The Organic Press

The Newsletter of the
Hendersonville Community Co-op

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July/August 2011

10 Reasons to Buy Local Food

Mountain Valley Organics

Co-op Kids

Hendersonville Community CO·OP
Natural Foods Market & Organic Deli

Editor: Damian Tody
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We are the Hendersonville Community Co-op, a member-owned natural and organic food market and deli. We have been serving Hendersonville and the surrounding community since 1978 when 15 families joined together to purchase quality food at better prices. We offer the best in certified organic produce, groceries, herbs, bulk foods, vitamins and supplements, cruelty-free beauty aids, wine and beer, and items for special dietary needs. The Blue Mountain Deli offers a delicious variety of fresh soups, salads & more.

The co-op is open to the public and ownership is not required to make purchases.
Everyone can shop and anyone can join.

Opinions expressed in The Organic Press are strictly those of the writers and do not necessarily represent an endorsement of any product or service by the Hendersonville Community Co-op, board, management or staff, unless specifically identified as such. The same is true for advertisers.

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Submission Deadline
All submissions, including articles and advertisements, must be received at the co-op by the 7th of the month preceding the issue.

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GM Musings

The last couple of months have been busy months around the co-op. The board and staff are working hard to bring all of the different pieces together as we continue our expansion research and planning. For any development project there are certain stages that frame the process from exploration to finished product. They are outlined very nicely by the consultant group that we have engaged (Cooperative Development Services) to help guide us through this process. The stages are as follows: Development Timeline for Expansion/Relocation Projects

Stage I: Feasibility (3 months to 3 years)

- Commitment and planning
- Strengthening and positioning
- (Initial contacts with lenders and designers: sell the project)
- Site search and securing

Major decision point: Sign lease or purchase agreement, with contingencies.

Stage II: Preparing for Leasehold Improvements or Construction (2 to 12 months, typically 6 months)

- Design, bids
- Financing

Major decision point: Close on financing, remove contingencies

Final decision point, "no turning back"

Stage III: Leasehold Improvements or Construction (2 to 12 months, typically 6 months)

Stage IV: Prepare for Opening (1 to 3 months)

We have worked through several major steps in the last couple of years. One major piece was the completion of our market study. The findings of this study talked about our market share, our potential in the market place and the best target location for our co-op in Hendersonville.

The core findings of our market study are as follows:

- The Co-op serves a relatively large trade area in terms of geography, that's where 96% of our sales come from.
- The Co-op is located on a secondary road that lacks any significant beneficial retail synergy.
- The co-op's relatively small size and poor location with respect to regional/retail prominence and consumer awareness impedes our ability to capture the full sales potential that exists within the market.
- Relocating to a more prominent location within the market would allow the co-op to be well positioned to serve the most "in-profile" areas within the market (and thus render the co-op less vulnerable to future competitive encroachment).

The other major piece has been researching our financing options. We have done a lot of communicating with banks and other avenues of financing and are continuing to build relationships in our community. We thank you again for your participation in opening up a new avenue for financing with the vote on preferred shares. When we passed the vote in March it opened up another very viable way for our co-op to raise money. By creating shares we can raise money from our owners in a way that banks view favorably.

As we go to press in June we are still in Stage 1 as listed above. We will continue to update you on our progress, especially as it pertains to a possible location. We are also in the middle of developing the structure for shares and/or loans. We have a tentative goal to get more information to everyone in July. We will be utilizing all methods of communication to get this information to you. Most notably will be a letter that will come to your residence. This letter will outline all of the opportunities for everyone to invest in their co-op. So please be on the lookout for that. We are also continuing our monthly expansion talks. If you would like to provide some input on the future of the co-op or want to learn more about our process please come out to one of these meetings. All meeting times will be posted in the store and online. We look forward to working towards our future with all of you.

In Cooperation,
Damian

OAD

Don't forget to come to Owner Appreciation Days!

Owners, save 5% on one shopping trip of your choice the second weekend of the month!!!!

July 7th through July 10th.
and
August 11th through August 14th.

Just pick which day you want to shop and let your cashier know you would like to use your discount.

A Board's Eye View

Retreat, Inspire, and Expand into the Future

Like a superhero dynamo, Michael Healy should be pictured wearing a colorful, flowing cape. As Cooperative Development Services consultant to the HCC Board of Directors, Michael has helped us streamline how we work and get our heads in a kind of Vulcan Mind Meld about serving as a board and looking toward the co-op's future.

Of course, Michael is too humble to think of himself as a Co-op superhero. He did, however, fly down to Hendersonville from Vermont (via airplane) to lead an educational retreat with the HCC Board in early May. The Board's trusty and amazingly competent administrative assistant Liz Malloy was also in attendance, in the upstairs meeting room at downtown's Blue Note Grill.

One of the things we did was take a hard look at whether HCC is ready for expansion using a Self Diagnostic Tool—a kind of quiz that shows us where we are, given various factors, like sales growth, the strength of the management team, and the Co-op's debt to equity ratio. We compared the tallied results from the staff responses to what we board members thought. Of course, this tool is just a guide—that can be repeated as time goes on—and is not a deciding factor in whether an expansion takes place. The information from this tool can show us where HCC's weak areas might be, so action can be taken to sort out issues before starting an expansion project. Overall, the "results" were strong, but caution is always a good guide.

We reviewed other items from the Expansions and Relocations Toolbox, like development timelines, key questions and concepts, and the Board's role in an expansion project. Michael suggested addressing our long-term vision in our Ends policy—the policy that shows what we, as a cooperative, want to see in the world. It is important to note that the Board is committed to being as transparent as possible during the process of a possible expansion/relocation. As the liaison between the operations team and you—the ownership—input from owners to the board is not only *welcome* from you, *it's a guiding beacon for us as the HCC board.* **We want to hear from you!**

A great way to make your voice heard is to drop by one of the casual monthly Owner Meetings—**the next one is scheduled for July 21 at 5 p.m. in the Annex,** located behind the store. These intimate gatherings are a great way to both get to know the folks on the Board and to share your vision for the Co-op. What is important to you?

Healthier lifestyles? A viable local food network? Empowering the next generation? Taking care of an aging generation? Whatever your concern or passion, we're here, and we're listening.

I and the other Board members feel we have a fantastic group on the Board. With so many complementary individual talents and varied experiences, we work very well together, and have a lot of fun, too! If you've read this far into this column, you may just have the gusto and interest to make the Co-op a bigger part of your life. And since it's an election year—*consider running for the Board!* It's a satisfying thing to represent the Hendersonville Community Co-op and to be of service for all the Co-op stands for: strong community ties, ongoing education, and healthy, delicious, fresh food… What could be better? These are the best things life has to offer—let's work together to keep the Co-op strong as we head into the future. We OWN IT—now let's work together to build it up.

See you in the store, or at an upcoming meeting!

In a spirit of enthusiastic cooperation,
Beth Beasley
eabeasley@gmail.com
(828) 329-7991

2011 Board Meeting Dates

Meetings are held at 6:00 p.m. on the fourth Tuesday of the month. The next meetings will be on July 26th and August 23rd. All owners and staff members are welcome to attend the meetings. If you have a concern or topic for the board to discuss, Contact Tony at board@hendersonville.coop or at 694-1083. Written information may also be sent to the Board of Directors of HCC, 715 S. Grove St. Hendersonville, NC 28792. Please include your name and contact information. You can access board meeting agendas and approved minutes on our website.

Tony Womack
President
2010-13
694-1083

Beth Beasley
Vice President
2009-12
329-7991

Carolyn Widener
Secretary
2008-11
329-4826

Steve Breckheimer
Treasurer
2010-13
749-9104

Ron
Angermuller
2008-11
692-3519

Susan
O'Brien
2009-12
693-5553

Laura
Miklowitz
2009-12
693-6261

Thomas
Beckett
2010-13
713-1668

10 Reasons to Buy Local Food

Appalachian Sustainable Agriculture Project

1. Eat fresher, better tasting, healthier foods. When produce is shipped hundreds or thousands of miles, it loses crispness, flavor, and nutrients on the way. Foods grown to be shipped may be picked before they ripen and treated with more chemicals. Local foods haven't traveled so far and are fresher. If you're buying at a farmers market, the produce has often been picked that morning.
2. Enjoy seasonal produce and regional varieties. As the seasons change, so do crops. If you eat locally, you'll be trying new things throughout the year. You're also likely to be eating what naturally grows in your area. While industrial, corporate farms grow varieties that ripen quickly and store well, family farmers often cultivate heirloom varieties that are unique to your home and a part of its heritage.
3. Support your farming neighbors. Fewer and fewer farms are able to stay in business. Faced with increasing costs and competition from corporate farms, it's getting harder for farmers to make a profit. Use your food dollars to support a family you know, not a big business based elsewhere.

local economy

4. Sustain rural heritage and lifestyles. Farming has long been a way of life in this area, and farms have been passed from generation to generation. Family farmers are a central part of our communities.
5. Protect natural beauty and open spaces by preserving farmland. As land prices and property taxes increase, more and more farms are sold for development. Helping to make local farms profitable saves the rural landscape.
6. Encourage sustainable farming practices, benefiting human, animal, and environmental health. Family farmers value their water and land because they must maintain these resources to continue farming. Family farms often use less fossil fuel and fewer chemicals than industrial farms. Family farmers are also more accountable. Unlike a company in another country or state, their customers can observe their practices.
7. Strengthen local economies and keep your food dollars close to home. The uncertainty of the global economy makes clear the need for local economies. Use your purchasing power to create local jobs and pay taxes that benefit your own community. Sustainably-raised foods sometimes cost more at the cash register, but their long term costs to the environment and society are far less.
8. Maintain and build local food systems so we can feed ourselves in the future. As fossil fuels become scarcer and costlier, shipping food long distances will no longer be an option. We are blessed with good farmland and must make best use of it, as well as developing the ability to process and distribute food within our region.
9. Keep farming skills alive, and farmland available. The number of farmers is rapidly declining. We must ensure that farmers' essential knowledge is passed on, and make staying on the farm a good option for young people. We must also preserve farmland developed land can be contaminated and loses its topsoil and fertility.
10. Get to know who grew your food and where, so you reconnect with it, and your community. You can put a face and a farm with local food. You'll learn about the seasons and weather through their effect on crops, and you'll learn about the work of farming from your discussions with the grower. When you buy directly from the farmer more of your money goes back to the farm. And if you shop at a farmers market or subscribe to a CSA, you'll meet your neighbors and participate in a community event. When you visit restaurants and grocers that use local ingredients, you support business that share your commitments.

CORNUCOPIA INSTITUTE

FAMILY FARMERS AMPLIFY LEGAL COMPLAINT AGAINST MONSANTO'S GMOs

Biotechnology Giant Fails to Provide Binding Legal Protection;
Farmers Threatened by Contamination from Genetically Modified Organisms

http://www.cornucopia.org/2011/05/family-farmers-amplify-legal-complaint-against-monsantos-gmos/

New threats by Monsanto have led to the filing of an amended complaint by the Public Patent Foundation (PUBPAT) in its suit on behalf of family farmers, seed businesses, and organic agricultural organizations challenging Monsanto's patents on genetically modified seed.

Because pollen, and genetics, can be spread through the wind or by insects, farmers are vulnerable to having their crops contaminated by transgenic seed and then subsequently being sued by Monsanto for "patent infringement."

PUBPAT asked Monsanto to give farmers legally binding assurance that they would refrain from this years-long practice. "In response Monsanto chose to instead reiterate the same implicit threat to organic agriculture that it has made in the past," explained PUBPAT Executive Director Daniel B. Ravicher.

The biotechnology giant hired former solicitor general Seth P. Waxman, a partner in the Washington, D.C. office of WilmerHale, who completely rejected PUBPAT's simple request. Waxman instead confirmed that Monsanto may indeed make claims of patent infringement against organic farmers whose fields become contaminated by Monsanto's genetically modified seed. (Copies of both the letter written by PUBPAT to Monsanto and the response letter by Waxman can be found at: http://www.pubpat.org/assets/files/seed/OSGATA-v-Monsanto-Complaint.pdf).

"Monsanto has run roughshod over organic and conventional farmers who have chosen to be sensitive to consumers' concerns, and marketplace demand, by shunning genetic engineering in their seed purchases and the crops they produce," said Mark A. Kastel, Codirector of The Cornucopia Institute, a co-plaintiff in the suit with over 4,000 members, most of whom are organic farmers. "Because of Monsanto's massive investments in federal political campaigns, and in lobbying, it's important that an independent judiciary protects citizen-farmers from intimidation."

In addition to supplementing the complaint with Monsanto's most recent actions, PUBPAT announced that a new group of 23 organizations, seed companies, and farms or individual farmers have joined the original plaintiffs in the suit. This brings the total number of co-plaintiffs to 83, comprising 36 organizations, 14 seed companies, and 33 farms and farmers.

To read a comprehensive version of the story including a listing of all plaintiffs, go to http://tinyurl.com/3geaf2z

The Cornucopia Institute PO Box 126 Cornucopia, WI 54827 www.cornucopia.org

INSTITUTE FOR RESPONSIBLE TECHNOLOGY

Dangerous Toxins From Genetically Modified Plants Found in Women and Fetuses

by Jeffrey M. Smith

When U.S. regulators approved Monsanto's genetically modified "Bt" corn, they knew it would add a deadly poison into our food supply. That's what it was designed to do. The corn's DNA is equipped with a gene from soil bacteria called Bt (Bacillus thuringiensis) that produces the Bt-toxin. It's a pesticide; it breaks open the stomach of certain insects and kills them.

But Monsanto and the Environmental Protection Agency (EPA) swore up and down that it was only insects that would be hurt. The Bt-toxin, they claimed, would be completely destroyed in the human digestive system and not have any impact on all of us trusting corn-eating consumers.

Oops. A study just proved them wrong.

Doctors at Sherbrooke University Hospital in Quebec found the corn's Bt-toxin in the blood of pregnant women and their babies, as well as in non-pregnant women. (Specifically, the toxin was identified in 93% of 30 pregnant women, 80% of umbilical blood in their babies, and 67% of 39 non-pregnant women.) The study has been accepted for publication in the peer reviewed journal Reproductive Toxicology.

According to the UK Daily Mail, this study, which "appears to blow a hole in" safety claims, "has triggered calls for a ban on imports and a total overhaul of the safety regime for genetically modified (GM) crops and food." Organizations from England to New Zealand are now calling for investigations and for GM crops to be halted due to the serious implications of this finding.

Links to allergies, auto-immune disease, and other disorders There's already plenty of evidence that the Bt-toxin produced in GM corn and cotton plants is toxic to humans and mammals and triggers immune system responses. The fact that it flows through our blood supply, and that is passes through the placenta into fetuses, may help explain the rise in many disorders in the US since Bt crop varieties were first introduced in 1996.

In government-sponsored research in Italy, mice fed Monsanto's Bt corn showed a wide range of immune responses. Their elevated IgE and IgG antibodies, for example, are typically associated with allergies and infections. The mice had an increase in cytokines, which are associated with "allergic and inflammatory responses." The specific cytokines (interleukins) that were elevated are also higher in humans who suffer from a wide range of disorders, from arthritis and inflammatory bowel disease, to MS and cancer (see chart).

see pg 12

WHO OWNS THE CO-OP? YOU DO. MAKE A DIFFERENCE.
RUN FOR THE BOARD.
CommYOUnity Commitment Cooperation

Work with a dynamic group of passionate leaders focused on guiding the Co-op into a thriving and meaningful future and expansion. Help set policy, link with owners and ponder heady questions like:
What difference in the world and in our community can Hendersonville Community Co-op make?

Candidate Qualifications:

- Be a current HCC owner & active shopper.
- Have a background relevant to governing an evolving community- minded cooperative: strategic planning, local relationships, life experiences, co-op or other board expertise.
- Be sensitive to the needs of our ownership and community.
- Possess cooperative spirit, commitment, patience, passion, humor, objectivity and vision.

Duties and Responsibilities:

- Enthusiastically serve a 3-year term.
- Attend Board meetings on the fourth Tuesday of every month (from 6-8:45), Special Meetings, spring Board Retreat and the Annual Ownership Celebration.
- Devote an average of 10 or more hours per month to board activities, preparation, research, committees, and preparation.
- Embrace Policy Governance and consensus for making decisions & policy.
- Vigorously monitor policy reports to ensure accountability to owners.

Nomination/Election Process:

Pick up an application packet at the CO-OP KIOSK. Complete and return NO LATER than August 5th.

- Potential Board nominees will be interviewed the Nominating Committee and are requested to attend board meetings to observe board process and interaction.
- 2011 Board elections take place in October & November. Results are announced at the November Ownership Meeting Celebration. **Three 3-year terms will be filled.**
- If you have questions or would like clarification before committing yourself as a candidate, please contact Laura Miklowitz at 693-6261 or Beth Beasley at 329-7991.

PLEASE TRY TO ATTEND THE FOLLOWING BOARD MEETINGS:
July 26, August 23, September 27, October 25

Co-ops are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity.
In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

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OmegaTrak(23 rbc fatty acids) $75 OFF omegaquant.com.... $125
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Saturday, August 6, 2011 9am-11am

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HISTORIC 7th AVE DISTRICT

ORGANIC GROWERS MARKET

Organic Market

& Model Railroad Display
at The Train Depot
Hendersonville, NC

Sunday
September 4, 2011
11:00 am til 4:00 pm

Save the Date
The Annual Summer Potluck Picnic

Sunday~ September 18th

at Camp Pinnacle~ 3-7 p.m.

News and Views
from Outreach

Join Hendersonville Community Co-op in our Eat Local Celebration Eating Deliciously Fresh Locally Produced Food

Get out your seasonal recipes, make reservations at a restaurant that serves local fare, and take the canning jars out of storage. Peak harvest season is here, and HCC is stocked with the freshest, highest quality local products available to help you enjoy a summer of delicious seasonal foods.

Along with co-ops across the country, the Hendersonville Community Co-op is hosting "Eat Local, America!" this summer, inviting area residents to focus on eating more local foods from now until the last of the pumpkins are picked. Join the Co-op community and help us celebrate foods grown and produced within a 100 mile radius of Hendersonville and throughout North Carolina.

Eat Local, America! is a great way to engage with food growers and producers in the region and to learn about the bounty of foods produced locally. Eat Local, America! participants are asked to set a goal for themselves. Whether eating one meal a week made with local foods or trying to eat 80 percent of meals locally, set a goal that will work best for you. No matter what level, challenge yourself to think creatively about the foods you eat during the Eat Local, America! initiative and throughout the summer.

One of the best tools in our area it the 10% Campaign from the Center for Environmental Farm Systems: http://www.ncsu.edu/project/nc10percent/index.php

Here's How It Works:
"Join in support of North Carolina's farmers, businesses and communities.

- Pledge to spend 10 percent of your existing food dollars locally
- They'll email you with a few simple questions each week
- They'll track your progress, and you'll see our progress statewide"

It's easy to set your local goal, and get weekly reminders to update. Watch your progress and see what other folks are doing in their effort to eat more locally. If nothing else, the website is fun to visit.

At HCC, we define local food as anything grown within a 100 mile radius of Hendersonville. During Eat Local, America! and throughout the year, we call attention to local food on our shelves by placing the "Discover Local" tag near the product. You will also find the QR code (i.e. Quick Read). If you have a smart phone, you can scan the code and go straight to a web page about that product. During Eat Local, America! and beyond, our staff is available to answer questions and make recommendations on new and delicious foods to try.

To learn more about the challenge nationwide, visit www.eatlocalamerica.coop.

Why Eat Local?

At the Co-op, we cultivate relationships with local growers and producers in order to support local farmers and provide the freshest, highest quality products for our shoppers. Together, HCC and local producers create viable market opportunities for local products, while giving co-op shoppers a convenient connection to fresh, delicious food of the highest quality.

Each region has a unique variety of products available during the peak harvest season. Eating local foods celebrates the biodiversity of communities and supports local food producers.
Local food benefits co-op shoppers, growers, communities and the environment. Local foods are fresher, taste better, and typically retain more nutrients by traveling faster from field to plate instead of spending days or weeks in shipping.

In addition, eating local helps preserve and even stimulate the local economy, as dollars spent on local foods support regional farmers and producers. By keeping their wages in the community, much of the income they earn and the taxes they pay go right back into the local economy.

Locally owned by members of the community, HCC keeps its investment dollars in the vicinity by supporting local farmers and artisans and providing fair-wage jobs for people in Henderson County.

Happy eating!
Gretchen Schott Cummins
Community Outreach Coordinator
(and Eater of Local Foods, as much as possible)

Bring Your Own Bag:

(Results of your "wooden chip" donations)
Climate Ground Zero $258.40
http://climategroundzero.net/
ASAP Growing Minds Program $329.90
http://growing-minds.org/backgroundgarden.php
Historic Seventh Avenue Dist. Community Garden $ 410.40
You saved some trees and you saved the Co-op from using 9,987 bags. Well done!

Co-op Calendar

July

THINKING EXPANSIVELY: Your third opportunity to chat with the HCC Board of Directors about the future of the Co-op and expansion issues will be sometime in July 2011. Keep a look out for date and time.

Monday, 4th of July~ CLOSED for the Independence Day Holiday ~ Have a safe and happy day!

Thursday – Sunday, July 7th through 10th Owner Appreciation Days. Owners come in and take advantage of the 5 % discount off your groceries any ONE of these 4 OAD's.

Friday, July 8th Join HCC at Hands On! A Child's Gallery to celebrate local foods! Oh, and bring the kids! The Co-op will provide a snack from one of our local growers. You may even get to meet the farmer! http://handsonwnc.org

Tuesday, July 12th 6:30-8:00 p.m. Healing Plants: A class taught by June Ellen Bradley: the Mill Spring Ag Center medicinal plant advocate- also herbalist, artist and story-teller. You can find her column in each issue of the Organic Press- a.k.a. The Habitual Herbalist. This class will help you learn new uses of familiar plants for home-based health and healing. Parsley, potatoes, carrots, bananas, avocados, thyme, sage, celery, onions, garlic, and every other kind of whole food, have inherent healing properties. Let this class open the garden gate to a new way of using foods you can easily grow or buy.
$10 for HCC owners, $13 for non-owners. To reserve you place, or questions: 693-8557 ext 102 gretchen@hendersonville.coop

Thursday, July 21st Lunch Time Free Talk- noon - 1:30 "Chinese Medicine and Women's Health"
Short, informative class on how Chinese Medicine helps with gynecological disorders, menopause, and infertility. Can acupuncture help you? Get all the facts so you can make an informed decision before you begin treatment. All attendees will receive a free consultation! Janet Silverman, BA, MaOM, L.Ac. www.livingpoints.net 828-687-8747. Call to reserve your seat: 828-693-8557 ext 102 Gretchen or gretchen@hendersonville.coop

August

Saturday, August 6th 9-11 am Ray Fritsch with Medical Screening Services. Please sign up for an appointment time on the clip board in the store. Questions: Call Ray at 1-800-758-2387.

Thursday – Sunday, August 11th through 14th Owner Appreciation Days. Owners come in and take advantage of the 5 % discount off your groceries any ONE of these 4 OAD's.

Saturday August, 20 from 10am-4pm ECO's Fourth Annual Green Home Tour This self-guided driving tour will showcase some of the area's most sustainable and environmentally friendly homes. The size, location, and unique features of these homes allow their owners to lead sustainable lifestyles that lower their carbon footprint and minimize the adverse effects they have on the environment. Tickets will be available in early August at ECO's headquarters and the Asheville and Hendersonville Visitor's Centers. Please call ECO at (828) 692-0385 or www.eco-wnc.org

For more information on any of these classes or to see class fees go to upcoming events at www.hendersonville.coop
For pre-registration or more information on any of the events email gretchen@hendersonville.coop or call 693-8557

WELCOME NEW OWNERS

Sue & Padgett Cleveland Russell, Frances Hudelson, Gary Anthony Case, Charlene & Eugene Wade, Pamela Shaffer, Christene & Caroline Schultz, Angela & Rich Renner, Linda Hiestand & Martha Gorton, Mary P Martin, Joe Gibeault Jr, Grant & Leslie Morrill, Carol Shellington & Thomas Worth, Richard & Bonnie Buckshaw, Misty R & Carl R Fouquet, Alice Garrard, Julius & Cheryl Haggymassy, Mary Anne Rutter, Suzan & Adrienne Pomeroy, Denise & Gary Mathers, Cindy M Sweetay, Joy Warren, Connie Nash & Allan Dale, Britton Smith, Sarah & Milam Wall, Larry & Michelle Morrow, Joanne & Robert A Fisher, Georgiana Smith, Mary & Brian Mestler, Charles & Susan Phillips, Melvern & Patsy Callahan, Joella & Roger Newberry, Alicia Westbrook, Ellen Jacques Harvey, Victoria Grant & Larry Siler, Debbie, Katie & Peter Dunderdale, Beverly Schulz, Bo Erne & John Davenport, Mary F Holland, Ann Brailsford, Linda Garofalo, Shelia Dale, David A Chestnut, Raymond & Linda Reiser

Farm to Fork

NCGA

Just how far does most food travel? Most likely, it travels much further than you realize. What are some of the benefits of eating local? As HCC joins Eat Local, America! we offer these farm to fork facts about local and non-local foods:

- Local foods usually are allowed to ripen on the vine for longer, increasing the plant's nutritional value. (Harvard Center for Health and the Global Environment, 2010)
- Ten percent of all fossil fuel energy consumption in the United States is due to food processing, transportation, storage and preparation. (Horrigan, Leo, et al. 2002)
- Small, family-owned farms reinvest a larger portion of their profits into their communities. While large, industrial farms often bulk order seeds, equipment, and products from distant companies, small farms are more likely to purchase operating supplies and services from other locally owned businesses. (Sustainable Table, 2010 and Environmental Health Sciences Research Center, University of Iowa, 2003)
- Farmers who sell their produce locally are more likely to choose fruit and vegetable varieties for their superior flavor rather than for their durability for travelling long distances. (Harvard Center for Health and the Global Environment, 2010)
- Buying local products gives farmers an incentive to diversify their offerings, rather than focus on a single crop. Diversified fields help protect the environment by producing crops that are more resilient against pests, extreme weather and disease. (Harvard Center for Health and the Global Environment, 2010)
- Processed food in the United States travels more than 1,300 miles on average to reach consumers. (National Sustainable Agriculture Information Service, 2008)
- On average, produce travels more than 1,500 miles from the industrial farm to the plate. (National Sustainable Agriculture Information Service, 2008)
- On average, an American meal usually consists of ingredients from five different countries. (Leopold Center for Sustainable Agriculture, 2007)
- Typically, non-local food spends seven to 14 days in transit to reach American consumers. (Leopold Center for Sustainable Agriculture, 2007)
- Smaller family-owned farms typically reinvest more into the local economy by purchasing goods and services available within their region, rather than through large bulk distributors outside the region. (Worldwatch Institute, 2002)

Inst. for Resp. Tech. cont. from pg 6

Elevated interleukins	Associations
IL-6	Rheumatoid arthritis, inflammatory bowel disease, osteoporosis, multiple sclerosis, various types of cancer (multiple myeloma and prostate cancer)
IL-13	Allergy, allergic rhinitis, ALS (Lou Gehrig's disease)
MIP-1b	Autoimmune disease and colitis.
IL-12p70	Inflammatory bowel disease, multiple sclerosis

The young mice in the study also had elevated T cells (gamma delta), which are increased in people with asthma, and in children with food allergies, juvenile arthritis, and connective tissue diseases. The Bt corn that was fed to these mice, MON 810, produced the same Bt-toxin that was found in the blood of women and fetuses.

When rats were fed another of Monsanto's Bt corn varieties called MON 863, their immune systems were also activated, showing higher numbers of basophils, lymphocytes, and white blood cells. These can indicate possible allergies, infections, toxins, and various disease states including cancer. There were also signs of toxicity in the liver and kidneys.

Natural Bt is dangerous

Farmers have used Bt-toxin from soil bacteria as a natural pesticide for years. But they spray it on plants, where it washes off and biodegrades in sunlight. The GM version is built-in; every plant cell has its own spray bottle. The toxin doesn't wash off; it's consumed. Furthermore, the plant-produced version of the poison is thousands of times more concentrated than the spray; is designed to be even more toxic; and has properties of known allergens—it actually fails the World Health Organization's allergen screening tests.

The biotech companies ignore the substantial difference between the GM toxin and the natural bacteria version, and boldly claim that since the natural spray has a history of safe use in agriculture, it's therefore OK to put the poison directly into our food. But even this claim of safe use of Bt spray ignores peer-reviewed studies showing just the opposite.

When natural Bt-toxin was fed to mice, they had tissue damage, immune responses as powerful as cholera toxin, and even started reacting to other foods that were formerly harmless. Farm workers exposed to Bt also showed immune responses. The EPA's own expert Scientific Advisory Panel said that these mouse and farm worker studies "suggest that Bt proteins could act as antigenic and allergenic sources."But the EPA ignored the warnings. They also overlooked studies showing that about 500 people in Washington state and Vancouver showed allergic and flu-like symptoms when they were exposed to the spray when it was used to kill gypsy moths.

Bt cotton linked to human allergies, animal deaths

Indian farm workers are suffering from rashes and itching

see pg 13

Large Half Page Ad
7.25" x 4.75"
$120
$110 for Co-op Owners

Small Ad
3.5" x 2.25"
$50
$40 for Co-op Owners

Medium Ad
3.5" x 4.75"
$70
$60 for Co-op Owners

Advertise in the Organic Press!

The Organic Press is distributed to more than 1500 families in the WNC area. It can also be found at the Visitor's Center, the Henderson County Public Library, and more.

Rates

For HCC Owners	For nonowners
Small $40 /issue	Small ads $50
Medium ads $60/issue	Medium ads $70
large ads $110 /issue	large ads $120

There is a 10% discount for three issues and greater reservations.

****

To reserve your ad space, contact Damian Tody at mail@hendersonville.coop or at (828)693-8557.

The deadline for ad submissions or changes is the 7th of the month prior to the month being published.

Inst. for Resp. Tech. cont. from pg 12

and other symptoms after coming into contact with Bt cotton.

Now thousands of Indian farm laborers are suffering from the same allergic and flu-like symptoms as those in the Pacific Northwest simply from handling genetically engineered cotton plants that produce Bt-toxin. According to reports and records from doctors, hospitals, and pharmacies, as well as numerous investigative reports and case studies, workers are struggling with constant itching and rashes; some take antihistamines every day in order to go to work.
It gets worse.

All thirteen buffalo of a small Indian village died after grazing for a single day on Bt cotton plants.

When they allow livestock to graze on the Bt cotton plants after harvest, thousands of sheep, goats, and buffalo died. Numerous others got sick. I visited one village where for seven to eight years they allowed their buffalo to graze on natural cotton plants without incident. But on January 3rd, 2008, they allowed their 13 buffalo to graze on Bt cotton plants for the first time. After just one day's exposure, all died. The village also lost 26 goats and sheep.

One small study in Andhra Pradesh reported that all six sheep that grazed on Bt cotton plants died within a month, while the three controls fed natural cotton plants showed no adverse symptoms.

Living pesticide factories inside us?

Getting back to the Bt-toxin now circulating in the blood of North American adults and newborns—how did it get there? The study authors speculate that it was consumed in the normal diet of the Canadian middle class. They even suggest that the toxin may have come from eating meat from animals fed Bt corn—as most livestock are.

I'd like to speculate on another possible source. But I warn you, it's not pretty.
The only human feeding study every published on genetically modified organisms (GMOs) was conducted on Roundup Ready soybeans. Here's their back story: Scientists found bacteria growing in a chemical waste dump near their factory, surviving the presence of Monsanto's Roundup herbicide. The herbicide normally kills bacteria, but this organism had some special gene that allowed it to survive. So Monsanto scientists figured, "Let's put it into the food supply!"

By forcing that genes from that bacterium into soybean plants' DNA, the plants then survive an otherwise deadly dose of Roundup herbicide—hence the name Roundup Ready.
In the human study, some of the subjects were found to have Roundup Ready gut bacteria! This means that sometime in the past, from eating one or more meals of GM soybeans, the gene that had been discovered in the chemical waste dump and forced into the soy, had transferred into the DNA of bacteria living inside their intestines—and continued to function. That means that long after we stop eating GMOs, we may still have dangerous GM proteins produced continuously inside of us.

When the results of the study emerged, the funding from the pro-GMO UK government mysteriously dried up, so they were not able to see if the same type of gene transfer happens with Bt genes from, say, corn chips. If it does, it means that eating Bt corn might turn our intestinal flora into living pesticide factories—continually manufacturing Bt-toxin from within our digestive systems.
I don't know of a test that can confirm that this is happening, but the Canada study may be showing the results—where Bt-toxins are found in the blood of a very high percentage of people.

If the "living pesticide factory" hypothesis is correct, we might speculate even further. Bt-toxin breaks open the stomach of insects. Could it similarly be damaging the integrity of our digestive tracts? The biotech companies insist that Bt-toxin doesn't bind or interact with the intestinal walls of mammals, and therefore humans. But here too they ignore peer-reviewed published evidence showing that Bt-toxin does bind with mouse small intestines and with intestinal tissue from rhesus monkeys. In the former study, they even found "changes in the electrophysiological properties" of the organ after the Bt-toxin came into contact.

If Bt-toxins were causing leaky gut syndrome in newborns, the passage of undigested foods and toxins into the blood from the intestines could be devastating. Scientists speculate that it may lead to autoimmune diseases and food allergies. Furthermore, since the blood-brain barrier is not developed in newborns, toxins may enter the brain causing serious cognitive problems. Some healthcare practitioners and scientists are convinced that this is the apparent mechanism for autism.

Thus, if Bt genes were colonizing the bacteria living in the digestive tract of North Americans, we might see an increase in gastrointestinal problems, autoimmune diseases, food allergies, and childhood learning disorders—since 1996 when Bt crops came on the market. Physicians have told me that they indeed are seeing such an increase. The discovery of Bt-toxin in our blood does not confirm all this speculation, but it does provide food for thought. And hopefully, that food is non-GMO.

Our Institute for Responsible Technology joins other organizations worldwide calling for an immediate ban on GM food crops, and the commencement of rigorous independent scientific research on the safety of GMOs in general, and Bt-toxin in particular.

Action Alert: While we work for a ban on GMOs, in the mean time go to http://action.responsibletechnology.org/p/dia/action/public/?action_KEY=4158 to sign a petition for President Obama to require labeling.

Jeffrey M. Smith is the Executive Director of the Institute for Responsible Technology, author of the #1 international bestselling book on GMOs, Seeds of Deception, and of Genetic Roulette: The Documented Health Risks of Genetically Engineered Foods. To avoid GMOs, which is the advice of the American Academy of Environmental Medicine, visit www.NonGMOShoppingGuide.com.

For references to this blog, go to: http://www.responsibletechnology.org/blog/1412

Department News

What's In Store For You?

Deli ~

Beat the sweltering heat and cool off at the Coop deli with a cool cup of Gazpacho or Deli blended iced coffee. There are several new things going on here in the deli over the course of these next several months.

One of the most noticeable ways to cool off during the summer is with a cool juice from the deli. We are working on expanding our juice offerings with the focus being on you. While you will still have the option to create your own juice, we have created 10 different juices to suit your lifestyle. We will have combinations such as "Sky Hi Calcium", "Blood Detox", "Midday Booster" and "Cucumber Cooler". This is still an evolving project for us and your feedback is greatly appreciated so we can better serve you.

We have several new items in the deli this month. I would like to mention our new Egg Salad that is composed of local Hendersonville eggs. These are the best eggs on the face of the earth from Gommin Acres Farm in Hendersonville. Also, the flower arrangements on your tables are provided by a beautiful flower farm in Mills River and we will carry them through their growing season. In the deli case this month we will be offering Craisy Chicken Salad to replace our Kungfu Chicken Salad. The Craisy Chicken salad is being promoted by the NCGA and is composed of all natural chicken, celery, red onion, toasted almonds, craisins, tamari and veganaise. Also, we will be featuring a Roasted Local Veggie Salad. To help with our storewide local challenge, this dish will be left up to the discretion of the chef preparing the salad. We will focus on local heirloom tomato varieties, zucchini, yellow squash, basil, peppers varieties, mint, scallions, garlic and chickpeas. The veggies will be coated in Mediterranean Zahtar spice and roasted. The salad will be tossed in light red wine vinaigrette. We will also be offering seasonal favorites such a marinated mozzarella with local heirloom tomatoes and local basil along with local Everett Farms beef, prepared carne asada style.

Remember that we serve lunch from 11:30 am until 2:30 pm, Monday through Saturday and biscuits around the clock while they last. We look forward to serving you this summer.

~ Jordan

Grocery ~

Mother Nature has turned up the heat; summer is now here in full force. We kicked off the season with the bike raffle from Honest Tea just to get the excitement rolling and your blood flowing. The winner is soon to be announced!

What better for the summer are cool drinks, local meats, and a grill to raffle off? Woodstock Farms has provided us with grill to pass on to our customers which we are happy to do. Look for sales coming up for all your outside summer meals through July. Grilling out is one of the top 10 ways of saving energy in the summer plus it's a way to get out and enjoy your summer with friends and family.

-James

Wellness ~

I am the Director of Innovavue Technologies and, together with my wife and son, have called the Western NC Mountains home for the last 12 years. Our company specializes in innovative natural health supplements and we are happy to have just introduced the Hendersonville Co-op to our powerful new male enhancement product: New diMENsions XL™.
My involvement in an 18 month research study on a new cancer-fighting compound with a major university in Texas lead to the development of this product after understanding how raising nitric oxide levels and stimulating increased blood flow in the body could help many men who suffer from erectile dysfunction. The extracts that make up this proprietary blend have been formulated to deliver real results without the side effects that are common with so many of the male enhancement drugs.

Our goal is to continue to develop well-researched, natural products that provide health benefits to our customers, and we hope to be able to positively impact our community and be able to provide local jobs to those with an interest in this very exciting industry.

On behalf of all of us here at Innovavue Technologies, I want to thank the Hendersonville Co-op and its owners for the local support.

Sincerely,

Darren Allen
For more information visit www.newdimensionspills.com.

~Arrion

Produce ~

What is Organic Farming?

Organic farming is often defined by what is does not do: organic farmers do not use synthetic fertilizers and pesticides and do not plant genetically engineered seeds. But what is the proactive definition? What does organic farming mean?

According to organic agricultural researchers and many organic farmers, it means crop rotation -- planting different crops in succession. This helps build healthy fertile soil, which has fewer pest problems. Organic farmers believe that weeds tell us about the quality of the soil so spraying pesticides only treats the effect, not the cause. Instead they work to build balanced, rich soil. Organic farming relies on "beneficials"--beneficial insects such as ladybugs that destroy the bad bugs like aphids; and beneficial interplanting of certain plants to keep pests away. Organic farmers sell their diverse products through distinct channels – farmers must work hard to identify and maintain their marketing outlets, often selling to numerous wholesalers, brokers, or directly to consumers. In fact, marketing their farm products sometimes takes as much time as growing them, as organic farmers are trying to gain back the farmer's share of the customer's food dollar. Incredibly, an average American farmer today earns only 10 cents for every dollar a shopper spends on food. Back in 1910, this amount was 40 cents. Today enormous agri-business corporations earn the majority of our food dollars, but organic farmers try to take back their fair share by direct marketing to consumers. Organic farms are typically diverse. They grow a large number of crops both for ecological diversity and for sales diversity; they. These farmers also tend to experiment and try new crop rotations or varieties or planting schedules; and are likely stake out new sales venues to meet consumers' demands.

The term "organic farming" goes back to the 1940s, used originally in Britain. This term designated an integrated farm that itself was a "dynamic living organic whole." Before the industrial revolution and WWII there was no "organic" because all farms were organic. It was not intil then that the use of chemicals (many of which are toxic and explosive!) became a normal part of the farm. This idea of wholeness and complexity is still present within the definition of organic farms today.

~ Robert

International Cooperative Principles

- Voluntary and Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Sustainable Communities

Bring Your Own Bag

Reduce, Recycle, Reuse, Donate!
Bring your own bag - canvas, paper, plastic, etc. and receive a 10 cent chip to deposit in the donation box of your choice. At the end of the collection period HCC will donate the collected funds to the chosen charities.

We are Currently BYO-bagging for:

(828) 693-3840
www.mainstayhelp.org
Mainstay

Mainstay's Mission Statement
To build and support a community free of domestic violence through advocacy, education and intervention. Mainstay was founded 27 years ago and we serve women and children in shelter while providing outreach services to those who want to stay in their home and yet who need counseling and support in emotionally and physically violent times. Over 3,000 911 calls were registered in 2010 relating to issues of violence in the home.

Our Mission:
To enrich and extend the lives of animals in Henderson County and the surrounding communities through education, planning, and assistance for pet owners.

Community Partnership for Pets
PO Box 1021 Flat Rock, North Carolina 28731-1021
828-693-5172 CPforPets@aol.com

carolina farm stewardship association

Our Mission: Promote local and organic agriculture in the Carolinas by inspiring, educating and organizing farmers and consumers.
Our Vision: A regional food system that is good for the farmer, the consumer and the land. CFSA is a membership-based 501(c) (3) non-profit organization of more than 1,500 farmers, gardeners, consumers and businesses in North and South Carolina. These members are committed to sustainable agriculture and the development of locally-based, organic food systems.
What We Do: CFSA helps people in the Carolinas grow and eat local, organic foods by advocating for fair farm and food policies, building the systems family farms need to thrive, and educating and organizing farmers and the communities they serve.

Make a Difference Every Time You Shop! BYO-Bag!

It's a great way to reduce waste, recycle bags, and donate to worthy non-profits.
EVERYONE WINS!

Co-op Classified Ads

Have Pain? Healing Touch Energy Sessions provide relief. Used in Hospitals. Also, Qigong /Feng Shui Consultations. Call Linda Gardner. Cell 388.2036. ACU-NA Wellness Center 828.692.2440

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Nutritional annd personal health consultations offered by Jean Snipes at the Acu Na Wellness Center, 330 E. 1st Ave., Hendersonville, 828-692-2440. Please visit our website @ www.acu-na.com for further information.

Personal financial assistant available to provide support to individuals and small businesses. CPA since 2007. Call Elizabeth of Elizabeth C. Smolski CPA, PLLC at 674-1438.

Looking for part time work in the evenings. Maintenance, janitorial, factory, convenience store preferred. 891-5418

Granite Chinese Lantern for yard, with light sensor automatically comes on and off dawn. 3' tall x 18" large &* heavy - $375.00

PRODUCER PROFILE

Willie and Melinda Holt
Mountain Valley Organics, South Carolina

By Gretchen Schott Cummins

Here at the Co-op, we are fortunate to be on the short list of drop off locations for Mountain Valley Organics. Those organic, local strawberries you enjoyed back in May, the organic blueberries in June and the heirloom tomato that you will be eating by August, were all carefully nurtured into being just the down the hill from here across the border into South Carolina.

Dropping down out of the clouds into the valley where they grow strawberries, I found my way down a quiet road off of Highway 25 to their little stretch of land. I was greeted by the soggy farmers in the spring morning rain. Two acres of strawberries lay before us in lovely rows, with a great many weeds growing up between them. And though Melinda was apologetic for the errant plants, I thought it a very nice testimonial to their organic practices. The low lying strawberries lay ripening in their green leaf nests. Newly staked tomato plants were promising late summer heirloom delights like: Arkansas Traveler, Cherokee Purple, Black Prince, and Mr. Stripy. A few acres were dedicated to a cover crop of oats growing tall and strong. Willie explained how he would be "rolling those in" instead "tilling". This is apparently a very popular organic farming practice: It means the ground and the plants get a natural mulching and weed barrier and then as the broken plants compost into the soil, they are returning important nutrients as well.

Like many folks who have re-ventured into farming lately, the story of Melinda and Willie Holt of Mountain Valley Organics is one of rediscovering simplicity and awakening to the realization that change is imperative. As Melinda said in our conversation about organic certification: "Our food system is already in enough trouble without adding to the problem with chemicals." Whereas the cost of annual certification is roughly $500 year (plus a charge per acre), she sees no comparison to the price we pay using fertilizers, pesticides, and herbicides. "The cost is offset by not having to buy additives- a little bit," Melinda explains, " but it is a moral thing for me." She went on, "there is a greater cost to our environment and our bodies with chemicals." Melinda has done much of the foot work required for the certification, keeping and maintaining records for organic certification from Clemson University's Department of Plant Industry (USDA approved Accredited Certifying Agent). Having always cared about good, healthy food, it is a natural fit for Melinda to be an organic farmer now. With a naturally engaging smile, and genuine love for what she is doing, Melinda is an outstanding sales and delivery person for their produce too. Recently, she turned up bearing armloads of freshly picked strawberries at Hands On! A Child's Gallery when the Co-op helped them celebrate "Local Foods Day."

Both Melinda and Willie came to farming by way of the corporate world. You could say farming is their "retirement work". Though, there is nothing retiring about this endeavor. They work this land with a passion for the outcome.

When I asked Willie about their organic farming practices, he said "That's just how we did it". He's referring to a time back when he was a kid on an 80 acre farm in north Georgia. He recalls the farming practices he learned from his folks before the introduction of DDT. You see Willie was left alone in the fields as a kid at 8 years old, and told "son, you're gonna learn to do something with your time, so you don't waste it." And though his father worked in the textile industry, they farmed as well, like many families in rural south during that era. They had raised cotton, corn, pigs and vegetables; farming practices just made sense. Of course, after WWII, the use of chemicals became widespread with no knowledge of the dangers. "All those chemicals and synthetic fertilizers made farming so much easier," he tells me. After leaving the corporate world and consulting for a few years, Willie accepted an offer at the Cliffs to set up and run their organic garden. After great success with that project, he and Melinda moved on to their own business. So now he has gone full circle from the farming methods of his childhood, through con-

see pg 19

Tomatoes, Tomatoes,

"The only two things that money can't buy... that's true love and homegrown tomatoes"

There's really nothing better than slicing into a ripe, fresh, local tomato, add a pinch of salt, and just eating it with a knife and fork~ but if you are looking for some variation in your tomato eating practices, here are a few suggestions. Some of these techniques are an excellent way to "do something" with those fabulous fruits before they get too ripe on the counter:

Caramelized Tomatoes: Heirloom tomatoes, while not always picture perfect, offer diverse and excellent flavors. Caramelized from the tomato's own natural sugars, candied tomatoes are just one way to enjoy these gems.

Ingredients

- 2 or 3 heirloom tomatoes
- 1 tablespoon olive oil
- Salt to taste

Preparation

1. Preheat oven to 300° F.
2. Cut each tomato into wedges or chunks.
3. Toss with the olive oil and sprinkle with salt.
4. Spread out on a sheet pan and roast for 2 1/2 to 3 hours or until caramelized and sticky, but still a little juicy.

Or, make a **Tomato Gravy** to drizzle across those Sunday Morning Biscuits or a slice of crusty bread:

Ingredients

- 2 or 3 lbs ripe tomatoes, cut tomatoes into small bit sized chunks (any kind will do, the juicier the better)
- 2 tablespoons butter (or bacon fat for a traditional flavor)
- 1 tablespoon of all purpose flour
- ½ cup water or so
- Salt to taste
- Lots of ground black pepper

Preparation

- In large cast iron skillet, heat bacon grease or butter or shortening
- Stir in flour and lower heat to med. low
- Keep stirring to brown flour to a dark roux stage.
- Be careful not to burn roux. This takes a little while so don't try to hurry it up.
- When flour gets to the dark roux stage, slowly stir in tomatoes with liquid.
- Add water a little at a time while stirring tomato gravy.
- Season with salt and pepper and simmer on low for 10 to 15 minutes.

Co-op Classified Ads

Co-op Classified Ads; Natural by Stephanie, natural products, with no additives; Face lotion, hand & body lotion's, soaps, bath salts, sachets, prices; $5-$10. each. 243-2197, or email; stephaniehs@bellsouth.net

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2008 Dodge Caravan mini camper for sale. Includes: bench back seat, bed, refrigerator/freezer, CD/DVD/TV, sink, tent,screens, awning, table and seats, AC/DC/inverter, bike and luggage rack, more. Great for couple or small family. 44,000 miles, auto, ac, 22 mpg, excellent condition, $15,500. call Steve 828-749-9104

For Sale: 9" X 22" Mirror framed by a western harness horse collar, overall dimention: 32" X 28" $50.00
Call: Juanita 828-697-5757

Migun bed for sale. Like new. Original cost $3500.00. On sale for $1800.00.
Please contact Nina Mills at 828-808-0859 or email: ninamae9@earthlink.net.

Friendly, experienced housecleaning with attention to details. Several Co-op members references. Call Khristy at 388-1047

Rainbow Vacuum Cleaner new condition. Great for preventing Bedbugs. All accessories and book info. $1000.00 776-6780 im4tracy@yahoo.com

Discover Sylvia's Couture, a local wearable art studio creating whimsical and unique hand-dyed and handmade clothing for women. By appointment. Call Kathy Skomsky, 828-808-0279.

Co-op Kids

Hendersonville Community Co-op Scavenger Hunt

You can put your name here_____

When you finish, turn this in, and you will get a prize!
The Co-op is a fun, healthy place to shop, and a great place to bump into friends and neighbors. See what you can find on this list, and when you're done, come get a prize from one of the cashiers.

1. Find the scale in our organic produce department.
How much does a locally grown apple weigh?_____
(*In this case local means it is grown in an area within approx. 100 miles of Hendersonville. If apples are not in season, skip this question.*)
**** Extra credit: When are apples in season in North Carolina?*_____

2. Find the shopping baskets? What does it say on the side?

3. Find the drink cooler. Why do you like the drinks at the Co-op?
Why do your parents like them?

4. What are the two soups in the deli today? 1._____ 2.

5. What is your favorite snack from the Co-op? _____What aisle #?_____

6. Find three local products (HINT: These could be anywhere in the store, not just the produce dept.)
1._____ 2._____ 3._____

7. How many discover local **signs do you see in the store?**_____

8. Where are you *allowed* to draw on the WALL?
Go there and draw a picture or write something that you like about your Co-op.

HCC Scavenger Hunt Extra Credit

9. Can you name three advantages to buying in bulk.

1._____
2._____
3._____

We Want More from Our S'mores 2011
Half the fun of S'mores is the making of them!
Enjoy the sweetness of your home–made s'more when you buy Fair Trade Chocolate.

Q. What is Fair Trade?
A. Fair trade means that farmers, workers, and artisans:
- are small-scale producers
- don't use abusive child labor or forced labor, and
- use ecologically sustainable methods.

Join in the gooey, sticky, chocolatey goodness of our S'mores!

FAIR TRADE CERTIFIED

- **Gather around a campfire, or the fireplace or even the outside grill after everything has been cooked and eaten.**
- **Break a graham cracker into two halves. Put some chocolate bar on one half of a graham cracker.**
- **Stick one large marshmallowon the end of a clean stick.**
- **Hold your marshmallow several inches over the hot embers of the fire.**
- **Cook it but DON'T LET IT CATCH ON FIRE!**
- **Place the browned marshmallow on top of the graham cracker and chocolate.**
- **Place the other half of the graham cracker on top of the marshmallow, creating a sandwich. Let it cool for a minute and EAT it while your cooking the next marshmallow.**

http://www.globalexchange.org/campaigns/fairtrade/cocoa/smoresproject.html

WORD SEARCH

Farmer Fairtrade Campfire Cracker Graham Chocolate Stick Marshmallow Firewood

T	D	I	I	V	W	R	E	M	R	A	F
L	N	W	R	B	N	F	S	D	T	B	A
A	C	C	A	M	P	F	I	R	E	S	I
R	J	R	D	A	D	H	J	G	M	N	R
C	R	A	O	R	T	O	G	B	Y	I	T
P	T	C	O	S	B	P	E	V	B	F	R
A	B	K	W	H	W	R	U	G	C	P	A
W	I	E	K	M	X	A	M	R	S	M	D
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B	Q	H	E	V	W	I	A	R	Q	E	N
C	W	R	L	A	N	L	K	C	I	T	S
Q	I	Z	P	Y	J	E	F	A	I	P	T
F	C	H	O	C	O	L	A	T	E	G	H

10 WAYS FOR KIDS TO GO LOCAL

"Eat your veggies!" "Clean your plate!" "You don't know what's good for you!" When it comes to eating healthy foods, these might be some parents' daily mantras. But with peak local food season arriving, there's no better time to engage your kids in enjoying good food.

HCC believes encouraging kids to get excited about local foods is a great way to increase their appetite for nutritious foods like tomatoes, broccoli, eggs and carrots as well as healthy grains, dairy and meats.

1. Take your family on a farm tour. Encourage your kids to take pictures and make a photo book or poster about the farm to share with friends and classmates during show-and-tell or a similar time.
2. Let your kids play with their food. Make an art project out of local foods, such as seed art or veggie sculptures.
3. Planting a back yard garden or container garden? Don't just share in the duties. Designate one row or one type of plant vegetable or fruit that is specifically for your child's to plant, weed and harvest throughout the season.
4. Encourage your child to pick out an item at the farmers market or co-op;, then prepare a meal with them using their chosen local food.
5. Make freezer jam out of their favorite berries. By making freezer jam, they kids can learn about food preservation and enjoy their favorite fruit into the fall season. There's always room for jam!
6. Declare your food independence! On July 4, make homemade ice cream featuring locally-sourced milk, cream, fruit and nuts.
7. Throw a local food pizza party. Devote a Saturday afternoon to baking a pizza with as many local foods as possible. Let your kids roll the dough while you chop and shred local ingredients that they can sprinkle on top.
8. Sip cider and jump in the hay at the local orchard. Pick apples with your kids and talk about the year-long work it takes to produce an array of apples.
9. Pick the perfect pumpkin for Halloween. Take your kids to a local pumpkin patch to enjoy the festivities. Then, bring home an extra pumpkin and make a holiday pie, and don't forget to roast the seeds.
10. Prepare a meal based on your heritage. Were your grandparents farmers? Prepare a meal based on the food they once grew. Is your ancestry Italian? German? West African? Make a meal based on their native foods with as many local ingredients as possible. Share stories about your family over the dinner table.

PRODUCER Profile cont. from pg 16

ventional farming, to the certified organic farm that is now Mountain Valley Organics. As for the future plans, the Holt's intend to continue to specialize in the organic strawberries, and grow more and more. It seems to be the most popular of the crops and the hardest for customers to find both organic and local. They plan to stick with the blueberries and tomatoes too. So watch for them at the store and enjoy the bounty of the summer while you support your local farmer.

Willie still has the tractor that his family used back in then: the 1949 Farm All Super A. As the story goes, he went down to the old farmstead in North Georgia many years after later and found the tractor parked. It had been there long enough for a tree to grow up between the axles. Apparently, once that tree was cut out, it started right up. Purrs like a kitten too- I saw it in action.

Bring this coupon in for $5 off a Hands On! mini-camp session this summer, Tuesday -Friday 10:30-12:30.

Check out their website at http://www.handsonwnc.org for further info on camps. (AND, make sure to visit our Mini-Co-op while you are there)

828-697-8333 318 N. Main Street, Hendersonville

Co-op Classified Ads

Sparks of Life Therapeutic Massage
Joanne Sparks, NC LMBT #10218 Swedish, Deep Tissue, Touch for Health, Energy Healing, Reflexology, Infant Massage Instructor, Integrated techniques for injury rehab. 828-243-6173, Flat Rock, NC

HOUSE/PET SITTER
Professional, experienced, responsible. Also available for errands, dr. appts.
Joanne 828-696-0808 / 828-243-6173

Antique bedroom set; solid mahogany, double bed, high dresser & lovely dressing table with mirror. Asking $700. or best offer, moving. 243-2197 or home 698-0440

For Sale: Unique Mountain Cottage. 1500 sq. ft. 3 bedroom, 1 ½ updated bathrooms plus office space. On demand hot water, W/D, Jenn Air Gas Stove, woodstove fireplace, (plus furnace for year round living) two porches, extra storage shed, private spring fed stream through rhododendron thicket. .80 acre Convenient to Holmes Educational Forest, Dupont Forest, and Pisgah Forest. Asking $138,500. 674-5398

FOR SALE: Perelandra Products
Nature Program Essences – nine ½ oz bottles & guide – never used, Soul Ray Essences – eight ½ oz bottles & guide – few drops used, Rose and Garden Essences – thirty-two 1/8 oz bottle & guide – never used, Soil Balancing Kit – eight 1 oz bottles & guide – never used, Microbal Balancing Program Manual, Machaelle Small Wright Garden Workbook, Second Edition, Machaelle Small Wright
Contact phoebe.miller@gmail.com

Classified ads are free to all HCC members. Non-members pay a 25 cent charge per word. We accept typed or clearly written ads only. 25 words max. No ads will be accepted by phone. Submit ads to the suggestion box in HCC or by email at mail@hendersonville.coop. 828-693-8557 We reserve the right to refuse or edit ads. The deadline for classifieds is the 7th of the month prior to the month being published. We may remove ads after two months if not notified of an end date.

Co-op Connections

A Co-op Owner Advantage

Alternative Health

Hendersonville Acupuncture Center: Amanda Stierwalt. 828 Fleming St., Hendersonville, NC. 828-692-9090, *20% discount.*

Saluda Healing Center: Bonnie L. Williamson, DC. Chiropractic, ChiroYoga, acupuncture, neuromuscular re-education, colonics, detoxification, psychotherapy, regression therapy and neurofeedback. 43 Pearson Falls Rd., Saluda, NC. 828-749-3875. *10% off initial visit for co-op owners.*

Henderson Chiropractic: Joseph Silva 1630B Spartanburg Hwy, Hendersonville. 828-696-2455. *20% discount on all services.* Regular fees for individual services range from $18 up to $250.

StayWell: Joan Kennedy.418 Village Greenway, Flat Rock 28731. 692-7282, www.saluda/staywell.com. *10% off any self-pay service.*

Center for Natural Healing, 1185 Ecusta Road, Brevard. Kevin Richard and Sierra Lamanna 862-8806. *10% off first consultation. Consultations $70/hr*

Healing Therapies, Inc, BEYOND SURGERY: Judy Lynne Ray offers Guided Imagery + Healing Touch sessions for pre and post surgical clients. 828 553 -8146. $70 fee includes book and tape. *10% discount on initial session.*

WNC Functional Health, Frank Trombetta D.Sc. Rowan Farrell Trombetta, NMT. Integrative Health Care for all conditions with 25 years experience in private practice. Complete holistic services for chronic illness as well as Hakomi Therapy and Homeopathics. *For Co-op Members: 50% off first Detox Therapy; 25% off first Microcurrent and Laser Therapies; 25% off first Cranial Sacral Therapy.* www.wncfunctionalhealth.com

Peace at Hand 1531 Haywood Rd (Hwy 191) Hendersonville, 828-692-3003 Far Infrared Sauna *free 20 min. sauna visit w/ first 1 hr therapeutic massage session for Co-op owners by appointment only.*

Trinity Healing Arts - Sierra Lamanna. BioEnergetic (how the biology is affected by energy) Intuitive. Specializing in matching supplements to your specific energy, therefore addressing core imbalances. Also specializing in streamlining your current supplement program, allowing it to be more affective. Work over the phone or in person. 828-862-8806 www.trinityhealingarts.com. *Free 20 minute consultation to co-op members.*

Living Points Community Acupuncture Clinic - sliding scale acupuncture $20-$40 per treatment w/ $15 one-time first treatment paperwork fee - 5 Allen Ave, Suite B South Asheville, NC 28803 828-687-8747 www.livingpoints.net *We will waive the first treatment paperwork fee for co-op members - $15 savings*

Acu-Na Wellness Center, 330 E. 1st Avenue (1st Ave. & Grove), Downtown Hendersonville. (828) 692-2440. Mary Houge, L.Ac., LMBT. Using a new ground breaking system we help women with menopause symptoms naturally. We help you feel better— without drugs. We also offer acupuncture, massage, facial rejuvenation, lymphatic treatments, Chinese herbal remedies, and natural supplements…www.Acu-Na.com. *15% discount on Co-op members first visit.*

Iridology - special offer - Do you want to discover the underlying cause of imbalances and deal with them naturally. Prevention and balancing your body will save you money & suffering using aggressive therapies that suppress symptoms & create a cycle of disease. Your eyes are the WINDOWS TO YOUR BODY, MIND & SOUL. *Save 50% on an Iris Analysis, i.e. $40 an hour To take charge of your health.* Call Kashmyra for an appointment (828) 891 1602

EFT - Emotional Freedom Technique is like acupuncture for the mind only without the needles. Works when almost nothing else will. Freedom from fears, sadness, grief, uncontrollable cravings, low self esteem & more. 2 hour session *$20.00 off to Coop members.* Carol S. Rios BCH MH EFT-Crt. 828-698-4936 www.EFTmiracles.com

Healing Path with Alice McCall - Transformational Energy Healer, Counselor, and Author of 'Wellness Wisdom' inspired by her journey with cancer. Alice works at the cellular level to source and heal the root cause of your health issues, disease, unwanted patterns. *25% discount off first session and 15% off ongoing to Coop Owners.* www.healingpath.info Cell 850-585-5496 / 828-692-5423.

Max Lowd - Vibrational Energy Work, Utilizing state of the art 'Life System' technology. Feel the difference that vibrational release can bring to you and your body. Call 850-375-0296 (cell); 828-692-5423; email tudmax@gmail.com. *50% off first session; 20% off ongoing sessions to Coop Owners.*

Counseling Services

Conscious Choices: Roberta A. Moore, Psychotherapy Services, Downtown 828-329-0431. *15% discount on 1st five sessions.*

Janice Mewborne, ACSW: Private Psychotherapy Services. 714 Oakland St. 828-692-0029, *10% off private pay*

Joseph Howard, MSW: Personal Growth Coaching & Emotional Release. (828) 651-8646 *25% off first session*

Lella Holland, LPC: Psychotherapy, regression therapy and neurofeedback. 43 Pearson Falls Rd., Saluda, NC. 749-3875. *10% off initial visit for co-op owners.*

Terri Morgan, LPC, LCAS; Psychotherapy & Substance Abuse Services, Downtown 828-458-1188. *25% off first session /10% off ongoing sessions.*

Confidential Counseling: Shirley M. Nicholson, Psychotherapy & Hypnotherapy Services. Downtown office. 828-242-7806. *15% discount for co-op owners.*

Joan King, BCH, NGH Board Certified Clinical and Sports Hypnotherapist, NLP Performance expert. Since 1992 training amateur and professional athletes how to access their peak performances, Flat Rock, 828-696-2547, www.pmi4.com. *For co-op owners 25% discount on first session, 10% discount for ongoing sessions.*

Asheville Nutrition Therapy, your food and nutrition experts! Carol Shimberg, MHS, RD, LDN. Individualized nutritional counseling with registered dietitians and licensed nutritionists. Office located in South Asheville. Blue Cross BlueShield covers 6 visits per year for members, no co-pay or deductible! Disease managment, weight managment, diabetes, weight loss, healthy cooking, healthy lifestyle coaching. Call Carol Shimberg at 828-329-3855 or email at cshimberg@gmail.com. *20% discount to all coop members.*

Coy Newton, MDiv., LPC: Integrating Christian Faith with Psychology, 431 N. Main St. H'ville (828) 697-7768 www.coynewton.com *15% off private pay for Co-op owners*

Victoria Flanagan, LFMT, Flat Rock 606-5020 remarriage, stress, caregiving, families in transition, *20% discount on 4 group sessions for co-op owners*

Fitness & Spiritual Well-being

The Yoga Studio at Highland Lake Inn: Fred Brown, Highland Lake, Flat Rock. 828-891-4313. www.highlandlakeyoga.com. *10% off to co-op owners*

Brightwater Yoga: 506 1/2 N. Main Street, Hendersonville. (828) 698-5557, www.brightwateryoga.com *10% off Yoga classes.*

Kashmyra Asnani, C.P., C.Y., C.M.T., offers 20 minutes private postural, alignment & gait instruction free with purchase of 1 session of yoga or Pilates. Or 40 minutes private body sculpting free with purchase of 1 session of both yoga & Pilates. Call (828) 891-1602.

Kathleen Wallace - offers private and small group Yoga classes in a studio set in a peaceful, wooded area of historic Flat Rock. Certified in Integrative Yoga Therapy with special interest in arthritis and aging. Registered with Yoga Alliance. She also teaches at Brightwater and the Kenmure Fitness Center. Call for information: 696-0808. *First group class free and one time discount of $25.00 for a private lesson for Co-op members.*

Graceful Hearts Physical Therapy offers Turbo Sonic Whole Body Vibration Training. Using the Science of Sound to benefit all types of conditions from Asthma to Fibromyalgia, Autism to Parkinsons. Antiaging and fat/cellulite reduction programs also available. Call Grace for more information (828) 545-2948. *$5 off each session for co-op owners.*

Steve Westin, DC, gentle adjustments, nutritional counseling, no x-rays req.d. 828-

551-8012 *$25/visit for co-op owners, $35/visit for non-owners.*

Spiritus Studio, yoga and wellness center: Arlene Riley, 720 Spartanburg Highway, Hendersonville. (828) 551-8545, www.spiritusstudio.com. *10% discount given to co-op owners for yoga classes.*

Joan King, BCH, NGH Board Certified Clinical and Sports Hypnotherapist, NLP Performance expert. Since 1992 specializing in mind-body-spirit training for golfers & others to move into "the zone" for peak performances, Flat Rock, 828-696-2547, www.pmi4.com. *For co-op owners 25% discount on first session, 10% discount for ongoing sessions.*

Massage & Bodywork

David Henry: Nationally Board Certified Reflexologist , Certified Quantum Energy Practitioner, Comprehensive Reflexology Inc. 580 Upward Road, Suite 1, Flat Rock 828-778-9985.Email: david_henry@bellsouth.net *$10 off first session* http://davehenry.reflexology-usa.org

Fountain of Youth Day Spa Hot stone massage, Swedish massage, reiki., neuromuscular massage. 516 Kanuga St. Hendersonville. 698-2954. *10% off for co-op owners on each & every visit*

Polarity Therapy -- Energy Healing: Joseph Howard, MSW; Certified Polarity Practitioner. Hendersonville. (828) 651-8646 *25% off first session*

Judy Lynne Ray, LMBT, CHTP/I: Massage Therapy & Bodywork plus Healing Touch, Energy Healing, Aromatherapy, Raindrop Therapy Technique. 828-553-8146. *10% discount on initial session.*

Jennifer Smith LMBT#1232 massage therapist specializing in pain management using cranio-sacral, lymphatic drainage and deep tissue techniques. H'ville office 243-4942. *25% off first visit.*

Angel's Touch Spa Duncan Hill Commerce Center Suite 211 Duncan Hill Rd, Hendersonville, NC 28792 A private, serene, tranquil & comforting atmosphere dedicated to your well-being. By Aptmnt Only

Deborah Angel, LMBT/Nail Tech
non-surgical face lift, ear candling, en vogue gel nails. 828-698-6634 *$10 off one hour massage for first time clients.*

Karen Toledo, Detox Diva LMBT/nail Tech, hydrotherapist, detoxification, weight loss. 828-215-6565 *10% off initial service for co-op owners.*
All three offer 10% off spa manicures and psdicures for co-op owners always.

Stoney Mountain Healing Center: Meg Reim, Hendersonville. Home-828-274-0429. Cell- 757-274-1240 or e-mail at mreim@rocketmail.com. Wonderful healing sessions in a octagonal dome-like structure. 25 years of experience in medicine and alternative health. Sliding scale fees, love donations, bartering, etc.

Jill Johnson, LMBT, NMT NC#4924, #56162 Therapeutic Swedish Massage, Certified Neuromuscular Therapist. 10 years experience combining various modalities for a unique healing experience. *$5 off for Co-Op owners-ALWAYS.* 244 Fifth Ave. W. #103 828-553-4605

Grace Shen, PT offers Total Motion Release, Craniosacral Therapy, deep tissue/fascia work, and Holographic Memory Release. Offices in Fletcher and now at Asheville Healing Arts. (828) 545-2948 by appointment. *10% off initial visit*

Peace at Hand 1531 Haywood Rd (Hwy 191) Hendersonville, 828-243-3139 692-3003, *$10.00 off first therapeutic massage for co-op owners by appointment only*

BodyHarmony Massage - Karen Cash LMBT I am 20 years experienced and trained in a multitude of Therapeutic Techniques. I have also studied holistic nutrition and inner awareness health. I most frequently work integrating Swedish, Neuromuscular Therapy, Trigger Point Therapy, Craniosacral Therapy, and Matrix Energetics; but it's great to have the ability to integrate other techniques to help meet your needs. Whether it's stress relief, pain management, or wellness maintenance, my goal is for you to receive the best bodywork for your ultimate health. *25% off your first Session for coop members.* 828-890-5996 or 828-329-4858 BodyHarmony@bellsouth.net Karen-Cash.com

Margaret Ellis:Licensed Aesthetician specializing in Holistic Skin Care, Body Detox therapies, Natural Nail Care, Reflexology and the benefits of drinking Kangen Water. ACU-NA Wellness Center, 330 E. 1st Ave., Hendersonville. 828-692-2440

Harmonic Acupuncture: Françoise Hesselink LAC uses sound vibration and Oriental medicine to balance body, mind and spirit. Gentle yet effective; no needles. 30 years experience; now in Hendersonville on Thursdays. (828) 255-0896 www.harmonicacupuncture.com *10% discount for co-op members.*

Skin Care Traditions-Deborah Tomchuk, Licensed Esthetician, Registered Nurse; Facials, Back Treatments, Skin Treatments, Herbal Green Peel by Dr. Schrammek, for natural plant based skin care as well as other treatments, www.skincaretraditions.com, 828-890-9018, 3754 Brevard Rd., The Plaza at Horse Shoe. *10% off 1st treatment for coop members*

Retail

Crystal Visions: 5426 Asheville Hwy. (Hwy 25), Naples. 828-6871193, metaphysical & spiritual books, gifts, classes and events, www.crystalvisionsbooks.com. *15% off regularly priced jewelry.*

The Red Arbor - Holistic Family Hair Care Clipper cuts, women and children's styles, peaceful atmosphere, Organic products used, Reiki sessions by appt. 551 Israel St. off Kanuga Rd.(behind Blue Water Seafood) *$1.00 off any service to Co-op members.* Call: 828-329-8921 for hours

Eco-Conscious, one-of-a-kind, hand sculpted sweaters! Shop at MONA! Eclectic Artwear For You and Your Home. 308 Davis Street, Hendersonville. 828-693-1611 www.monapaints.com *10% discount with your Co-op Owners card.*

Peace at Hand 1531 Haywood Rd (Hwy 191) Hendersonville, 828-692-3003 100% soy candles, relaxation cd's, gems and minerals, NAtural Bath and Body Products, Wind chimes and more. *10% discount with Co-op owner card on any regular priced item.*

Advanced Thermal Solutions: Skip Skeele and Michelle Skeele, 519 3rd Avenue West, HVL, 28739. 828-693-3334. Over 10 years experience with solar hot water & electricity, daylighting, and solar attic fans to help with cooling. Radiant heat, in-floor or with radiators, for comfortable dust free heat. *5% off any installed system for Co-op owners.*

Services & Classes

Juicy Art Classes of Costanza Knight, Studio Artist. All media plus art history lessons. Ages 6-High School. Taught at The Starving Artist Arts Supply Store, 814 Kanuga Rd. www.costanzaknight.com, 828-243-0084. *10% off monthly fee for four classes for Co-op owners.*

Compassionate Home Care, Inc., l:icensed thru N.C. bonded, insured, (C.N.A., LPN, RN) 696-0946, 877-5906 or www.compassionatehc.com *$1.00 off per hour for co-op owners.*

Earth School -- Nature Awareness & Self Reliance. Lovetheearth.com. Richard Cleveland. (828) 507-1920 *15% discout to co-op owners.*

MAC 2 YOU, specializing in computer help for beginners, women, and seniors. Mac only. Call Elizabeth Shore @ 828-290-7723 or visit Mac2You.biz for more info. *10% discount to co-op owners.*

All Seasons Errand Service LLC Grocery and personal shopping, pet and house sitting, meal pick-up and delivery.M.C. Gaylord 699-8418 and Tammie Bogin 699-6007 www.AllSeasonsErrandService.com*10 % off for Co-op Owners.*

Persimmons Design Home Redesign, Restoration and Repair. Green Alternatives and Consultation. 828.697.8713 Co-op owners receive 15% discount.

WEGO-4U, Errands and Business Services Bonded, Insured and Registered in Henderson County Please visit www.wego-4u.com for complete list of services. Gary and Linda Prichard 674-9940 or 674-9943 *$5 OFF 1st service for Co-op members.*

1Site1Day Website Design- 864-335-8672 - www.1Site1Day.com Custom web design for your small business or organization. See site for details. *$50 off package for Coop members.*

Carol Shimberg, MHS, RD, LDN, registered dietitian, licensed nutritionist available for nutritional counseling. for disease management, weight loss and healthy lifestyle coaching. Blue Cross Blue Shield insurance accepted. Call Carol at 828-329-3855 or email at cshimberg@aol.com *10% off to all Coop members.*

Discount offers are subject to change without notice.

Politics & Food

from the Cornucopia Institute

The organic egg scorecard rates companies that market name-brand and private-label organic "shell" eggs based on 22 criteria that are important to organic consumers. The scorecard showcases ethical family farms, and their brands, and exposes factory farm producers and brands in grocery store coolers that threaten to take over organic livestock agriculture. For the complete study visit www.cornucopia.org

"5-egg" rating (2001-2200): "Exemplary"—Beyond Organic Producers in this top tier manage diverse, small- to medium-scale family farms. They raise their hens in mobile housing on well-managed and ample pasture or in fixed housing with intensively managed rotated pasture. They sell eggs locally or regionally under their farm's brand name, mostly through farmer's markets, food cooperatives and/or independently owned natural and grocery stores and sometimes through larger chains like Whole Foods.

"4-egg" rating (1801-2000): "Excellent"—Organic Promoting Outdoor Access. Producers in this category provide ample outdoor space and make an effort to encourage their birds to go outside. They provide an excellent outdoor environment, often either rotated pasture or well-managed outdoor runs, with an adequate number of pop holes/doors for the chickens to reach the outdoors.

"3-egg" rating (1501-1800): "Very Good"—Organic, Complying with Minimum USDA Standards. Brands with a three-egg rating are very good choices. Eggs from brands in this category either come from family-scale farms that provide outdoor runs for their chickens, or from larger-scale farms where meaningful outdoor space is either currently granted or under construction. All producers in this category appear committed to meeting organic standards for minimum outdoor space for laying hens.

"2-egg" rating (1201-1500): "Fair" —Some Questions Remain Concerning Compliance with Federal Standards. These are either industrial-scale operations or others with outstanding questions or concerns regarding their compliance with USDA regulations. One of the primary features that distinguish these organizations from the ethically challenged brands below is their willingness to share with their customers (and Cornucopia researchers) some of the details as to how their chickens are cared for and how their eggs are actually produced.

Company Name	Rating	Location	Market Area	Total Score	Egg Rating
River Berry Farm *by River Berry Farm*	5	Fairfax, VT	Vermont	2150	
PNS Farms *by PNS Farms*	5	Miami, FL	Florida	2120	
World's Best Eggs *by World's Best Eggs*	5	Eglin, TX	Texas, occasionally Southwest	2110	
Keedysville Valley Family Farm (ordereggs.com) *by Keedysville Valley Family Farm*	5	Keedysville, MD	MD, VA, W. VA, PA	2050	
Phoenix Egg Farm *by Phoenix Egg Farm*	5	Portland, OR	Oregon	2025	
NY Eggs *by Empire Organics*	5	Greene, NY	New York State	2020	
Misera Family Farm *by Misera Family Farm*	4	Butler, PA	Pennsylvania	1890	
B Dabler *by B Dabler*	4	Greencastle, PA	Pennsylvania	1880	
Organic Valley *by CROPP*	3	LaFarge, WI	nationwide	1620	
Pete & Gerry's *by Pete & Gerry's*	3	Monroe, NH	East Coast	1590	
Giving Nature *by Giving Nature Foods*	3	Holicong, PA	Mid-Atlantic, Northeast	1520	
Sauder's *by Sauder Inc.*	2	Lititz, PA	Mid-Atlantic	1440	
The Country Hen *by The Country Hen*	2	Hubbardston, MA	nationwide	1340	
Born Free *by Born Free Eggs LLC/Radlo Foods*	1	Watertown, MA		0	
Chino Valley Ranchers *by Chino Valley Ranchers*	1	Arcadia, CA	30 states	0	
Eggland's Best *by Eggland's Best*	1	Jeffersonville, PA	nationwide	0	
Farmer's Harvest *by CCF Brands*	1	Rogers, AR	South, Midwest	0	
Horizon Organic *by White Wave/Dean Foods*	1	Broomfield, CO	nationwide	0	
Land O'Lakes *by Land O'Lakes*	1		nationwide	0	
365 Organic *by Whole Foods*	1	Austin, TX	nationwide	80	
Full Circle *by Full Circle*	1			0	
Great Value *by Walmart*	1			0	
Kirkland Signature *by Costco*	1	Seattle, WA	nationwide	0	
Trader Joe's *by Trader Joe's*	1		nationwide	0	
Wild Harvest *by Supervalu/Shaws*	1			0	

"1-egg" rating (0-1200): "ethically deficient - industrial organics/no meaningful outdoor access and/or none were open enough to participate."
Brands with a "1-egg" rating are generally produced on industrial-scale egg operations that grant no meaningful outdoor access. "Outdoor access" on these operations generally means a covered concrete porch that is barely accessible to the chickens. Means of egress from the buildings are intentionally small to discourage birds from going outside, and make it possible for only a small percentage of birds to have "access" to the outdoors. No producers in this category were willing to participate in The Cornucopia Institute's project, and none shared their production practices with Cornucopia researchers. This is disturbing to many organic consumers, since transparency has always been viewed as a hallmark of the organic food movement.

Private-label, or store-brand, eggs rated with one egg are sold by grocers or distributors who have the obvious desire of wanting to grow their presence in the organic marketplace. Unfortunately, there is an inherent limitation in private-label organic products: organic consumers tend to want to know where their food is coming from and how it is produced, and private-label products are anonymous by their very nature. Our research indicates that the vast majority of organic eggs for private label brands are produced on industrial farms that house hundreds of thousands of birds and do not grant the birds meaningful outdoor access.

The Habitual Herbalist

with June Ellen Bradley

Local sustainability through herbs.

Would you like to be "in the know" about an awesome new paradigm shift in WNC agriculture? The reason I am writing this is because someone out there reading this can possibly help …whether through ideas, volunteer time or having some good connections. The herbal market has been growing steadily for many years in a row and it looks like it will only be increasing. Especially now that chronic illness has become prevalent in our country, the use of plant medicines continues to be on the rise as folks find out the effectiveness of herbs to enact a cure or at least mitigate symptoms.

I am currently working with Polk County Ag Development as a liaison between farmers who wish to grow herbs and the marketplace which is ever in need of sources for quality herbs. North Carolina has some deep agricultural roots. With the demise of our tobacco industry, new crops are being explored to sustain our farmers. We have found quite a number of interested farmers in Polk County and have begun the process of medicinal plant growing as a viable source of additional income.

At the same time, we are exploring local businesses who need herbs for value added products or who wish to broker herbs. We had a growers field trip to Gaia Herbs in May. It was great to see the farm and learn how the herbs are processed into medicine. The brilliant vision of Ric Scalzo includes an organic garden that feeds his employees as part of the wellness program. Gaia's motto is Purity, Potency and Integrity and this applies to operations of the farm through and through. Everyone appreciated the tour and we were able to understand how important it is that the plants are properly handled from farm to buyer.

We are also working with companies like Golden Needle who supplies acupuncturists with Chinese herbs, many of which can be grown in our region. They are thinking of expanding their distribution to include western herbs as well and are looking for sources. They too are looking locally because we all know that local food as well as local medicine is always best for health and vitality. As part of the Coop, I am sure folks reading this are aware of the importance of sustainable practices of organics, local sourcing and stewardship of resources. It is good for everyone.

Another facet of this project is working with the medical industry to expand what it means to include diet and herbs as part of the standard of care. The current medical model is well aware that Complementary Alternative Medicine is better suited for chronic illness and many MDs are asking that we bridge the two cultures of healing modalities for the good of the people. I went to a meeting at the Mountain Area Health Education Center for a forum to discuss this very topic. I brought up NC Agriculture as part of the discussion, including the fact that we can provide a local supply. We need to get our herbs locally and support our farmers and the land. It creates health for everyone.

If we develop Western North Carolina as a source for quality medicinal herbs, it provides not only a livelihood for our farmers, it sustains the soils, plants healing energies into the ground, focuses attention on a unified health system which begins with the farmer and employs a host of folks in various job opportunities to create a system where all can grow and flourish. We have researchers who can and are developing test lots of Chinese herbs to determine what grows best here, like the work of Jeanine Davis at NCSU, who also researches the science behind many of the herbs already growing in WNC.

We want to be sure that the herbs we grow are of high quality and have testing facilities like the BioBusiness Network. A farmer can bring in plants from the field and see exactly what is happening on a chemical level in the crop. Maybe this would be the job of a broker for the herbs… This is important when developing value added products because we want to be sure to verify the various components of the plants used in formulas. This helps the scientific types know that each batch of herbs has certain parameters met and it tells us we grow good medicine. There are also processing facilities available, like Blue Ridge Food Ventures where you can rent space in a commercial kitchen which has all the equipment possible to make any value added product that tickles your fancy. With all this support available, there is no better time to tie it all together.

We are prepared for this process to take years to fulfill. It is like a dance with many performers coming together at just the right time to create a powerful performance. You could also make the analogy similar to Thanksgiving dinner where all the food has to get to the table at the same time at the perfect temperature. We need a synergistic unified effort to become a prosperous enriching inspiration in the field of health and wellness. How can you add your expertise?

Look around at the beauty of our farmland and our mountains. We have clean air and plenty of pure water. Simply going for a walk in the forests is a testament to the biodiversity of which our region is blessed. There are so many microhabitats which can support a vast number of plants. With over 80% of the global population using herbal medicine as their primary source of health care, and the habitat loss in so many countries around the world including our own country, it makes good sense to make a stand for the well being of our people economically, bodily and spiritually.

Imagine what it will be like in 10 years with fields of healing plants being grown by our humble farmers who make a good living providing "healers" with much needed quality herbs. Imagine the lushness of our mountains, the fertility of our beloved soil, the vitality of our people who prosper in jobs that have meaning and heart. Envision reconnecting with what is important, the wellness and connection of our citizens to the good earth, each other, and thriving in an atmosphere of synergy and sustainability.

Keep this vision alive in your focus rather than the media's insistence that things are dire. Choose hope and inspiration instead. Plant a seed or tree. Learn to make things that delight you or feed and heal your family. Become friends with people who don't think like you do and find common ground. We are all tied to the 6 inches of topsoil on our planet whether we realize it or not.

If you have any insights as to how we can co-create a way to bring this vision to reality, to work with nature and keep our mountain purity strong, please feel free to e mail me at junebug@polkcountyfarms.org . Let's insist bringing heaven to earth by living in the garden once again. All it takes is choice.

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Grace Lertora

"We all react & interact with people, places and things within our cultural references. Those reactions form the basis of my work."

Millie Luckin-Bordyn

Originally coming from the beauty of upstate New York, and being surrounded by a family with many artistic talents; one a musician, an author, a photographer, and a radio personality, my passion for recognizing the beauty in nature was realized early on in my life. This passion later manifested itself through photography.

Michael, my husband, and I took a camping trip to Saluda, NC in early 2000. We immediately knew that we were "HOME" and moved to Saluda, NC from Florida in 2004. And, the Blessings continue for us; finding soulful friends, and a home that looks like a picture from a fairy book. The best thing is that I recognized it. I hope that you enjoy the photos and thank you for taking a minute to see through my eyes.

Grace Lertora