

The Organic Press



The Newsletter of the
Hendersonville Community Co-op

Volume 9 * Issue 1
January/February 2010

**Good News for
Gluten Free**

**Three Arrows
Farm and Cattle
Company**

**HCC Annual
Report**



Editor: Damian Tody

Contributing Writers: Gretchen Cummins, Robert Jones, Arrion Kitchen, Marisa Cohn, Jordan Randall, Joan Kennedy, Beth Beasley, June Ellen Bradley, Robin Asbell

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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The Organic Press

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June Ellen Bradley	



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GM Musings

As we welcome the New Year I hope that everyone has had the chance to relax and recuperate. It takes time to recover from all of the delicious food that we love to prepare throughout the holiday season. The New Year is also famous for bringing about change. This one has brought us some changes to our grocery landscape. In December we saw the opening of the “new and improved” Harris Teeter and we will soon see the opening of Ingles Sav-Mor. I took the opportunity to walk through the new Harris Teeter on opening day.

When I arrived the parking lot was full and there was excitement in the air. People were coming out one by one with baskets full of new purchases. Many of them with their groceries in reusable bags from places like Wal-Mart and Ingles. There were even large signs over the cart corrals reminding folks not to forget their bags. As I walked inside there were employees everywhere. Some were stocking shelves, some were handing out freebies, some were from Harris Teeter, and some were from manufacturers.

When I first walked in I entered the produce department. Everything was merchandised attractively, not an apple out of place. There were signs everywhere stating “Local” this and “Organic” that. There definitely was an abundance of fresh and shiny produce. The scene was pretty much the same for the rest of the store. Lots of people, excitement, shiny new cases full of product being constantly looked after and sampled out. As I made my way through the grocery and then the frozen sections the labels of local and organic became fewer and further between. There was representation but the focus was not the same. As I came back around the front of the store I began to wonder where all of this “local” produce was coming from. I had looked on packaging and signage but it was not very easy to tell anything specific. When the produce manager was asked about his local produce he said that he would have to call some other manager to find out, and when prompted about the idea of local, his response was that local is anything within a six hour drive from their warehouse outside of Charlotte, NC. So our local options could be from anywhere from Washington D.C. to Jacksonville, FL to Athens, OH.

What was missing from all of the excitement was

substance. In today’s culture buzz words and marketing are quick to move around and get picked up by the majority. What is slow to follow are the values behind it. The co-op is always looking to put values first. Most other stores want us to see the marketing but not take the time to ask if there is real substance behind it. They want us to assume and accept the notion that they have done the work and represent our best interests as consumers. But that isn’t really happening. We have to take responsibility and know for ourselves. At the co-op we seek out and support our values and we seek out the input of our owners and shoppers to help us inform our decisions and make sense of our choices. The co-op is what we want it to be, not what someone else wants it to be for us. If you walk through our aisles and see a local product, that product is there because we have personally interacted with that local producer. We have made that connection and decision right here in our store. We don’t have to find out what local means, or where our food is coming from because we know who grew it.

So as we work to continually give you what you want please don’t hesitate to drop us a line and let us know what you see and need out of your co-op. We are always available and there are plenty of ways to get in touch with us. The next big opportunity for everyone to give their input is coming up soon. We will be doing another customer survey, so be on the lookout for it in your email or in the store. This is a good opportunity to tell us what you want and to save on your groceries as well.

At the co-op we enjoy working for you, the owners, and providing this resource for our community. It takes all of us to make this happen and we value your ideas and comments. There are plenty of opportunities to learn more about the values we share through the classes and talks that we offer. Make sure you check out what’s happening on the calendar page or in the outreach column. See you in the store.

In Cooperation,
Damian



A Board's Eye View



One of the fun things about being a Board member is the chance to be in conversation with you, the Owners of the Hendersonville Community Coop. I'm not sure if many of you realize it, but in the Chain of Command, you are at the top. That's right, the top. You have more power than the Board, and even Damian, our General Manager. A Coop is adrift like a boat lost at sea without the ideas and vision of the ownership. This is how it works: The Board listens to you (an individual voice of Coop ownership), the Board collects and analyzes information from the collection of "voices" to then relay values and data to the GM, whose job it is to make it "happen" in the store through operations and outreach programs, seminars, etc. What you see in the store—from products on the shelves to deli seating and special events—it's all for YOU, our Community of Owners.

At the Annual Meeting Celebration in November, we Board members took the opportunity to poll attendees about what they truly want for the Coop—from personal vision and what they think sets the Coop apart from other stores, to what factors would help them feel more confident about expansion, as well as the impact they would like to see the Coop make in our community.

It's always fascinating to me to listen to memories from some of the Coop's original owners about the store's early days—the simpler, informal, fun way the Coop was run, but

also about the strong spirit of people of common values and needs coming together to fill a purpose—to have natural foods made accessible to Hendersonville residents, purchased at a better rate than if the products had been ordered by individuals. Community was a natural by-product, not something they had to work hard for, like our fabulous Gretchen does in Outreach. Now, 26 years after the Coop started, not only is the world a more complex place and Hendersonville a lot more bustling, the Coop has changed too. We can't go back to that simpler time, unfortunately, but we can still resonate those original values in all we do—like keeping the integrity of our food the best it can be, at a great price.

By far, LOCAL—local produce and local products—was at the top of the list of values we gleaned from the collected feedback. I'm in the middle of reading Barbara Kingsolver's book *Animal, Vegetable, Miracle*, documenting a year in the life of her family eating local for an entire year. This wonderful, funny book highlights for me the fact that local is community—the two are linked, never mind the other advantages of local, like freshness and less pollution for our delicate planet. Many of you are already growing your own gardens, now asleep for the winter, or have visited the Monday tailgate market last year. Now that we know this vital thing that's important to you—how do we let it grow and thrive in the Coop context? Your voice continues to count. Ask Robert in produce or Marisa in grocery about local products—keep them aware of your interest! And if you know of a producer—let them know and they can see if the products can be made available to Coop shoppers.

As many of you know, the Board is examining expanding the Coop to a new

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Beth Beasley
Vice President
2009-12
329-7991

2009 Board Meeting Dates

Meetings are held at 6:00 p.m. on the fourth Tuesday of the month. The next meetings will be on January 26th and February 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 Old Spartanburg Hwy, Hendersonville, NC 28792. Please include your name and contact information.



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Good News for the Gluten-Free

Robin Asbell

Celiacs and others who avoid gluten have always had to struggle. First for diagnosis, then for support from their doctors and community, and then comes the ongoing policing of the ingredients in their food. Gradually, though, things have been getting better, and experts estimate that the percentage of celiac sufferers who are diagnosed has risen from 1 to 5 percent in the U.S.

Some new research has been announced in the last year that seems to be making progress on the understanding and treatment of celiac disease. In Canada, a new in-home celiac blood test is available from 2G Pharma, called a BioCard. It is expected to be approved in the U.S. in 2009, and will require only a few drops of blood from a fingertip to find the IgA antibodies present in celiac sufferers.

In July, a study done at the Center for Celiac Research at the University of Maryland School of Medicine was published in the magazine *Gastroenterology*. In the study, Dr Alessio Fasano pinpointed a receptor, named CXCR3, that is the gateway by which gliadin enters and starts the cascade of immune responses that characterize celiac disease. When gliadin binds to this receptor, it triggers the release of zonulin, a protein that makes the intestinal barrier become porous. In healthy people, this effect is short-lived, while in celiac sufferers, it lingers, leaving the gut open to absorbing things it should not, and triggers an immune response. Once the intestinal barrier is disabled in this way, antigens are free to pass into the system, causing problems all over the body. Researchers hope that identifying the gateway will enable them to find treatments.

The past year also saw promising trials on humans of drugs aimed at preventing gluten from having ill effects. Dr. Daniel Leffler, clinical research director at the Celiac Disease Center at Beth Israel Deaconess Medical Center in Boston, announced the results in July. In a study of 86 celiac patients, half were given an experimental drug, called AT-1001 (Larazotide) developed by Alba Therapeutics. Both groups ate gluten, and at the end, 20 percent of the patients taking the drug had symptoms, while 70 percent of the patients taking a placebo had symptoms. The researchers were encouraged enough to start a larger, longer trial. In October 2008, Alvine Pharmaceuticals announced that their new protease therapy, called ALV003, was showing great promise as well. The drug uses enzymes to break down the gluten into harmless particles, when taken with meals. Both drugs are meant to be taken to protect against accidental gluten exposure and are not expected to make eating large amounts safe.

So, we can expect that better diagnosis and testing will increase the numbers of people eating gluten-free, as well

as look forward to better treatments for them. Of course, the number of people who are avoiding gluten for other reasons continues to grow as well. Manufacturers are paying attention, and we will see more gluten-free products in coming years.

For now, avoiding gluten entails seeking out foods that are safe, and learning to cook and bake without the offending protein. Your local food co-op is a great source of gluten-free flours, as well as prepared foods. For many years, white and brown rice flours were the only gluten-free flours that were easy to find. Now, teff, amaranth, quinoa, sorghum and buckwheat represent gluten-free whole-grain flours, and garbanzo and fava beans are made into wonderful fine-textured flours. Starch flours, such as potato, tapioca and cornstarch are also essential to making gluten-free baked goods with a good texture. Nut flours, like coconut, almond and hazelnut add their familiar flavors to baked goods. I often find that a starting point in developing a gluten-free recipe is a combination of at least three types of flour.

Once you have your flours, you will find that Xanthan gum is another standard ingredient. The reason for this is to replace the structure that gluten gives to breads, with a gum that will help trap the gases released by your leavening. That creates the bubbles and open texture in breads and cakes. Egg whites also perform this function, and using whole eggs adds the richness and familiar taste of eggs.

Try these recipes to get started with your whole-grain, gluten-free baking. Maybe while we are all whipping up better and better cookies and bars, science will find some solutions. We can always hope.

Robin Asbell is a longtime contributor to the Mix, and as the former head chef of the Wedge Deli, she developed many recipes for popular foods still sold today. Her first book, The New Whole Grains Cookbook (Chronicle 2007) is available at local food co-ops, and her second, The New Vegetarian Cookbook is forthcoming from Chronicle in 2009. Robin writes for magazines like Vegetarian Times, Better Homes and Gardens Heart Healthy magazine, Experience Life and Health magazine. Her popular cooking classes are offered around the region, and she travels to teach across the country.

Rustic Amaranth Bread

Makes one loaf.

To make a round, crusty loaf, bake your gluten-free bread in a cast-iron pot. I used a Le Creuset casserole, but you could use any oven-safe baking dish with 4-inch-high sides. 3 tablespoons whole amaranth or cornmeal—for pan

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continued from pg. 5

Oil for pan

1 cup garb-fava flour

1 cup amaranth flour

1 cup tapioca flour

2 teaspoons xanthan gum

1 teaspoon salt

2 tablespoons agave syrup or sugar

1 tablespoon yeast

2 tablespoons extra virgin olive oil

1 1/2 cups warm water

1 large egg white

Use a quart-sized round casserole or cast-iron pan to bake the bread, about 8 inches across. Oil the pan and sprinkle with whole amaranth or cornmeal to coat the sides.

In a stand mixer or large bowl, mix the flours, xanthan gum, salt, sugar and yeast. In a cup, mix oil, water and egg white. Mix the liquids into the dry ingredients, and beat on high for five minutes. Scrape the dough into the prepared baking pan and cover with a damp cloth. Preheat the oven to 400 degrees, and meanwhile let the bread rise for 40 minutes, until doubled.

Bake the bread on the bottom rack for 35–40 minutes, until it sounds hollow when tapped. The top should be dark golden brown. Tip out of the baking pan onto a rack and turn upright carefully and let cool completely.

Gluten-Free Chewy Cherry-Filled Bars

Makes about 18 bars.

Quinoa flakes give these bars that familiar chewiness that you may miss since giving up oats.

1-1/2 cups quinoa flakes

1/2 cup white rice flour

1/2 cup teff flour

1/2 cup amaranth flour or sorghum flour

1 1/2 teaspoons xanthan gum

1/2 teaspoon salt

1 teaspoon baking powder

1 teaspoon baking soda

1 1/2 cups brown sugar

1 stick butter or margarine

2 large eggs

1/2 cup rice milk

2 teaspoons vanilla

1 cup cherry preserves

1 cup dried sour cherries—sweetened

2 teaspoons almond extract

Preheat oven to 350 degrees. Oil a 9×13-baking pan with 2-inch sides. In a large bowl, combine flours, xanthan gum, salt, baking powder and soda, and brown sugar. Mix well. Cut in butter or margarine and work in until the size of grains of rice. In a medium bowl, whisk the eggs, rice milk, and vanilla. Reserve. In a food processor, combine cherry preserves, dried cherries, and extract and process to mix well.

Mix the rice milk mixture into the quinoa mixture, and stir to combine. Spread a little more than half of the batter in the prepared pan, using wet hands to flatten it without sticking. Spread the cherry mixture over the batter, then dollop the remaining batter over the filling. Bake for about 35 minutes, until the edges are deep golden brown and the center of the bars wiggles only slightly when shaken. Let cool and cut into 18 good sized bars.

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PRODUCER PROFILE



R. Wells Shealy of
Three Arrows Farm & Cattle Company

R. Wells Shealy truly walks his talk. He's done his schooling and his homework, and he's even done time working in the industry. It all adds up to the now full-fledged functioning Three Arrows Farm & Cattle Company is a family owned cattle operation. They raise registered Black Angus cattle, for all-natural beef production. Their mission is to raise the animals in an environmentally sustainable way, so that they can preserve the land for future generations to enjoy.

One chilly morning in December, my daughter and I ventured out to meet the cows and talk to Wells. It was remarkably clear as soon as we piled out of our car, that there was something different about this farm. Upon entering through the wooden gates, we travelled along a dirt road lined with old pine trees, past a big jet black bull, happily nibbling in his very own pasture. (I'm told his name is Mitch.)

We were first greeted by the youngest addition to the farm, 9 week old Dietz, of the Australian Cattle Dog persuasion, who came barreling over to wag and sniff. His welcome was enthusiastic. And his hospitality was echoed by Wells, a friendly and gracious young man, and the proprietor of the Three Arrows. Wells grew up here, graduated from HHS, and came back home to manage the farm. My daughter and I were fortunate to have his undivided attention for a large part of the morning while he gave us a tour of the farm. And though we were in the middle of Flat Rock, there was a tranquility that one would other-wise expect to find in a more remote, bucolic setting.

The key to what makes this place so special goes back a ways. Wells' passion for farming began long ago when he was a kid running around the property with his father, Dr. Fred Shealy (a local vascular surgeon, now retired). He speaks of his fathers' vision for this land and how over time, they slowly but surely cleared the land to accommodate more and more cattle. And he carried out plans with a vision of sustainability, and a commitment to stewardship. Wells recalls that his father has always been environmentally pro-active. He was taught early on that "we are the caretakers of the land". With this he instilled the belief that it is important to make choices based on what will sustain over time.

Shealy is approaching this enterprise with sustainable principles in mind. From the bio-diesel powered equipment to the plans for solar energy. "We are planning to make the farm more energy efficient. Another one of our future goals is to get off of the power grid and be on solar. Again it's one of those



goals we have to wait on financially," he tells me.

As for the animals, this farm is unique because of its original closed herd raised here in WNC. All of the cows are born and raised on lush green pasture with natural feeds, no antibiotics, or artificial hormones. Cows are ruminants, they are meant to eat grass. The cattle we saw looked happy, clean and mellow. And Wells is sure to rotate them from pasture to pasture, ensuring the health of the pasture as well as the animal. These practices guarantee the land a chance to rest, re-establishing nutritional quality in the soil, hence the grasses. And it means the cattle graze a fresh pasture: Nothing over grazed, nor over grown. The land has been in the family for a couple decades. They know it well, and they know how it will respond to extreme weather conditions and animal use.

Wells tells me the grass growing in these pastures are cool season fescue, orchard grasses, and also a tremendous amount of red and white clover. They seed certain areas of the pastures, but mostly it is naturalized and reseed's itself every year. For winter months, they have been haying some of their own fields, so there will be bales of hay kept under cover for feeding. "We treat our animals and land with the utmost respect as they are how we make our living. We rotationally graze our pastures so that the land is not over worked and provides a

continued on pg. 15



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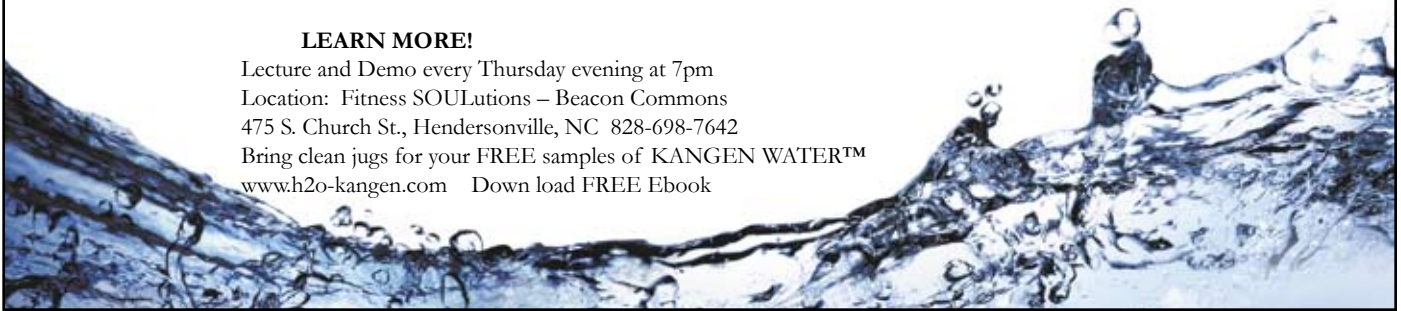
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News and Views

from Outreach

Ah the New Year!

The time of year has arrived when the black eyed peas and greens are all gone, and the oven has finally cooled off after continual use since November. The tryptophan hang-over is wearing off, and for me, it's time to face the music- prepare the taxes, stick to the new healthy life-style choices, and all that what-not! Nope, not this time! At least not entirely.

The wisdom of a dear friend comes to mind at this time when I welcome a fresh perspective and a way out of tired old patterns. Her advise is to simply take your first steps in the morning by leading with the non-dominant foot. Brush your teeth using the other hand. Switch the cross of your arms, or the cross of your legs. There is apparently a connection between the conscious act of choosing to change your physical actions, crossing over the vertical meridian and firing up new, creative, neural pathways. So instead of the all or nothing approach to change, I vow to just try to lead with the other foot every once in a while, and see what happens. One movement at a time.

Here at the Co-op we look at how to we might affect positive change- at least enough to bring a new perspective within our community. Simply shopping and choosing to spend your hard earned money here, and choosing to bring your own bag, can make a difference. The Co-op is offering some new classes that give you opportunity to gain a fresh point of view. We've chosen events that could be a new resource for your life, just like we choose products that you can feel good about purchasing. For starters, the line up of classes being offered at the Co-op for January and February are brimming with opportunities. Allow your impulses or long held dreams to guide you. Go ahead and give yourself permission to sign up and take a class, or experience a workshop. You will find the choices enticing and the venue charming, right here in the Co-op annex (a.k.a. the warehouse).

From Organic Gardening Basics to Social Networking, we will be on the look out all year for more inspiring topics that are useful in your everyday life. Guides, if you will, in the process of finding something new, something in which you might wish to invest some time. Look to our calendar, and our website for the list and description of all these great classes/workshops. And

if you don't see something you might like, let me know. That's why I'm here. To listen. gretchen@hendersonville.coop or in the office: 693-8557.

Thanks for cooperating, and happy new year to all of you!

Gretchen



The Community and School Gardens Project will be meeting again soon to launch into 2010 with fresh energy and fresh funding. We are in the process of making the organization into its own non-profit. Keep an eye on emails and announcements for meetings and opportunities to be a part of this awesome group.

**Attention
HCC
Owners!**

**5% on
the 5th**

**Come in on Tuesday,
January 5th and Friday
February 5th to save on
your groceries!**

Co-op Calendar

January

Friday January 1st CLOSED for New Years Day

Saturday, January 9th 1-3 p.m. Growing Healthy Soil: Cultivating and maintaining healthy soil is the key to success in your garden. This class has a fee.

Saturday, January 16th 1-3 p.m. Starting from Seed: Seeds are the beginning of the cycle of life for plants in your garden. This class is an overview of how to grow your own vegetables, herbs, and flowers from seed. This class has a fee.

Saturday, January 23rd 1-3 p.m. Insects in the Garden: The Good, the Bad, and the Beautiful Insect pests are the biggest challenge for many home gardeners and small farms in western North Carolina. This class has a fee.

Saturday, January 30th 1-3 p.m. Four-Season Garden Sustainability In this class, we will discuss sustainable organic gardening methods in the year-round vegetable gardening cycle. This class has a fee.

February

Saturday, February 6th 1:00 – 2:30 p.m. Biodynamic Farming/Gardening: a free informational talk by the folks who make it all happen at Fields of Gold Farm located right here in Henderson County.

Saturday, February 13th 1:30-3:00 p.m. Chocolate Opens the Heart: a free presentation and conversation with Mary Lane, local chef & author of “Divine Nourishment: A Woman’s Sacred Journey with Food”. Join chef Mary Lane for a demonstration of two herbal infused hot chocolate drinks while she shares wisdom, healthy insights, and folklore of chocolate.

Saturday, February 20th 1:00-2:30 p.m. Social Media, Part I, Facebook? Twitter? Blogging? MySpace? Are you wondering about all these communication tools that go beyond email? This is your opportunity to find out more in an instructive class with Ben Mason. This class has a fee.

Saturday, February 27th 1:00-2:30 p.m. Social Media, Part II- Hands-on with live Social Marketing tools, bring your own project(s) to discuss and critique. Class will focus on the popular Facebook and Twitter communities. This class has a fee.

For more information on any of these classes or to see class fees go to upcoming events at www.hendersonville.coop

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**These workshops will be held at Charlotte’s home in Flat Rock*

www.charlottemcginis.com
828-808-1885

Healthy Lifestyle Q and A

with Joan Kennedy of StayWell, Inc.

QUESTION: The holidays are over, January is here and I am feeling depressed. Though I am not usually a depressed person, in January I often feel blue. Can you help me understand why this happens in January and what I can do to lift my spirits? And, why do I always get “zits” this time of year?

ANSWER: Depression and “zits” are multi-faceted. There is not one cause for either. I’ll summarize some of the many factors.

One definite contributing factor is that we all get less sunlight and sunlight begets Vitamin D. So, you can take at least 1000 IU of Vitamin D everyday or better still, get your 25-hydroxy-Vitamin D level check. You can get that done at the coop when the blood screenings are offered or ask your health care provider to check it for you. Recent research regarding Vitamin D shows that an inadequate level contributes to many things such as fatigue, muscle cramps and skin breakouts to mention just a few results. We now know that it is safe to take higher levels of Vitamin D than we once thought.

The hustle and bustle of the holidays often leaves us worn out both physically and emotionally. While I certainly do not recommend going to bed or “vegging,” I do urge you to re-establish a good sleep pattern. Before electricity, people went to bed at dark and got up at dawn. That’s 12 hours. You do not need 12 hours of sleep every day, but slow your pace from the holidays and enjoy a snooze by the fire or a cuddle in flannel sheets. And balance that with some form of daily physical activity. Adequate rest and exercise work together to decrease the internal inflammation that accumulates during the holidays. This inflammation can contribute to feelings of depression and zits.

Also, look at your eating and exercise habits. They may have gotten off balance during the holidays. Recent research in Spain, published in the “Archives of General Psychiatry” verified that a Mediterranean diet, high in omega 3 fatty acids (olive oil and fish,) vegetables, whole grains, fruits and nuts reported about 30% less depression than did those who ate a diet that included more meat and whole-fat dairy. In the research 10,094 adults were asked to eat a Mediterranean diet for 4.4 years and report all episodes of discernable depression. This way of eating also promotes healthier skin.

QUESTION: So, February is here again and thoughts go to our hearts—both emotional and physical. The following is a question asked by one of my patients: “Almost daily I read something new about obesity, heart disease and ways to prevent both. Please help me sort out all of this information for my personal situation. My father has heart disease, my cholesterol is elevated and I have already put on 10 pounds this winter. How can most effectively protect my heart?”

ANSWER: Information on this subject is prolific in books, newspapers, on TV and from Internet sites. This mass of information can make it even more difficult to sort truth from fiction. There is no ONE cause of heart disease or a single way to protect against it. For this issue of the Organic Press, I will summarize what I believe to be the most valuable guidelines.

1.

1. For years, cardiologists and nutritionists recommended low-fat diets to prevent heart and vascular disease and obesity. The problem is that did not work. Cardiovascular disease and obesity continued to increase exponentially. Now we know, through biochemical research, that all body organs, including the heart, need certain fats, called Essential Fatty Acids that can not be made within the body and therefore, must be consumed in the food we eat. These essential fatty acids are Omega 3, 6 and 9s. With today’s typical eating approaches, we usually eat adequate amounts of Omega 6 and 9 fatty acids so need to supplement with Omega 3s. Though some foods, such as salmon and olive oil, are high in omega 3 fatty acids, it is difficult to get enough from food alone. For general health promotion, I recommend 1,000 to 2,000 mg. of omega three’s per day
2. We now know that in addition to stimulating healthier cardiovascular cells, these fatty acids also decrease and prevent chronic inflammation. Inflammation is an automatic process intended to help the body heal injuries by producing and sending more blood cells to the site of injury or disease. When out of control or longstanding, though, this accumulation of blood cells, begins to “burn up the body.”
3. For years medical guidelines have emphasized lowering cholesterol levels, especially low density lipoproteins (LDL) and triglycerides. “Statin” drugs have successfully lowered these levels, but with frequent side effects such as muscle cramps and fatigue. Though not yet proven through research studies, it is my contention that statin drugs actually work by decreasing inflammation. I believe the decrease in cholesterol comes secondary to a decrease in inflammation. This makes sense to me as natural herbs and vitamins such as turmeric, garlic, red yeast rice, grape seed, bromelain, pomegranate, vitamin C and E and CoQ10 also decrease both inflammation and cholesterol. Please, though, do not stop your cholesterol prescriptions on your own without consulting your health care provider. It is proven that statin drugs decrease heart attacks and strokes in people with heart disease. New research shows this risk particularly high if a person also has a high C - reactive protein which is a blood test that is a marker for generalized inflammation. This new research showed a reduction in heart attacks and strokes even in people who did not have high cholesterol levels. This seems to verify my contention that statin drugs are anti-inflammatory, the reason they have a positive effect on heart attack and stroke prevention. Anyone who has read my column before knows that my goal is to help everyone learn how to wisely use both Eastern and Western health knowledge to maximize wellness.
4. Infections, whether bacterial, viral and fungal, cause temporary inflammation. It has been known for a number of years that these infections can cause heart disease. These infections also likely increase inflammation just as the other causes already discussed. Recently new research information supports infectious causes for other chronic diseases including obesity and IBD. Finally American health care

continued on pg. 23



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Saturday January 30, 2010

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The Local Multiplier Effect

HERE'S THE IDEA

Buying local products at locally owned businesses keeps money circulating closer to where you spend it. This creates a ripple effect as those businesses and their employees in turn spend your money locally. Corporate chains send most of your money out of town.



For every \$1 spent at a local business ...

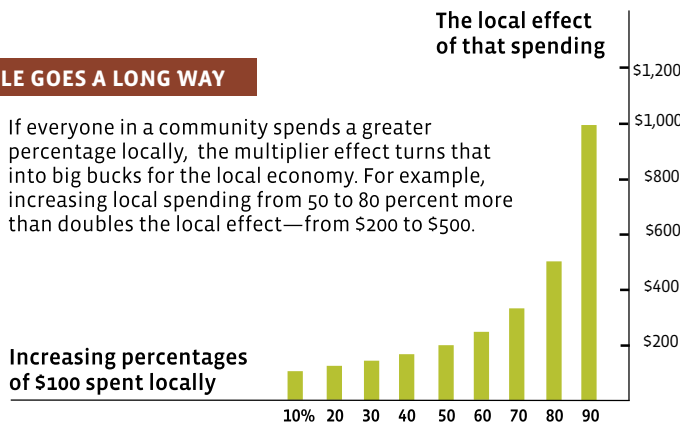


For every \$1 spent at a corporate chain ...



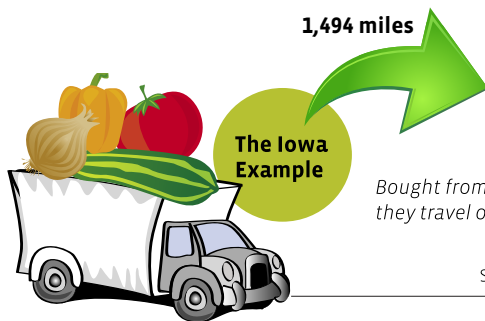
A LITTLE GOES A LONG WAY

If everyone in a community spends a greater percentage locally, the multiplier effect turns that into big bucks for the local economy. For example, increasing local spending from 50 to 80 percent more than doubles the local effect—from \$200 to \$500.



AND A BONUS!

By buying local goods, you maximize your money's impact and minimize fuel use and CO2 production. Produce from the supermarket travels up to 92 times farther than produce grown locally.



The Iowa Example

1,494 miles

A study by the Leopold Center found that 16 common crops that grow in Iowa travel an average of 1,494 miles to reach chain groceries there.

Bought from local growers, they travel only 56 miles.

Sources: Sustainable Seattle; Civic Economics.

YES! MAGAZINE GRAPHIC 2007



Find out more about local living economies in the Winter 2007 issue of YES! Magazine, **Go Local**. Back copies at YesMagazine.org/store.

Online version and printable PDF of **The Local Multiplier Effect** at YesMagazine.org/multiplier.

Related articles at YesMagazine.org/GoLocal.

Co-op Classified Ads

House cleaning, elderly care (bathing, etc.) Vegetarian/Vegan cooking. Specialty. Mexican food. Come home to a clean house & delicious meal! Ref. available. Esther Sanabria (828) 808-0894

For Sale: Slim Spurling Light Life Rings (1/2 cubit - \$8, 1 cubit - \$12, and 3 cubits - \$18), AcuVac Coils \$20, and Harmonizer 2x2" \$50. Check website www.slimspurling.com for information on geobiology and application of Light Life Tools. Contact phoebe.miller@gmail.com for more information about products for sale.

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Department News

What's In Store For You?

Deli ~

Hope everyone had a great holiday and the Blue Mountain Deli is ready to start serving you in 2010. We hope that you have noticed our “take and bake” spelt pizzas offered in the grab and go area. The dough is all made from scratch by our in-house baker Julie, and are made from all organic spelt flour. The toppings will vary and we welcome any suggestions you may have for us to better represent your particular taste. We hope that 2010 is a year of change for us as we try new approaches in food and service. Some of you may be familiar with the Coop website, and our goal for this year is to publish lunch menus available for you every week. We also hope to make changes in our approach to lunch service to serve you faster and more efficiently. We will also continue to add and rotate new items in our deli case while always stocking your favorites. New in the deli case this month we will be offering a “Creamy Saffron Pasta Salad” as well as a “Winter Veggie Salad”. The pasta dish is featured in the national coop newsletter and is composed of our choice of pasta, kidney beans, red bell pepper, scalions, fresh basil and oregano and tossed in a creamy white wine-saffron mayo. The winter veggie salad is composed of broccoli, cauliflower, fennel, olives, capers, jicama, fennel, kale, raddichio and celery tossed in a light vinaigrette. Remember that we serve lunch from 11:30am thru 2:30 pm Monday thru Saturday and biscuits served around the clock.

~ Jordan

Grocery ~

Hope everybody had a great holiday season! It's a new year full of possibilities and promise. For many of us, there is a shifting of focus from the decadence of holiday food to simpler, more healthful options. In the grocery department, we have new food and drinks that make it easy to enjoy healthy choices.

We now have GO RAW bars, cookies, and granola. They are 100% organic, live, and made with sprouted seeds, fruit and spices. It is nice to have a sugar-free option that is satisfying and you can feel great about. Look for the Pumpkin, Spirulina, or Banana Bread bar. The flavors of the cookies are Ginger Snap or Choc Super Cookies. The live Granola has buckwheat groats, flaxseeds, dates, and raisins. It's slightly sweet and full of fiber and a great way to start the day!

Many people are familiar with Coconut Water and its benefits. It is water from a young green coconut. It is an isotonic beverage, which means that it has the same salt concentration as the cells of the body and the blood. It is full of electrolytes and potassium, excellent for rehydrating after exercise or illness. It is now available in flavors like pink guava and passion fruit in single servings in our drink cooler as well as the original plain coconut water in 11oz or 1 Liter sizes.

And if you enjoy soda, but are reducing your daily intake of sugar, there is a new formulation from the Blue Sky brand. It is called “Blue Sky Free” and it is sweetened with Truvia which is a combination of Stevia and Erythritol. It has zero carbs and calories, but still has the great taste that we are used to from Blue Sky.

~ Marisa

Wellness ~

Remarkably savvy co-op owners occasionally stop by the Wellness desk to see if we offer 100% additive free supplements. Usually, they want to know if supplements contain specific ingredients like magnesium stearate or silicon dioxide—and sometimes even rice flour can be a concern as well.

We now offer Ultra Laboratories, a 100% additive-free line of supplements, and I was delighted to have the opportunity to talk with C.E.O. Rick Simpson at length earlier this month. I am impressed with his personal commitment to supplement purity and I thought you would be, too. I asked him to introduce his company to you today, and I think many of us may also relate to his passion for natural foods and for our right to choose complementary methods of enhancing wellness like supplements and herbs. Please visit <http://www.ultralaboratories.com/> for more information about supplements without fillers.

~Arrion

Hello, my name is Rick Simpson and I am the C.E.O. of Ultra Laboratories and I was first introduced to Hendersonville Community Co-op earlier this year. We are very excited to be working with such a great store and hope that the information below will be helpful in assisting you make “wise” decisions in the purchasing of nutraceutical products.

I would like to first say thank you for your interest in our company. This company has been built largely by loyal customers who recognize our absolute commitment to quality and integrity in manufacturing and formulating new and innovative products.

continued on pg. 23

Produce ~

Many people eat citrus fruits for their vitamin C. But did you know they are so much more than that? Common citrus fruits contain hundreds of nutrients other than vitamin C, including dietary fiber, folic acid, beta carotene, and many other antioxidants. They are low in fat and sodium and high in potassium. Studies support that diets high in citrus have a reduced risk of some cancers and strokes. Why don't I eat more oranges and tangerines and less junk? Makes sense to me. The benefits of citrus go beyond anything I eat on a daily basis. The beneficial compounds of citrus help balance blood sugar and help lower bad (LDL) cholesterol with out altering the good (HDL) cholesterol. In fact, orange peel may be better at lowering cholesterol than some of the current medications on the market today without the side effects! If all this doesn't make you happy, consider this. Citrus is high I foliate. Folate is believed to play a big role in the creation of serotonin. Serotonin is the stuff in your brain that makes you happy and balances your mood.

~ Robert



continued from pg. 4

location—not to take place in the very near future, but expansion is on the horizon. The balancing act of an expansion process can be the biggest challenge a Coop ever faces—it's a huge risk, but a necessary one that we plan to be prepared for—and owners will not be left out of the process. Transparency in financial reporting and town hall meetings or other gatherings to collect your ideas are ways we hope to make you more comfortable and involved in an expansion project.

While we see grocery chains around town opening larger stores, it is essential to realize that even though they may carry some of the same products as the Coop, and though these stores have more square footage than we will probably ever have, the Coop is unique. The strength of a democratically run business like a food cooperative is its focus on community—another value that we heard you voice. The Coop, unlike most food stores, has more than one bottom line—we have values in common, and the store is shaped by those values.

With that in mind, ambiance seemed to go along with uniqueness as an owner value, as well as education, variety of products, partnerships with area organizations, economic value, supporting sustainability, a downtown location, promoting healthcare issues, fun and entertainment, trust and transparency, the Coop as the “hub of the community,” diversity, importance of children & family, helping others, comfort, owner involvement, and senior programs.

Thanks for speaking out! We will continue to listen, for the good of all.

In Cooperation,
Beth

continued from pg. 7

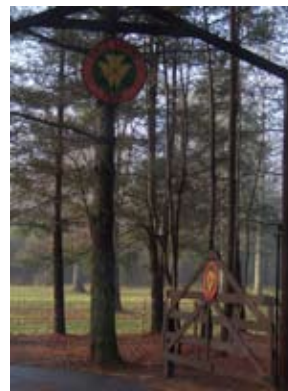
constant supply of good forage for our cows. We also produce our own hay on the farm so we are not introducing any foreign weeds or unknown chemicals into our farm. “

Having graduated from the University of Tennessee with a degree in animal sciences, Shealy seemed destined to become the rancher he is today. But not without knowing what he would be getting into first: Fresh out of college, he took on a job at the Biltmore Estate working and managing the farm there. For 3 years he was responsible for hay, sheep and cattle at the Biltmore. Back home on Three Arrows Cattle Company 3 years ago, they had only 25 cows. “Currently, we raise 60 head of Registered Black Angus brood cows (mother) on 200 acres. This means that in one year's time we can potentially produce 60 calves for a total of 120 head.” But Wells wasn't about to go head long into the business of selling beef until he knew what he could handle. In fact, he tells me that he was just a few credits shy of getting a double major in business management as well as the animal sciences. While he was in school, he learned all about the big corporate farming, and a few professors even warned him that it would be hard to farm sustainably and make a profit.

When I asked about the significance of the meat, he told me “black angus cattle are known for their superior quality. In keeping our closed herd, it takes a tremendous amount of time to increase our size. We would like, over the next few years, to increase our herd size to 100 brood cows, so that we may produce more locally grown beef.”

“We handle our animals as humanely as possible, and it shows. We give them yearly vaccinations so that they are all in good health and we don't have any sick animals so we have no need to feed antibiotics to them. We also select for superior genetics through our artificial breeding program, so that there is no need to give them any artificial growth hormones. This also gives us the ability to keep our herd closed and keep a good genetic variance. When we sell meat, we want people to know that the money isn't just going into the business of meat production.” He is structuring the business end such that the profits will constantly go back into the farm to “help preserve the land and the way of life.”

Plans for the future: Wells is hoping to expand the herd enough to make the meat more widely available. For now, he and a good friend Robert Crawford are working on building the “on-farm store” using wood they lumbered on the farm. The meat has been available at various tailgate markets and in a few select locations in town, like the Co-op and Blue Water Seafood. He is hoping to have the on-farm store open soon. There is so much more to the story. Visit www.threearrowcattleco.com to find out about this local product.



Co-op Classified Ads

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Politics & Food

from The Organic Center

“Impacts of Genetically Engineered Crops on Pesticide Use: The First Thirteen Years”

November 2009 Author(s): Charles Benbrook, Ph.D.
Chief Scientist The Organic Center

Genetically-engineered corn, soybeans, and cotton now account for the majority of acres planted to these three crops. A model was developed that utilizes official, U.S. Department of Agriculture pesticide use data to estimate the differences in the average pounds of pesticides applied on GE crop acres, compared to acres planted to conventional, non-GE varieties.

The basic finding is that compared to pesticide use in the absence of GE crops, farmers applied 318 million more pounds of pesticides over the last 13 years as a result of planting GE seeds. This difference represents an average increase of about 0.25 pound for each acre planted to a GE trait.

GE crops are pushing pesticide use upward at a rapidly accelerating pace. In 2008, GE crop acres required over 26% more pounds of pesticides per acre than acres planted to conventional varieties. The report projects that this trend will continue as a result of the rapid spread of glyphosate-resistant weeds.

The full report is 69 pages, and is accessible at www.organic-center.org

“Simplifying the Pesticide Risk Equation: The Organic Option”

March 2008

Since the Center’s 2004 “State of Science Review” (SSR) on pesticide residues in conventional and organic foods, new data and risk assessment methods have emerged that provide a basis to quantify the pesticide risk reduction benefits of organic farming.

Our new SSR on pesticide residues and risk provides answers to frequently asked questions about relatively-high risk foods, as well as foods that pose no or modest dietary risks.

Our findings are encouraging. By converting less than 3% of the nation’s farmland to organic methods, pesticide dietary risks could be driven down to a fraction of today’s levels.

“The Magnitude and Impacts of the Biotech and Organic Seed Price Premiums”

December 2009 Author(s): Charles Benbrook, PhD
Chief Scientist The Organic Center

In recent years the price of genetically engineered corn, soybean, and cotton seed has risen sharply. Seed expenditures per acre are now cutting into net farm income, and transferring earnings that used to stay on the farm to the seed industry.

The magnitude of the biotech and organic seed price premiums are contrasted, and impacts on gross and net farm income are estimated. Surprisingly, the biotech seed price premium is much larger than the organic seed price premium, despite the major differences in the value embedded in each.

A Tale of Two Films: “Food, Inc.” and “Fresh”

July 2009

Author(s): Charles Benbrook The Organic Center

Two newly released documentary films, “Food, Inc.” and “Fresh” are bound to broaden the national dialogue underway about what we eat and how we grow food in America. While the two movies cover much of the same ground, they differ in tone and substance.

“Food, Inc.” will leave many viewers alarmed and eager for change, while the stories in “Fresh” about people creating healthier local and regional islands within the larger food system are uplifting and hopeful.

Michael Pollan narrates much of “Food, Inc.” In the opening segment, as the camera moves along the aisles of a modern supermarket, capturing pictures on food packages of red barns, happy cows, and green fields, Pollan remarks upon “...the spinning of this pastoral fantasy” by the American food industry.

Eric Schlosser, author of “Fast Food Nation,” is the co-narrator of “Food, Inc.” He focuses his comments on the industrialization of the meat industry, emphasizing throughout that “[industrial] food has become much more dangerous in ways that are being deliberately hidden from us.”

He explains that because most Americans prefer the white meat on chicken breasts, the industry “redesigned” the chicken so that each bird produces more breast meat. One consequence of this “improvement” in chicken genetics is shown a few scenes later.

A ground-floor camera shot inside a large boiler house captures chickens so front heavy from their big breasts that they can walk only a few steps before falling forward, victim of their weight and poorly developed, weak bones.

On camera, Schlosser exudes folksy charm. Sitting at the counter in Alen Ander’s Bright Spot Restaurant, he admits that a hamburger and French fries are his favorite meal. What he has to say about food safety and the government is another matter. He describes how today’s large-scale beef slaughterhouses are perfect venues for spreading E. coli O157:H7, and that each hamburger can have pieces of hundreds or even thousands of animals in it.

And on the topic of government oversight and regulation of animal product food safety, Schlosser states that:

“It’s remarkable how toothless our regulatory agencies are, and that’s the way industry wants it.”

For more information on these reports go to www.organic-center.org

Thank You

Thank you to all the owners who put their faith in me and voted to put me on the board of directors. Thank you to my friends who got the word out and the other board members who have offered their support and welcomed me.

I am honored to be voted on to the board and plan to work hard with the other members to support the growth of our Co-op. I look forward to meeting all the owners during my term, at the Co-op, at Co-op events and around town.



Thank you, Susan O'Brien

Our Vision

Community

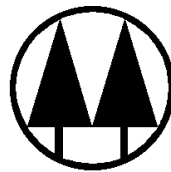
To serve as a resource to nurture and promote community, unity & diversity.

Sustainability

To champion the principles of sustainability in all our endeavors.

Transformation

To be a catalyst for transformation in the fields of personal health, well-being, community & business.



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

Co-op Classified Ads

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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 quarter HCC will donate the collected funds to the chosen charities for the quarter.

This quarter we are BYO-bagging for:

MyPlace

My Place - A grassroots project providing two safe, supportive residences in Hendersonville for the county's homeless youth and in-school moms age 18 and over.

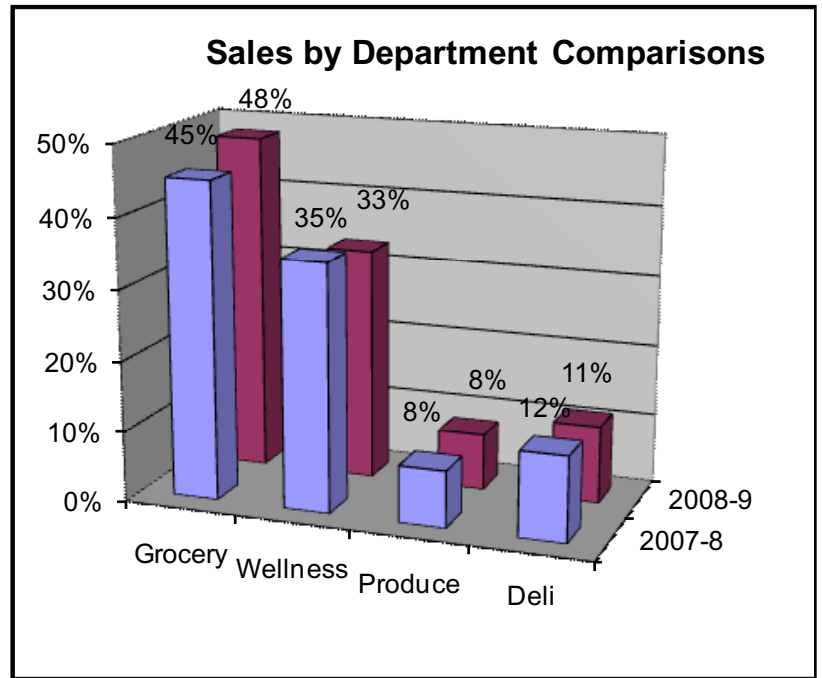
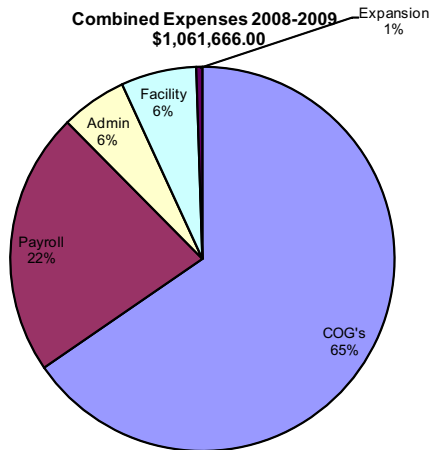


The Dispute Settlement Center - To offer and promote alternative dispute resolution processes - including mediation, conciliation, facilitation and training - as ways for peacefully resolving conflicts.

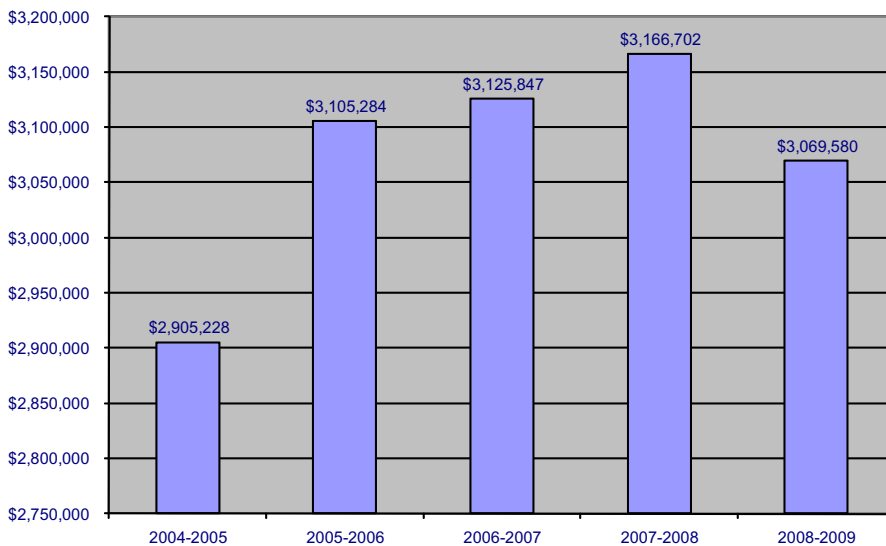
Make a Difference
Every Time
You Shop! BYO-Bag!

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

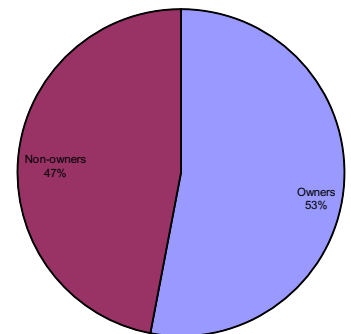
Hendersonville Community Co-op Annual Report for Fiscal Year 2008-2009



5 Year Sales Trends



2008-9 Owner Sales



Overview of Fiscal Year 2008-2009

It was a challenging year here at the co-op. Gross Sales for the year fell 3.1% lower than our prior fiscal year. Our first quarter, (Oct-Dec 2008), brought in over 7% less in sales, but fortunately, each subsequent quarter slowly improved, finally bringing in sales 1.2% greater in the last quarter.

In order to manage operations during the slowed economy, all expenses were lowered wherever possible and reduced by 6% from the original budget. Net income for the fiscal year was about 3k, close to a break-even point.

Coupon use increased greatly this past year. Much of our advertising dollars was spent on creating and distributing, "in-house" coupons, totaling almost 25k in savings shoppers redeemed. Also, owners saved an additional 17k over non-owners.

The co-op welcomed 272 new owners this past fiscal year. Owners represented almost 53% of all sales, an increase by almost 2% over the prior year. Our 100+k savings remains untouched and earning a modest interest. Cash flow held steady with accounts payables consistently paid within terms. Hendersonville Community Co-op has no long-term debts. Our "debt to equity" ratio is about \$0.27 (very low to benchmarks of \$0.40-\$1.00).

Though the economy is difficult to predict, our first 2 months into the new fiscal year indicates encouraging signs of growth. As always, if anyone has questions or concerns, please feel free to make an appointment to come see us.

Jane Bagby, Finance Manager

Last fiscal year was filled with obstacles for us at the co-op. The economy hit bottom in the middle of our first quarter leaving us with a negative 7% sales growth for the quarter. The road has been closed twice now making it harder for shoppers to seek us out day after day. But after it was all said and done we climbed back out of our low point and started to see positive monthly sales growth by the third quarter. We owe most of that to our owners who made it a point to shop locally and to make sure their dollars were going to benefit their business and their community. This year sales to owners was up from 51% at the end of last year to 53%.

This year also gave us some new opportunities. We were able to start our tailgate market on Mondays. We had a great turn out week after week and look forward to bringing that to you again next year. This was a great opportunity for us to work with some of our local growers and provide them with some mutual support that goes beyond just carrying their produce or products in the store. We hope that you enjoyed getting to know them and possibly even learned something new from our chef at market series.

The co-op was also able to start the Community and School Gardens group this year. They were able to build organic garden beds at three of our local elementary schools as well as created a booklet to be used in the classroom so that the children can track their learning experience as they grow. We owe a huge thanks to Gretchen and everyone that contributed and put in all of the hard work to get that project started and the beds installed. We look forward to seeing where this project can go.

Damian Tody, General Manager

Co-op Classified Ads

Pyradym Sound Healing by Ann Weeks @ the Acu-Na Wellness Center, 330 E. 1st Avenue, Hendersonville. If you've never experience the amazing Pyradym sound healing session now is the time! It induces a deeply meditative state that promotes deep tension relief, lessens pain, boosts the immune system and promotes emotional and spiritual healing and growth. Call Ann Weeks now at (828) 329-8883 or the AWC at 692-2440

Set of blue Shiatsu/Massage body cushions including face cradle for use on floor or massage table, \$32. Call 696-9081.

1 bedroom, 1 bath available in the Historic Skyland Building, Main St. Downtown Hendersonville. \$550/mo. 808-8291

Migun bed for sale. Like new. Original cost \$3500.00. On sale for \$2800.00. Please contact Nina Mills at 693-4160 or email: nina-mae9@earthlink.net

Nutritional and 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.

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.

The Green List

Co-op Owner Advantage

Alternative Health

Asheville Integrative Medicine Now at the new location in Etowah: 6071 Brevard Road Etowah, NC 29729 (828) 891-6545 This agreement is valid for Co-op Owners for visits with John Paul McNeil, PA in the Etowah office only: *25% discount given for first provider consultation, 10% discount given for future office visits, 10% discount on I.V., 10% discount Nutrients Etc.*

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

Saluda Healing Center: Bonnie L. Williamson, DC. Chiropractic, Chi-roYoga, 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.*

Isle of Sky Chiropractic, 1534 Haywood Rd. Hendersonville, NC 28791. 828-693-3319. Dr. Jennifer Harris, D.C. We are a family wellness center offering the Insight Millennium Infrared organ scan, nutritional counseling, kids' playroom, special pediatric and prenatal adjustments, and care for all ages. *Complimentary initial consultation.*

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

Blessings Wellness Center - Christ-centered health care ... naturally! Total body assessment, ionic foot detox, de-stress, reduce pain, improve your immune system. Nancy Chase, ND, CNHP, 413 Kanuga Road, Hendersonville (on the busy bend inside Health & Healing Massage). *Co-op members receive first ionic foot detox for \$15.*

Peace at Hand 1531 Haywood Rd (Hwy 191) Hendersonville, 828-692-3139 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 effective. 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.*

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 & Hypno-therapy Services. Downtown office. 828-242-7806. *15% discount 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 yoga classes at Brightwater Yoga, 506 1/2 N. Main Street, Hendersonville: Yoga 101 on Mondays, 6:45-8:15 p.m, and Wednesdays, 9:30-11:00 a.m.; She offers a special class for Teachers (current and retired) on Tuesdays, 4:30-6:00 p.m. 828-577-0721. *10% off for co-op owners*

The Lebed Method of Exercise and Movement: Kathleen Wallace is certified in Lebed and available to teach classes in Hendersonville. Call 828-577-0721 for special group sessions. *10% off for co-op members when possible*

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.*



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.

Sylvia Huntsman, ARCB Certified Reflexologist/Nail Tech 828-698-6634 Ext. 4 Discount on 5 sessions of Refl exology. Call for information or appt. 10% off Spa Manicures & Pedicures for co-op owners,

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.

Claire Collins, Esthetician/NailTech 828-674-2339 www.purelysensational-skincare@yahoo.com Luxury European Facial 1st Time Clients \$45 Facials, Back Facials, & Waxing,

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, 692-3139 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 KarenCash.com

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. Winter hours Thursday, Friday, Saturday 11:00-5pm. 828-693-1611 www.monapa-ints.com 10% discount with your Co-op Owners card.

Zen, etc!, 351 Main St., Hendersonville. 828-692-2191. A tranquil haven featuring books, music and gifts to enhance serenity. 10% discount on books and music with your co-op owners card.

Peace at Hand 1531 Haywood Rd (Hwy 191) Hendersonville, 828-692-3139 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.

Services & Classes

Connie Knight, Studio Artist: The Arts Council, 538-A No. Main St., Hendersonville. 828-243-0084, 10% off monthly fee for four "Juicy Art" art classes - ages 6-HighSchool.

Compassionate Home Care, Inc., licensed 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% discount 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.

10 % off for Co-op Owners.

M.C. Gaylord 699-8418 and Tammie Bogin 699-6007 www.AllSeasonsErrand-Service.com

Persimmons Design

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

Everything is vibration. NATURE ESSENCES help remove blockages from your energetic (vibrational) field. This can facilitate the balancing of your body, mind & spirit. Diana Hawkins makes nature essences & can make a personal remedy just for you. 10% off your first personal remedy to co-op owners. 828-808-9013 www.oneheartpeacecenter.org

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.

Healing Oils Class: Teaches how essential oils work; Which oils you should have on hand for emergencies; How processing affects the therapeutic quality; Which oils are best for you; How to generate extra income. WHEN: 2nd Monday of each month, 6:00 pm. WHERE: 413 Kanuga Road, Hendersonville (on the busy bend) inside Health & Healing Massage. Call Nancy for info 712-5518. Classes are free.

Discount offers are subject to change without notice.

The Habitual Herbalist

with June Ellen Bradley

The Secret is in the Soil

What makes gardens produce the most nutritious and delicious produce? How you can get the most out of your garden is what you put into it...and I'm not talking vegetables, greens and herbs. Sure those wonderful plants can go into the garden, but the real secret is in the soil. Good soil is the key to life on earth...really! We are so proud of our accomplishments on earth...all our art, civilization and building...we often fail to recognize that our entire existence depends upon 6" of topsoil. Civilizations have crumbled in the past because they depleted their soil. They took, and did not return.

I am passionate about good soil, keeping it healthy is a process we all need to know about. Rich loose dark brown earth that you can scoop up with your fingers and inhale the yummy earthiness of it just makes my heart sing. Lee Mink, an organic farmer always says "I don't feed the plants, I feed the soil." This wisdom is crucial because our topsoil in our country is severely depleted.

All roots like oxygen, and well drained soil will grow just about anything provided it has the right pH and plenty of organic material (think peat moss and compost) also known as humus. The ratio of sand, silt and clay comprise soil texture and you want to have a proper balance of these components as well as plenty of humus.

The pH is important to keep within a certain range. Your soil should be slightly acidic with a pH range from 6.2-6.8. Your county extension office will test your soil and give you all kinds of information. You want to pay attention to the lime content. Sandy soil becomes more acidic faster than clay soils. One of the best soil amendments to increase pH is dolomitic limestone which adds both Magnesium (Mg) and Calcium (Ca)...or calcitic limestone which adds the Calcium. Your soil test will let you know what you need.

Wood ash is also good to use to increase pH—you'll need double the amount of wood ash that you would of lime. I like to take the cooled white ash from my woodstove and spread a thin layer over the garden in winter and incorporate it into the soil.

With lime you want to work into the top 5" of soil 2-3 months before planting as well. If you forgot to do that, you can put a handful of soft rock phosphate mixed with a little lime in with your plants when transplanting. We do this with all the plant rescue transplants. They love it.

If you want to reduce the pH you can add Sulphur. Cedar shavings will do the trick too. You want to have your soil tested at least every 2 years. You can get your own soil testing

kit or bring it to the local extension service who will test it for you for a nominal fee.

Fresh green wastes increase Nitrogen (N) which is vital to plant growth. Planting cover crops over the winter such as clover, oats, and winter rye not only aerate the soil with their deep roots and prevent erosion, they make excellent "green manure" when tilled into the garden in the early spring. Manures provide nutrients as well. Horse, sheep and rabbit manure must be aged or they can burn tender roots. You can apply the manure in the fall and till it under. Chicken poop is great because you can use it directly in the garden. Some people do not like using manures because they can add unwanted "weed seeds" into the soil. Composting in hot piles can remedy this.

A hot pile is a teeming microbial farm. Fungi, bacteria and microbes are naturally present on food and yard trimmings and when these guys get to work, your pile can get up to 140 degrees—enough to burn your hand. These organisms turn waste into rich soil components. The pile needs to have a balance of air, moisture and food for it to work. The high heat kills most weeds and anything that might cause disease. You want the pile to be about a 3-4 ft square (—really, round) and pile thin layers of Greens; (high in Nitrogen) like grass clippings and more vascular plant trimmings and Browns;(high in carbon) woody trimmings, straw, shredded dry leaves. You will find the temperature will be high for several days. Once it cools it is ready for use. Lee also goes by whether there are worms in the compost..."if there aren't any worms it isn't done." Good advice!

For awhile I lived in the country and just chucked kitchen scraps in a pile in the back yard...I didn't do much else other than add any leafy or grassy clippings I'd scavenge. I would sometimes put a shovelful of soil over it if company came over so it wouldn't look so scrappy with egg shells and half lemons glaring at you. Even that somewhat neglectful form of composting made some mega soil with some monster earthworms. It was before I learned about all the technical aspects of composting and my garden had the best growth ever.

If you are persistent, you can make soil. One of my neighbors would shred newspaper in his pile, saying it added carbon. He also got everyone's bagged leaves, shredded them and added that to his compost. He is from another country and could not believe people would throw out such a valuable soil additive! He built up his yard and gardens by a foot over 3 years.

An excellent free way to compost is to layer grass clippings with fall leaves that you've run over with the lawnmower so that they are shredded. Build the pile as high as you like, alternating layers. If you have access to manure from animals,

continued on pg. 23



The Habitual Herbalist cont. from pg. 22

layer that in too. Fall leaves contain micronutrients and trace elements that have been brought up in the tree from way down deep in the earth. They are truly golden for your garden. My eyes roll when I go to sub-urban areas where there are 13 bags of leaves going to the landfill and you see the folks with expensive synthetic (harmful) soil amendments, peat moss and mulch being put back into the landscape. It speaks to how disconnected from the land our species has become and it is sad to me. Why are we poisoning our lawns and possibly tainting the groundwater for future generations when there is a simple, easy and free solution? Why are we adding what is NOT waste to our overtaxed landfill in bags that don't breakdown in a season which contain that which does? Questions to ask. So, whatever your favorite method of caring for your soil might be –whether you are analytical and scientific or just let things unfold and keep putting layers of manure, clippings, sawdust and organic material in a pile when you think of it...the soil will respond. The main thing is persistence and continuity, giving back to that which gives to us. Keep at it and you will be richly rewarded.

As an herbalist, I always offer something when harvesting a plant for medicine or food. It is the way of all herbalists trained in traditional ways. It is always a good gesture to act out that you are aware of the giving and receiving cycle and that you are actively participating in it. The more we set intention like this, the more the world around us responds in kind.

I remember one time I had a mudball in my hand and at first, it was just that. Dirt...mud –some external thing. I was standing next to a cedar swamp and suddenly had an amazing experience of Oneness with the entire grove of Cedars and suddenly I got the message that the mudball was the flesh of our mother the earth. Suddenly the mudball went from cold and alien to warm and intimate –it rocked me to the foundation of my being. I have never looked at dirt...soil...mud the same again. I wish you could experience that for yourself. Maybe you will –when connecting with the soil in your garden. It could end up changing you and welcoming you as a vital part of a great big unfolding creation. Dig in the dirt and get your children –or someone else's to play along with you. Marvel over the magic in your garden and all of Nature. Thank you for caring for the soil...we need to spread that love. Grow the juiciest sexiest tomatoes and veggies in your "neighborhood. Remember, the secret is in your soil.

Dept. News cont. from pg. 14

We originally started out as a contract manufacturing company and then after a few years, we opened up Emerald Laboratories which ultimately became Ultra Laboratories. We currently produce approximately one hundred and twenty-five million capsules per year and about two million pounds of blended powders. We are a G.M.P. manufacturing facility and we also have our own "in-house" laboratory where we test all

incoming ingredients and outgoing products.

My personal commitment to our company can be seen by the fact that I personally consume over seventy pills per day in my quest for optimal health. I was very unhealthy as a child and began learning about "health foods" from my mother when I was about ten years old. This company is at least in part, a "byproduct" of my upbringing and my own personal experiences with ill health at a young age and the very positive effects that the natural food industry has had on my life for well over thirty years. I know that we all must "pass away" someday, but I would certainly prefer to retain optimal health as long as possible and I know that part of this responsibility falls into my hands. One gentleman once told me that the object is to "die young as LATE as possible". I agree with this statement and hopefully my life reflects this attitude.

Although we feel that our company is set apart by the fact that we manufacture ALL of our own products and thereby control quality from "beginning to end", there is one thing that truly sets our company apart from most others out there. We are the "Additive-Free" company which means that our products have ONLY active ingredients and the capsule. Most products have additives like magnesium stearate, silicon dioxide, rice flour, microcrystalline cellulose and/or stearic acid. These "other ingredients" are NOT in the product for your benefit. They are in there because they make the production process run more efficiently (and faster) at the manufacturing level. In fact, some of these additives have even been proven to be harmful to your health.

We are strictly committed to making products that ARE quality from beginning to end. Once again, I sincerely thank you for your interest in Ultra Laboratories and hope that our products will benefit you greatly!

Yours in good health,
Rick Simpson, C.E.O.

Healthy Lifestyle Q and A cont. from pg 11

providers are beginning to embrace the use of probiotics (healthy bacteria) to prevent and treat infections. This approach has some exciting potential as many infectious agents have become resistant to our antibiotics. Additionally, probiotics have NO known side effects. So I now recommend that people include probiotics in their heart disease defense. Of course, washing foods and hands thoroughly and often is good anti-microbial defense as well. So, when we think about feeding our hearts, let's think about NOT feeding them germs!

- And, finally, when speaking of germs and infections, one of the best defenses is a strong, effective immune system. The easiest way to boost our immunity is to give our bodies the rest they need to repair and replenish. A major American habit that causes more heart disease and other chronic illnesses is too much stress and not enough rest.

In summary

- Eat anti-inflammatory foods and herbs, omega 3 fatty acids, probiotics, fresh, clean food for vitamins and minerals,
- Eat whatever food you eat with joy and appreciation,
- Get NOT LESS than 7 hrs (preferably 8 hrs) of sleep each night,
- Collect as many hugs as you can this month. They are non-fattening, low in cholesterol, high in anti-oxidant value and, while they are contagious, they do not cause inflammation.

Call Joan Kennedy, FNP-C, MN, @ 329-8897 for clarification, additional information and/or questions.





715 Old Spartanburg Hwy.
Hendersonville, NC 28792

PRSR STD
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Return Service
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Deli Art Exhibit

Jason Wade is a native of North Carolina, born in Charlotte, moved to the country at age 8, and then lived up to a lifelong dream of moving to these beautiful mountains of Western NC. After quitting the restaurant business, I started making rustic log cabin furniture, and later started to paint landscapes.

“And as the eye is the best composer, so light is the first of painters”- Emerson

Jason says, “My approach to art is very much like my approach to rustic furniture making. That is to let Nature’s graceful curves, vivacious colors, and stoic beauty be the inspiration. A lot of my customers comment on how serene the paintings make them feel, like standing on a mountain ridge and viewing the ancient scenery for it’s abstract, yet refined beauty. I’ve always been fascinated by Nature, creating artwork and making a living... and now I’ve found a way to combine them all. With the love and support of my wife and 2 kids, I’m living my dream.”

