

Ocean Beach People's Organic Food Co-op News

April 2015



Celebrate The Earth Every Day!

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8 A.M. - 9 P.M.
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At People's, we are committed to promoting ecological sustainability with the products and services we provide and in the way we operate our business.

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San Diego made history last month when we became the first city in North America to call on the U.S. government to organize a national mobilization to transition off fossil fuels and on to safe, renewable energy! On Sunday, March 15th, more than 250 San Diegans rallied and marched down Broadway to the Federal Building, calling on the U.S. government to act on the climate change crisis. Future mobilizations are planned for June, September and November. The coalition, of which Ocean Beach People's Organic Food Market is a founding member of, includes the Citizens' Climate Lobby, the Sierra Club, Women Occupy, the Peace Resource Center, Greenpeace, County Democratic Party, San Diego350.org and numerous other groups and individuals. (Photo: Jerry Phelps)

Ocean Beach People's Co-op Annual Meeting & Brunch

Saturday, April 11th
Noon - 2 p.m. - Free
Pt. Loma Masonic Lodge

1711 Sunset Cliffs Blvd. between
 Del Monte Ave. & Santa Cruz Ave.

- Annual reports from the Co-op's General Manager & Board President
- Financial Highlights
- Board of Directors Candidates' Speeches
- Discussion Topic with Guest Speaker: Climate and Agriculture



People's Spring Food Fair

Sat., April 25, 11 a.m. - 2 p.m.

Meet Your Farmers and Local Producers - Demonstrations, Samples, Specials, Gardening Tips & Ideas, Raffle Prizes!

OCEAN BEACH PEOPLE'S
 ORGANIC FOOD MARKET
 4765 Voltaire St.
 San Diego, CA 92107

People's Co-op Board of Directors

Meeting Notes for February 23, 2015

Board of Directors present: Ofelia Alvarado, Jim Kase, Steve Myrick, Stephanie Mood, Chris Young, Brandon Fuller and Andi Briceno. Staff: Nancy Casady, Gloria Isselhard, Marley Pelc and Sabrina Leilani Jones. Guests: Linda Fabula, Tom Baker, Derek Casady and Phillip Gianopulos.

Board Study

Stephanie led a discussion on the movie "Food for Change," which focuses on food cooperatives and their evolution over time. Board of Director (BOD) members endorsed the idea of "looping" the video at the Customer Service Desk after being shown at the Co-op's Annual Meeting.

Action in Executive Session

Ofelia reported that the board had approved the 2015 General Manager's contract, the 4741-45 Voltaire rental agreement and the Board President's trip to Mondragon.

Outreach and Education

Nancy reported that the National Cooperative Grocers' annual spring meeting for General Managers will be held in San Diego, April 8 and 9, 2015. She suggested that we invite attending managers to attend our Annual Meeting on April 11th and see the "Food for Change" movie. Co-op owner, Dave Engel, has been invited to make a few remarks regarding the Plant-based Diet Team from San Diego350.org.

Nicole Capretz from the City Climate Action Plan Campaign gave an overview of the plan to the BOD in response to their request for more information about financially supporting the effort.

Andi moved and Brandon seconded that a recommendation be made to the Finance Committee that People's donate \$250 a month for three months to the campaign effort. Vote: ayes -3; no - 1; abstain - 1. Bryan Peace recused himself.

Andi read various thank-you letters from organizations that had received donations from the Co-op.

Brandon is handling the arrangements for the BOD Candidate Meet and Greet, scheduled for March 8, 2015 from 1 - 3 p.m. at the Co-op.

Nancy reported on the February 3, 2015 California State Board of Food and Agriculture meeting. Reports on the state water plan and current conservation efforts were on the agenda. Almost 70% of water use in California is for agriculture. Alfalfa growing for beef and tree nuts are among the state's heaviest water users. For domestic use, half is devoted to landscaping. If the drought persists in 2015, water rationing will be required.

Nancy was honored for her service on the State Food and Agriculture Board by California Certified Organic Farmers at a reception in Sacramento. Governor Brown was in attendance.

Planning Committee

Andi reported that the Green Store has applied for non-profit status and has been renamed the O.B. Green Center. A request for minimum funding was forwarded to the Finance Committee.

Stephanie reported that the BOD voted in Executive Session to send Board President Ofelia Alvarado to an international conference on cooperatives, using accumulated flight miles rather than sending any board members to the Consumer Cooperative Management Association conference this year. Vote: yes - 7; no - 1; recuse- 1.

GENERAL MANAGER'S MESSAGE

by Nancy Casady

San Diego made history last month when we became the first city in North America to call on the U.S. government to organize a national mobilization to transition off fossil fuels and on to safe, renewable energy! Those who attended the March 15th rally enjoyed a beautiful day. When the emcee took the stage and began to read the names of those individuals and organizations that made the event so successful, the list ran to more than fifty. Clearly, we are all in this together and to succeed, we will need even more participation at the next event, scheduled for June 14, 2015.

As you may know, world leaders will be meeting at the United Nations Climate Change Conference in Paris this December. We need our representatives at that climate conference to "feel the heat" from the grassroots and not leave Paris until a climate accord is reached. Our part is to be the grassroots and that means showing up, peacefully marching, and insisting that our government do its job: insuring our domestic tranquility. Drought, fire, floods, soaring heat waves and economic collapse are not tranquil and neither should we be.

Like the editor of *The Guardian* newspaper in London, I'm taking advantage of the opportunity my job presents to communicate to you the urgent action that climate change requires.

Like the earlier revolutionaries who established our democracy, we have the opportunity to reinvent the world. Although this time we are not rejecting a monarchy, we are called upon to reject the oligarchy that has brought us to the brink of climate catastrophe. This is simple, but not easy. Simple because it just takes showing up and having a good time on June 14th. Not so easy, however, because showing up means waking up to the danger ahead.



Finance Committee

Jim Kase reviewed the January financial reports. Revenue was down 2% compared to January 2014. Labor to sales was above target by 1.2%, and sales per paid labor hour was up at \$89.35 compared to \$89.28 in 2014. Utility costs were higher, especially water.

Net income for the Co-op's Voltaire St. duplex property is \$916 for January 2015 and \$18,550 to date. Currently the property known as Tiny's Tavern has generated a net income of \$1,368.

Chris moved and Stephanie seconded that the BOD approve a donation of \$300 for the first three months of the year to the O.B. Green Center.

Andi moved and Brandon seconded that the board approve a \$750 donation to the San Diego City's Climate Action Plan. Vote: yes - 6; no - 1.

General Manager's Operation Report

There is a slowing trend that reflects the national picture of slowing sales growth, due in part to an improving economy and the growth in prepared and restaurant meals. Competition in the organic channel is also a factor with more conventional stores now offering a wider variety of organic products. Customer count remains ahead of last year; basket ring is down.

Drought-tolerant landscaping has been completed and the Co-op received bids for replacing the con-

troller on the sports lights over the sales floor; both projects are designed to reduce water and power use. Heather Weightman, HR Manager, has taken on the vision of zero waste at the Co-op, scheduling meetings with Chris Young from Close the Loop (and a member of People's BOD) to determine a more economical and ecological system for our waste stream.

The fire sprinkler system was audited with no violations noted and we had a first-time OSHA audit—results to be reported to us within the next few weeks.

Shiny stainless steel has replaced our rusted out produce wet rack facades. Thanks to good customer service by the vendor, Hussman, Inc., we were charged only half of the expected cost for the refurbishing.

The required every-other-year on-line anti-sexual harassment training for supervisors began this month. A store-wide shelf tag audit is underway to ensure accuracy between invoice, shelf and register.

The California State Board of Food and Agriculture will be meeting next month in San Diego and has immigration/labor issues on the agenda. A cross-border meeting is being planned.

Board member Stephanie Mood and I met with Jim Gabriel, our architect, concerning new requirements for coastal projects. A proposal for development of the adjacent properties to the east is being prepared.

IT Manager, Kylie Oliver, Front End Manager, Sarela Bonilla and Bulk Manager, Jon Gire are scheduled to attend training next month offered by the company that supplies and supports our point of sale (cash register) system. We are preparing to test a part of the system that will allow us to attach a discount coupon to each owner number for a specific time period in order to alleviate the crowded conditions of the regularly scheduled Owner Discount Days. The new system will allow owners to shop and use the owner discount at their convenience during the discount period (projected to be a week at a time) instead of being required to use them on a particular day. Roll out of the new process is expected to begin in June 2015.

The Coalition for Climate Mobilization, which People's is a founding member of, has garnered additional support from the Citizens' Climate Lobby, the Sierra Club and Women Occupy. They join the Peace Resource Center, Greenpeace, County Democratic Party, San Diego350.org and numerous other groups and individuals calling for a national mobilization effort to transition off fossil fuels and on to renewable energy.

Next Board Meeting

Monday, April 20, 6 p.m.

Committees

- Outreach & Education Committee
- Chair, Andi Briceno
Meeting: April 13, 5:30 p.m.
- Planning Committee
- Chair, Stephanie Mood
Meeting: April 13, 6:30 p.m.
- Finance Committee
- Chair, Chet Nelson
Meeting: April 13, 7 p.m.

Meetings are held in the Co-op's Community Room

All Community Room events are FREE.

For a complete calendar schedule, please visit the Co-op's website at obpeoplesfood.coop

Additionally, please check with the workshop leaders to ensure that there have been no schedule changes.

Live Acoustic Music

Fridays 5:30 – 7:30 p.m.

Sundays 11 a.m. - 1 p.m.

People's Co-op Deli

The Co-op's Deli continues to present the finest in folk, jazz, blues, and bluegrass performed by local musicians. Our highly acclaimed organic, vegetarian fare features a variety of award-winning soups, salads, entrees, baked goods and desserts. All food, including breakfast, lunch and dinner, is prepared fresh daily. Top off your meal with a complement of Fair Trade, certified organic teas and coffees, freshly made juices, and more. Bring a friend or make new friends here. Free of charge.

Miraculous Mondays Lectures

Mondays, 6:30 - 9 p.m.

School of Healing Arts

The School of Healing Arts offers free wellness clinics with lectures, demonstrations and student massage every Monday night. Call Candice at (619) 233-0938 for a current schedule or visit the school's website at www.schoolofhealingarts.com. Click on

the Resource tab and then the FREE Wellness Clinic tab. The School of Healing Arts is located at 1001 Garnet Ave., Ste. 200, 92109 in Pacific Beach. Free of charge.

Positive Nutrition

Wednesday, April 8, 7 – 8:30 p.m.

People's Co-op Community Room

Having taught nutrition for decades, I am passionate about eating well. Just as important as what we eat, is how we feel about our choices. We'll discuss how positive thinking helps us get the most out of our diet. Presented by Laura Brownwood. Attendance is limited to 18; to RSVP call (619) 994-4999. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

The Art of Healthy Living

Thursday, April 9, 7 – 8:30 p.m.

People's Co-op Community Room

Health is wealth. Explore the various components that make up a healthy lifestyle. Barry Koral has been involved in the art of living healthy for a conscious 47 years and is motivated to share his insight. Attendance is limited to 18; to RSVP call (760) 455-1261. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Triple your Energy: Get More Done

Tuesday, April 14, 7 – 8:30 p.m.

People's Co-op Community Room

Do you suffer from chronic fatigue, low energy, and adrenal exhaustion? Dr. Blum can show you how to correct your energy problems so you have the energy to happily face a new day. Reduce stress, correct sugar problems, gain energy. Attendance is limited to 18; to RSVP call (858) 263-7716. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Healthy Shoulder

Wednesday, April 15, 7 – 8:30 p.m.

People's Co-op Community Room

Learn from Dr. Kino how he helped a UFC champion resolve frozen shoulder, impingement and rotator cuff syndrome naturally by adjusting the nervous system. Attendance is limited to 18; to RSVP call (858) 866-4545. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Expressing Feelings with Color

Thursday, April 16, 7 - 8:30 p.m.

People's Co-op Community Room

Anyone can transform their lives with art. Our creativity holds the power to connect us to the deepest levels of intuition and healing within us. The teacher will guide the students to express themselves with colors. Materials will be included. Attendance is limited to 18; to RSVP email Tania.Alcala@gmail.com. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this

workshop. Free of charge.

Raw Snack Food Demo

Friday, April 17, 7 - 8:30 p.m.

People's Co-op Community Room

Learn to make simple, inventive and tasteful recipes using fresh produce and high quality organic ingredients. These snacks pack a punch of nutrients, enzymes, and flavor to keep you focused and energized. Presented by Chef Matthew Purnell. Attendance is limited to 18; to RSVP email iamlivingontheveg@gmail.com or call (760) 405-2204. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Of Special Note this Month

Film night

O.B. Green Center

Thursday, April 9, 7 p.m.

"A Fierce Green Fire: The Battle for a Living Planet" is the first big-picture exploration of the environmental movement – grassroots and global activism spanning fifty years from conservation to climate change. Directed and written by Academy Award-nominated Mark Kitchell, and narrated by Robert Redford, Ashley Judd, Van Jones, Isabel Allende and Meryl Streep. The O.B. Green Center is located at 4843 Voltaire St. in Ocean Beach. For more information call (619) 225-1083. Free of charge.

Film night

O.B. Green Center

Wednesday, April 22, 6:30 p.m.

In conjunction with Women Occupy, the O.B. Green Center presents "Blue Gold: World Water Wars" an award winning documentary by Sam Bozzo. This film examines environmental and political implications of the planet's dwindling water supply, and posits that wars in the future will be fought over water. It also highlights some success stories of water activists around the world and makes a strong case for community. The O.B. Green Center is located at 4843 Voltaire St. in Ocean Beach. For more information call (619) 225-1083. Free of charge.

Save the Date!

Make Mom a Mother's Day Card

Saturday, May 2, 12 – 2 p.m.

Co-op Community Room

We've got all the art supplies you'll need to make Mom a card on her very special day! Hosted by People's - all ages welcome and encouraged to attend. Free of charge.

Ocean Beach People's Organic Food Co-op News

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Views expressed in the *Co-op News* are the writer's opinion and do not necessarily reflect the views of People's Co-op.

Advertising Representative - *Jamie Decker*
Ad deadline is the 5th of the preceding month.
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Our Cooperative Community

Increasing Sustainability, People's Co-op Moves Towards Zero Waste!



As of last month, the Co-op's food scraps will no longer go to the landfill. Instead, they're being turned into beautiful compost! People's food waste program is handled by the locally-based company Closing the Loop. Closing the Loop works to strengthen agricultural economies and

small scale farms. The company does this by connecting food waste from restaurants, businesses and homes to a network of small farmers in San Diego. The food waste is composted into "brown gold" soil, then goes back onto the farms to grow more nutrient dense organic food.

In addition to food waste, Closing the Loop will service People's other recycling needs, including paper, cardboard, glass, aluminum, etc. Learn more about Closing the Loop by visiting www.closingtheloopca.com.

Please note that produce scraps for urban farm animals and your personal compost pile are still available for pickup from the Produce Dept. with advance notice.

Celebrate Earth Day at People's! Wednesday, April 22nd

Stop by the Co-op on Wednesday, April 22 and help us celebrate Earth Day. People's will be raffling off two pedal-powered bicycles; no fossil fuels required! No purchase is necessary and all shoppers are invited to enter the bicycle raffle.



Celebrate Earth Day at Balboa Park! Saturday, April 19th

Produced by San Diego EarthWorks and more than 400 volunteers, EarthFair 2015 will feature more than 300 exhibitors, special theme areas, a Children's Activity Area, five entertainment venues, the Children's Earth Parade, the eARTH Gallery art show, and the Cleaner Car Concourse. New this year, the fair's Food Pavilion will be featuring vegetarian and vegan food only! For more information visit www.earthdayweb.org.

Co-op Crafters Wanted for People's Spring Craft Fair

People's Co-op will host a spring Arts and Craft Fair this year on Saturday, May 9th. Now is the perfect time to create your one of a kind cards, jewelry, candles and much more. Kids are also encouraged to bring their crafts to the fair! For Co-op owners who would like to participate in the fair, please call People's Co-op at (619) 224-1387 and ask for Amber Forest or Jamie Decker. Space is limited.



People's Food Co-op Offers Store Tours for Children!

Dear teachers and homeschoolers, did you know that People's offers store tours for children? The goal of the store tour is to teach children about the importance of good nutrition, organic foods and sustainable living practices.

On the tour, children will receive healthy snack samples as well as a take-home activity book that contains games and puzzles to reinforce what they learn on the tour. Important reasons to eat organic food and other nutritional information are also included for families to read. People's Co-op believes that informed choices made by consumers have far-reaching impacts on the local and global community. Additionally, since children are the future, teaching them good nutrition and environmentally sound lifestyle choices is essential.

Store tours are available free of charge and are approximately one hour long. To schedule a tour, please call the Co-op at (619) 224-1387 and ask for Jamie or Amber.

People's Asks: What is your favorite earth friendly practice ?



Megan

Crafting herbal tinctures!



Bryce

I try to touch the earth as lightly as possible. Walk barefoot, shut the lights off, smile more . . .



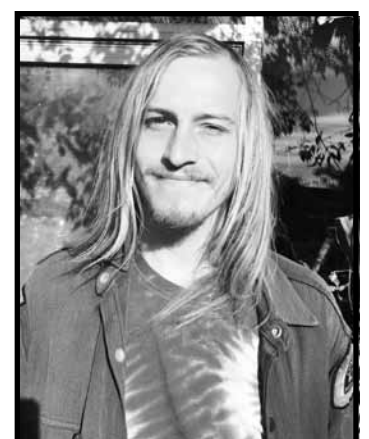
Bri

Cultivating my own veggies. I love my garden and compost.



Sasha

Refilling my soap and shampoo with bulk and reusing my plastic.



Alex

Metal detecting on the beach. Garbage removal.

Community Garden Exchange

Every Second Sunday of the month from 1-5PM
Please come and share plants, seeds, veggies,
fruit and ideas.

Enjoy the music of John Tafolla & Friends



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Sat 10-6
Sun 10-5

PEOPLE'S SUGGESTION, COMMENT & QUESTION BOX

The suggestion box is located just inside the Co-op's entrance.

You can also email suggestions and comments to Editor@obpeoplesfood.coop

When emailing, please put "Suggestion Box" in the subject line.

Dear People's, Please carry yucca, devil's club, and fo-ti herbs. Thank you, Megan

Dear Megan, We offer fo-ti prepackaged on the spindle rack that is located by register 5 on the sales floor. We often offer cut and sifted, as well as powdered, yucca. Devil's club is expensive at \$72 per pound, but we would be happy to special order this herb for you if you would like. Carin, Herbs

Dear People's, Recently, I had the pleasure of eating the Deli's Cinnamon Rolls. Since that day, I haven't seen them on the shelves again. They are the best cinnamon rolls that I have ever eaten and I want more! P. Snyder

Dear P. Snyder, Because of the labor intensive process that is involved in making this bakery treat, we do not take special orders for Cinnamon Rolls or put them on a baking schedule. When time permits, we will be sure to make more. Thanks, Mike, Deli

Dear People's, Please offer Simply Divine Botanicals face cream and eye gel. Both are amazing. Jan

Dear Jan, Thanks for the suggestions. I'll research these products and see if the ingredients are in line with our merchandise policy. Andi, Body Care

Dear People's, Please offer Rebbi Maca Moca. Also, I wish that the Deli would make salad dressings that aren't so bitter. Elderly gums are more sensitive to sour and bitter than younger ones. Marilou

Dear Marilou, Thanks for the Maca Moca suggestion. We'll give this product a try. Regarding the salad dressing, have you tried the Peanut Ginger or Cuckoo Cucumber dressings? They are both delicious and not too sour. Cheers, David, Perishables and Mike, Deli

Dear People's, It would be so helpful if you sold hazelnut coconut creamer. Jennifer

Dear Jennifer, People's has offered this variety of creamer before and it did not sell well. We can special order a case of twelve for you, if you think you can use that much. David, Perishables

Dear People's, A week ago I bought two eggplant sandwiches that were so undercooked, my friend tossed his and I struggled to eat mine. What can you do about this? Mia

Dear Mia, I apologize for the undercooked sandwiches. I am checking with the cook who prepared these and reviewing the cooking technique that was used. The Deli will gladly refund your money for the sandwich purchase. Thanks for the feedback. Humbly, Mike, Deli

Dear People's, The last three times that I shopped on Owner Appreciation Day the Co-op was completely out of Santa Cruz Ginger Ale. I realize that stocking for Owner Appreciation Days must be challenging, but three times in a row? Please ask the buyer to increase the amount of Ginger Ale from Santa Cruz that is ordered. Maggie

Dear Maggie, Unfortunately, that flavor of Santa Cruz soda has been discontinued by the manufacturer and is no longer available. Namaste, Bryan, Grocery

Dear People's, Thank you for not carrying any meat! I travel to food co-ops often and it's sad when much of their delis are animal product based. I love coming home to my Co-op that is vegetarian! Dave

Dear Dave, Thanks for the kind words and continued support. Staying true to our vegetarian roots is one of the hallmarks of People's! In the Deli we take great pride in offering vegetarian and vegan options (primarily vegan) all year long. Again, we thank you for your ongoing support. Cheers, Mike, Deli

Dear People's, Please carry Purely Elizabeth gluten-free granola. Oster

Dear Oster, Thanks for the suggestion! You'll find this granola next to the Purely Elizabeth Ancient Grain Oatmeal, located in the cereal aisle. Please let us know if you need assistance locating it. Bryan, Grocery

Dear People's, Please, no ice cold water for drinking in the Deli. Usually it's room temperature, which is better for my digestion. I was shocked.

Dear Water Drinker, If the water in the dispenser is too cold for you, please let one of our cheerful Deli servers know and they will be happy to fill your cup with room temperature water. Thanks, Mike, Deli

Dear People's, Please carry grade A maple syrup in bulk. I noticed that you stopped carrying Melinda's hot sauce, is this a permanent change? Thank you! Spring

Dear Spring, With limited space, we have chosen to offer the most popular variety of maple syrup with our shoppers, which is the grade B. As a note of interest, the grade that maple syrup is given is based on the color, not the purity. The Melinda hot sauces are not organic and we have used that space to feature organic options. You can special order the Melinda's, but only by the case. Jon, Bulk and Bryan, Grocery

Dear People's, Please carry Yogi St. John's Wart tea. Also, have vegan honey mustard salad dressing in the Deli. Vegan ranch dressing, too. Sarah

Dear Sarah, We do carry the Yogi tea, though from time to time our distributor is out of stock. We'll put the Sweet Mustard dressing (it's made with agave syrup) as well as the People's Vegan Ranch back into the dressing rotation. Thanks for the suggestions. Bryan, Grocery and Mike, Deli

Dear People's, I can't eat chocolate because of sensitivities. Can you add more carob products to the Deli's bakery? Cynara

Dear Cynara, We have quite a few items that feature carob in the bakery case, which are featured during the week. If there is a particular item you are looking for, please take advantage of our special order service. If you would like more details about our carob offerings, please give me a call or stop by the Deli. (619) 224-1387. Cheers, Mike, Deli

Dear People's, I feel bad when I have to ask Deli servers for soy milk when they are so busy. Can you please leave it on the counter? Andrea

Dear Andrea, In the past when we left the soy milk out it wasn't used often enough to warrant the space it takes up. Plus, sometimes customers would mistakenly add it in their beverage and then pour out their drink. For now, please continue to ask a server for this condiment. We don't mind. Sincerely, Amy, Deli

Frittata ~ Eggcellent for the table

recipe by Cathy Banks

If you have a fondness for frittatas, the egg-based Italian dish similar to an omelet or crustless quiche, you will love this hearty recipe. It's just right for any meal of the day or even a special occasion brunch. And, it pairs quite nicely with fruit for a morning meal, or with a salad and crusty whole grain rolls or an afternoon or evening meal.

Potato and Onion Frittata

Serves 4

1 small red onion, chopped
1 small yellow onion, chopped
1/2 tsp fresh rosemary, minced or use 1/8 tsp dried rosemary
5 - 6 Tbsp. unsalted butter, divided
2 garlic cloves, minced
6 small red potatoes, unpeeled and thinly sliced
7 eggs
1/3 cup and 2 Tbsp. milk
2/3 cup fontina cheese, shredded
1/4 cup Parmesan cheese, finely grated
Black pepper to taste

Pre-Heat oven to 350°F. In a large oven proof skillet*, sauté the onions and rosemary in 2 Tbsp. butter until tender. Add the garlic and cook 1-2 minutes. Remove from the pan and set aside.

In the same skillet add the remaining butter and cook the potatoes until fork-tender and golden brown. Remove from the pan and keep warm. In a large bowl whisk the eggs, milk and pepper, if using. Stir in the fontina cheese and the onion mixture. Add more butter to skillet if needed. Pan should be coated with melted butter before pouring in the egg mixture. Pour in the egg mixture.

Sprinkle with the Parmesan cheese. Bake for 8-10 minutes or until egg mixture is almost set. Remove from the oven and top with the potatoes. Return to oven and bake 8-10 minutes or until a knife inserted comes out clean and egg mixture is set.

Cool and let stand 5-8 minutes before cutting into wedges.

*Chef's notes: Please note that if an oven proof skillet is not available follow directions, but in step 3 pour the mixture into a lightly greased glass baking/pie dish or 9-inch square dish. The frittata will turn out just as delicious!

Use fresh rosemary for this recipe if you have it; when it's heated it has an earthy aroma and adds another level of flavor to the dish.

Fontina is an Italian cheese with a nice creamy, mild bite. Mozzarella works well, too, if you prefer.

Make it Vegan!

Every ingredient listed for this recipe has a plant-based substitute. For instance, tofu is great for egg substitutions in recipes that call for a lot of eggs, like quiches or custards, or in this case, frittatas. To replace one egg in a recipe, purée 1/4 cup soft tofu. It is important to keep in mind that although tofu doesn't fluff up like eggs, it does create a texture that is perfect for "eggy" dishes.

The Power behind Paleo

You have probably heard of the newly popular diet trend known as the Paleo Diet, which involves eating the way your ancestors did more than 2.5 million years ago. Although this diet doesn't match caveman eating habits exactly, consuming nutrient-rich foods in whole form has always been a healthy choice for our bodies, even in the 21st century. As the Paleo Diet may not be for everybody, learn the pros and cons before you try it out.

What Is Paleo?

If we look at the foods North Americans consume now in comparison to how individuals from prehistoric times ate, we notice that more variety is available today, and that food choices have evolved to include more processed forms. The Paleo Diet is all about staying away from processed foods and choosing modern foods that mimic the food groups of our pre-agricultural, hunter-gatherer ancestors. So what is the Paleo Diet, you ask? The diet focuses on the consumption of plant-based food, and for the vegetarian, strong sources of protein sourced from eggs, nuts and seeds. This includes non-starchy, high-fiber foods, but no refined or whole grains (yes, that includes oatmeal, brown rice and whole-wheat flour). The Paleo Diet incorporates dietary roughage from different sources and healthy fats such as olive, avocado and coconut oils. The diet excludes the intake of processed and artificial foods, dairy and legumes, along with added sugar and salt.

According to Diane Sanfilippo in *Practical Paleo*, there is "no one cookie cutter 'Paleo Diet.'" Instead, Paleo is a template that allows individuals to make their own decisions about how to incorporate these foods into their lifestyle.

Why Do People Go Paleo?

The excitement of a new diet, weight loss, a more "natural" approach to health, prevention of illness and/or dealing with disease are all reasons why many people decide to alter their lifestyle to the Paleo approach. But, keep in mind that the diet prohibits certain food groups like grains (white or whole) and dairy. In contrast, the 2010 Dietary Guidelines for North Americans highlight the importance of consuming "more of certain foods and nutrients such as fruits, vegetables, whole grains, fat-free and low-fat dairy products." Every diet comes with precautions and concerns. You need to know and listen to your body's needs as well as that of your nutritionist or dietitian to ensure that you are receiving adequate nutrition for your lifestyle. While diets can take some work, altering your lifestyle to the Paleo approach can be possible with some necessary considerations and precautions.

Your health.

The Paleo regime may not be right for everyone, and is a flexible template that can vary by the individual. Some choose to incorporate some dairy, for instance, and others go without it. But, all adherents must be careful to make sure they get adequate intake of their macro and micronutrients daily, including, but not limited to, carbohydrates, protein, fat, vitamins and minerals. Since, for example, dairy is excluded from this diet, vitamin D, calcium and other nutrients need to be acquired from other sources, such as dark, leafy greens, black strap molasses and plant milks that have been calcium fortified. Consumers need to know what nutrients they may lack and where to find these nutrients from other sources or from supplements. Talking with your health care provider, nutritionist or registered dietitian is highly recommended. Both age and physical activity level are important factors to consider.

Preparation and alterations.

If you are thinking about trying the Paleo diet, you should consider some aspects that may change your daily routine. Knowing which foods are on and off the diet, reading food labels, preparing your own meals and just going out to dinner with your friends all may require adjustment. It is up to you to decide your level of commitment, and whether this will be a temporary or permanent change. (WF Consumer Bulletin)

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Green Tea: it provides inner harmony

The consumption of tea makes for a relaxing experience. It contains amino acids which are part of an amine group and a carboxylic acid group. When the tea is brewed, the water soluble amino acids, of which L-theanine is 60%, release the "umami" flavour (which attributes to the distinctive taste). L-theanine, other than adding to green tea's palatability, increases alpha brain wave activity, which induces relaxation. By relaxing, you are effectively able to reduce stress! Added to this, it combines with caffeine in a way that produces relaxed alertness. L-theanine lets you enjoy increased concentration from caffeine (also found in green tea) without the associated anxiety and restlessness. Learn more about tea by reading *9 Grooty Benefits Of Green Tea* by Alex Morris online at www.s.coop/1w222

New dietary guidelines irk meat and sugar industries

The Dietary Guidelines Advisory Committee (DGAC) has released its new recommendations, which form the scientific basis for what's considered the healthy North American diet. In making their recommendations, the 571-page report calls for a large reduction of added sugars, to just 10 percent of one's daily calorie intake. For personal health and the health of the environment the committee also recommends that North Americans should eat more plant-based foods and less meat. On the heels of the report, the meat and soda industries are coming out in force against the recommendations. They are accusing the DGAC of being "flawed" and "nonsensical" (North American Meat Institute) and the committee has gone "beyond its charge and authority" (American Beverage Association) in recommending public policies that would tax the sales of sugary foods and beverages.

In response, Miriam Nelson, a Tufts University professor who chaired the DGAC's subcommittee on sustainability, disagreed. "It's important to realize that we looked at both very, very high quality, original research and reports, thousands of reports," she told Politico. "We're scientists ... our charge was to look at the best evidence and the best science."

To read the full report online, visit www.s.coop/1veas. (Salon.com)

The economical bean

Eating healthy doesn't mean breaking the bank. Take for instance the highly nutritious bean. If you're looking to add a fiber and plant-based protein to your diet, beans can be your best friends. A half-cup serving of black beans provide 8 grams each of fiber and protein for less than 150 calories, practically the definition of nutrient-dense. That's important because foods with high nutrient values with relatively few calories keep you fuller longer than high-calorie foods with little nutrient value. At People's you can purchase organic pinto, black, cranberry (yes, you read that right) kidney, aduki, garbanzo and Lima beans in the Bulk Dept. If you don't have the patience to soak and rehydrate them, or if you're just short on time, the Co-op offers a variety of pre-cooked beans, packaged in BPA-free cans. To reduce sodium content, be sure to rinse canned beans before adding them to your beany recipe.

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What's New at People's Co-op?



Bulk

Grounds & Hounds Coffee Co. – Organic Fair Trade Coffee in Morning Walk Breakfast Blend, Paper and Slippers Blend, Single Origin Columbian, and Alpha Blend varieties: People's Co-op shoppers have a new way to put action behind their consumer dollars! Introducing bulk coffee that helps give furry friends a second chance to live a better life. Grounds & Hounds Coffee Co. is committed to using the sale of fair trade organic, whole bean coffee to support the no kill rescue organizations providing safe havens for pups between homes. 20% of all Grounds & Hounds proceeds are donated to rescue partners that are working to make the second chance mission a reality. To learn more about some of the dogs that Grounds & Hounds Coffee Co. has been able to help, visit their pup blog at www.groundsandhoundscoffee.com/blog. Every pound, helps save a hound!

Singing Dog Vanilla – Organic Fair Trade Pure Vanilla Extract: Singing Dog uses a unique aging process to create a smooth, mellow vanilla extract with a rich aroma. Sugar and additive free.

Grocery

Native Forest – Coconut Milk Powder: A staple of traditional Asian and Caribbean cuisines, coconut milk lends its rich and creamy goodness to many wonderful regional dishes. Now you can enjoy coconut milk in a convenient non-dairy powder that requires no refrigeration. Dairy free and vegan. Just add water.

Tasty Brand – Organic Sandwich Cookies in Banana Split, Strawberry Shortcake, and Vanilla Cupcake varieties: You deserve a cookie! What's more, you shouldn't have to give up great taste because you're choosing organic. These three scrumptious bake-shop flavors will remind you what a cookie can be. So now the only question is, which one to start with? Banana Split and Vanilla Cupcake varieties are vegan.

Hilary's Eat Well – Ranch Chia Salad Dressing with Omega 3s: Made with organic ingredients and cold pressed grapeseed oil and omega-3 chia seeds. Vegan. Soy and gluten free.

Hilary's Eat Well – Balsamic Thyme Salad with Eyebright: Made with organic ingredients and cold pressed grapeseed oil, earthy thyme and a hint of sweetness. Vegan. Soy and gluten free.

Hilary's Eat Well – Apple Fennel Dressing with Dandelion Root: Made with organic ingredients and cold pressed grapeseed oil and health-supportive organic dandelion root powder. Vegan. Soy and gluten free.

Hilary's Eat Well – Creamy Remoulade Dressing with Dill Pickles: Made with organic ingredients and cold pressed grapeseed oil. Bubbies Kosher Dill Pickles, coconut milk, and mustard are the star ingredients in this versatile dressing. Vegan. Soy and gluten free.

Perishables

Two Tias – Organic Uncooked Flour Tortillas: Perfect for taco night, quesadillas or just warmed up and slathered with butter. We like them stuffed with organic spring mix, avocado slices and a drizzle of vegan ranch dressing. Life just got better. Thank you Tias!

Luna & Larry's Coconut Bliss – Organic Fair Trade Chocolate Brownie pints and Organic Fair Ice Cream Bars in Almond in Chocolate and Salted Caramel varieties: Divine treats for the serious chocolate lover. Sweetened with agave. Vegan. Soy and gluten free.



Body Care & Wellness

San Francisco Bath Salt Company

Epsom Salts in Bulk! per lb. **\$1.59** reg. 2.39

Soothes muscle pain, cleanses pores and detoxifies the skin.

Aubrey Organics

Kids Natural Sun SPF 30 4 oz. **\$12.25** reg. 15.25

Unscented, broad spectrum sunscreen

Zion Health

ClayBrite White Toothpaste 4 oz. **\$5.75** reg. 7.25

Helps whiten teeth, heal gums and eliminate bad breath.

Perfect Bar

Almond Butter Bar 2.3 oz. **\$2.75** reg. 3.19

Creamy organic almond butter swirls around almond pieces, sweetened with a touch of organic honey. 13 grams of whole food protein per bar.

Hero Nutritionals

Yummy Bear Organics 90 ct. **\$15.75** reg. 18.49

A gelatin-free multi-vitamin with 16 essential nutrients. Made with naturally sourced strawberry, orange, grape and pineapple flavors.

Trace Minerals

ActivJoint™ 180 ct. **\$21.25** reg. 24.95

Take ActivJoint in the morning for daily maintenance of joints and connective tissues to promote increased joint mobility. Can also be taken after participating in strenuous activities to help provide your body with the proper building blocks it needs to keep your joints flexible and healthy.

Household & General Merchandise

Earth Friendly

Ecos Laundry Detergent 100 oz. **\$8.99** reg. 12.99

Free & Clear, Lavender, Lemon Grass, and Magnolia Lily varieties.

Biokleen

Bac Out 32 oz. **\$5.99** reg. 8.35

Stain and Odor Eliminator.

If You Care

Parchment Baking Paper 70 sq. ft. **\$4.39** reg. 5.65

FSC Certified unbleached greaseproof paper.

To-Go-Ware

Sidekick Container 4 oz. **\$4.19** reg. 4.95

A sweet little tiffin for toting dressings or sauces, or snacks and sides. Perfect for replacing small disposable plastic bags and disposable food containers.

DreamTime

Shoulder Wrap each **\$14.39** reg. 16.95

Promotes well-being with heat or cold while soothing sore shoulder and neck muscles.

Shoyeido

Cherry Blossom Incense 33 sticks **\$3.85** reg. 4.50

Made with rhubarb, clove, cinnamon and other herbs and spices.

Deli/Bakery

Andean Quinoa & Corn Salad

\$6.89 per pound reg. 7.89

Apple Pie Slices

\$7.49 per pound reg. 7.99

Bulk

Equal Exchange - Organic & Fair Trade

French Roast Coffee

\$8.99 per pound

reg. 12.19

Organic Green Lentils

\$1.69 per pound

reg. 1.95

Yellow Popcorn

1.69 per pound **Organic!**

reg. 1.99

Ancient Grains Granola

2.99 per pound **Organic!**

reg. 4.89

Organic Whole Raw Cashews

\$9.19 per pound

reg. 12.69

Grocery

DeBoles

Organic Pasta

Selected varieties

\$2.19 8 oz.

reg. 2.85

Nature's Path - Organic! Eco-Pac Cereals

Selected varieties

\$6.39 24.17 - 32 oz.

reg. 7.25



One Degree Organic Cereal

Selected varieties

\$3.39 8 - 12 oz.

reg. 4.95

Spectrum Organic Olive Oil

Extra virgin - first cold press

\$12.99 33.8 oz.

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Nutiva Organic Coconut Mana

Made of pure, dried coconut flesh.

\$7.99 15 oz.

reg. 10.79



Imagine Coconut Dream

Original, Vanilla, Unsweetened

\$2.19 32 oz.

reg. 2.99

Perishables

Kevita

Organic Sparkling Probiotic Drink

All varieties

\$2.39 15.2 oz

reg. 3.49



Rudi's Organic Bakery Organic Bread

Selected varieties

\$3.99 20 - 22 oz.

reg. 4.79 - 4.99



Straus Family Creamery

Organic Ice Cream

All varieties

\$4.39 pint

reg. 4.89



Sambazon - Organic!

Juice and Smoothies

All varieties.

\$2.99 10.5 oz.

reg. 3.29



Earth Balance

Buttery Sticks and Organic Whipped Buttery Spread

\$3.69 16 - 13 oz.

reg. 4.99

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Deli/Bakery

Italian Tempeh Chunks

\$6.89 per pound reg. 7.89

Tapioca Pudding

\$4.49 per pound reg. 4.99

Bulk

Equal Exchange - Organic & Fair Trade

French Roast Decaf

\$11.99 per pound
reg. 14.69

**Organic Sweetened
Banana Chips**

\$2.99 per pound
reg. 3.95

Organic Kidney Beans

\$1.99 per pound
reg. 2.35

Evaporated Cane Juice

\$1.69 per pound **Organic!**
reg. 1.99

Organic Raw

Pumpkin Seeds

\$4.69 per pound
reg. 4.99

Grocery

Annie's Naturals

Organic Salad Dressing

Selected varieties

\$2.69 8 oz.
reg. 4.25



Drew's

Organic Salsa

Selected varieties

\$3.19 12 oz.
reg. 3.85

Muir Glen

Organic Pasta Sauce

Selected varieties

\$2.79 25.5 oz.
reg. 3.99



Westbrae

Organic Beans

Black, Pinto, Garbanzo, Kidney

\$1.99 25 oz.
reg. 2.59



Jovial

Organic Tomatoes

Packed in glass

\$2.69 18.3 oz.
reg. 4.45



Imagine

Organic Broth

Vegetable, No Chicken

\$2.49 32 oz.
reg. 3.75

Perishables

Wallaby Organic

Organic Greek Yogurt

All varieties

\$1.39 - \$5.39
reg. 1.99 - 6.59 5.3 - 32 oz.

Rumiano

Organic Cheese

Slices and Blocks

\$2.59 - \$3.29
reg. 2.99 - 3.99 6 - 8 oz.



Rising Moon Organics

Ravioli and Gnocchi

All varieties

Made with Organic ingredients

\$3.99 8 oz.
reg. 4.59



Hilary's Eat Well

Veggie Burgers

All varieties

\$2.99 6.4 oz.
reg. 3.89

Amy's

Bowls

All varieties - made with Organic ingredients

\$3.69 9 - 10 oz.
reg. 4.99



Prices on Specials
While Supplies Last

Eat More Fruits and Vegetables as a Family

Do you wish your family would eat more fruits and vegetables? Like most people, you probably already know that fruits and vegetables are important sources of essential vitamins and minerals. They're high in fiber and low in fat and calories. Eating fresh fruits and vegetables helps lower the risk of certain diseases like heart disease, cancer, diabetes, and obesity.

Help your family eat more fruits and vegetables by approaching meals as a team. Evaluate the meals you serve on a regular basis and brainstorm ways to add more fruits and vegetables.

Are you ordering pizza? Could you make your own pizza using more vegetables? Or add some on top before serving it? Try broccoli, roasted red peppers, onions, fresh tomatoes, etc.

1. Plan as a Team

Involve everyone in meal planning.

Brainstorm healthful meal ideas as a family. Assign certain days of the week to different family members and put them in charge of planning and helping with the meal. This will help your family become more aware of what's involved. Plus, kids are more likely to eat foods they've prepared.

2. Get Growing

Make a vegetable garden. If you can't have a garden in the ground, plant a small pot of herbs or lettuce.

3. Try a Theme

Highlight a fruit or vegetable for the week. How many ways can you prepare it? For example, you could have raw broccoli as a snack, then serve it roasted as a side dish later in the week. Still later, you could steam it and puree it into a tasty soup.

10 Minute Corn Chowder

Serves 4 | Serving Size:

1 1/4 cups

Ingredients:

1 tsp. vegetable oil
1/2 onion, chopped
1 tsp. minced garlic
4 Tbsp. wheat flour
3 cups plant or nut milk
2 tsp. prepared mustard
1/4 tsp. dried thyme
black pepper to taste
2 cups frozen corn kernels
4 tablespoons shredded cheddar cheese

Directions:

Heat a large skillet over medium-high



heat. Add the oil and sauté the onion and garlic until golden, about 2 minutes. Meanwhile, place the milk, flour, mustard, and seasonings in a small bowl and mix well. Add the milk mixture to the skillet followed by the corn; mix well until the mixture comes to a boil and thickens, about 3 minutes. Stir frequently to keep the mixture from burning. Divide into four bowls and top each with 1 table-

spoon of shredded cheese.

Herb & Garlic

Roasted Potatoes



Serves 4 | Serving Size: 1 cup

Skip the French fries! These roasted potatoes are healthy and delicious with the addition of oregano, thyme, and garlic.

Ingredients:

1-1/2 pounds red potatoes, washed and cut in chunks
1 Tbsp. olive oil
3 garlic cloves, minced fine
1 tsp. chopped rosemary
1/2 tsp. thyme
1 tsp. oregano
1/4 tsp. black pepper

Directions:

Preheat oven to 375°F. Toss the potatoes with the rest of the ingredients in a medium-sized bowl. Place in a baking pan and cover with foil. Roast until potatoes are very tender, about 1 hour. Serve hot.

Quick and Fancy Salad

Serves 4 | Serving Size: 1-1/2 cups

This salad uses simple and colorful ingredients, yet presents a different twist on your everyday salad. If you

don't care for pecans, try walnuts or almonds!

Ingredients:

6 cups mixed leafy greens
1/2 cup grape tomatoes
1 diced pear
1/4 cup diced red onion
1/4 cup feta cheese
2 Tbsp. pecans
1 lemon, cut into wedges
1 Tbsp. olive oil
Black pepper to taste

Directions:

Place the greens in a large salad bowl. Top them with the tomatoes, pear, onion, cheese, and pecans. Garnish the salad with lemon wedges and black pepper. Serve with a cruet of olive oil to the side. Allow family and friends to serve themselves and top their own salad with fresh lemon juice and a dash of olive oil.

Strawberry Yogurt Bombe

Serves 4 | Serving Size: 1/4th of a cake

This cake is made in minutes by mashing and molding strawberries and Greek yogurt in a bowl. It is spectacular in color and flavor and it is simple and easy to make. You can actually cut it with a serrated knife.

Ingredients:

2 cups fresh strawberries, sliced
1/2 cup fresh raspberries
1 tsp. sweetener of choice
1/2 cup plain 0% fat Greek yogurt

Garnish:

Shaved chocolate (use a potato peeler)
Fresh mint

Directions:

Place the berries in a large mixing bowl and lightly mash them with a ladle. Place the yogurt in a large glass bowl and stir in sweetener. Top the yogurt with the mashed berries. Press down very well to compact the berries. Invert the bowl onto a plate. Garnish the "strawberry cake" with shaved chocolate and mint.



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Flavors from the Deli

Time for a Deli Update

by Mike Ferrill, Deli Manager

Every once in a while someone will stop me to say how much they like shopping at People's or how important the Co-op's Deli is to their day-to-day life. Trust me when I say that this never gets tiring to hear. I usually tell them that we couldn't do it without them, without you, our loyal shoppers. The Co-op, including the Deli, is a collaborative effort, one in which we all actively participate in the growth of our business. Without further ado, onward with the update.

First off is the ongoing effort to spruce things up. You may or may not have noticed some of these efforts; if not that is okay. From some late night cleaning projects, new wall veneers and fresh paint, to overhauling most of our equipment and appliances, we are committed to sprucing things in a big way. It will be a long and sustained process and I'm sure you will all like the results. One of the projects planned will be to refinish the tables, counters and chairs in the Deli's seating areas. I am certain that the new look and feel will be appreciated by all.

In the kitchen we have doubled up our production of the blended green drinks in order to ensure that afternoon and evening shoppers will be able to satisfy their green urges. This is a real team effort: the buyer brings in the supplies, the salad bar prep cooks cut and process all the produce, and finally the wheatgrass person does the blending and packaging. The results have so far been very satisfying for two reasons. The first is making sure we provide a popular item throughout the day for our shoppers. Secondly, is the comradery that kitchen staff experiences when working on such projects together. Team work does make the dream work.

Finally I'd like to welcome back Toby. Toby worked at People's for five years before setting off to start a family. He and his family have returned to San Diego and we are stoked to have him back on board. We expect that soon he'll be baking up a storm just like the old days.

That about does it for now. In closing I'd like to thank you all again for your support and your always helpful feedback. I mean it when I say we are in this together, so if you see me around the Co-op, please feel free to stop me and tell me what's on your mind. After 15 years here I still wake up every day looking forward to the challenge of making People's Deli a place we can all feel great about.



Mike Ferrill prepares seitan, a process that takes about three hours. The seitan will be a feature ingredient in the Deli's Mock Chicken Salad, Enchiladas de Seitan, Jambalaya and other delicious hot and cold entrees.

Make it at Home

Raid Your Healthy Pantry for DIY Skin Care and Beauty

by Heather Weightman

Hopefully, we've all stopped buying skin care and toiletries with long lists of ingredients that can't be pronounced and probably aren't good for our bodies anyway. But have you tried making your own? At the Co-op we have access to wholesome products to make artisan, organic, custom skincare and beauty products. In this article, I've put together a few recipes that you can easily make with many of the ingredients already waiting for you in your cupboard.



Hello Coconut

There's more to coconuts than macaroons. A few drops, warmed between the palms makes a healthy hair conditioner and tonic. Or, use sparingly for styling and to tame unruly frizz. Smooth on lips for a tropical balm, then ditch the foam and choose coconut oil as a shaving cream.

As a face, body moisturizer, and massage oil, coconut oil keeps skin smooth to the touch due to the presence of its saturated fats. Additionally, coconut oil is the go to DIY make-up remover. Going camping this season? Remember to bring the coconut oil for soothing burns, rashes, and bug bites.

Using Apple Cider Vinegar

Dilute a tablespoon of apple cider

vinegar in a cup of filtered water and:

Use as a hair rinse for soft, shiny locks or to control dandruff, itchiness, greasiness, or irritation.

Use on your face as an astringent, an overnight spot treatment for blemishes, or as an after shave

Soak with a washcloth and apply to skin to sooth a sunburn.

You can also use apple cider vinegar to wipe down your feet to control foot odor.

Dilute with 2 parts water and use as a mouthwash for better breath and whiter teeth.

Heather's Face Moisturizer

Growing up with acne and oily skin, I never thought I'd be putting oil

... continued on page 14

People's Citrus Cilantro Rice

Serves 4

2 cups white basmati rice

3 cups water

1 cup cilantro, chopped fine

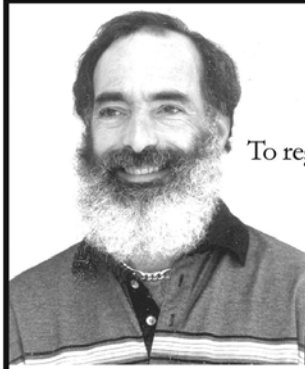
1 each, orange, lemon, lime, zested and juiced

1/2 cup pine nuts, toasted

1/4 cup olive oil

Sea salt to taste

Rinse rice. In a heavy bottomed saucepot, combine rice with the water and bring to a boil. Cover the pot, lower the flame to lowest setting, then cook for 25 minutes. Remove from flame and let sit for 15 minutes. Remove rice from pot and place in a mixing bowl. Combine with the salt and liquids and mix well. When cool, add the cilantro, zest, and pine nuts.



David J. Getoff, Naturopath

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Organic cotton acreage seen highest in almost 20 years

Despite grappling with tight seed supplies, persistent weeds and a shortage of seasonal labour, organic cotton growers in the USA are estimated to have planted the most acreage for organic cotton in 2014 since 1995. This is according to the *2013 and Preliminary 2014 U.S. Organic Cotton Production & Marketing Trends* report just published by the Organic Trade Association (OTA). The OTA report is based on a survey of organic cotton growers in Arizona, California, New Mexico, North Carolina and Texas conducted in December. (organic-market.info)

Westerners and seniors most likely to conserve water

People in the western United States and U.S. adults 55 years old and older are among those most likely to practice water conservation in their home, according to a new poll coinciding with World Water Day*. An online survey conducted online by Harris Poll in February, found that 88 percent of people in the western U.S., and 85 percent of seniors (55+) nationwide, regularly attempted to reduce their household's water consumption. Other findings from the poll included that: nearly 1 in 5 Americans do not regularly attempt to conserve water in their home. Shutting a faucet off while brushing teeth or washing dishes is the most common method of water conservation. The wealthiest (those with an annual household income of \$100,000 or more) and the most educated (college graduates+) were the most pessimistic about solving the global water crisis. *World Water Day, established by the United Nations General Assembly in 1993, is on March 22. (PRNewswire-USNewswire)

Kraft is first to use Kids Eat Right logo

The Academy of Nutrition and Dietetics—representing 75,000 registered dietitians and other professionals in the field—has allowed Kraft Singles to be the first to use the “Kids Eat Right” seal of approval on its individually wrapped slices of processed American cheese. The new “Kids Eat Right” label is designed to point health-conscious families in the right nutritional direction when shopping for kid-friendly foods. According to a report by Fox News, “The Academy released a statement hoping to clarify its position on the pasteurized cheese product saying, “Kraft is putting the ‘Kids Eat Right’ logo [on its packaging and] saying Kraft is a proud supporter of Kids

Food for Thought: Eat Your Vegetables, Please



Relax. This isn't about eating more kale. It's about the single most effective thing you can do to reduce your carbon footprint: refusing meat. Here's a pop quiz. Which adds more greenhouse gases to the earth's atmosphere, motorized transportation or livestock? Surprise! It's livestock, the industry's term for living animals. The gases coming from cows' rears are even worse, greenhouse-warming-wise, than CO2. Enteric fermentation, the ruminant's digestive process, produces flatulence, a.k.a. methane, while manure releases nitrous oxide. A 2006 U.N. report, “Livestock's Long Shadow,” calls the livestock sector “one of the top two or three most significant contributors” to global warming. The good news: the report concludes that the livestock sector's global cooling potential is equally vast if we wean ourselves off meat.

– David De Rothschild, *The Live Earth Global Warming Survival Handbook*

Eat Right, not vice versa. The Academy has never endorsed any product, brand or service, and we never will.”

Kari Ryan, director of nutrition, science and regulatory affairs at Kraft, and a member of the academy said, “We saw the synergies in taking our mission and the mission of the academy and making them into one to drive education and awareness around the nutrient needs of children and how to address them.” Kraft has previously been targeted for its use additives in many products including artificial dyes and preservatives.

FDA approves GE apples, potatoes

The *Wall Street Journal* reports that the US Food and Drug Administration (FDA) has “signed off on genetically engineered varieties of apples and potatoes, and for the first time suggested the products might need to carry a label to inform consumers about the ways in which they're different from conventional varieties ... Both the apple and the potato differ from the existing roster of genetically modified crops in that they provide benefits to consumers. Other modified crops, like corn and soybeans, are made to withstand certain pesticides, making them easier for farmers to grow.”

The story goes on: “The FDA said [on Friday, March 21] that it didn't think the Arctic apple or the Innate potato posed a risk to human health, concluding that ‘these foods are as safe and nutritious as their conventional counterparts.’ The FDA is still deciding whether to require labels on the apple or potato, alerting consumers to the traits that make them different from conventional varieties. The agency is unlikely to require a label that identifies the products as being modified.”

The apple has been designed to resist browning when cut open, while the potato “is designed to have fewer black spots from bruising and produce lower

levels of acrylamide, a potential carcinogen that forms in potatoes when cooked at high temperatures.”

Consumers Union issued the following statement: “These new varieties covered by FDA's announcement today all use a new form of genetic engineering, called RNA interference, also called RNAi. The safety of this type of engineering, which works by shutting down the ability of RNA to translate DNA into protein in a cell, raises many new, unanswered questions.

An EPA scientific advisory panel on pesticides issued a report in 2014 that stated this technology needs further evaluation in terms of its use for pesticidal purposes. The panel recommended further study of this topic, particularly in people who are sick, immune compromised, children or the elderly. Consumers Union is also concerned that FDA has not required labeling of this apple, which is engineered to sit around for significant periods of time without turning brown. Consumers could easily be deceived about the freshness of slices of this apple. FDA says companies should ‘consult’ with them about labeling, but like with all other genetically engineered food, requires no full disclosure to consumers.” (Morning News Beat)

BPA alternative linked to hyperactivity

In a groundbreaking study, researchers have shown why bisphenol-S (BPS), a chemical substitute for bisphenol-A (BPA), might be even more harmful. University of Calgary scientists say their research, published in the *Proceedings of the National Academy of Sciences*, is the first to show BPS caused abnormal growth surges of neurons in an animal embryo and seemed to result in hyperactivity. The same surges also were found with BPA, though not at the same levels as with BPS, prompting the scientists to suggest all structurally similar compounds in use by plastic manufacturers are unsafe. (Washington Post)

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Glyphosate Classified Carcinogenic by International Cancer Agency, Group Calls on U.S. to End Herbicide's Use and Advance Alternatives

A national public health and environmental group, Beyond Pesticides, is calling on the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Agriculture (USDA) to stop the use of the country's most popular herbicide, glyphosate, in the wake of an international ruling that it causes cancer in humans. The International Agency for Research on Cancer (IARC) released its finding last month concluding that there is *sufficient evidence of carcinogenicity* based on laboratory studies.

Glyphosate is touted as a "low toxicity" chemical and "safer" than other chemicals by EPA and industry and is widely used in food production and on lawns, gardens, parks, and children's playing fields. However, IARC's new classification of glyphosate as a Group 2A "probable" carcinogen finds that glyphosate is anything but safe. According to IARC, Group 2A means that it is probably carcinogenic to humans based on sufficient evidence of carcinogenicity in experimental animals. The agency considered the findings from an EPA Scientific Advisory Panel report, along with several recent studies in making its conclusion. The agency also notes that glyphosate caused DNA and chromosomal damage in human cells. Further, epidemiologic studies have found that exposure to glyphosate is significantly associated with an increased risk of non-Hodgkin's Lymphoma (NHL).

"With the cancer classification on top of the documented weed resistance to glyphosate and water contamination resulting from its use, continued reliance on glyphosate is irresponsible from a public health and environmental perspective," said Jay Feld-

man, executive director of Beyond Pesticides. "We have effective sustainable organic management systems that do not utilize glyphosate and it's time that EPA and USDA recognized its responsibility to move away from hazardous and unnecessary pesticides," he continued.

Ironically, EPA in 1985 originally classified glyphosate as 'possibly carcinogenic to humans' based

on the presence of tumors in laboratory animals. EPA changed its classification to evidence of non-carcinogenicity in human

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years later, most likely due to industry influence, allowing the chemical to be the most widely used pesticides in the U.S. USDA has contributed to its growth by deregulating crops, including the vast majority of corn and soybeans, that are genetically engineered to be tolerant to the chemical. In recent years, weeds have exhibited resistance to glyphosate and its efficacy has been called into question. Additionally, the U.S. Geological Survey (USGS) routinely finds glyphosate in U.S. waterways especially in the Midwestern states and the Mississippi River valley. Ecological data also reports that glyphosate and glyphosate formulated products are toxic to aquatic organisms, and is extremely lethal to amphibians.

But the U.S. regulatory agencies have ignored questions about its hazards and its necessity in crop production. Last year, cotton growers applied for an emergency exemption for the use of propazine on three million acres of cotton because glyphosate was no longer effective.

Don't Let the Meat Industry Hijack the Food Pyramid

For the first time ever, the U.S. Dietary Guidelines Advisory Committee – the panel of experts that helps decide what should go into our national food pyramid – has recommended that North Americans eat less meat and more plant-based foods for the sake of their own health and that of the environment.

This is a potentially game-changing recommendation. Our diets and the systems required to produce our food have a massive impact on the climate, water quality and habitat for endangered species like wolves, as well as our ability to continue producing food into the future.

Predictably, the meat industry is lobbying to keep any recommendations to eat less meat out of the final guidelines – which is why the Obama administration needs to hear from you that sustainability must be part of the equation.

You can take action by signing the petition created by The Center for Biological Diversity, urging our elected leaders to provide North Americans with accurate, science-based food guidelines that will nourish both families and our environment. Please take action by May 8, 2015 by visiting www.s.coop/1w2at.

Protect children from brain-harming chlorpyrifos

Home use of the pesticide chlorpyrifos was banned more than a decade ago, precisely because science showed that it was harmful to children's developing brains and nervous systems — including reduced IQ and increased risk of autism. Yet its use in agricultural fields across the country continues.


The Environmental Protection Agency (EPA) is currently taking comments on its latest review of the health risks of chlorpyrifos. Please sign the petition created by Pesticide Action Network North America at www.s.coop/1w2au and tell EPA Administrator Gina McCarthy to ban the neurotoxic insecticide chlorpyrifos by heeding the evidence in its own risk assessment.

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on my face but that's exactly what I do. I also rub this moisturizer into my neck, chest and arms.

- 1 ounce jojoba oil
- 1/2 tsp. rose hip seed oil
- A few drops of rose geranium essential oil

Pour ingredients into a small glass bottle and shake to mix. Don't have a bottle? People's offers amber and cobalt glass bottles with screw caps, pump tops, and droppers.

Hipster Beard Oil

- 1/4 ounce jojoba oil
- 1/4 ounce argan or apricot oil
- A few drops of bergamot essential oil
- A few drops of sage essential oil
- A few drops of rose geranium essential oil

Pour ingredients into small glass dropper bottle. Rub several drops in your hands, then rub into your long (or short) full beard.

Gentle Foaming Cleanser

- 1/2 tsp. baking soda
- 1/4 - 1/2 tsp. water
- 1/4 tsp. lemon juice, apple cider vinegar (oilier skin), or plain yogurt (drier skin)

Combine ingredients and use as a face and body cleanser. Rinse with water.

Detoxifying Facial Mask

- 1 tsp. bentonite clay
- 1 tsp. apple cider vinegar
- 1 tsp. honey

Smooth onto skin, let dry to 10 - 15 minutes and then rinse with warm water.

Smoothie Facial Masks

- 1/4 cup plain yogurt
- 1/4 cup chopped fresh fruit/veggies
- 2 Tbsp. honey
- 1 Tbsp. dry milk or coconut powder (optional)

Combine all ingredients in a blender or food processor and blend until smooth. Apply to face and leave on for five minutes, then rinse with cool water. Stays fresh in the fridge for 3 - 4 days.

Choose your favorite Smoothie Mask blend with these recipes:

For most skin types use cucumber (soothes blotchiness and irritation), banana, watermelon, and persimmon.

For oily skin use peach, apricot, tomato, and grape (not concord).

For dry skin use carrot, cantaloupe, avocado, and honeydew.

Body Scrubs

- 3 Tbsp. coarse salt, sugar, or oats

- 2 Tbsp. oil (olive or avocado work well) and/or honey
- 1/4 tsp. vanilla extract (optional)

Combine ingredients in a small shower-safe bowl or container, then scrub up in the shower or bath to exfoliate and cleanse. This scrub recipe makes your skin super soft and leaves a pleasant scent.

Scrub tip: If you're using oats, first pulverize them in a food processor until powdery. If you're using oil, be careful in the tub; it's slippery!

DIY Toothpaste

- 3 Tbsp. coconut oil
- 2 Tbsp. baking soda
- 1/8 tsp. refined sea salt
- 1/2 tsp. bentonite clay
- 10 drops essential oil (pick your favorites: peppermint, cinnamon, tea tree, myrrh, sage)

In a small glass jar with a tight-fitting lid, such as a 4-ounce mason jar, add baking soda, salt and clay. In a separate glass or ceramic bowl, gently heat the coconut oil in a double boiler or water bath until soft. Pour coconut oil into the small glass jar, add essential oil, screw on the lid and shake to combine well. Makes about 1/2 cup.

Heather Weightman is the Co-op's Human Resources Mgr. When she's not busy helping employees, working on People's vision of zero waste or volunteering to help build straw bale homes, Heather tends to her family, chickens, dogs, and garden. Learn more at her blog, Kind Food Kitchen www.kindfoodkitchen.blogspot.com.

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