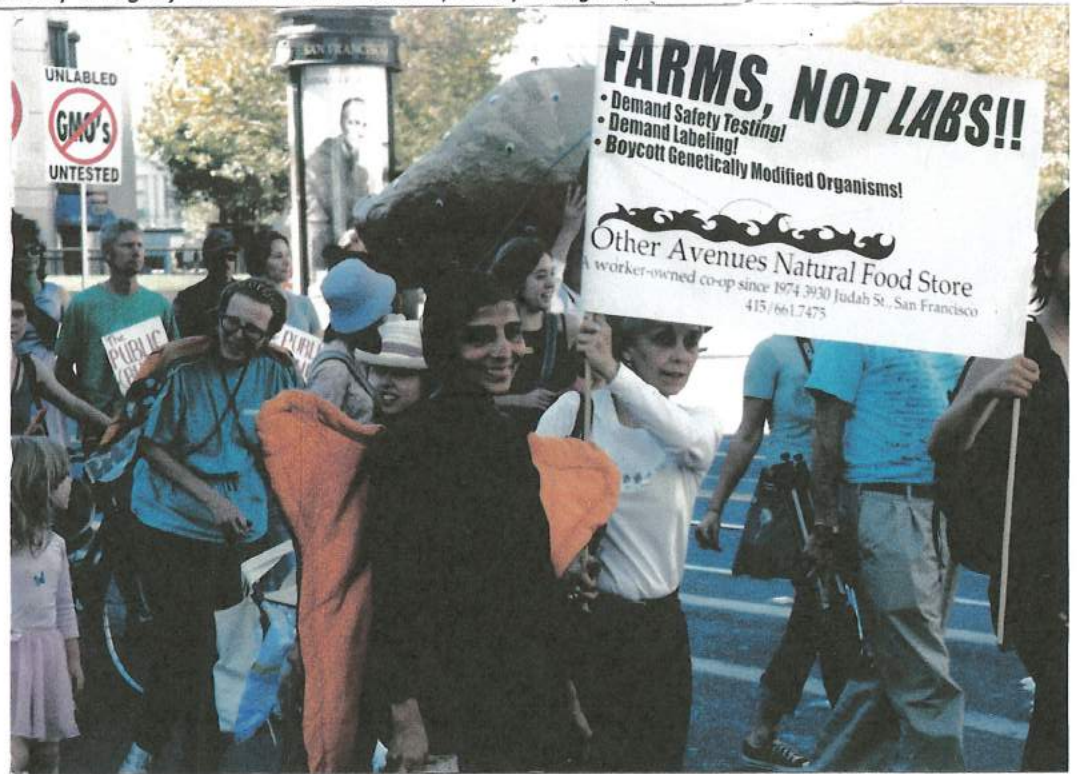
VIEW: LARGER | HIDE

2 of 24 ◀ PREV NEXT ▶



OA
at
the
Occupy
SF
March

Occupy Wall Street protestors hold a sign during a demonstration on September 17, 2012 in San Francisco, California. An estimated 300 Occupy Wall Street protestors staged a demonstration and march through downtown San Francisco to mark the one year anniversary of the birth of the Occupy movement. (Photo by Justin Sullivan/Getty Images) Photo: Justin Sullivan, Getty Images / SF



personal
store photo
of
Shanta
Nimbark-
Sacharoff
and former
Worker-owner
Barbara
at the Anti-GMO march in SF

Current OA
Interiors / Exteriors



Other Avenues Storefront





Other Avenues
Specialty Gift Shop

Other Avenues
is open



WHICHER OWNED

AVENUES

WHICHER OWNED

NO DOUBLE PARKING





OTHER AVENUES

GROCERY CO-OP
1000 14TH AVE
- 541-451-1111

OTHER AVENUES

GROCERY COOPERATIVE

GROCERY
CO-OP
WORKER OWNED
-est. 1974-

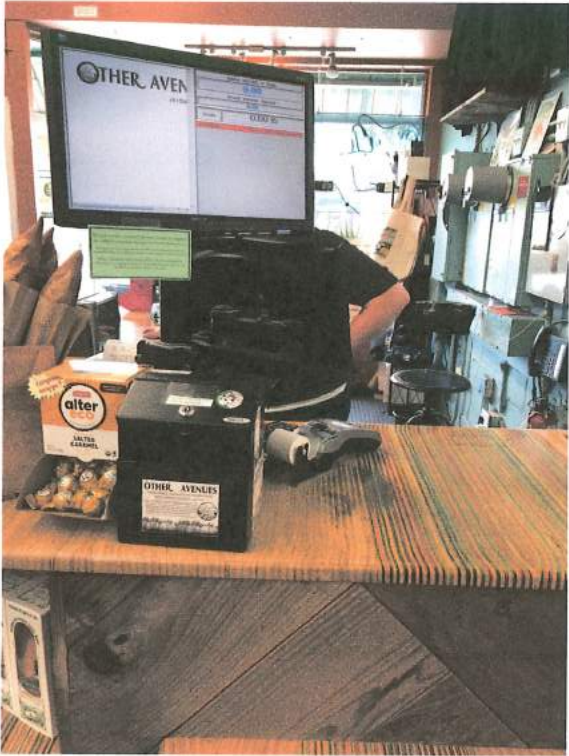
Other Avenues
is open.

OTHER AVENUES
A WORKER OWNED CO-OP





Gifts Section & Cash Registers







Produce Section





All Our Produce is 100% Organic





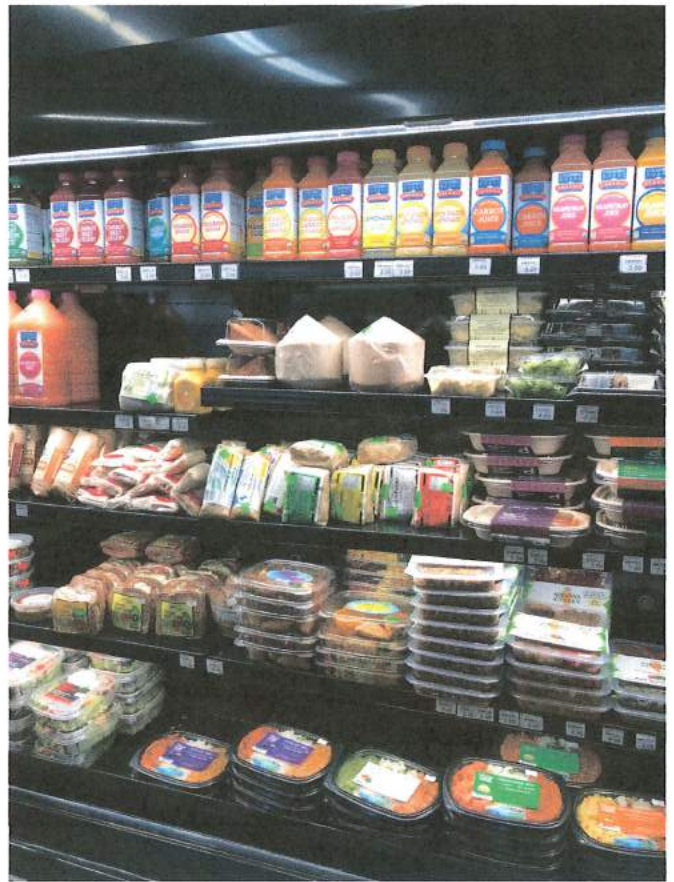
Bulk & Dairy Section



Vitamins, Frozen, & Body Care Sections



Deli Section



Chocolate Section



Grocery, Bread, & Beer/Wine Sections





OUR RESPONSES

Customer Request Form
 Name: [Handwritten]
 Department: [Handwritten]
 Request: [Handwritten]
 Response: [Handwritten]

Customer Request Form
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 Response: [Handwritten]

Special
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 Department: [Handwritten]



Other Avenues

Other Avenues had operated out of the 3930 Judah Street since the 1980s, and in March of 2008 we became the owners of our building! While the decision and subsequent work of property ownership has been daunting, we see the challenge and responsibility as the best possible business decision. In owning the building, we can ensure our community that our future here is secure. Many dedicated shoppers, workers, community members and other local cooperatives helped us with micro-loans for the down payment, and we are deeply grateful. Your patronage now is as important as ever!

OTHER AVENUES'

SPRING WELLNESS WORKSHOPS

RAW LIVING FOODS

with Chef Alyssa Cox









PUBLIC PARKLET

Davis


TO SERVICE



From our website: see history and videos


Our Mission and History


SHARE

 (<https://www.facebook.com/sharer/sharer.php?u=http%3A%2F%2Fwww.otheravenues.coop%2F&t=>)

 (<https://twitter.com/intent/tweet?source=http%3A%2F%2Fwww.otheravenues.coop%2F&text=%20http%3A%2F%2Fwww.otheravenues.coop%2F&via=otheravenues>)

 (<https://plus.google.com/share?url=http%3A%2F%2Fwww.otheravenues.coop%2F>)

 (<http://pinterest.com/pin/create/button/?url=http%3A%2F%2Fwww.otheravenues.coop%2F&description=>)

 (<http://www.linkedin.com/shareArticle?mini=true&url=http%3A%2F%2Fwww.otheravenues.coop%2F&title=&summary=&source=http%3A%2F%2Fwww.otheravenues.coop%2F>)

***HEALTHY BUSINESS *HEALTHY PEOPLE *HEALTHY PLANET**

OUR GOALS ARE:

- To maintain a thriving business.
- To provide food and supplies for sustainable living, and exemplary service.
- To support organic and local farms, cooperatives, and other small businesses.
- To serve as a model of workplace democracy for the community.

OUR BUYING GUIDELINES ARE, WHENEVER





Other Avenues 2012 group photo (not all collective members present) by SF photographer rrrzzz



Other Avenues 2010 group photo

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1086
A worker-owned food store cooperative serving
the Outer Sunset community of San Francisco
since 1971.
www.otheravenues.coop
1013-MeetWithLocals-2018-05
ORIG_SanFrancisco-Shopping
\index\page2
(http://www.otheravenues.coop)
1013-MeetWithLocals-

In this Section

Our Mission and History (<https://www.otheravenues.coop/our-mission-and-history/>)

Charitable Giving Initiative 2018 (<https://www.otheravenues.coop/charitable-giving-initiative-2017/>)

Press and Awards (<https://www.otheravenues.coop/press-and-awards/>)

Employment Opportunities (<https://www.otheravenues.coop/employment-opportunities/>)



otheravenues

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 910  1086

A worker-owned food store cooperative serving the Outer Sunset community of San Francisco since 1974.

www.vogue.co.jp/lifestyle/travel/VJ1043-MeetWithLocals-2018-06-ORIG_SanFrancisco-Shopping/videos/page/2

(<https://www.vogue.co.jp/lifestyle/travel/VJ1043-MeetWithLocals->

OTHER AVE-NEWS

Fall 1999

Other Avenues Food Store 3930 Judah St. SF 94122 661-7475

Vol. 9 Number 4

OA MEMORIES

For our 25th Anniversary Edition of the OA Newsletter we thought we would take a walk down memory lane. Three members of the collective, Shanta, Steve, and Liz, have written about their experiences at OA over the years.

My name is Shanta. I started to work at OA in the late '70s as a volunteer when we were across the street near 46th Avenue in a tiny space. Susie Seaweed and Sam Kushman (now ninety-three), our most senior volunteer, started then, too. At that time, The People's Food System was very much alive but no longer thriving. The People's Food System was a loosely defined parent organization of stores like Other Avenues which started in the sixties from a street organization called The Food Conspiracy which was a food buying club. However, we were more than just a club. Our common goal was to buy food at affordable prices jointly and also to advocate democratic means of food distribution. When The Food Conspiracy got too big, a few people organized and started stores at various locations in the Bay Area. Other

Avenues was one of these. In its heyday, The People's Food System had twelve stores, a bakery, a cheese collective and a wholesale warehouse, all separate entities, but united with a common philosophy: "Food For People, Not For Profit."

I was active in the Food System from the Conspiracy days, so when I moved to the Outer Sunset, I naturally looked for Other Avenues.



Photo Credit: G G Geddes

OA was all volunteer-run back then. It was not uncommon to see a sign hanging at the door that said, "Today's volunteer did not show up, so the store is closed." Later, to get fresh produce daily, we, the volunteers, decided to employ two paid staff members, Jim and Stanley, to pickup and deliver our produce. (Jim is still involved with food in Mon-

tana, growing organic herbs.)

When we moved to our current location in 1982, it was a big step. We needed more space, but we had no idea of its financial feasibility. We also expanded our paid staff before improving our sales.

One of my fondest memories of the eighties at OA is our staff being mostly parents with young children. We practically raised our kids

here. We shared childcare, fed them good food, and helped each other chauffeuring the kids. At one point we even had a volunteer scheduled to take care of young Ayana, our Grocery Buyer Barbara

Ruech's daughter. One day, when Walter was cashiering, I frantically asked him to stop working, jump in the store truck and help me pick up my daughter who had fallen off of a play structure and broken her front tooth. The children always came first. We also enjoyed watching them grow with the hope that we were

(continued on page 7)

OA's newsletter circa Fall 1999

volunteer corner

a volunteer interview conducted by Liz Richardson

An interview with
Denise Won

Liz: Hello, Denise! How long have you been volunteering at Other Avenues?

Denise: Since July of '98.

Liz: How did you find out about our store?

Denise: While a mere child, there were a series of collectives near my home, in the Inner Sunset. So I had heard of collectives and coops. But they all closed down. I was afraid of coops at first. They were so different from where my family usually shopped. But I wanted to check out Other Avenues. Now I can't shop anywhere else.

Liz: What do you like most about OA?

Denise: I love the environment and the people. I do my work with pride. But mostly I dig the people.

Liz: What do you do as a volunteer at OA?

Denise: I started out working in produce, but soon there was an opening in cheese, so I started cutting cheese.

Liz: What are your favorite products at OA?

Denise: I like to buy the filtered water. The yummy produce is good. I also like the bulk nuts and bulk honey.

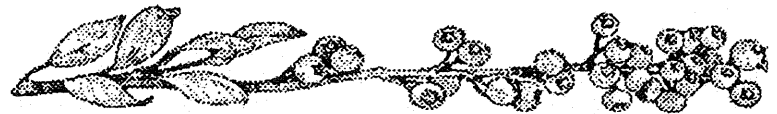
Liz: What do you do when you aren't volunteering?

Denise: I attend high school. I am also addicted to yoga! I like to do environmentally conscious stuff. And I like to listen to music.

Liz: Thanks, Denise, for all of your great work!

Would you like to volunteer at OA? It's a great way to save money and have fun!

Volunteers receive a 10% discount for two hours per week of work, or a 20% discount for four hours per week of work. Please see the cashier for an application.



VOLUNTEERS

Sam Kushman	Janet Molinari
Susie Seaweed	Nakona MacDonald
Judy Watson	Denise Won
Anne Ackerman	Jen Poppen
Robert Wernick	Igor Dobrowolski
Peter Munks	Barbara Bensing
Charles Denefeld	Morgan Bennett
Kathleen Keeler	Heidi Vitlail
Debbie Benrubi	Bob Abeles
John Seagrave	Ray Trautman
Project Opportunity:	G G Geddes
Shirley, Olivia, Kim, Bev	Hadi Reinhertz
Ralph Lane	Joanne Favini
Stephen Lammers	Chris Patch-Lindsay
David Elson	Katherine Iosif
Vince Petrie	Laetitia Poisson de Souza

department highlight: bulk by David Johnson

I would like to see a show of hands. Raise your hand if you shop for bulk foods. Hmm. I see a few hands. Sometimes? A few more hands.... Well, let me remind everyone that there are many great reasons to buy in bulk. Consider a few of them.

Are you concerned about our environment and the waste of our natural resources? Buying bulk foods means using less packaging material. By re-using your own containers to shop for bulk foods you help to reduce the consumption of natural resources and the influx of garbage to landfills. Just imagine how much packaging material one person goes through in a year!

Are you concerned about your health and nutrition? A majority of the bulk foods available at Other Avenues are organically produced with no use of harmful chemicals and environmentally damaging farming practices. By buying organic foods you are supporting sustainable agriculture as well as providing yourself with healthy, pesticide-free nutrition.

Do you like to have a large selection of foods from which to choose? You can find hundreds of different bulk food items at Other Avenues. Beans, grains, snacks, chips, dried fruits, teas and coffees, oils and vinegars, herbs and spices, and so many more items can be found in the bulk department.

Do you like to save money? You can save a substantial amount on your grocery bill by selecting bulk

goods. That small jar of your favorite spice from the supermarket would have cost you a lot less if you had filled your own jar in Other Avenues' herb and spice department.

Allow me to offer some helpful hints for shopping in bulk:

First, bring your own bags and containers to fill. We offer new bags and containers for your convenience in case you forget to bring your own, but the more each of us re-uses the

Do you like to save money? You can save a substantial amount on your grocery bill by selecting bulk goods. That small jar of your favorite spice from the supermarket would have cost you a lot less if you had filled your own jar in Other Avenues' herb and spice department.

better.

Second, write down the item number for each bulk item you purchase. This speeds things up at the cash registers and it also means that the item's description and price per pound will appear on your receipt.

Third, weigh empty containers before you fill them and note the weight on the container or on a piece of scrap paper. This way the cashier can deduct this weight from the total. You don't want to buy three pounds of olive oil when one pound of it is the weight of the glass bottle you brought from home!

And finally, have fun with bulk. No, I'm serious! It can be fun and very

satisfying to discover a new grain or great bargain. If possible, do your bulk shopping when you're not in a hurry. This way you can take time to read product descriptions or to look up information in the references and cookbooks provided in the bulk area. Shopping with a friend makes it a pleasant social activity. Bulk shopping is a great family activity and teaches valuable lessons to kids about preserving the environment and the commitment involved in reducing, re-using, and recycling.

As we head into 2000, consider all the important reasons to include bulk foods in your pantry. You'll be rewarded not just with variety and value but also with the knowledge that in the process you are doing something good for the planet.

SOME POPULAR AND INEXPENSIVE BULK ITEMS:

Avalon and Equal Exchange Organic Coffees \$8.99/lb.

Organic Cornmeal \$0.40/lb.

Curry Powder \$8.00/lb.

Organic Cornflakes \$3.99/lb.

how to cook by Shanta Nimbark Sacharoff

I usually write this column about a bulk item, giving information and recipes. Around this time of the year our vegetarian shoppers often ask me about non-meat recipes for Thanksgiving dinner.

As an immigrant, I have mixed feelings about Thanksgiving as a holiday. On the positive side it is a secular holiday with family gathering as the central theme. And most people of the world mark harvest with some ritual to thank a god or nature or their loved ones, so why not enjoy the celebration? However, on a sad note, the Native Americans with whom the pilgrims marked this holiday in America may have little to celebrate, because they certainly got short changed. And the turkeys have even less to celebrate. So here are a couple of ethnic vegan recipes to star your dinner plans. You can add other seasonal entrees, such as squash and wild rice, to make the menu more complete

VEGAN SAMOSA (SPICY POTATO) POT PIE

2 pie crusts to fit a 9" pie plate

For filling:

4 medium sized potatoes, peeled and cubed

1 carrot, grated or chopped finely

1/2 cup fresh or frozen, thawed peas

2 tablespoons vegetable oil

3 tablespoons finely chopped onion

1/2 teaspoon each ground cumin, coriander, turmeric, cayenne, and cinnamon

3/4 teaspoon salt

1/2 cup water

Juice of 1/2 lemon

A few sprigs of cilantro or parsley

First buy or prepare the pie crust using your favorite vegan pie crust recipe. (Note: Use chilled oil or oil spread in place of butter in a regular pie crust recipe if you can't find a vegan crust recipe.) To prepare the samosa filling heat the oil over a medium heat. Add onion and sauté for two minutes. Add the vegetables and stir fry for a few minutes. When the oil is coated, add spices and lower heat. Stir fry for five minutes and then add the water and salt. Cook covered for 15 minutes or until potatoes taste cooked but not mashed. Add few spoons of water if potatoes are not done and cook for a few minutes longer. When the filling is cooked, spread it out onto a platter to cool and sprinkle with lemon juice and cilantro or parsley. Place one of the pie crusts in a greased pie plate. Fill the crust with samosa filling spreading evenly. If the filling is too dry at this point, add some water to moisten. Cover the filling with the top crust. Pinch the edges of the crusts together carefully to seal the pie. Use a fork to prick the top at several places. Brush some oil on the top crust before putting the pie in the oven. Bake at 350 for 45 minutes to an hour until the samosa pie appears golden on top. Serve with lots of cranberry chutney.

(continued on page

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CRANBERRY CHUTNEY

As far as I know this is my own invention and the recipe is based on a traditional Indian chutney recipe. You may find it is a welcome alternative to packaged cranberry sauce.

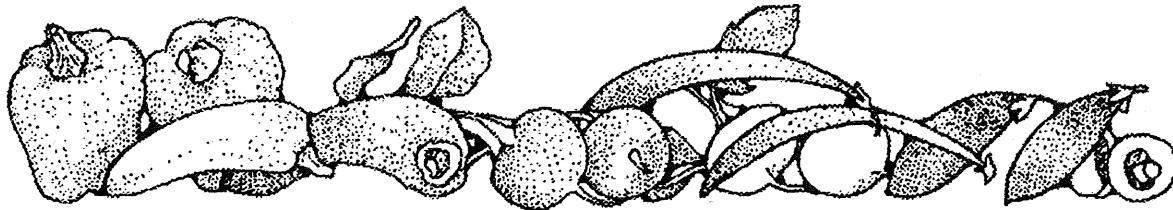
- 3 cups fresh or frozen (and thawed) cranberries
- 1 cup water
- 2 cups honey or sugar or fructose
- 1 tablespoon finely grated fresh ginger root
- 1/2 teaspoon each ground cinnamon, cloves and cardamom
- 1/4 teaspoon cayenne powder if hotter chutney is desired

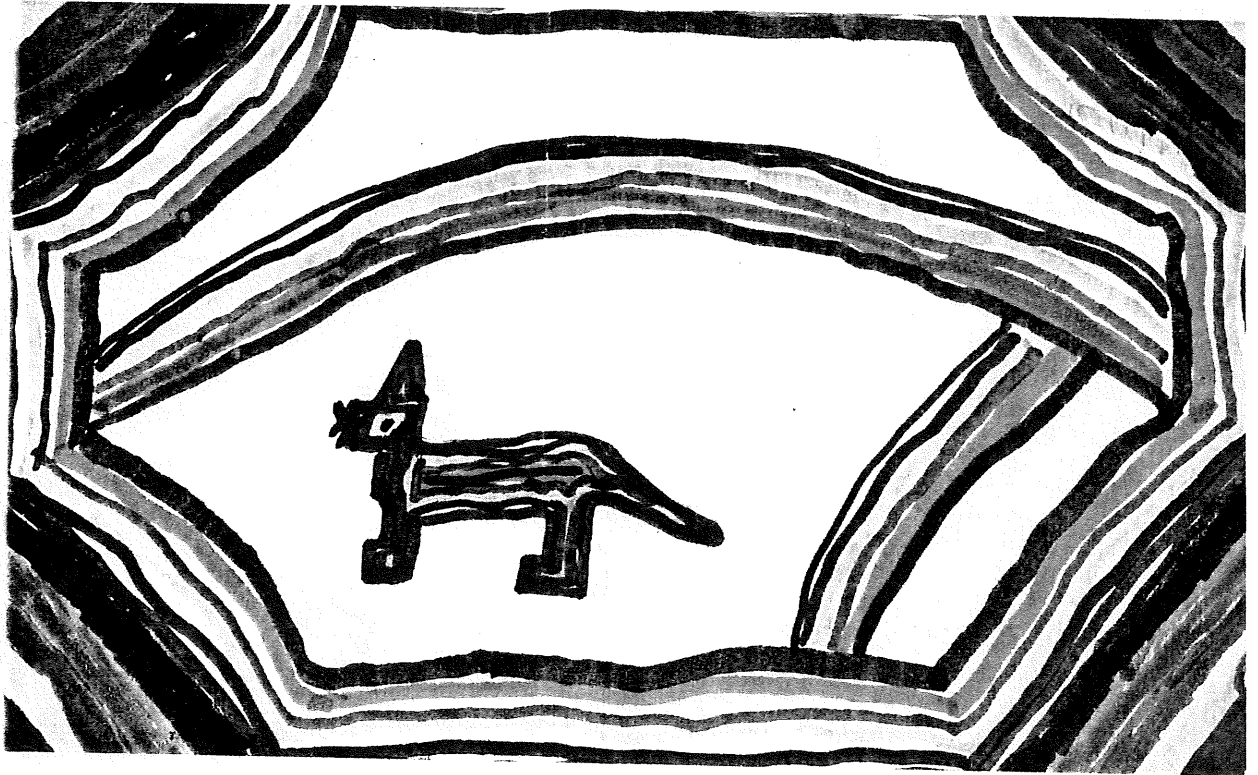
Chop the cranberries coarsely using a food processor, blender or a knife. Don't over-chop. Transfer berries to a pot with the water and cook for a few minutes until they are soft. Then add the spices and sweetener and cook for 10 or 15 minutes longer, stirring frequently. When the chutney looks jam-like it is done. It will further solidify as it cools. If refrigerated this chutney keeps for months and it makes an elegant holiday gift. (Also, if you don't want to mess with cooking, we sell this freshly made organic cranberry chutney at Other Avenues during the holidays.)

GOOD OL' CORNBREAD

- 1 cup milk (or soymilk)
- 1 to 2 eggs beaten (or 1 tablespoon powdered egg replacer mixed with 3 tablespoons water)
- 1 teaspoon salt (optional)
- 1 1/4 cups cornmeal
- 3/4 cup unbleached flour
- 2 to 4 tablespoons canola or peanut oil (or melted butter)
- 2 tablespoons turbinado sugar or sucanat (optional)
- 1 tablespoon baking powder

Preheat oven to 425. Butter or oil an 8-inch square pan. Mix dry ingredients in a large bowl. Beat in the liquids until batter is just mixed. Turn into prepared pan and bake until the edges begin to separate at the sides of the pan and the cornbread is just beginning to brown (about 30 minutes). Let cool for 5 minutes and then turn it out of the pan.





Chuck Wilt

OA memories (continued from page 1)

instilling some of the beliefs we worked for. I vividly remember one time my daughter, Serena, and her friend Sonia were playing a game, pretending they were Carol and Kim, produce buyers for OA. How refreshing it was to see them choose real life heroes, instead of emulating some plastic TV personality! Now grown, my children, Reyaz (27), Serena (20), and Sanjay (11), still feel a sense of belonging to Other Avenues.

Alas, the good old times were not always great. There was chaos in the late eighties at Other Avenues. Business management and finances were poor after the move. There was a lot of internal struggle and the store almost closed down.

Steve's Memories

We expanded the store in 1987 to its current floor plan, the work on expansion was volunteered and everything was bought on a shoestring budget. The new store layout was a great improvement but our focus on that work masked very serious structural problems in the business. As Shanta has mentioned above, OA had had several years of internal division. This resulted not only in major personnel problems but also in declining sales and increasing losses on our profit/loss reports, reports that everyone agreed were increasingly speculative.

By mid-1988 the losses had become precipitous and outside advisors were called in to help arrest our

now bloated labor budget and our increasing inability to control losses. Vendor payments went deeply into arrears and bank overdrafts were steadily mounting. During one meeting Judy, our bookkeeper who had been trying to make sense of our chaotic vendor accounts, announced jokingly that it turned out that we didn't owe the guy we bought all of our bananas from \$5,000 in back invoices. Tragically, it turned out she was wrong; we *really did* owe the banana guy that much—him and everyone else in town—and they all wanted to get paid.

One of my most vivid memories

Bob Gould, our financial advisor in those days, sat me down and said, "What you really need to do is put a lock on the front door and walk away."

of this time, which now has a faintly humorous quality to it, a quality that was completely lacking at the time, was when Bob Gould, our financial advisor in those days, sat me down and said, "What you really need to do is put a lock on the front door and walk away." I remember looking at Bob that day and saying, "You know Bob, I just don't need to hear that right now." Several days later I was involved in laying-off our maintenance staff, something that caused me more than a little grief but had to be done to cut our labor costs. I remember thinking that with these cuts we could now

move on. Bob pulled me aside later that day and said, "That was a good start but you'll have to keep going." He was right: we would go on cutting for almost a year, from a staff of 15 we would eventually have 5 people on payroll and our very modest wage of \$6.50 an hour would eventually be slashed to \$5.00.

The people who stayed with OA during this period regularly worked 60 hour weeks simply keeping the store open. However, the staff that remained also began to learn the skills needed in running a business. Slowly over the next year OA began to put its house in order; vendors were paid, new staff members brought renewed energy to the store, and sales improved. A wonderful example of the renewed energy occurred when Linda Brannan, a long-term collective member in the late '80s and early '90s, put life into our volunteer program with the result that the number of volunteers at the store increased from around five to upwards of forty. This was also the time when Peter Munks, whom many know as the creator of our beautiful flower bouquets, started volunteering in the produce department, a job he does to this day. Veterans of that time still talk about that period with some awe; OA had gone to the brink of bankruptcy but had come through the ordeal a stronger business.

OA spent the next couple of years improving at times and not improving at others but big changes were on the way. After years of their own

(continued on page 10)

sam i am, the produce man by Lynn Stanton

OA would not be OA without our loyal crew of volunteers. During our twenty-five years of business, hundreds of volunteers have contributed to the well-being of our store. But for us, one volunteer in particular stands out. For the past eighteen years (yes-18!), Sam Kushman has been setting up our fruit display. Not only has Sam been volunteering here longer than anyone else (in fact, he's been associated with OA longer than anyone except Shanta), he is also our oldest volunteer. On November 15th, he'll turn ninety-three! Be sure to wish him a happy birthday at our anniversary celebration.

Sam started volunteering at Other Avenues only one week after he retired from his long-time job at Grand Central Market. Produce and Sam go back a long way!! At Grand Central, Sam would do everything from driving the truck to setting up the produce. He would start his days at 3:00 a.m., driving to Drum Street where there was a wholesale produce market. He would load and unload the truck by himself, sometimes lifting sacks of potatoes weighing 100 pounds! After delivering the produce to Grand Central, he was responsible for setting up the fruit display before the store opened.

After retiring from Grand Central Market, Sam was walking by OA and saw a sign in the window: "Volunteers Wanted." Sam went into the store and said "I can work here if you want." He has been volunteering at Other Avenues ever since.

Before working at Grand Central Market, Sam owned a bakery on McAllister Street that sold fresh bread and day-old bread. He had a partner who used to take money out of the register and gamble it away on the horses. Finally Sam told him that if he was going to do that, he had to buy him out, and that is what happened. Sam gambles occasionally too, but not on the horses. He likes to go to Lake Tahoe instead.

When Sam started working at Other Avenues, it was a little store located around the corner from where it is now. Sam explains that there was a paint store and a hardware store where OA is now. When those stores closed, Other Avenues moved to its present location. He has seen the store grow a lot over the years.

When asked what his favorite fruit is, Sam replies "everything." He does, however, have a favorite ice-cream: Ben & Jerry's "Phish Food." His favorite part of doing the set-up:

"I like to do it all." While discussing organic versus commercial produce, Sam says that organic is more expensive and delicate, but worth it. "Organic is better," he says.

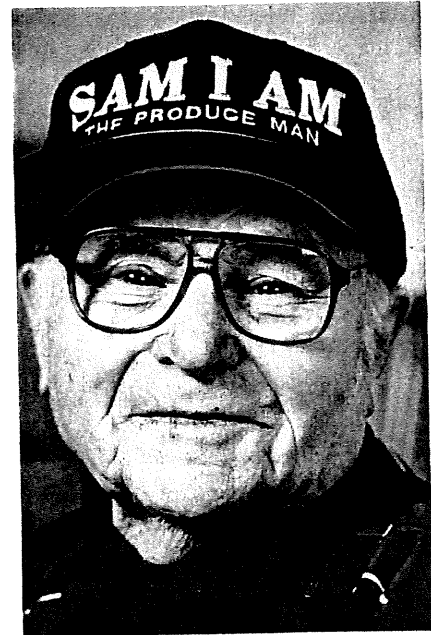


Photo Credit: Darius Richmond

For the past eighteen years, Sam has been setting up our fruit display.

cherry into the unsuspecting hands of our customers. Sam has worked with many people at Other Avenues over the years and speaks about the people who work here today. "They are very nice people to work with. I like them all."

Sam has walked to Other Avenues in the morning for many years. (continued on page 9)

Sam has a special touch that warms the hearts of our customers and employees alike. Karin Tucker, a substitute worker and Sam's good friend, told me how she dances with him in the store. "He likes to boogie dip." She says that he likes to put a special profit in the hands of our customers and workers. "I have some of these." He slips a grape

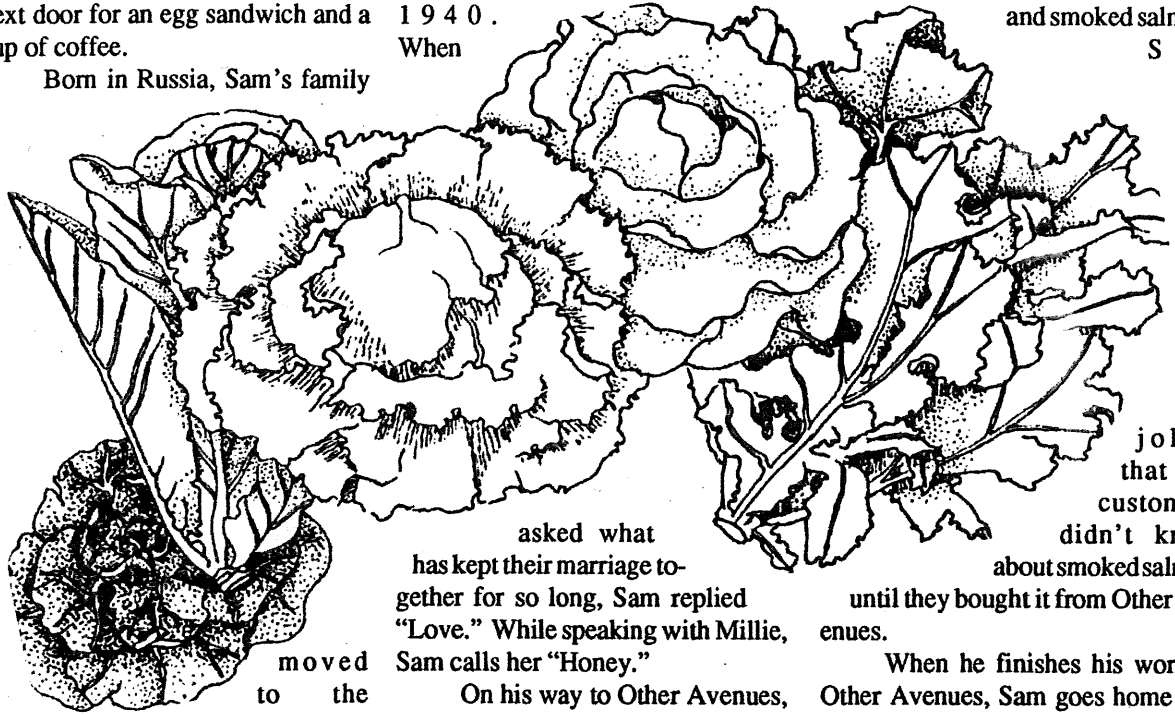
He wakes up at 6:00, opens the store at 7:00, and has already started the fruit set-up when the other workers arrive at 7:30. He used to do the set-up by himself, but now he has an assistant to help him lift the heavy boxes. He likes to go to the restaurant next door for an egg sandwich and a cup of coffee.

Born in Russia, Sam's family

York). Her Aunt's friend said there was a "nice Jewish boy" for her to meet. Sam used to take Millie out for dinner twice a week. At that time, dinners cost \$1.25 for a seven course meal! They dated for eight months before they got married on July 4, 1940. When

Other Avenues throw him a birthday party every year. They buy him something with the logo on it: "Sam I Am, The Produce Man." So far, he has a hat, shirts, and suspenders.

It was Sam that suggested that OA start carrying bagels, cream cheese, and smoked salmon. S a m



asked what has kept their marriage together for so long, Sam replied "Love." While speaking with Millie, Sam calls her "Honey." moved to the United States when he was six years old. They settled in Chelsea, Massachusetts. Many years later, his sister moved to San Francisco. When Sam and his father (his mother had already passed away) came to San Francisco for a visit, they never left!

Millie is Sam's wife of fifty-nine years. She tells how they met while she was visiting some relatives in San Francisco (she is from New

York). Her Aunt's friend said there was a "nice Jewish boy" for her to meet. Sam used to take Millie out for dinner twice a week. At that time, dinners cost \$1.25 for a seven course meal! They dated for eight months before they got married on July 4, 1940. When

Other Avenues throw him a birthday party every year. They buy him something with the logo on it: "Sam I Am, The Produce Man." So far, he has a hat, shirts, and suspenders. It was Sam that suggested that OA start carrying bagels, cream cheese, and smoked salmon. S a m

asked what has kept their marriage together for so long, Sam replied "Love." While speaking with Millie, Sam calls her "Honey."

jokes that the customers didn't know about smoked salmon until they bought it from Other Avenues.

When he finishes his work at Other Avenues, Sam goes home and works in his back yard. He repairs and paints and plants flowers. Sam has always liked to work around the house, which wasn't in very good shape when he bought it. Now it is beautiful because of Sam's efforts. He fixed it up with incredible woodwork and expert workmanship. He takes great pride in his home.

Sam says of Other Avenues "It is a good place to buy things organic."

(continued on page 13)

OA memories (continued from page 7)

struggle, the beloved Inner Sunset Community Food Store failed. The immediate result for OA was a huge influx of new shoppers and some of the volunteers and staff from Inner coming over to work at OA. As OA adjusted to the new increase

in sales, possibilities opened that previously seemed unlikely at best; a dental and health plan for collective members, increased wages, and paid vacations (the only problem with our paid vacations is that we're so busy now no one can actually take one). Our store, which had always seemed very large, started filling with more and more things that the community wanted and in no time at all everyone was complaining there was no more room left. Suddenly, after years of struggle, OA bloomed. When our building went up for sale last year a community member and volunteer was able to purchase it, assuring our continued functioning in the Outer Sunset.

It is hard, after all the ups and downs OA has been through, for me not to think that some angel has taken a real liking to us but I think it's

something else. True, OA has had its share of luck but everyone who ever worked to make OA the special place

it is, is responsible for its current success. After Bob Gould left OA in the fall of 1988 I never heard from him again. I've always hoped that he might

come and pay us a visit just to see what we've become. I imagine what he might say now, "It's a good thing you didn't put that lock on the door after all."

Liz's Memories

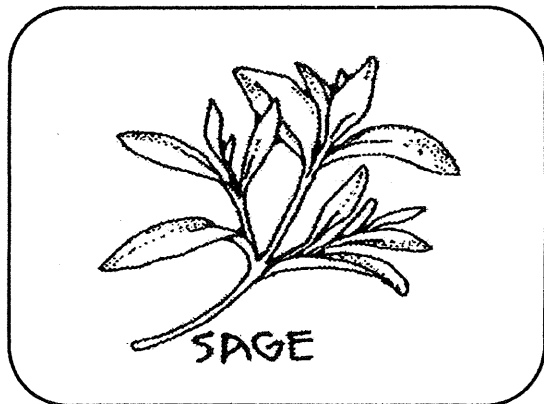
I've been at OA since February, which in some ways feels like a long time, and in many others seems like no time at all. I was attracted to the store for a number of reasons, including not only that it's in my neighborhood, but it's also a real neighborhood store. I love meeting my next door neighbor when I shop, or seeing customers on the N Judah. I also like that people shop here for different reasons. There are people who use OA as a corner store, people dedicated to buying organic, people

who want to save money by buying bulk, and people who want to support a small store. We're a really different kind of grocery store. Not just a cooperative, we're also worker-owned worker-run.

When I first started as a collective worker-owner, I was struck by the success of OA. The new freezer and cheese cooler were being installed. We were having our best sales ever. We were talking about additional benefits for our workers. I realized that I was very lucky to be coming into OA at this particular time. Most of OA's existence has been a financial struggle. The rewards that I have been reaping are the doing of a lot of dedicated, hard workers who came before me. We were also a very strong group when I joined in February; only other new person on staff was David Johnson, who had just finished his first three months at OA. Most everyone else had been here for at least three or four years.

Since that time, OA has been through a lot of changes. Most notable has been the departure of several long-time workers: Suzanne Johnson moved on to travel and find a home further north; Jodi Greene went to India; Rob Singer left for grad school in Seattle. Having new workers means fresh ideas, enthusiasm and energy, but it also means more training hours and the shuffling of responsibilities. So this period has sometimes been difficult, for old and new workers alike.

(continued on page



memories (cont. from p. 10)

At our last membership meeting in October, we voted to officially become a worker-owned cooperative. This event stands out for me as a highlight of my time here. This change brought home to me the fact that I am part owner of a business, and for me much of this job is about personal empowerment. I am learning many new skills; how to read a balance sheet, how to purchase for a department, how to control inventory, how to do payroll, and how to market/promote a small business. I could go on and on. I feel privileged to be

learning all that it takes to run a successful business, and a business with heart, commitment, and values that I believe in.

Although remembering OA's past is important, thinking about our future is even more important. Right now, we're working on our own Web site. You'll be able to log on and read our newsletter, see a list of our specials for the month, and find out about in-store events. Speaking of in-store events, I hope we will have lots more of these in the future; talks like Jose Pineda's slide-show on a

women's aromatherapy collective in Columbia, or the talk on Ayurvedic medicine that Shanta organized last spring. More events that bring together our friends and neighbors, like the beach clean-up and our anniversary party, will make the store a stronger community resource.

The fact that a store like ours is surviving, and even thriving, that we are still in business after twenty-five years and going strong, is pretty incredible. Happy birthday, OA!

WHAT'S NEW AT THE COOP?

As Other Avenues splashes into its 25th anniversary we feel so lucky to be here serving the community for so many years while most retail businesses have a longevity of only a few years. Then again, Other Avenues is not only a retail business. It is an organization where people can shop for healthy food, meet other folks from the neighborhood, and discuss the contents of our latest window display. For many years Other Avenues has been functioning as a community coop with a Board of Directors composed of community and worker members. This year the Board and workers looked into restructuring our legal status to reflect the current reality. During our annual membership meeting we discussed this structure and the proposal to become a worker coop was passed. So in the near future, OA hopes to become a legal worker-managed and worker-owned coop. Please note that we will continue to offer the 5% discount cards to our customers and the daily 10% discount to our senior shoppers. Also our successful volunteer program remains the same. **The community will always be our focus.**

NEW COLLECTIVE WORKER

Other Avenues welcomes Larisa Mikl who joined Other Avenues in August, 1999. Larisa was born and raised in Cape Cod and later moved to Arizona where she attended cosmetology school and studied theater arts. Three years ago, Larisa moved to the Sunset district of San Francisco and being health conscious she started to shop here. Currently, Larisa manages OA's snacks, pet products, and other non-food items. She would like to improve our pet products, expanding healthier choices for pets. Larisa hopes to reorganize the snack food space by making it more shopper friendly. Another of Larisa's visions for OA is to educate our shoppers regarding the importance of buying environmentally friendly cleaning products.

NEW PRODUCTS

The fall is an exciting time of the year at Other Avenues. Our produce department has many new seasonal organic items. The herb department is stocked with holiday seasonings. Dairy has expanded with our new freezer units. But more than any other area of the store, the gift department has already started to buzz with new items. Our gift buyer changes the selection every year but keep in mind that you can get lots of books, cards, calendars, and unique gifts at reasonable prices. And check out our store-wide, week-long 25th Anniversary sale!

tiny bubbles

by Stephen Bosserman

We are only months away from the end of the millennium. My how time flies when you're having fun! On New Year's Eve, we will celebrate the end of a century. Since events like this don't come around all that often, we should definitely do it right. Here's how: for the first time ever an authentic organic Champagne is available! To complement this great find is the sparkling wine of Blanquette de Limoux. Combine these two items to make your New Year's Eve festivities truly memorable.

Champagne is all celebration and festivity. Its magic is based on how exceptional it is; from its history, to the climate it grows in, and finally to its production. Sparkling wines come from wine growing regions worldwide, but true Champagne only comes from the Champagne region of France. As wine authority Oz Clarke writes, "There's no conjuring act like it. They take some of the rawest, sourest still wine in all France, and from the magician's hat they draw out the most sumptuous, glittering creation in all the world of wine."

Sparkling wines have a long history, and Champagne was vastly improved upon by Dom Perignon, a seventeenth century Benedictine monk, who spent twenty years perfecting stronger bottles and corks. Ron Herbst and Sharon Tyler Herbst note that, "Even then, it's said that the venerable monk lost half his champagne through bursting bottles."

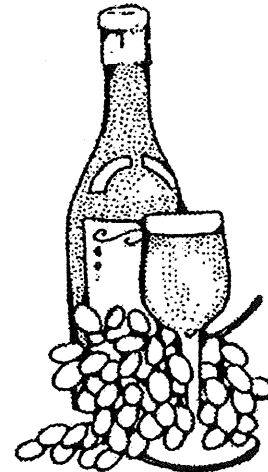
Perignon is also credited with creating the wine blends that make Champagne superior to all other sparkling wines.

The geology and climate of the Champagne region play pivotal roles. The soil of the region is heavily chalk, a type of soil in which white wine grapes thrive. Tucked away in river valleys, the grapes ripen by the slimmest of margins. The Champagne region is farther north than any other wine growing region in France, and the annual temperature averages only one degree above what wine grapes need to ripen. The vines must struggle to produce in this climate, but the result is a grape with great depth of character.

After harvest, the Chardonnay, Pinot Meunier, and Pinot Noir grapes, which compose Champagne, begin the long and complex process the French call the *Methode Champenoise*. The first pressing of the grapes is carefully done to remove the skins of the red grapes, thus allowing a light colored wine. The wine is fermented and then blended; some vineyards use upwards of thirty and even forty different base wines to create just the right blend.

Next come the bubbles! The wine is bottled with more yeast and a

syrupe mixture of sugar and wine called *liqueur de tirage*, to start second fermentation. When the yeast begins to eat the sugar, alcohol and carbon dioxide occur as by-products. Because the carbon dioxide can't escape, it transforms into the bubbles we associate with Champagne. There is, however, an unsightly side effect of the second fermentation. The yeast cells die off leaving behind a brown sludge. This is moved by



tipping the bottle up on their ends; a process called *remuage* (removal). The wine is held in *pupitres* which are shelves that can be adjusted more steeply over time. If done by hand, *remuage* can take up to three months. Mechanized systems take between four to thirty days.

When all the yeast-remains have floated to the corks of the upturned bottles, the corks are removed with a deft flick of the wrist, resulting in the dead yeast cells leaving the bottle. This process is called *degorgement*. The wine, at this point, is harsh and raw, so a second *dosage* is added to increase the level of sweetness. Once the second *dosage* is added the bottle receives its

(continued on page 13)

tiny bubbles (cont. from p. 12)

final cork. The traditional method of making Champagne calls for as many as one hundred hand operations!

The organic Champagne that Other Avenues has available this year comes from the vineyard of Serge Faust. Located in Vandieres, on the Marne River, the vineyard is composed of thirty acres of vines certified organic since 1969. The Champagne blend is classic, but a majority comes from the Pinot varieties, creating a rich fruity wine with copious bubbles and a bouquet of apples and elder flowers.

We are also proud to offer the sparkling wine of Bernard Delmas, from the Blanquette de Limoux region in the south of France. Grown organically and produced traditionally, the Blanquette de Limoux is an effervescent brut wine, a blend of two white grape varieties, Mauzac and Chardonnay, which create a soft, creamy-textured wine that is subtly fruity, with green apple, melon and lemon flavors. Celebrate this year with organic Champagne and sparkling wines. Wake up in a new millennium with a healthier body and a healthier planet.

Other Avenues' 25th Anniversary Celebration

Saturday, November 13, 1999 5-9pm

St. Paul's Presbyterian Church
Wardwell Hall
1399 43rd Avenue (@Judah)
5pm-6pm special activities for children
6pm-9pm musical entertainment,
refreshments, raffle prizes

Sam (cont. from page 9)

Millie adds "and the people are very nice there, that is the main thing."

Everyone at Other Avenues wants Sam to know that he is truly loved and that we are very glad he will still be working here on Wednesdays. The store would not be the same without him!

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~ ~ ~

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questions and answers

Q. Can you get ShariAnn Indian Bean and Rice Soup? You used to have it.

A. It was a really slow mover for us so we are unable to continue to carry this item. You can special order it and get 10% off of a case. —Angelynne, Grocery Buyer

Q. Please French Yogurt Cheese: low-salt, low-fat, good taste.

A. Thanks for the suggestion. I'll look into it! —Steve, Cheese Buyer

Q. Shanta, can we see a lightweight, cotton beanie hat in dark blue, black, or green? Thanx!

A. We will look into a supplier for this item. Thanks for the suggestion. —Shanta, Gift Buyer

Q. Please reorder Annie's Spread—Sesame Pimento Spread, etc. It's been out for five days so far.

A. We will ask our vendor to stock more of this popular item. Thanks for letting us know about this problem. —Jose, Dairy Buyer

Q. I would like to request the big Calistoga bottle in 32 oz. The six little ones come to \$3 (expensive!). I know you want glass. Thank you.

A. Yes, look for this item coming soon. —Larisa, Non-Foods Buyer

Q. A few requests from a customer:

- (1) face lotion with SPF in bulk;
- (2) a body sunscreen with a bug repellent combo;

(3) a bulk sunscreen lotion.

A. Dear Customer: I've had this request many times. But they are not available anywhere! Sorry, I'd love to carry them. —Gwen, Body Care Buyer

Q. Could you carry Quark or Farmer's cheese?? Thanks.

A. You're in luck! We already carry Farmer's cheese. We have previously tried to sell Quark, but it was a slow seller and had to be discontinued. —Steve, Cheese Buyer

Q. Celestial Seasonings Decaffeinated Green Tea—Best tasting green tea! I wish you would carry it again!

A. Our distributor was out of stock of this item for a long time, but it's now back! —Angelynne, Grocery Buyer.

Q. Can outstanding OA News be produced with margin on left side to allow for punching and easier referral? Thanx!

A. That darn margin problem.... Yes, Steve and I are trying to find a way to create wider margins for the left side of our newsletter. We're both computer novices, so it has been a hit-and-miss process for us. When we figure it out, you'll see wider margins! Thanks for your question. —Liz, Newsletter Editor

OTHER AVENUES COLLECTIVE MEMBERS

Stephen Bosserman	Beer & Wine Buyer; Cheese Buyer
Angelynne Burke	Grocery Buyer; Bookkeeper
Endora Dockery	Bread Buyer
David Johnson	Bulk and Herb Buyer
Larisa Mikl	Non-Foods and Snacks Buyer
Jose Pineda	Dairy Buyer
Liz Richardson	Vitamin Buyer; Substitute Coordinator
Gwen Riddell	Body Care Buyer
Shanta Nimbark-Sacharoff	Household Goods & Gifts Buyer; Membership & Promotion Coordinator
Marie Schmittroth	Produce Buyer; Volunteer Coordinator

SUBSTITUTE WORKERS

Beth Levitan, Terry Phifer, Susan Ricard, Karin Tucker, Mary Robertson, Lynn Stanton, Emily Murphy, Mary Spoerer

CONSULTANT: Anne Ackerman

November
Specials



All Specials Are Subject
 To Stock On Hand



BULK

ORGANIC UNREFINED SUGAR
 Reg. \$2.09 Now \$1.49
ORGANIC ALMONDS
 Reg. \$8.49 Now \$5.49
DRIED CRANBERRIES
 Reg. \$6.75 Now \$4.89
SHELLED PECANS
 Reg. \$8.19 Now \$6.99

DAIRY

Rella
**CHEDDAR VEGAN
 RELLA**
 Reg. \$3.95 Now \$2.59

GROCERY

R.W. Knudsen
**CRANBERRY
 NECTAR**
 Reg. \$3.55 Now \$2.49

Kettle
TIAS CHIPS
 Reg. \$2.79 Now \$1.89

Mi-Del
GINGERSNAPS
 Reg. \$3.15 Now \$2.19
Imagine Foods

**ORIGINAL ENRICHED
 SOYMILK**
 Reg. \$1.75 Now \$1.39
Shady Maple

MAPLE SYRUP
 Reg. \$7.75 Now \$5.39

Carr's
**TABLE WATER
 CRACKERS**
 Reg. \$2.15 Now \$1.59

CHEESE

Organic Valley
MOZZARELLA
 Reg. \$3.89 Now \$2.79
Horizon Organic
MONTEREY JACK
 Reg. \$3.99 Now \$2.79

Sadeh Mission
OLIVE OIL
 Reg. \$7.45 Now \$5.49
R.W. Knudsen
**CRANBERRY
 SAUCE**
 Reg. \$3.19 Now \$2.19

VITAMINS

Emerita
**LIBIDO
 FORMULA**
 Reg. \$12.95 Now \$8.89

Hyland's
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 TABLETS**
 Reg. \$9.99 Now \$6.89

Schiff
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OTHER AVE-NEWS



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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



*Berkeley's beautiful Clark Kerr
Convention Center*



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 cooperative 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

Inside the USFWC Conference *continued from page 2*

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, (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.

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)

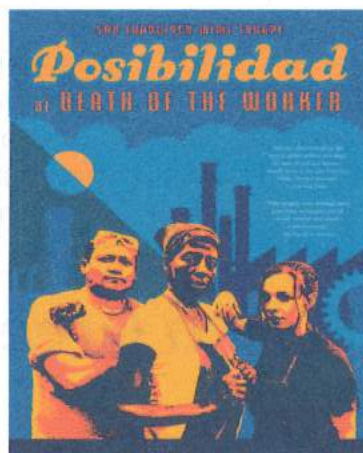
The Other Avenues Theater Critic

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. 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.

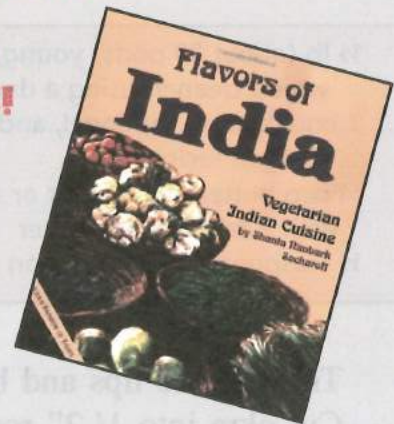


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Other Avenues Press Corner

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.

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



Our resident cheese whiz JB

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." Alsacian pinot blanc is a caramely, fruit-forward white which pairs nicely with limburger, fontina or the Jasper Hill winnimer. 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). 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

Free Homeopathic Consultation

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with Varda Wilensky (Noe Valley Homeopathy)

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



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3:45pm Charity and the JAMband

sunday september 19

3:00pm The Hipwaders

3:45pm Charity and the JAMband

saturdays and sundays

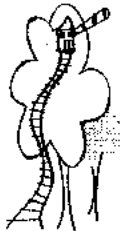
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Thanks for reading!

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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.

washing dishes. “We’re all utility players here, this is very much a labor of love. Launched in 1980 by community organizers, the theater’s focus has not only been providing great movies but doing it sustainably, installing solar paneling on the roof and eschewing paper products. “Back then I don’t think the phrase ‘green’ existed. “We were trying to be ‘green’ and we didn’t even know it!”

The Red Vic’s workers aren’t the only ones with a certain affection for the theater. The seating, environmentally friendly ceramic coffee mugs, and wooden popcorn buckets are some Upper Haight residents will wait for blockbusters to make their way out of the movie cinemas to the Red Vic’s second-run screen. “We’re very much a community,” he says proudly. **(Donohue)**

RED VIC MOVIE HOUSE

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www.redvicmoviehouse.com

2010 SF Bay Guardian

CHAIN ALTERNATIVE AWARD

OTHER AVENUES

Nestled in a part of the city best known for its tiny pastel homes and bracing ocean breezes, Ocean Beach’s Other Avenues is everything you could desire in a neighborhood. Warm atmosphere, vast swaths of bulk food bins, and a well-edited health food store including vitamins, medicines, and cheery shelves of produce. Plus health insurance and knowledgeable employees.

Trader who? No need for big box stores near Other Avenues, which has earned a loyal clientele in the 36 years since it first opened its doors. “Since we’re a co-op, I think of us as a giant organism,” says Other Avenues worker Ryan Bieber. “Occasionally we might and regrow them. A lot of customers have been coming here for 10, 20 years. It might be in response to Other Avenues’ commitment to keeping its beachside

healthy and well. “The aim is to make sure that people have access to things I Bieber.

Asked what he thinks would happen if one of the chain grocery behemoths er shop’s territory, Bieber is unconcerned. “I think people will come here regard been doing this forever and we take pretty good care of ourselves. I think our really respond to that. We wouldn’t want a world where there was only Whole be too boring!” **(Donohue)**

OTHER AVENUES

3930 Judah, SF

(415) 661-7475

www.otheravenues.coop

ARTHUR JACKSON DIVERSITY IN SMALL BUSINESS AWARD

RAYMOND OW-YANG

Raymond Ow-Yang tends to downplay the impact he’s had on the North Beach artistic landscape. The owner of New Sun Hong Kong restaurant, Ow-Yang p to have the iconic Jazz Mural painted on the Columbus and Broadway walls c restaurant. The artist Bill Weber approached him in 1988 — securing an appri \$70,000 aesthetic gift to the community that Ow-Yang has never sought pub for.

“Back then you’re young, you have no brain. I thought, this is nice — it’s some because you feel like it,” Ow-Yang recalls dismissively.

“Nice” is an understatement. The mural, which depicts famous San Francisco scenes, has become one of the neighborhood’s visual joys, stopping tourists in

<https://www.sfgate.com/outdoors/bikeabouttown/article/Tour-du-Fromage-Bike-to-S-F-s-best-cheese-spots-3353737.php>

Tour du Fromage: Bike to S.F.'s best cheese spots

JB Rumburg

Published 4:00 am PST, Thursday, February 23, 2012



Photo: S.F. Bicycle Coalition

JB Rumburg, tour leader and cheese aficionado

My fiancee teases me about my cheese belly. Unfortunately, for me, it is an occupational hazard of being a cheesemonger.

I live, breathe and often dream about cheese. In fact, the only thing I might be more obsessed with than cheese is bicycling.

Growing up in Mill Valley, cheese and bikes were two formative influences on my upbringing. On March 3, I get to merge these two loves in the Tour du Fromage, a cheese-focused bike tour of San Francisco.

The Tour du Fromage is a blending of San Francisco's cycling community and our cheese community - two passionate and surprisingly connected groups. All cheese and bike lovers are welcome. Together we will ride to some of the best independent cheese shops in San Francisco, including Other Avenues (3930 Judah St.), Rainbow Grocery (1745 Folsom St.), Mission Cheese (736 Valencia St.), Little Vine (1541 Grant Ave.), Say Cheese (856 Cole St.) and Cheese Plus (2001 Polk St.).

At each shop expect a sample or two selected by the cheesemonger and fun facts pertaining to either milk varieties, aging process or pairing suggestions.

The Bay Area has a rich history of cheese makers and purveyors, spanning the likes of Ig Vella to Sue Conley and Peggy Smith of Cowgirl Creamery. San Francisco is lucky to have one of the pre-eminent cheesemongers in the nation, in Gordon Edgar of Rainbow Grocery Cooperative.

A handful of Bay Area cooperatives (the Cheese Board, Rainbow Grocery and Other Avenues) have contributed a legacy of knowledge and shaped how people in our city eat and view cheese today. What you will find at all the stops on the Tour du Fromage are well-curated selections of cheese that reflect each cheesemonger's taste and those of their neighborhoods and communities.

The tour itself isn't for the faint of heart (or, rather, the faint of belly). There will be some hills, but we'll be powered by delicious, protein-packed cheese. Plus, riding bikes with friends is just easier than riding alone.

So, come out for the Tour de Fromage. The ride promises to stretch your legs and your taste buds, taking you to the far reaches of the fromage frontier - from Ocean Beach to North Beach and beyond. And hey, if you aren't already a lover of cheese and cycling, this ride may just make you as obsessed as I am.

Tour du Fromage: 10 a.m.- 4 p.m. March 3. Rides are free for S.F. Bicycle Coalition members; a \$5 donation from non-members is appreciated. Meet at McLaren Lodge, 501 Stanyan St. Rain cancels ride. Bring a lock for your bicycle. www.sfbike.org/?chain.

Bike About Town is presented by the San Francisco Bicycle Coalition, a 12,000-member nonprofit dedicated to creating safer streets and more livable communities by promoting the bicycle for everyday transportation. For more biking resources, go to www.sfbike.org,

JB Rumburg is a freelance writer. 96hours@sfchronicle.com

<https://www.sfchronicle.com/food/article/Outer-Sunset-grocery-to-close-in-protest-on-10845334.php>

Outer Sunset grocery to close in protest on Inauguration Day

By Jonathan Kauffman Jan. 9, 2017 Updated: Jan. 9, 2017 12 p.m.



Other Avenues food co-op in the Sunset District of S.F. is closing for the day on Jan. 20 “in the spirit of passive resistance on Inauguration Day,” its workers say.

Photo: Jonathan Kauffman, Other Avenues

On the day after the presidential election, the mood at Other Avenues food co-operative in the Outer Sunset was dire. Its worker-owners moved about the grocery store in mourning, feeling stunned and powerless. Steven Watson, one of the members of the collective, had an idea.

“Maybe one way to boost us out of this depression is to shut down and in some small way to fight back,” he said.

Last week, the co-op posted a sign on its front doors: “Other Avenues will be closed in the spirit of passive resistance on Inauguration Day, Friday, January 20.”

The decision to close in protest was not an easy one, said Shanta Nimbark Sacharoff, a member of the 42-year-old worker collective. It required hours of debate for the 17 members to reach consensus.

"We are open 363 days per year," Nimbark Sacharoff said. "We are only closed on Martin Luther King Jr. Day and on May Day." The first of those holidays, in fact, falls just days before Inauguration Day, and losing two days' worth of income in the same week is no small matter for such a small store.

(Rainbow Grocery, San Francisco's other existing food co-op, has decided to stay open.)

The collective members crafted a statement that will be posted on the store's windows as well. It reads in part: "Other Avenues does not endorse candidates for political office, but when someone is so diametrically opposed to what we stand for, we feel we have no other option but to stand up for those ideals."



Abby Miller, of San Francisco, uses her own bags at Other Avenues in San Francisco, Calif., Monday, October 1, 2012. San Francisco's city-wide plastic bag ban went into effect Monday, and now people will be charged ten cents for paper bags. "Knowing about all the plastic floating out in the ocean, we gotta do something," she said, "I think it's an excellent idea." Miller said she always brings reusable bags when she shops.

Photo: Sarah Rice, Special to The Chronicle

Some of the members worry that they are inconveniencing their regular shoppers, and that Other Avenues risks alienating Donald Trump supporters who shop there. "We'd hate to lose their business, but we do have the right to exercise our freedom of speech," Watson said.

Some of the worker-owners will spend the day at protests, but the closure is the only action they are embarking on as a group. Nimbark Sacharoff, who has been part of the collective for 35 years, said the store has acted in protest only once before, canceling a collective meeting to attend a march against the watering down of the federal organic standards.

Even then, she says, some members remained at the store, unwilling to let their customers down.

Other Avenues, 3930 Judah St. (at 44th Avenue), San Francisco, www.otheravenues.coop.

Jonathan Kauffman is a San Francisco Chronicle staff writer. Email: jkauffman@sfchronicle.com Twitter: [@jonkauffman](https://twitter.com/jonkauffman)



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<https://www.facebook.com/SFChronicle/jonkauffman>

Jonathan Kauffman has been writing about food for The Chronicle since the spring of 2014. He focuses on the intersection of food and culture — whether that be profiling chefs, tracking new trends in nonwestern cuisines, or examining the impact of technology on the way we eat.

After cooking for a number of years in Minnesota and San Francisco, Kauffman left the kitchen to become a journalist. He reviewed restaurants for 11 years in the Bay Area and Seattle (East Bay Express, Seattle Weekly, SF Weekly) before abandoning criticism in order to tell the stories behind the food. His first book, “Hippie Food: How Back-to-the-Landers, Longhairs and Revolutionaries Changed the Way We Eat,” was published in 2018.

Past Articles from this Author:

- [The new band of Asian-influenced bakers redefining pastry in the Bay Area](#)
- [After shutting pop-up restaurants down, Alameda County temporarily allows them](#)
- [Meet Koichi Ishii of Soba Ichi, the Bay Area’s only artisan soba maker](#)

FOOD

Q&A with Shanta Nimbark Sacharoff

Jonathan Kauffman

March 16, 2017 | Updated: **March 16, 2017** 12 p.m.

SF Chronicle article



Shanta Nimbark Sacharoff (in pink scarf) works behind the counter at Other Avenues co-op in the Sunset District of S.F.
Photo: Liz Hafalia, The Chronicle

In the 1970s, the Bay Area developed a vibrant, interactive network of cooperatively run enterprises called the People's Food System. Though it lasted only a few years, the movement gave birth to Other Avenues Food Co-op, Rainbow Grocery and Veritable Vegetable (now for-profit), all of which are still open. (Chronicle gardening columnist Pam Peirce started writing as one of the editors of the group's

newsletter.)

Shanta Nimbark Sacharoff, a longtime member of the worker collective at Other Avenues in the Sunset District, has told this story in her new book, “Other Avenues Are Possible” (PM Press, 2016, 200 pp., \$14.95). The Chronicle asked Nimbark Sacharoff to outline the movement’s arc.

Q: Chronicle: How did the People’s Food System start?

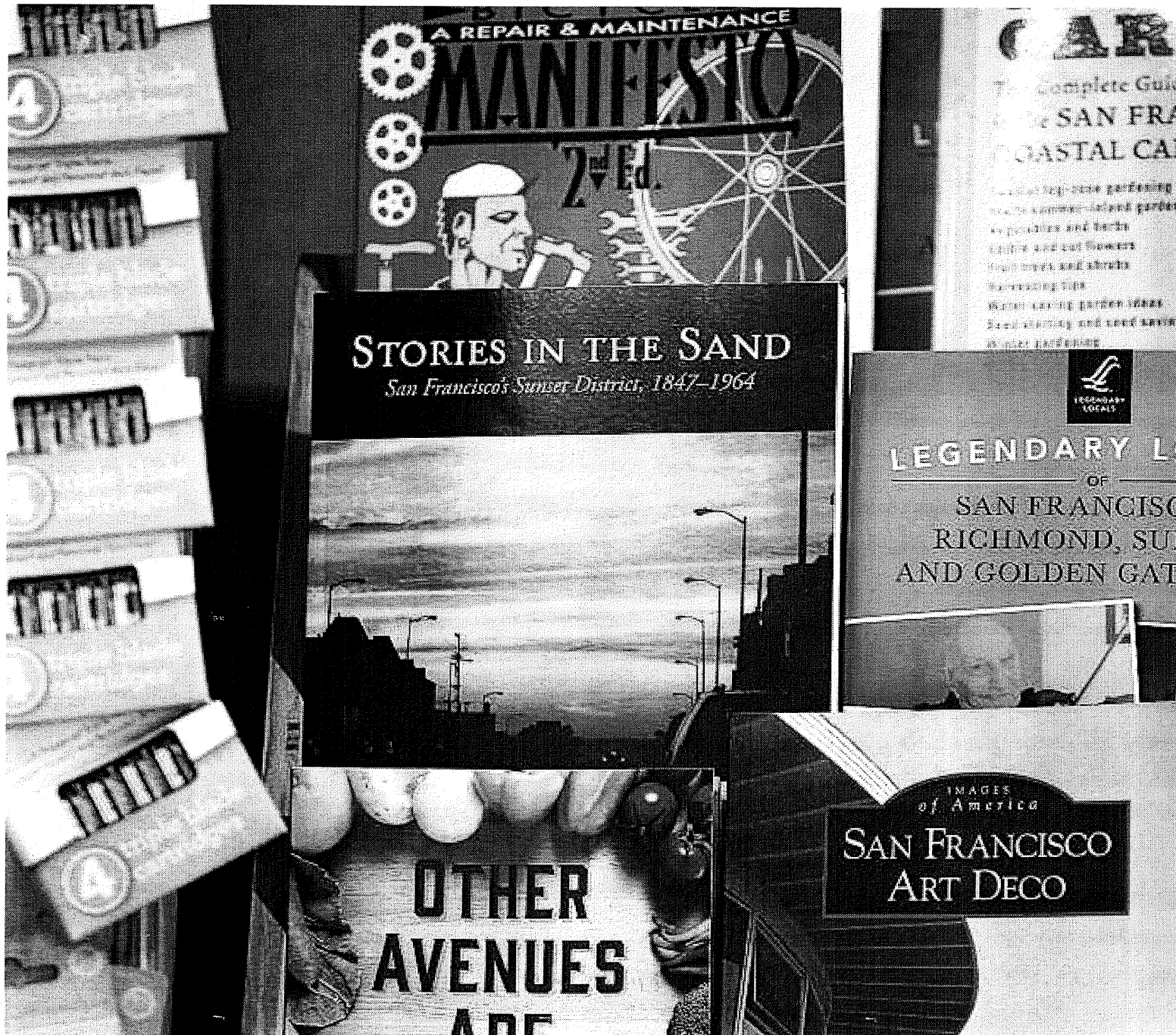
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A: Nimbark Sacharoff: The history of the People’s Food System was influenced by the 1960s era, when the war in Vietnam was ending and people still had the energy to remain organized. What better way to remain organized than to get together and share food, distribute food? At the time, the system wasn’t so much about making money or creating jobs but about food for the people — and we were the people.

We started with buying clubs. We called them “food conspiracies.” Food conspiracies were about education and outreach to the whole community, using food distribution as a vehicle for social change.



Shanta Nimbark Sacharoff's book "Other Avenues Are Possible" is a history book about Bay Area food co-ops and food-buying clubs in the 1970s.

Photo: Liz Hafalia, The Chronicle

Q: What was involved in a food conspiracy?

A: Typically, you'd get together with neighborhood people and sign up for the foods you want. The person who was hosting the ordering was also hosting a potluck dinner. He or she would provide the space, and you'd come and bring your money or food stamps, and that list would get compiled, and the food buying would be on Saturday or Sunday. Once a month was the "Great Divide," when we divided up dried food.

Q: How many food conspiracies were there?

A: There were hundreds of conspiracies in San Francisco, concentrated in (the western half) of the city, the Mission and Noe Valley. In the Haight, the motto was "If you can't walk to order food, you should start a new food conspiracy."

Q: How did they turn into stores?

A: In the mid-1970s, we were moving lots and lots of food — probably hundreds of thousands of dollars of food, all combined. We thought not only would it be safer and cleaner if we opened up stores, we could reach more people. In 1974 the first store opened, the Noe Valley Food Store. Before that there was one called Seeds of Life, Semillas de la Vida, in the Mission.

Q: At its peak, how many businesses were in the People's Food System?

A: Approximately a dozen storefronts. The biggest ones were the San Francisco Cooperative Warehouse,

they did all the dry goods, and Veritable Vegetable, now a thriving national organic business. There was a big herb collective and a cheese collective. There was a one-woman milk business. There was a poultry place where we got eggs, and a Honey Sandwich co-op nursery school.

Ed. note: The People's Food System fell apart in 1977 and 1978 due to political infighting and a turf war between two groups of former prisoners that ended in a shootout outside the warehouse. You can read Nimbark Sacharoff's book for details.

Q: How did Other Avenues survive the collapse of the People's Food System?

A: It was really difficult, especially for a small store like this. We had 10 years that were so difficult financially and organizationally — we almost closed down three times — but the community was our strength. Because we're so isolated, the community that lives near us is drawn to us.

Jonathan Kauffman is a San Francisco Chronicle staff writer. Email: jkauffman@sfchronicle.com Twitter: [@jonkauffman](https://twitter.com/jonkauffman)

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Pop the Bubbly!



Courtesy photo

Members of the Other Avenues Food Co-op celebrate after the Outer Judah Street business was named “small business of the year” by District 4 Supervisor Katy Tang.

Other Avenues Food Co-op Honored as Sunset District’s Small Business of the Year

Every year during Small Business Month in May, the members of the SF Board of Supervisors honor a small business from their district.

This year, District 4 Supervisor Katy Tang recognized Other Avenues as her small business of the year recipient. Tang also acknowledged Shanta Nimbark Sacharoff’s contribution as she is retiring from Other Avenues Food Co-op after serving the Outer

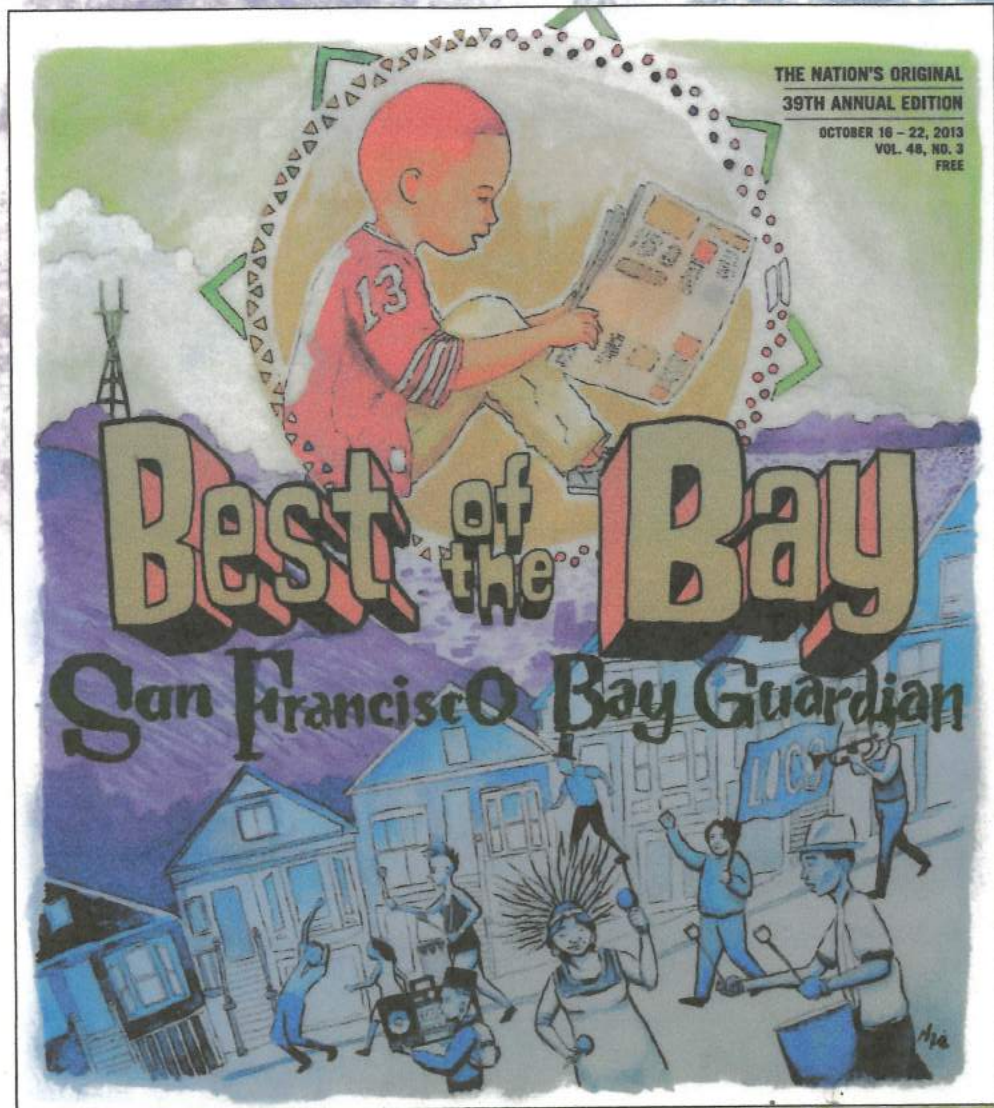
Sunset community and the co-op network community for more than three decades. She is the author of three books, has hosted a number of cooking classes, and has been a vocal leader in the co-op movement.

A ceremony honoring the small business recipients was held at City Hall.

The Other Avenues Food Co-op is located at 3930 Judah St.

Sunset Beacon
June 2018

BAY • GUARDIAN
Best of the Bay 2013
WINNER



Best Out-There Groceries
OTHER AVENUES

Filing Date: November 21, 2018
Case No.: 2018-016621LBR
Business Name: Other Avenues
Business Address: 3930 Judah Street
Zoning: NC-1 (Neighborhood Commercial, Cluster)
40-X Height and Bulk District
Block/Lot: 1799/018
Applicant: Emily Huston, Worker/Co-owner
3930 Judah Street
San Francisco, CA 94118
Nominated By: Supervisor Katy Tang, District 4
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Other Avenues (“OA”) located at 3930 Judah Street is a cooperative food store, owned by a group of co-workers who manage the business together. Each co-owner receives a wage and a share of the annual surplus, if any, leaving the assets to benefit the community. OA began in 1975 as a small neighborhood store run as a not-for-profit business by a volunteer staff who were part of a grass-roots movement called the Food Conspiracy. This movement was part of a wave of San Francisco cooperatives that arose in the '60s in reaction to the '50s, when postwar chemical technology was recycled into national agriculture in the form of pesticides, mechanization, and agrichemicals.

OA's storefront opened with the goal of making whole, natural food accessible to the masses. Markup was just enough to cover spoilage and cover rent. In the early years, most people who shopped at OA also volunteered. Weekly meetings were open to both shoppers and workers, and issues such as inventory, scheduling, and product selection were discussed by everyone.

In 1982, buoyed by increased sales the store moved across the street into its current location at 3930 Judah Street. OA hired more staff while retaining its core of volunteer workers. In 1987, OA restructured into a "hybrid consumer co-op" and adopted a Board of Directors that included workers and consumers. Other Avenues legally incorporated as a Worker-Owned Cooperative in fall 1999. In 2008, after 28 years in the space, the workers of Other Avenues decided to buy the building themselves. In true cooperative form, Rainbow Grocery Co-op, Cheeseboard Collective, Arizmendi Bakery, Veritable Vegetable, and OA's own members pitched into the hat for a down payment. Today OA is more successful than ever, with a bright eye towards the future.

The business headquarters is located in the Outer Sunset neighborhood between 44th and 45th streets on Judah Street. It is within the NC-1 (Neighborhood Commercial, Cluster) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

8. *When was business founded?*

The business was founded in 1975.

9. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Other Avenues qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. Other Avenues has operated continuously in San Francisco for 43 years.
- v. Other Avenues has contributed to the history and identity of the Outer Sunset neighborhood and San Francisco.
- vi. Other Avenues is committed to maintaining the physical features, craft, art form and traditions that define the business.

10. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

No.

11. *Is the business or its building associated with significant events, persons, and/or architecture?*

No.

12. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review).

13. *Is the business mentioned in a local historic context statement?*

No.

14. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. A full list of articles can be found at: <https://www.otheravenues.coop/press-and-awards/>. Among the highlights include a feature in SF Weekly, several features in Edible SF, and a few pieces on cooperatives in the San Francisco Chronicle by Hippie Food author Jonathan Kauffman. OA won Best Co-op Award from the San Francisco Bay Guardian's Small Business Awards in 2005 and received a California Small Business Award from Leland Yee's office for the 12th Assembly District in 2006. We also were named 2018 Small Business of the Year for the Sunset District by Supervisor Katy Tang this past May.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3930 Judah Street

Recommended by Applicant

- Commitment to quality natural foods and products
- 100% organic produce

- Worker-owner collective business model
- Living wage for all workers
- Storefront mural by Carlo Grunfeld

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: DECEMBER 19, 2018

Case No.: 2018-016621LBR
Business Name: Other Avenues
Business Address: 3930 Judah Street
Zoning: NC-1 (Neighborhood Commercial, Cluster)
40-X Height and Bulk District
Block/Lot: 1799/018
Applicant: Emily Huston, Worker/Co-owner
3930 Judah Street
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR OTHER AVENUES CURRENTLY LOCATED AT 3930 JUDAH STREET, (BLOCK/LOT 1799/018).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 19, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Other Avenues qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Other Avenues.

Location(s):

- *3930 Judah Street*

Physical Features or Traditions that Define the Business:

- *Commitment to quality natural foods and products*
- *100% organic produce*
- *Worker-owner collective business model*
- *Living wage for all workers*
- *Storefront mural by Carlo Grunfeld*

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-016621LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 19, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: