The Organic Press

The Newsletter of the
Hendersonville Community Co-op

Volume 9 * Issue 2
March/April 2010

Container Gardening

Terra School

Nutrition Label Reading

Hendersonville Community CO-OP
Natural Foods Market & Organic Deli

Editor: Damian Tody
Contributing Writers: Gretchen Cummins, Robert Jones, Arrion Kitchen, Marisa Cohn, Jordan Randall, Joan Kennedy, Beth Beasley, June Ellen Bradley, Kristin Harkey, NCGA News Service

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.

Interested in advertising in The Organic Press? Over 1,500 copies of the newsletter are mailed to our owners monthly & an additional 600 more distributed within our store and the community. Space is limited and rates are reasonable. Call 693-8557 to reserve your space today.

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

After all of the winter weather we have had this year, March seemed like it would never arrive. I had a great time in the snow this year. I might not share a popular sentiment in Hendersonville, but it is about time we got some decent snow fall here. Winter isn't the same if it is just gloomy and rainy. Rainy means you get stuck indoors. Snow is beautiful and allows for outdoor recreation. Although snow presents challenges for us during the work week and around town, every good winter needs some snow. You really don't get the full four seasons with out it.

Brayden turned two this year and was finally old enough to enjoy the snowy weather. Last year we got out a bit but at one year old he didn't quite have the mobility as this year. The last couple of months all I heard when I got home for the day was "wanna go play in the snow!" We have had a lot of fun building snowmen and throwing snow balls. If every winter brings us more snow from now on I am all for it. Snow is fun.

But now that March is here, it is time to start turning the focus towards other outdoor activities. The one we like to talk about the most around here is Organic Gardening. This is another activity that Brayden really got into last year even if it was hard for him to do much digging. The dirt didn't find the pot everytime but it definitley found his mouth a couple of times.

It is never too early to start teaching about healthy foods and where they come from. It is fun to watch your plants grow and its fun to watch the reaction of a youngster as they begin to see the fruits of their labor. Brayden had a great time picking tomatoes and cucumbers and bringing food inside for dinner. He was always excited to help and is looking forward to it again this year.

The co-op is also looking forward to another great year of the Community and School Gardens Project. For those children that may have not been exposed to healthy foods or the real origins of it, this program is making great strides at changing the way some of our local students view their food. It is giving them the opportunity to experience the feel of the dirt and to see the whole process in action from seed to fruit. We look forward to seeing where this program will take us next.

For those of you that will be producing some of your own food this year the co-op will once again be offering most of the products you will need to make your garden a success. We have everything from seeds to starter plants, to soil and fertilizer. All you will really need to do is add the water. If you haven't already done so, come on by and pick up what you need to get started, and have fun in the soil and sun.

In Cooperation,
Damian

A Board's Eye View

Gratitude and the Common Denominator

As a Co-op board member and fellow owner, please allow me to report that your Co-op has partnered with The Co-operative Development Foundation, in order that we may give as generously as we can to the terrific need in Haiti.

The CDF created the Cooperative Emergency Fund (CEF) specifically to provide financial aid to people during a devastating event like the earthquake in Haiti. The fund will dedicate all donations received until July to help the rebuilding efforts in Haiti. The foundation is collaborating with international cooperative relief efforts in the endeavor to rebuild the co-ops afflicted by this disaster. The CEF was founded to give stability and constancy to CDF's emergency relief efforts, many of which are of a long-term rebuilding nature.

In addition to the loss of homes, workplaces and family members, many of Haiti's co-ops have been seriously damaged, limiting and in some cases eliminating their ability to serve their communities and neighbors in need. Over the last 20 years, the Cooperative Emergency Fund has raised more than $275,000 for cooperative relief and rebuilding efforts for 10 different disasters.

We all know that food is a powerful common denominator. It unifies us just as it sustains us. We all realize the simple satisfaction of giving produce to neighbors and friends. The cycle of seeding, growing, harvesting and preparing food is filled with countless moments of reflecting upon our blessings and cherishing the gifts of the garden. In each of our own ways, we should take a moment to be grateful for all we have and give what we can to those in need.

It's been reported that nearly 7 million new U. S. vegetable gardens were planted in 2009. Kitchen gardens are not only offsetting the grocery bill, they have returned as a measure of community strength and sustainability.

This commitment to local, small farm, backyard or even back porch efforts is exactly what your HCC supports with a result of not only healthful fruit and vegetables, but of strengthened relationships, familiarity and community. HCC owners and customers can donate to the relief fund at the register in any amount they choose. Simply let your cashier know that you would like to donate and specify the amount.

In Cooperation,
Kristin

Kristin
Harkey
2009-10
628-2568

2010 Board Meeting Dates

Meetings are held at 6:00 p.m. on the fourth Tuesday of the month. The next meetings will be on March 23rd and April 27th. 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.

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Container Gardening

NCGA News Service

Growing your own food is fun, satisfying and delicious—and it's easy to do even if you don't have traditional garden space! Fact is, if you have a patio, balcony, or even just a windowsill or doorstep, you can grow your own little vegetable garden in containers.

Container gardening is a good solution for those with limited space, or physical challenges, or for people who just want to garden more simply. Even those with full fledged garden plots often enjoy adding container plants to the landscape for added height, color, and texture. Containers are especially useful for growing plants (like mint) that might otherwise invade the garden, too. Produce in containers is easy to move indoors or to cover when bad weather threatens, and it's easy to tend. Grow one plant or enough for canning season. And be sure to include your own or neighboring kids in the project—they're sure to be intrigued by the process and fruits of their labor!

It doesn't take much horticultural savvy to grow produce in pots, either. Here's what you'll need to know—about container plants, pots, soil, and care and feeding—to get started.

What to grow

If you keep growing habits in mind (How big will that cucumber plant get? and Will those beans need to be trellised?), you can grow just about any vegetable in a container. Some varieties do better than others in pots, though. You'll want to read plant tags, seed packets (if you plan to grow your own seedlings), and catalog descriptions with an eye towards words like "compact," "bush," "small," "mini," "dwarf," and "tiny." (You'll find "Tiny Tim" and "Small Fry" tomatoes, for example.) Many descriptions even specify which plants are especially well suited for container growing. You can grow peppers, eggplant, squash, green onions, green beans, radishes, herbs, cucumbers, beets, carrots, onions, potatoes, leafy greens (all kinds of lettuces, spinach, and kale, for example), and, of course, flowers. You can even grow some fruits—like strawberries, blackberries, blueberries, and raspberries—in containers. You might also place a small fruit tree (like a dwarf apple) in a big pot.

For added fun and interest, plant thematically. Grow several types of small tomatoes in hanging baskets, for example. Or put together a salad container of lettuces, radishes, green onions and carrots, with a patio tomato in the center. Or assemble a pizza pot of Roma tomatoes surrounded by onions, basil, and oregano.

When combining plants in the same container, keep in mind that partners need to have compatible needs for water and sunlight!

Containers

You can purchase a variety of functional—and beautiful—pots. But keep in mind that anything that can hold soil can be used for growing your bounty. You'll need to match the size of the container to what you're planning to grow (small pots for herbs and green onions, for example, and larger pots for tomatoes, which need about a foot of depth for roots), but other than that, well, look around. Bushel baskets, drums, gallon cans, bathtubs, window boxes and other wooden boxes, cake pans, milk cartons, old tires, old boots or shoes, laundry baskets, buckets, beach pails, crates, sinks, watering cans, bowls, kitchen canisters. . . You get the idea.

One thing you won't want to use is a planter made of pressure-treated wood, which contains toxins. If you're making your own boxes, choose a rot-resistant wood, like cedar. (Also avoid using any containers that once held toxic materials, of course.)

Your container will need to have good drainage, to prevent water buildup that can drown the roots of your plants. If the pot doesn't have holes near the bottom (along the sides of the container is best), see if you can drill some yourself (about 1/4 to 1/2 inch in diameter). If the holes are in the bottom of the pot, make sure the pot is raised enough (on bricks or blocks, for example) to allow the water to drain out. To prevent soil from washing out as well, you can add mesh to the bottom of the pot.

If you can't drill drainage holes in a container you'd like to use, simply place a pot with drainage inside the container. Or if the container you like won't hold soil (a basket, for example), line it first with sphagnum, or, again, use it to hold another, smaller container.

One more thing about containers: Clean them well with soap and hot water or a natural disinfectant before planting in them.

Where to put your containers? Well, most vegetables like plenty of sunlight—at least six hours a day, preferably more—but some (like leafy greens) can tolerate partial shade. If a plant calls for full sun, that means it needs between 6 and 8 hours of direct sun per day. Partial sun means 4 to 6 hours of sun daily, preferably in the morning or early afternoon. Plants that like the shade can tolerate less than 4 hours of direct sunlight daily, though they appreciate filtered sun throughout the day. One more thing about location: You may find that positioning pots closer to your door may effectively discourage wildlife, like deer and rabbit, from nibbling. And keeping the

continued on pg. 7

Co-op Calendar

March

Friday March 5th 5% off your groceries for owners.

Sturday March 6th, starting at 2:30 pm, chair massage with Alicia Ayoub, LMB T#9199 $1.00 per minute

Saturday, March 6th 1 to 2 pm
An informative talk about THE BRAIN CONNECTION TO OPTIMAL HEALTH with Suka Chapel, PhD, RN Spiritually advanced souls are adept at using mind over matter. For the rest of us, the reality is mind through matter. OOOh, that's scary!! But not when we understand the brain connection and how to have optimal health, naturally. The adage, "we are what we eat" is far more true than is often understood. Working with the brain, versus ignoring it, relieves most physical, emotional, and mental dis-ease symptoms, reverses aging, cures addictions and opens us to spiritual growth in balance and harmony. No charge. Please join us. Pre-sign up would be much appreciated as space is limited.

Saturday, March 13th Ray Fritsch with Medical Screening Services will be back the first Saturday in May. Please see sign up sheet in the store or contact Ray at 1-800-758-2387.

Wednesday Evening, March 17th 6 – 8 pm Wine Tasting Seminar: Spanish Reds wtith Richard McKinney. – "the greatest value on earth-for the price." Come learn, and taste and eat some great tapas from our very own deli. $10 for owners/ $13 for non-owners. Pre-registration is required as space is limited.

Saturday, March 20th 1:00 to 2:30 pm "Using Native Grasses and Wildflowers to Restore Habitat in your Backyard" Liz Martin and Sadie Adams of Growing Native Nursery. We can maintain biodiversity by cultivating native plants that have co-evolved with animals and insects. $10 for owners/ $15 for non owners. Pre-registration is required as space is limited.

Saturday, March 27th 11:00 am til 12:30 pm
Join chef Mary Lane, local author of Divine Nourishment/ A Woman's Sacred Journey with Food for an enlightening talk. No charge. Pre-registration required as space is limited.

April

Thursday, April 1st Free spam sandwiches & free clorox products, all day!

Monday, April 5th Owners get 5% discount on your groceries.

Wednesday, April 7th in the parking lot of the Co-op the WOW Van will be back at 11:00 am offering free bone density screening and prostate cancer screenings for men at a requested donation of $10.

Saturday, April 17 1:00- 3:00 p.m. Digestive Wellness: Restore Vitality, Boost Immunity, Improve Absorption with Jennifer Woods, Colon Hydrotherapy from Adawehi Healing Center

Thursday, April 22nd is EARTH DAY! The Co-op will celebrate by offering owners and shoppers an extra discount day.

Saturday, April 24th ALL DAY This year marks the 40th anniversary of the original Earth Day and ECO (Environmental & Conservation Organization of Henderson County) will be throwing a huge celebration at Blue Ridge Community College all day. There will be live music by local artists, good food, workshops and film screenings, performances by the YouTheatre, children's activities, booths and interactive information for young and old that will educate and celebrate this great planet we all call home. The Hendersonville Community Co-op will be there at the kids arena helping children create fabulous works of art using recycled materials. This one is not to be missed! For more information: 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 693-0505

WELCOME NEW OWNERS

Ben B Baxley, Nancy S & Andrew J Berry, Karen Cash & Geoffrey Rosenberg, Suzanne Chebat & Mark Ebert, Glenn & Rhonda Cutchens, Susan Diegan & Jesse A Blankenship, Paula Drumm & Goya Keller, Ruth Grogan, Michael & Katie Hannigan, Janet & Jennifer Harris, Frances & Todd Jacobus, Coleen & Bob Julian, Richard & Maryann Kelley, Margaret Kelly, William & Joann Kofoed, Greg & Thomas Latham Lv, Stacy & Scott Lewis, Jennifer & Roger Lund, Nicole & John Mahshie, Ryan & Jennifer Martin, James Metzler, Deborah Miller, Jeanne Moquin'falandys, Liz Myron, Carol & William Gary Owenby, Marisa Pharr & C Yates, Denise & Rebecca Pittillo, John & Reatha Povelones, Beverly & Logan Robertson, Lisa & Josh Schactman, Michael Shapiro, Daniel Smith, Ivy Smith, Wanda & Andrew Stills, Stephen L & Jean B Tody, Andrew Torres, Audra & Stephen Turner, Brandy & Craig Weiner, Helen & Ben Wright

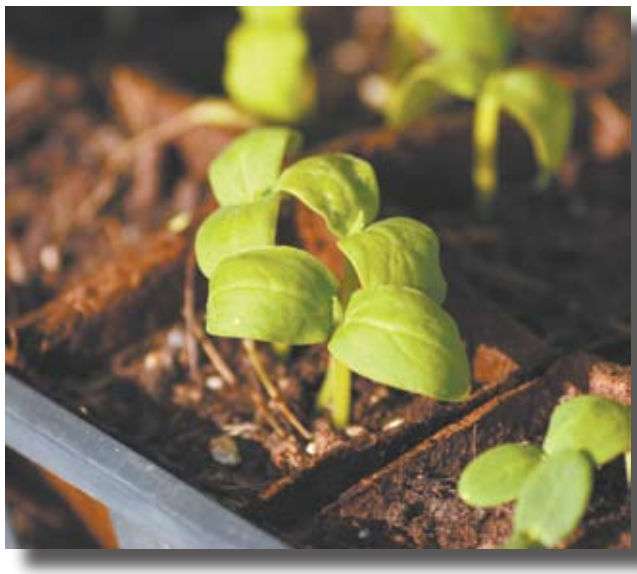
Container Gardening cont. from pg 5

pots on an enclosed deck is pretty much pest-proof.

The best temperature range for most plants is between 55 and 75 degrees F, though of course plants will survive, and some will even thrive in, much higher and lower temps. You'll want to wait to plant your containers outdoors until after the danger of frost, but one of the advantages of container growing is that you can haul the pots indoors (or easily cover them) if the temperatures dip.

Soil:

Fill your containers (to 3/4 inches below the rim or lower to allow for watering) with good, organic, sterile potting soil. Do not use "topsoil" or soil from a garden, which will become too compact and may contain disease or insects. You can also make your own customized potting soil. Container gardeners have their favorite recipes, but you might start by combining equal parts potting soil and compost. Add a little builder's sand to increase the drainage. Bone meal, blood meal, and ground limestone are helpful additions, depending on what nutrients you want to provide. And organic perlite (a volcanic glass) can be used to lighten the mix and neutralize the pH (soil acidity), if you like. (Different plants have different pH preferences, but a good middle-of-the-road pH is fine for general growing.)



Care and Feeding:

You'll want to keep the soil around your plants moist but not soggy. Plants dry out more quickly in pots than they do in the ground, so depending on the type of container you've chosen, the plant, and the environment, you may need to water it every day—or even twice a day. Water the soil, and occasionally the leaves, until the water runs out the bottom of the pot (this will ensure plant roots have access to sufficient water and helps wash away any buildup of salts).

To minimize watering needs, you can top your plants with compost, peat moss, or sphagnum (all of which help retain moisture), and group your containers together so they shade each other's roots. When you water an unglazed terra cotta pot (notorious for drying out quickly), soak the pot as well as the soil, and it'll stay damp longer.

Whenever you water your container, nutrients are leached from the soil, so you'll want to add fertilizer every week or two. (Another option is to use a diluted fertilizer with every watering.) There are plenty of good organic fertilizers; these will provide both macro and micronutrients, minerals, amino acids and vitamins. Compost or compost tea, fish emulsion, liquid seaweed, kelp meal, and worm castings all provide excellent organic fertilizer for container plants. While organic nutrients won't burn your plants as easily as synthetic fertilizers can, it's still a good idea to fertilize in the evening, when the temperatures are cooler, rather than in the heat of the sun.

Remember that your container garden does need to be tended, even if it's not overrun with weeds. In addition to watering and fertilizing, you'll want to deadhead plants (remove spent flowers), trim leggy stems, and replace not-so healthy plants. If bugs—like aphids—do show up, you can usually just remove them by hand (a much easier task with container gardening than in the conventional garden), or spray them with a water sprayer (after moving the plant away from your other containers). Fill your sprayer with equal parts water and liquid detergent, or purchase an organic pest spray. Again, to avoid damaging foliage, it's usually best to apply sprays in the evening.

Whether you're adding an array of containers to your already bountiful garden plot or a single potted tomato to your doorstep, you'll find container gardening fun and rewarding.

For more information on gardening in your area, contact your university extension office. (You can access your local office on this USDA website page: http://www.csrees.usda.gov/Extension/index.html.)

At the Hendersonville Co-op you can find a variety of growing supplies. We have Organic soils and Organic fertilizers as well as Organic pest control and other gardening supplies. We will be getting our starter plants from Appalachian Seed Company in early March so be on the look out for your favorite varieties. Appalachian Seed Co. is located in Western North Carolina and delivers often so please feel free to make requests if you do not see a plant variety you would like.

Happy Growing!!!

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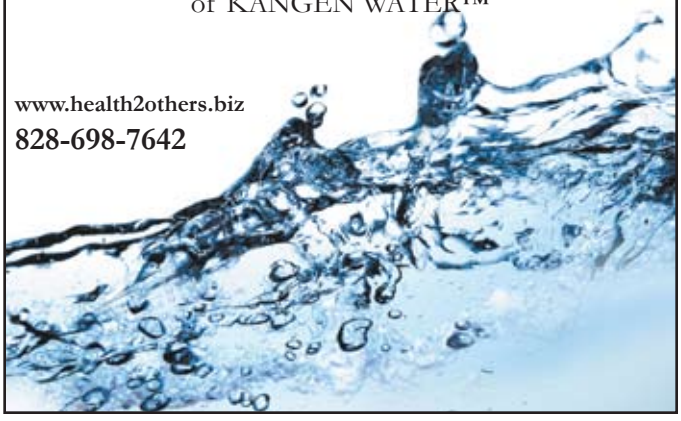

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News and Views
from Outreach

Celebrate!

"Chop wood, carry water" I've been contemplating this phrase a good bit lately. It seems to speak to the most basic of life maintenance: the process of caring for ourselves, our families and our community. And this phrase had never had quite the meaning it has now for me and my family until we were faced with power outages due the ice storm in early February. By now, those dark and frigid days (and long nights) are a distant memory that we might recall with a nostalgic chuckle. But at the time, we trembled at the thought of being cold, and hungry or thirsty, and we felt trapped in our home while trees snapped and crashed through the forest canopy around us. My children were literally trembling and whimpering as they wondered if the next limb was going to hit our house or car. Mother Nature is doing some tree trimming, we would tell them.

Enduring times of basic survival can feel like an inconvenience, but when you consider that there are so many who do it every day, it brings tremendous perspective. (My thoughts and my heart now turn to those in Haiti.) We gain perspective on the relatively short time that we may have to had sustain discomfort from such luxuries as running water, and a light bulb or central heat that we use to chase away the wild side of Mother Nature. And find a lesson in gratitude therein. Spring-time really feels like a luxury in retrospect, and I intend to cherish its every blossom this year if I can. I believe we all have a real good reason to celebrate!

There will be multitudes of celebrations in the greater community, to usher in the change of season. When I imagine the tremendous, communal sigh of relief that we will all heave upon the return of sunshine and warmth, I imagine we will all want to celebrate even if it is quietly appreciating a warm ray of sunshine or a songbird. Still, you may want to channel some of that gratitude into a public display of affection for Mother Earth by attending an event, taking a class to learn something new, planting a garden or maybe just doing a happy dance.

As we do every year, HCC will celebrate Earth Day in April. In the store, we will offer an extra discount day on the 22nd, for owners and non-owners too! Instead of holding a festival on site here at the store this year, the Co-op will be investing time and energy in the event at BRCC being sponsored by ECO that will take place on Saturday April 24th, all day. (See ad for Earth Day Celebration on page ##) This year marks the 40th anniversary of the original celebration. Responding to widespread environmental degradation, Gaylord Nelson, a United States Senator from Wisconsin, called for an environmental teach-in, or Earth Day, to be held on April 22, 1970. The rest is history. But here we are, and the responsibility for the stewardship of this planet rests on us still.
So I harken back to the phrase "chop wood, carry water" and how it speaks to the requirements in meeting our most basic needs, no matter what the weather. Let us not be so disconnected from that which sustains us.

Thanks for cooperating!
Gretchen

Attention HCC Owners!

5% on the 5th

Come in on Friday, March 5th and Monday April 5th to save on your groceries!

This time of year teases us with the promise of great, fresh produce. The seedlings are out and the soil is tilled. But alas, so little is actually coming out of the local soil. Hopefully there are a few potatoes still around in your root cellar, maybe a squash. You should be able to find some fresh herbs, and a few tender greens. Make the best of them with some of these recipes. Don't lose faith, the bounty is coming, and diversity will prevail.

Potato Leek Soup

SERVES: 6-8

Ingredients

1 tablespoon olive oil
2 to 3 leeks (about 1 pound), white and light green parts, halved and thinly sliced
1 to 2 pounds Yukon gold potatoes, coarsely chopped
6 to 8 cups water, vegetable or chicken stock
Salt and pepper to taste
Heavy cream or butter (optional)*
Minced parsley or chives for garnish

- 1 tablespoon olive oil
- 2 to 3 leeks (about 1 pound), white and light green parts, halved and thinly sliced
- 1 to 2 pounds Yukon gold potatoes, coarsely chopped
- 6 to 8 cups water, vegetable or chicken stock
- Salt and pepper to taste
- Heavy cream or butter (optional)*
- Minced parsley or chives for garnish

Preparation

Heat a 3- to 4-quart Dutch oven. Add olive oil and leeks; sauté until leeks begin to turn translucent. Add potatoes, water or stock, and salt. Bring to a boil, then lower heat and simmer, partially covered, 30 to 40 minutes. You may purée the soup or leave it chunky. Add a dollop of cream or butter* just before serving. Garnish with fresh parsley, chives and pepper to taste. * Sour cream, yogurt, crème fraîche or coconut milk can also be used instead of butter or cream. Recipe by Marie Donadio , PCC Cooks instructor.

Organic Winter Greens and Caramelized Leeks Parisienne

Ingredients

3 tablespoons olive or vegetable oil
1 large organic leek, sliced
4 cups coarsely chopped organic chard
4 cups organic spinach leaves
2 cups thinly sliced organic kale
1/2 cup cream or crème fraîche
2 eggs, lightly beaten
3/4 cup grated cheese (any kind of hard cheese you like)
Salt and freshly ground pepper to taste
Gratin Topping (recipe follows)

Gratin Topping:

1 cup panko bread crumbs
1/4 cup melted butter
1/4 cup grated Beecher's Flagship or your favorite local cheese

Preparation

Organic Winter Greens and Caramelized Leeks Parisienne
Preheat oven to 400° F.

In a large pot, heat the oil over medium heat and cook the leeks, stirring occasionally, until they are golden and tender, about 12 minutes. Add the greens. If they are really dry, add about 3 tablespoons water. Cook the greens for 3 to 5 minutes, stirring frequently, until they are tender and jade green. If there still is a lot of liquid in the pot, drain the greens and squeeze them dry in a clean dishcloth.

Transfer the greens to a large bowl and fold in the cream, eggs and cheese. Season with salt and pepper. Spread this mixture in an 8x8-inch casserole dish. Top evenly with the Gratin Topping. Bake the casserole for 20 to 25 minutes, or until the pastry is golden and the filling is bubbly.

Gratin Topping

Blend together in a small bowl. You may add chopped herbs such as rosemary or thyme if you wish.

Recipe by Lynne Vea, PCC Chef

Healthy Lifestyle Q and A

with Joan Kennedy of StayWell, Inc.

Nutrition Label Reading

Question: The popular phrase these days is "you are what you eat." But what am I really eating? Label reading is very confusing. I want to lose 10 lbs and my doctor says I should eat low fat and low sodium to protect my heart. Can you help?

Answer: Any self-respecting woman knows what it means if the label inside a purse says "Coach." And anyone who does laundry learns to read the label inside garments to be sure clothes don't come out of laundry a size smaller than when put in. But reading food labels is not so simple.

Some basics first. With all due respect for medical providers, most have one, rarely two, courses on nutrition usually early in their schooling. And unless they become a specialist in bariactrics (obesity) their continuing education rarely includes information on healthy eating. Most people today who know about good nutrition have taken it upon themselves to learn about it, often from conflicting sources.

Unfortunately in the United Sates neither the American Heart Association nor the American Diabetes Association recommendations resulted in either general weight loss or a decrease in diabetes, heart disease nor hyperlipidemia. So where did we go wrong? Below are just a few culprits:

1. Pre-packaged food is readily available everywhere. Many of us don't sit through a 1 ½ hour movie without popcorn, chips, coke and/or candy. We get (or used to get) pre-prepared meals and high carbohydrate snacks on airplane flights even if in-air time is less than two hours. Candy and gum are right by our side as we check out of grocery stores. Almost any kind of store sells food. Drug, department, sporting goods and the numerous "get-everything you need in one place" stores all sell food that is pre-packaged so it has a long shelf life. So we Americans can get our Hershey bars at the same time as we pick up our prescriptions for hypertension, diabetes and cholesterol,, our motor oil, garden tools and lawn mower and underwear, jewelry and running shoes.
2. Grocery stores put the high profit items at eye level and by the cash registers, and give coupons and put them on sale often.
3. The least healthy food is the least expensive. It is sold in large containers such a 3 liter bottles and 65 ounce boxes. This makes it harder for those with limited incomes to buy healthy food.
4. Our schools from daycare through graduate school rarely teach nutrition at all. For years the French government mandated that portion control be taught as an essential part of basic education. Could that be one reason why few French people are overweight?
5. Most of us shop in a scurry. We take our list, grab what is on that list and then add other things we see intentionally displayed along the way. Unfortunately many people give little attention to the food value in what is taken to the register.

So let's review some food ingredient label reading. All labels are required to list total calories, amount and types of fat, grams of carbohydrate, sodium, sugar, fiber, protein and serving size. All these nutrients are also listed in % of total ADA daily recommended intake. Sound easy? Well. Let's walk through some examples.


Nutrition Facts

Serving Size 1 cup (85g) (3 oz.)

Servings per container 2.5

Amount per serving

Calories 45 Calories from Fat 0

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Cholesterol 0mg 0%

Sodium 55 mg 2%

Total Carbohydrate 10g 3%

Dietary Fiber 3g 12%

Sugars 5g

Protein 1g

Vitamin A 360% • Vitamin C 8% • Calcium 2% • Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	300mg	375mg
Dietary Fiber	Less than	25g	30g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

Ingredients: Carrots.

I spent over 15 minutes in the grocery store one day reading only cereal labels. My goal was to find the cereal that had high protein, high fiber and low or no sugar. Try it sometime. Advertising on the boxes to promote sales helps very little. I found that high fiber was anything from 2 grams to 10 grams. High protein was anywhere from 3 to 13 grams and sugar content went from precious few choices with 0 grams to many of the supposedly healthy cereals with 12-16 grams. And, that was not even looking at the sugar and honey -coated cereals marketed abundantly to children and adults alike. A trend today is cereals containing fruit. Sound like a good choice. Well, look again. Most of those have high amounts of sugar partially because dehydrated fruit contain a lot of natural sugar. Many Americans have grown so accustomed to the combination of sugar and salt added to packaged products that ones without those two ingredients have little taste appeal. Recently I got into Pretzel Thins. Sound benign? There is no fat, only 2 grams of sugar, but a serving contains 21 grams of carbohydrate and 340grams of salt. (14% of the Recommended Daily Allowance!) So when I eat them I am basically eating salt, wheat flour and sugar. After my cereal label research, I bought two: one with 0 grams of sugar, but only minimal fiber and protein which tasted like cardboard and another with 2 grams of sugar, but 13 grams of protein and 10 grams of fiber. That one actually tastes good and has heath benefits. But many that were labeled as healthy, all natural grains, anti-oxidant and high fiber, I put back on the shelf.

If you want an eye-opening experience, read the sugar content in yogurts. Most little 6oz. containers pack as much as 8-24 grams of sugar, especially the low-fat ones. (That is more than the 12 grams of sugar in most sweetened sodas.) How have we allowed ourselves to believe that the probiotics in yogurt outweigh the negatives of the sugar? Low fat

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IN YOUR COMMUNITY

Terra Summer Mills River, NC

Now in its second year, Terra Summer day camp for middle school aged children, is revving up for another season. I had the pleasure of meeting the founder of this wonderful, innovative program, Sybil Fix. I was lucky to enjoy a luncheon in the gorgeous, state of the art teaching kitchen at Terra, located on a scenic organic farm in Mills River, NC and learn more about this unique place. The Terra Summer day camp is primarily on an interdisciplinary "program that revolves around the magical world of food, its cooking and farming."

There's a gleam in her eye as Sybil tells me the story of how the Terra Summer Camp came to be. "It's not necessarily about organic tomatoes," she tells me, "it's about high academic standards." Though during the course of my conversation with Sybil, that organic tomato seemed to come up a few times. In essence, it is the cultivated fruits of our land and their organic nature that is the medium by which the learning takes place. These kids will get their hands in the dirt growing, harvesting, preparing and eating food... but it is important to remember that this is a thinking program, not a gardening program. And Sybil's passion for the topic of food and its relevance to learning and understanding the world becomes ever clearer as she explains the impetus behind creating Terra Summer.

"The mission of Terra Summer is to give children a glimpse into the story behind what we eat; to introduce them to the beauty and magic of food as well as the urgent and fundamental economic, environmental, social, and political issues related to the world of food and its production."

Prevailing wisdom these days seems to indicate that we are losing touch with the very web that sustains us nutritionally. With streamlined production, and pre-packaged edibles, we as a society have gotten so far removed from the actual food system, that for some, we must re-learn the process. "At Terra this goal is reached by teaching the children about the world through this immense web. Food is about the people all along the way in the process of production. Not just the farmer next door." Sybil says, "I am hoping Terra gives people a better perspective on the world." And that gleam in her eye intensifies when she says emphatically, "it is important that we learn what that web is made of and explore it."

"The goal of all learning and activities at Terra Summer is to reinforce and deepen the children's knowledge and understanding of material that they are exposed to through their regular schooling as well as to expose them to new concepts and material that will contribute to their intellectual growth," says Fix, "and at Terra they will learn this 'hands on' with food as the vehicle." Sybil's enthusiasm for the subject swells as the story unfolds of how she came to create this program; a fun learning adventure, entirely devoted to, and based around that which is most basic to human civilization: food.

Sybil tells me of her days in journalism when her job was to cover education in South Carolina. She was appalled at how the public school system "ignores children's natural creativity". Her

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Department News

What's In Store For You?

Deli ~

Greetings from the Blue Mountain Deli staff and Bakery. As we leave winter behind and approach spring, we know everyone is ready for this much needed transition. As many people may remember we will be offering ramp biscuits as soon as they are seasonally available. Depending on the weather you can probably expect them sometime in the month of April. New in the deli this month we will be offering several new items in place of our winter salads. Sponsored by the NCGA we will be offering a spinach fritatta composed of spinach, ricotta, crimini mushrooms, scallions and cheddar. In place of the raw "rice" salad we will be offering our raw spring salad. This will be composed of shredded beets, carrots, radish, pecans, pumpkin seeds, cilantro and tossed with a lime vinaigrette. In place of the winter salad we will be offering a spring quinoa salad as well. This dish is composed of quinoa, peas or asparagus when available, red bell peppers, cucumber, scallions, pine nuts, hemp seeds, parsley and tossed in a cider-flax vinaigrette. We look forward to serving you this spring and hope to see all of you in the deli and at our booth at the Earth Day 40th Anniversary Celebration at Blue Ridge Community College. Remember that we serve lunch from 11:30am-2:30pm Monday through Saturday and biscuits around the clock while they last.

~ Jordan

Grocery ~

At the co-op, we like offering local, hand-made, healthy foods in our store. The products are fresher and it is great to support people and jobs in our area. A company that is new to our shelves is "Viable Cultures" from Asheville, NC. They make raw sauerkraut with certified organic ingredients, and local when possible. These raw lacto-fermented veggies contain no vinegar or added culture starters. They are fermented and preserved with sea salt and the naturally occurring bacteria within the vegetables. The sauerkrauts are fermented for three weeks in large glass jars at Blue Ridge Food Ventures, an inspected, shared-use food processing facility. We have two of their varieties, the mild green kraut, and the spicy green kraut which is similar to Kim chi.

Another product that we have from Viable Cultures is their tempeh. It is made from non-GMO soybeans grown at Peaceful Valley Farm in Old Fort, NC. It is also produced at the Blue Ridge Food Ventures facility. This hand-made tempeh has a richer flavor than most, a unique moist texture, and is full of unpasteurized nutrition. Because it is an unpasteurized product it is sold in the freezer section until it is ready to use, and then it is recommended that it be consumed within 5 days. It is exciting to offer great products like these in our store. If you would like to try the tempeh and sauerkraut when you are eating out, the Early Girl Eatery, in Asheville serves a Tempeh Reuben with both of Viable Cultures products!

~ Marisa

Wellness ~

The answer to the question almost everyone wants to know is, "Yes, we do have Passionflower!"

Thanks to Dr. Oz, Passionflower's (Passiflora incarnata) popularity skyrocketed at the beginning of the year because it gently supports rest, relaxation, and restorative sleep.

We're featuring fresh Passionflower tincture from Gaia for 15% off through April. Their Passionflower is grown and harvested locally in Brevard on a 250 acre organic farm.

~Arrion

Produce ~

After a long, cold winter I'm ready for spring. I'm ready for warm days with a later sunset. I'm ready to not need a coat and to be wearing shorts. I'm ready to see the ground come alive again. I'm ready to garden! With the wide variety of starter plants made available from Appalachian Seed Company, having a diverse garden is easy. Appalachian Seed Company has been growing open pollinated, annual and perennial flowers, culinary and medicinal herbs, and gourmet vegetables in Western North Carolina since 1998. They are very high quality and 100% free of nasty chemicals and fungicides. NO genetically altered or modified plants or seed.

We are also now carrying seeds from the Sow True Seed Co. from Asheville, NC.

"Sow True is an independent, family owned company serving home gardeners, market growers and the seed saving community at large. Sustainability is at the core of our mission, that's why we only sell Open Pollinated (non-hybrid) and untreated seed with a growing list of Certified Organic selections. We are amassing a unique offering of widely adapted heirloom varieties along with traditional favorites of southern Appalachia and the greater south. Sow True is committed to the expansion of vibrant, local economies with regional food and seed production as their foundation."

~ Robert

SOW TRUE SEED

COMMUNITY cont. from pg 13

indignation for mediocrity spurred the idea of starting a school. She recalls when the inspiration really came to her after an especially disturbing day on the job. She was home making her own dinner and watching the sauce simmering in the pan- the garlic, olive oil, wine, herbs and tomato, all cooking together to form the most perfect of flavors and aromas- all merging chemically. As the sauce came together, she thought about food, how it is at the most basic level, about civilization. And that food can be the medium used to edify children; through awareness about food and its origins. All topics could be discovered: math, science, geography, history, literature, etc.

The methodology at Terra is inquiry based. The age group was chosen specifically to target what Sybil sees as a proverbially delicate and underserved population. Terra Summer is a program designed for early teens. It is especially during those years of adolescence- that kids need to be engaged on many levels. It's a challenging time for kids: a time of disconnection, even alienation as they seek relevance in life. The program at Terra connects with the whole child in a practical, interdisciplinary and fun way of learning. Sybil explains this to me: "By planting the seed of interest during this age, research shows that there is a far greater likelihood of retaining the child through the rest of the education cycle."

"When they leave, I hope that they are different people; that they would have learned about the reality of the world through the world of food, including compassion, gratitude and empathy." Sybil illustrates her point with the image of examining the average fast food cheeseburger and asking where and what all the parts come from. To further illustrate the point, one of the lessons might be to consider issues of social awareness when investigating the fairness of trade for the ingredients in a chocolate bar and how it ended up on the shelf, and at what price. Every aspect of the food cycle contains elements of education that can relate to a subject of study. The Terra program incorporates games and activities, using the history of food as the platform for learning and experiencing.

"Particularly through farming and cooking, the Terra program helps children develop critical thinking skills; the ability to plan ahead, follow directions, and understand cause and effect; and the pride of taking charge of one's product to the end." When it comes to finding programs that offer our children enrichment, the Asheville/Hendersonville area is chock full of possibilities. Especially in the summer when we look for day camps to keep them occupied and interested, and to supplement the narrowing spectrum of offerings in the public schools: there's art, sports, scuba diving, theatre, music, dance- pretty much anything you can imagine. What is unique to the Terra Summer has to do with the process of learning and having fun through food. Being outside, involved in planting, nurturing, harvesting, preparing and eating can be very empowering at any age, but especially for children in their middle school years.

Sybil's vision is bigger still- even beyond this extraordinary summer program. From the get go, she has been laying the groundwork for a full fledged middle school. Terra Summer is a perfect launch pad for her vision. But, as Sybil points out, starting a school is no small project. Each task requires ten other things you must do. So in the meantime, the summer camp is available and a great training ground.

In 2010, Terra Summer offers two four-week sessions. Session I: June 14-July 9 and Session II: July 19-August 13. You can learn more on the very informative website: http://www.terrasummer.org/

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The Habitual Herbalist

with June Ellen Bradley

Transformation of the Care of Our Health

I would like to pose a series of questions on a few subjects for us all to consider regarding the care of our overall health. With so much emphasis being placed on Health Care Reform, I would like to address an issue on the preventative side of the tracks. While Health Care reform is about treating people who are already sick or who experience trauma/injury; I'd like to introduce a concept of 'health care' that is about how we as a nation address health issues and the education about what it takes to maintain the ever re-balancing of our bodies that maintains a state of Health. I wonder why we aren't more proactive in addressing the root cause of what is making our nation more chronically ill than ever before. While infectious diseases have declined, chronic illness has dramatically increased.

Why isn't there more focus on educating the public about how to prevent disease through **nutrition**? No doubt the quality of the gas in our tank affects the overall performance of our "vehicle." Are we making national health 'care' a priority by not addressing this seemingly obvious question?

A hopeful sphere we can focus on is improving the quality of food that our children eat at school, especially if some may not be getting proper nutrition at home. Why do we feed our growing children cheap, convenient, nutrition-less food that has no support for their developing brains and bodies? To make tasty attractive meals that provide children with nutrition helps them to learn their other subjects more effectively as well as trains them to eat food that supports them.

Cheap school lunches undermine health at such a subtle level, it escapes our awareness. I have personally watched proper nutrition transform not only chronic health problems in children, it transforms many behavioral challenges. The most common resistance is that the taste of real food, however, once the transition period of re-booting the taste buds is over, the kids can't stand the junk food. We are training these kids for life to prefer what is detrimental to their health. Is that smart?

What if we allowed children to participate in a school garden, and encouraged schools to embrace the wisdom of experiential learning? Teaching children about the value of the 6" of topsoil on which we all depend for our lives and the bonus of getting exercise while tending the garden is smart education.

Another question I wonder about is: Why do we continue to allow ingredients that are known to cause disease to be put into our food (…such as MSG, sodium nitrite and aspartame) and suppress natural cures that have been effective for our grandmother's generation even if they aren't scientifically proven. Doesn't years of clinical proof count for something? If you were to compare the numbers of correctly prescribed medicines as a cause of death and deaths by herbal medicines correctly used, it would be a no brainer, danger from proper use of herbs are small in comparison. You can look these things up, they're public record. The medical death numbers are listed under the term "iatrogenic." Something about that seem a little confusing, hmmmmm?

What if we were stricter about what goes on the labels on processed food? Labels do not tell you that foods are irradiated or genetically modified currently. If you buy raw almonds now, they are irradiated. This was legislated last year, and unless you special order almonds in bulk, you are unwittingly buying nuked almonds. How healthy is that? I would at least want to know these things without having to research every food item I eat, wouldn't you? I like to know where food comes from and what is in it, how has it been treated. We must demand honesty in labeling as stewards of our collective health. Here is a story to illustrate a point. When I order my herbs I have to be mindful where they come from. My research has shown that many herbs –for example Skullcap, are cut with other plants and sold as if it were pure. Sadly this is not uncommon. One of my herbalist friends went to China to see where her herbs were being processed and found that they were dried on concrete floors with trucks driving over them. Yuk. Buyer beware…especially on goods from overseas.

The movement towards small local organic food is the best form of health care you can participate in today. We are probably all members of the Coop for this very reason! We were made to eat food within a day or two of picking…not to eat out of a box. We need the life force and the enzymes in the food and both start diminishing as soon as a plant comes out of the ground.

It makes sense to eat local food because it takes less

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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

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"The Cooperative Emergency Fund is one of CDF's most important funds. Over the past 20 years, the CEF has given out more than $275,000 for cooperative relief efforts in the wake of 10 disasters. Monies raised are funneled through organizations familiar with the specific regions afflicted by disaster. Past relief efforts on our end have gone to help ailing cooperatives amid devastation through the hands of organizations like ACDI/VOCA, The ICA Group, The National Cooperative Business Association, and The Federation of Southern Cooperatives / Land Assistance Fund, to name a few. The goal of this fund is to help re-establish the cooperatives of ailing countries devastated by disaster so that they can once again serve their members, and their respective countries.

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Healthy Lifestyle Q and A cont. from pg 11

dairy products like milk have more sugar than whole milk. So if you are working to decrease your cholesterol, you may be getting much more sugar than you realize. It is sugar--especially in the form of starches--not fat, has doomed many to obesity. Let's move on to look at the fat content more closely. Now that can get really confusing. There are total fats, saturated fats, monounsaturated fats, polyunsaturated fats and cholesterol. While early cardiovascular nutritional research showed that saturated fats are HYPERcholesteremic, polyunsaturated fats are HYPOcholesteremic and monounsaturated fats are neutral, recent research questions that hypothesis. Now it is believed that resultant LDL/HDL ratios from fat absorption are most important. Attention shifted to TRANSfats—ones that are hardened so the food is stable at room temperature, works well for baking, is easy to store and has good spreadability. Very few foods naturally contain cholesterol, mainly those from ruminants—animals with hoofs, even toes and horn--and their byproducts. Thus milk, cheese, butter and beef are high in cholesterol. Some studies on cholesterol and heart disease actually show that the cholesterol we eat does not have as much negative effect on our lipids as was once thought. Besides, our brains and nerves need fat to function well.

Foods best for lowering cholesterol are oatmeal and oat bran, most nuts, fish and other foods containing omega-3 fatty acids and olive oil. Some of these such as nuts must be eaten in small portions as they are also high in calories.

Table 1. Foods High in Cholesterol

Food	Serving Size	Cholesterol
Boiled egg	1	225 mg
Cream cheese	1oz	27 mg
Cheddar cheese	1oz	19 mg
Butter	3.5oz	250 mg
Lamb	3.5oz	70 mg
Beefsteak	3.5oz	70 mg
Chicken	3.5oz	60 mg
Kidney, beef	3.5oz	375 mg
Liver, beef	3.5oz	300 mg
Ice Cream	3.5oz	45 mg
Sponge cake	3.5oz	260 mg

Table 2. Foods Low in Cholesterol

Food	Cholesterol
All vegetables	0 mg
All fruits	0 mg
All grains	0 mg
All pulses	0 mg
All nuts	0 mg
All seeds	0 mg
All vegetable oils	0 mg

A new trend is "Olive Bars. After all olive oil is from olives so they are a healthy choice, right? Once again in moderation and as an olive alone, not with all the high caloric fixings that come with them. "

Another ingredient listed on food labels is sodium. Randomly check food labels on foods you regularly buy to see the amount of sodium. You might be surprised at how high it is. Then check the amount of combine sugar and sodium. That's a real eye-opener.

One last important item on food labels, and possibly the most important one, is portion SIZE. Portion size means that the amount of sugar, fiber, protein, carbohydrates, fats, sodium, etc. listed on the label is for the portion size listed there--not for larger ones. I think you'll find if you serve yourself and your family the portion size listed as one serving on a food ingredient label, you will all think you are being starved. We Americans are used to "super-sizing" so normal portions look inadequate. Our brains have actually been trained over the years to see unnecessarily large portions as healthy. Our brain cells are amazing, however. They can easily be re-educated to see small as good if we give them that message. And recent neurological research shows that our brains are capable of re-learning for as long as we live...

Below are just a few ideas for healthy food selections:

1. Buy fresh: veggies, fruits, fish and lean meats (in moderation.)
2. Think of the boxes in which foods are packaged as coffins. Their shelf lives are so long, it is impossible to have much food value.
3. Plan your shopping to avoid picking up advertised items that look appealing.
4. READ LABELS BEFORE YOU SELECT AN ITEM TO BUY AND EAT.
5. Prepare and eat smaller portions. Portion control is one of the best ways to achieve and maintain an ideal weight and wisely nourished body.
6. Eat mainly what YOU select and cook. Most restaurants will go for taste over health value.
7. Avoid being "sold" by advertising. I am writing this as the Super Bowl Sunday approaches. Millions of Americans will be watching their TVs while eating chips, dip. hot dogs, burgers, beer, wine, etc. and watching the advertisements as closely as the football. A recent survey claimed that 51% of all female viewers actually watch the game to see the ads! I wonder how many of those will feature food and beverages.

Some information summarized from:

Gropper, Smith, Groff. Advanced Nutrition and human Metabolism. Fourth Edition. Wadsworth/Thompson, 2005.

BOARD MEMBER PROFILE

Susan O'Brien

Where are you originally from? Newton, MA—a suburb of Boston.

When you were a kid, what did you want to be when you grew up? Wow, everyday I wanted to be something new. I think I was hoping to be a person who was artistic and created beautiful things.

What are a few of your favorite places you've traveled to? I spent three years in Spain I did enjoy that. I have been to so many places and I would have to say I have loved everywhere I have been. I have met wonderful people everywhere.

What's your favorite part about living in Henderson County? The people. I have never met so many people who cared for their neighbors and their community. The proximity to Asheville is great. Asheville is a fun city. I love the galleries.

Do you have any pets? Marcus my wonderful cat came from the Humane Society about a year ago. It was love at first sight. He is the perfect roommate. Marcus is a great talker and so very handsome. We are working on our diet together.

What kind of work do you do when you're not busy with the Coop Board? I am an online assistant for a software reseller in NJ. Fantastic job, great boss. I can travel and work, or work in my sweats and watch the snow and ice outside my window.

Anywhere else you volunteer? I have been working with the Feed the Kids Coalition. We feed kids every Friday night at the Boys & Girls club. The smiling faces are wonderful. I also spend one Saturday a month at Angel Ministries at East Flat Rock United Methodist Church. Mary Cash does a great job helping people in this county. In the Spring I will go back to putting gardens in the schools, through the A Garden in Every School project with the Co-op. This is a fun project, teaching kids to garden and about good food choices. I also work on the Kudzu Committee in Flat Rock. They have done a wonderful job getting rid of the kudzu in Flat Rock.

What got you interested in serving on the Coop Board? I joined the Coop before I even moved here. I wanted to be sure I would have a place to get the foods I wanted. I have met the most wonderful people at the Coop and through the Coop. Everyone does a great job and I am proud to tell everyone I an owner. I go there and meet friends. I have learned so much from the Coop. I thought that serving on the board was a way I could give back. Everyone needs to give back to their community and to the people they care about. This was a good time in my life to make this decision. This is an exciting time for the Coop.

Favorite item in the store? Such a hard choice. Everything from the deli. The baked goods are fantastic. Hummus. Brown Rice Tortillas make great oven baked chips. I tend to eat vegan items from the deli case and there are so many great choices.

How do you see the Coop changing/making a difference in the next 5 years? I am hoping we will complete an expansion. I see the Coop as a hub for the community. A gathering place for people to enjoy and learn from. Educating the community. I would like to see the seniors and children in our community mixing and enjoying what they can teach each other. A place for farmers to sell local produce. A place to buy safe, organic food. A place for artists to display their crafts. To touch the lives of as many people as possible. A place that makes you smile when you talk about it.

Co-op Classified Ads

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: ninamae9@earthlink.net

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.

Quantum Bio-feedback - energetic cellular stress identification of your physical, mental, emotional and spiritual bodies. Intro offering $50.00 contact Bill 693-5497 or toyourhealth@madriver.com

For Sale: Ionways Athena water purifaication unit. Brand new, never used. Purchased for $2300.00 selling for $1900.00 Call Bill at 693-5497 visit www.ionways.com/worldwidedeliveries

Internet Marketing: Turnkey Global Business - No pills, potions, juices, auto-orders or downlines. Positive cash flow with integrity. Financial independance is your birth right! Call Bill at 693-5497

6-in1 Samson Multipurpose Juice Extractor $100. Bullet Express $100. Irene Hicks 692-6920

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, 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.*

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

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 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.*

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.*

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.*

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, 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

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

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.monapaints.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., 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.
10 % off for Co-op Owners.
M.C. Gaylord 699-8418 and Tammie Bogin 699-6007 www.AllSeasonsErrandService.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.*

Discount offers are subject to change without notice.

Politics & Food

from The Organic Consumers Association

USDA Drops "Big Brother" National Animal ID Program

Under pressure from small farmers and organic consumers, the US Department of Agriculture announced on February 5, 2010, that it is suspending its controversial National Animal Identification System (NAIS) and offering a new approach to tracking animal disease and food contamination. This is a major victory for the Organic Consumers Association, our allies, and organic farmers and ranchers, who have complained that the USDA's goal of tagging every farm animal in country wouldn't do anything to prevent disease, would be unnecessary and expensive for small and organic farmers, and couldn't be enforced without violations of privacy and religion.

Already, the implementation of NAIS in Wisconsin has resulted in an Amish farmer and a small-scale cattle rancher being charged and fined for not registering, and in Michigan a cattle farmer's herd was put under quarantine and forcibly tagged when he wouldn't submit to the state's mandatory NAIS program.

Senator John McCain Introduces Bill Attacking Consumer Access to Supplements

This bill would repeal key sections of the Dietary Supplement Health and Education Act, which guarantees consumers the right to purchase dietary supplements.

McCain's so-called Dietary Supplement Safety Act (DSSA) would repeal key sections of the popular Dietary Supplement Health and Education Act (DSHEA). It would give the FDA unilateral power, with little or no scientific justification, to ban vitamin supplements except for those produced by Big Pharma corporations.

If McCain's bill passes, we can look to Europe for a snapshot of what we may be in for: EFSA, the European Food Safety Authority, has sharply reduced the list of available supplements and is in process of reducing potencies to ridiculous levels, such as less beta carotene than can be found in half of a large carrot. Europeans already look to the US to obtain their dietary supplements. If this bill passes, where will we obtain ours?

Please take action immediately. Tell your senators NOT to co-sponsor the McCain's anti-consumer legislation and to do everything in their power to defeat it.

The Myth of "Natural" Foods and Farming

Recent polls indicate that many green-minded consumers are confused about the qualitative difference between products labeled or advertised as "natural," versus those labeled as organic.

Many believe that "natural" means "almost organic," or that a natural product is even better than organic. What does certified organic or "USDA Organic" mean? Certified organic means the farmer or producer has undergone a regular inspection of its farm, facilities, ingredients, and practices by an independent Third Party certifier, accredited by the USDA National Organic Program (NOP). The producer has followed strict NOP regulations and maintained detailed records. Synthetic pesticides, animal drugs, sewage sludge, GMOs, irradiation, and chemical fertilizers are prohibited. Farm animals, soil, and crops have been managed organically; food can only be processed with certain methods; only allowed ingredients can be used.

On the other hand, what does "natural" really mean, in terms of farming practices, ingredients, and its impact on the environment and climate?

To put it bluntly, "natural," in the overwhelming majority of cases is meaningless, even though most consumers do not fully understand this. Natural typically means conventional, with a green veneer. Natural products are routinely produced using pesticides, chemical fertilizer, hormones, genetic engineering, and sewage sludge. Natural or conventional products - whether produce, dairy, or canned or frozen goods - are typically produced on large industrial farms or in processing plants that are highly polluting, chemical and energy intensive. "Natural," "all-natural," and "sustainable," products in most cases are neither backed up by rules and regulations, nor a Third Party certifier.

Companies selling so-called natural products are simply telling us what we want to hear, so that we pay an organic or premium price for a conventional product. Perhaps this wouldn't matter that much if we were living in normal times, with a relatively healthy population, environment, and climate. Conventional products sold as natural or "nearly organic" would be a simple matter of chicanery or consumer fraud. But we are not living in normal times. Demanding that natural and conventional producers and vendors make the transition to organic is a matter of life or death. And standing in the way of making this great transition are not only Fortune 500 food and beverage corporations, Monsanto, and corporate agribusiness, as we would expect, but the wholesale and retail giants in the organic and natural products sector as well, UNFI (United Natural Foods) and Whole Foods Market. Two thirds of all products sold by Whole Foods and UNFI are "natural," not organic.

So don't be fooled. Buy certified "USDA Organic" products today and every day. Your health and the health of the planet are at stake.

Habitual Herbalist cont. from pg 16

time and energy to get to our table. Most food is transported thousands of miles before hitting stores. We know that eating food from our bio- region helps to alleviate allergies, as well as to inform our bodies in subtle ways of the energies we live in and around. The amount of waste and fossil fuel notwithstanding, the nutrients are better close to home.

The issue of meat is another article in itself, and all I want to say about that is to be sure to get grass fed, free range, or wild flesh whenever possible. I have been cutting down on eating meat unless I know the animal, or it is truly wild…remember this was our way not too long ago. The Coop has done the homework for us in this department. People who shop in traditional groceries need to be aware of the meat quality as well as how the animals were raised and treated before arriving on your plate. That energy will transfer to you when you consume it.

We have sold out health for convenience, and most people don't even realize it. What are our priorities? Once you are sick with a serious illness, it becomes quite clear what the priorities are. You then, unfortunately get swept up into making choices out of fear…which is not the best place from which to make your choices. If you have a family history of a specific illness, it makes sense to do the research and have a plan before having to make a decision. Eat foods that are known to help these conditions.

Our sound bite society has dulled most of our minds to the point that we no longer consider things deeply enough; we look at the pieces and do not know how they fit together or if they even do…then move on to the next thing. There is so much information out there it is easy to become overwhelmed. I recommend simplicity. Eat simply. Live simply. We tend to see only what we are fed by media and big business. Let's expand that awareness to include what we all know is true inside. We need to become aware of the elephant in the living room as a nation. We need to ask the hard questions, have the patience to gather information and then come together and stand up for our food quality for real change to happen.

Transformation is stepping out of our comfort zone of "let someone else do it" and get to work reclaiming our part in the collective health of our nation, part of this is unifying locally. True national security is a land of healthy, sharp, thoughtful and loving individuals who can work together… who know their place in, and bring their part for, the vitality of the nation. We need to shift our perspective from how do I survive the week to how will this decision affect people generations from now.

The many facets of what it means to be healthy are complex. In fact the complexity of the issue is mind boggling and something that requires commitment and persistence. We open the discussion and see what unfolds. We won't have a sound-bite answer.

When facing a daunting task remember, the old adage… only way to eat an elephant is one bite at a time…make sure you have some greens with that! Health is wholeness and active participation in life. Let's be forward thinking and see if we can transform the care of our health in ways that work. We cannot keep holding to the belief that some entity is responsible for our health…it's gotta come from us.

A metaphor from the founding fathers of our country related to governing, also applies to this idea… that citizens were to be well educated about the constitution and their rights, to be prepared to defend and govern themselves on a local level first… then petition higher levels –first state then federal to seek satisfaction, a government by the people and for people (… even though it seems reversed presently.) Health care requires due diligence as well. See where you can be of service. Even if it is a simple thing like getting to know your neighbors, start there. Maybe a community garden would be a creative expression and support for healthy food as well.

We are descended from tribal people and that is embedded in our DNA. We are meant to play together and work things out ourselves. Sure, it is easier and faster to do a lot of things by yourself, however, true satisfaction comes from loving what we all create together under a unified intent. Wisdom comes from working together with far sighted heartful people. Start where you can…and may we all realize health and wholeness in the years to come.

Bring Your Own Bag Update

BYOBag collections for the last quarter of 2009 were tremendous, once again. To the organization that rescues and rehabilitates horses in our area, Hope for Horses, the donation amount came to $299.20. And to the Healing Place, "taking action sexual assault and child abuse", we donated $413.70. Did you know that the Bring Your Own Bag program at HCC has collected over $5,500 for community non-profit organizations since its inception? These wonderful numbers speak to the positive influence we continue to strive to have on our community.

You will see a third BYOBag recipient added to the choices of where to drop your "wooden coin". For now, we are still collecting for the CDF Cooperative Emergence Fund in an effort to help revitalize the cooperatives that ultimately support and help to send relief to Haiti.

You will also see the Gimme 5 program go up as a recipient for BYOBag chips soon. So far the Co-op has been covering the cost of shipping the # 5's that you all are so diligently bringing to the store. But there are more and more each week, and we need help off-setting the cost. We are judging by your great response with donated recyclables to mean that this is an important service. The Co-op has mailed over 500 lbs of #5 plastics to Preserve since we began this in July of '09.

Hendersonville Community CO·OP
Natural Foods Market & Organic Deli

715 S. Grove St.
Hendersonville, NC 28792

PRSRT STD
U.S. POSTAGE
PAID
Monroe, GA
Permit No. 15

Return Service
Requested

In memory of Harry Hicks, long time Co-op owner and friend.
Harry was involved in the co-op in many ways, from volunteering in the bulk room to helping out with store maintenance.
We will all miss Harry around the store and community.