

# Other Avenues Are Possible

## Legacy of the People's Food System of the San Francisco Bay Area

**Shanta Nimbark Sacharoff**

*Other Avenues Are Possible* offers a vivid account of the dramatic rise and fall of the San Francisco People's Food System of the 1970s.

Weaving new interviews, historical research, and the author's personal story as a longstanding co-op member, the book captures the excitement of a growing radical social movement along with the struggles, heartbreaking defeats, and eventual resurgence of today's thriving network of Bay Area cooperatives, the greatest concentration of co-ops anywhere in the country.

Integral to the early natural foods movement, with a radical vision of "Food for People, Not for Profit," the People's Food System challenged agribusiness and supermarkets, and quickly grew into a powerful local network with nationwide influence before flaming out, often in dramatic fashion. *Other Avenues Are Possible* documents how food co-ops sprouted from grassroots organizations with a growing political awareness of global environmental dilapidation and unequal distribution of healthy foods to proactively serve their local communities. The book explores both the surviving businesses and a new network of support organizations that is currently expanding.

### ABOUT THE AUTHOR

Shanta migrated from a small village in India to New York, eventually settling in San Francisco, where she felt at home with the foodcentric and co-op-friendly atmosphere. Shanta has been involved in the cooperative movement for more than three decades and works at Other Avenues, a worker-owned food co-op from the "new wave" co-op era of the 1970s. Shanta is a writer and contributes regularly to *India Currents*, an award-winning magazine. She also writes for various newsletters of the Bay Area's co-op organizations.

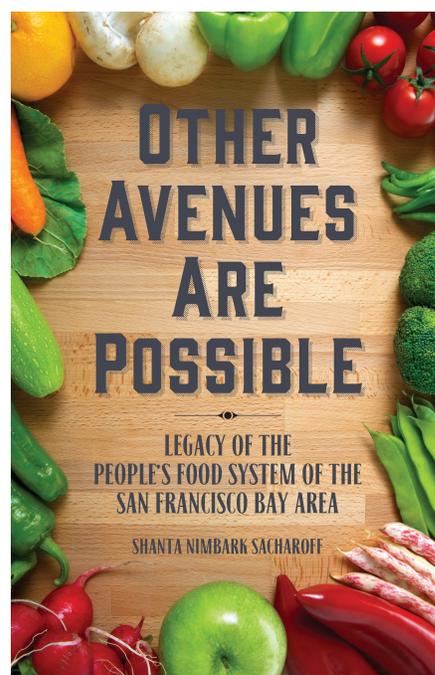
### ACCOLADES

"In this book, Shanta Nimbark Sacharoff inspires us all by recounting how cooperation created other avenues for workers and consumers by developing a food system that not only promoted healthy food but wove within it practices that respect workers and the environment."

—E. Kim Coontz, executive director, California Center for Cooperative Development

"Anyone who cares about progressive social change should ponder the history of the Bay Area food co-op movement of the 1970s."

—John Curl, author of *For All the People: Uncovering the Hidden History of Cooperation, Cooperative Movements, and Communalism in America*



### SUBJECT CATEGORY

History-San Francisco/  
Food-Natural Food

### PRICE

\$14.95

### ISBN

978-1-62963-232-2

### PAGE COUNT

192

### SIZE

8.5x5.5

### FORMAT

Paperback

### PUBLICATION DATE

09/16

### DISTRIBUTED BY

Independent Publishers Group  
(312) 337-0747  
www.ipgbook.com

### DISTRIBUTED IN THE UK/EUROPE BY

Turnaround Publisher Services Ltd  
t: 020 8829 3000  
orders@turnaround-uk.com

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