



# The Organic Press

The Newsletter of the  
Hendersonville Community Co-op

Volume 8 \* Issue 11  
November/December 2009



Holiday Shopping  
at the Coop

Local Food: The  
Economics

Holiday Baking  
and Recipes



Editor: Damian Tody

Contributing Writers: Gretchen Cummins, Robert Jones, Arrion Kitchen, Marisa Cohn, Jordan Randall, Joan Kennedy, Steve Breckheimer

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.

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

I would like to welcome you to the new format of the Organic Press. We feel that you will find it very useful and full of information about the natural foods industry and the co-op. We have changed a few things and added some new features. We hope we have kept in your favorite columns from the past and added some new sections, like recipes and articles that you will find useful as you navigate the world of natural foods. We will continue to work on our publication so that it remains a viable and informative tool for our cooperative. Enjoy.

There are a couple of things I want to remind you about what is happening in the store. The Gimme 5 program is up and running and seems to be very popular. We are shipping box after box of number 5 recyclables to Preserve to be recycled into toothbrushes and other items that they produce. I would like to remind you that we can only accept clean containers that have the number 5 on them. They do not accept number 4 or 6 or any other types of plastics at this time. If you leave us any other plastics we do not have any way to recycle them. Also, the co-op is paying the cost of shipping these items to Preserve, so if you would like to help defray that cost please feel free to leave some change in the donation box located at the Gimme 5 collection box in the store.

We are also offering discounts for bringing your own packaging on deli items. If you bring in your own deli container we will take ten cents off for each container. This is a great way to reduce the amount of packaging for your shopping trip, keep unneeded waste from ending up in the landfill, and save you some money.

The next big event we have coming up for the co-op is the Annual Meeting and Potluck. This year it will be held November 8th from 1 pm to 5 pm at the new Chamber of Commerce building next to Beacon Commons. Come join us for some great food, entertainment, and come share what your vision is for the co-op's future.

We are moving into the Holiday season again and the co-op is gearing up to make sure that you have all of the food and extras you need to make your family happy. Turkey sign up will again be available at the kiosk so be sure to sign up before they all get taken. We will have a variety of sizes and be offering turkey breasts and hams this year as well. If you know of anything you might like that we do not normally carry please be sure and let the staff know so that they can make sure and get it for you.

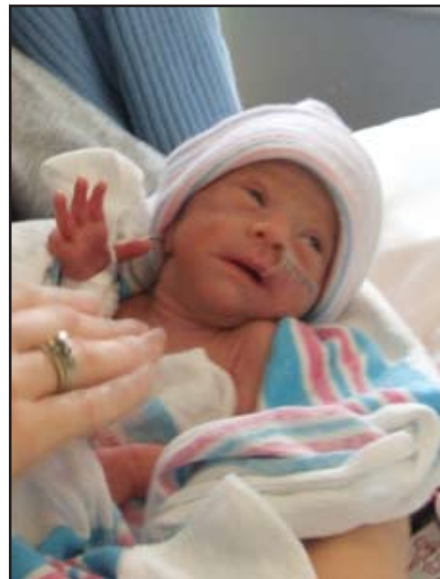
We would like to welcome the newest members of the co-op family. Melanie Pennington Jones was born October 9th. She is the daughter of Robert and Madison Jones. Avery Lee Tody was born on October 7th. He is the newest member of my family and a new brother to Brayden.

I hope you all have a wonderful holiday season and I hope that the co-op will be a big part of what makes this year great.

In Cooperation,  
Damian



Melanie Pennington Jones



Avery Lee Tody



# A Board's Eye View



## Are We Ready for Expansion?

The short answer is "Not yet." However, the HCC Board of Directors is studying the possibility of expansion and this column is designed to give you an overview of the process and how you will be involved. Expansion of a cooperative is different from expansion of a privately owned business. Our business belongs to each of us and it is important that the Board protect its long history, good will, and financial investment. We are taking it slow and doing all our homework, so that if and when the time is right to expand, we will be ready. Of course the economic situation and road closings have affected our sales and made expansion more difficult, but that doesn't mean we can't study, plan and dream.

Last year, Bill Gessner, consultant with the Cooperative Development Services came to Hendersonville and worked with the Board, GM and Management Team to help us start thinking about expansion and develop a systematic way of assessing the feasibility of such a project. We did a survey to evaluate our internal and financial readiness, plan out areas to improve, and identified topics to study. Last December, Damian had a market study completed that showed there is room for considerable sale growth if we move to a more convenient loca-

tion, increased the size of our store and expand our product line.

At the September Board meeting, members and guests read and discussed articles describing how other coops successfully expanded. Key suggestions from that discussion included educating and involving owners, retaining professional consultants, understanding financial realities, and utilizing strategic planning. Successful expansion was also tied to building a strong Board and Staff, developing a reasonable, yet exciting vision, and creating a successful owner loan program.

Over the next few months, we will continue to improve our profitability, extend our outreach efforts, recruit new owners and study topics such as Building Owner Support, Understanding Financial Planning for Expansion, Overcoming Barriers to Expansion, and Role Clarity. You will have multiple opportunities to interact with Board Members and the GM through surveys and focus groups to give us your ideas and input for this study.

There will be owners who enthusiastically endorse this effort as well as ones who won't want things to change. We will listen to everyone and try to address all concerns. We will not move forward with expansion plans unless we are confident of success and have the backing of our owners. We will continue to report in the OP what we are learning and where we are in the process.

With a strong spirit of cooperation,

Steve



Steve Breckheimer  
President  
2008-11  
749-9104

## 2009 Board Meeting Dates

Meetings are held at 6:00 p.m. on the fourth Tuesday of the month. The next meeting will be on October 20th. All owners and staff members are welcome to attend the meetings. If you have a concern or topic for the board to discuss, Contact Steve at [board@hendersonville.coop](mailto:board@hendersonville.coop) or at 749-9104. 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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2007-10



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2007-10  
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# Holiday Shopping at the Co-op

Gift-giving can be the downfall or delight of a holiday season. Battling crowds, breaking budgets, and wracking your brains to come up with appropriate presents can quickly turn a seasonal shopper into a full-fledged Scrooge.

On the other hand, purchasing gifts at your co-op brings out the spirit (rather than the hassle or commercialization) of the holiday. There you can choose gifts that are meaningful and personal, champion a good cause, and support the local community. In one fun shopping trip, you may easily be able to find perfect gifts for everyone on your list!

Here are just some of the options you'll find for gift shopping at your co-op:

## Co-op Gift Cards

While some gift cards may seem generic and impersonal, a Co-op gift card represents a commitment to co-op values and a desire to share those values. If the recipient already shops at the co-op, he or she will appreciate the opportunity to choose a gift there. If not, what a wonderful introduction your gift will provide! A Co-op gift card will be welcomed by someone struggling to make the food budget work as well as someone who'd enjoy picking up something special for himself or herself.

You can choose a card for whatever amount suits your budget, and it can be reloaded at any time. Wrap the card in a little box (with recycled papers or fabric, of course!), drop it in a fancy envelope, or slide it in a stocking. You might even accompany it with a Purple Co-op shopping bag or a collapsible Chico Bag. Include a note telling why you chose it as a gift. Insist that the recipient use it for something special to themselves; perhaps a great lunch from the Blue Mountain Deli, or dinner to take-home so they don't have to cook that night.

## Gift Baskets.

Create the perfect personalized present for each person on your gift list with a stroll around your co-op aisles. Pick a theme (baby, sleep, cooking, cleaning, for example), a container (it needn't be a basket), and a few related items.

## Some examples:

- \* Fill a colander or salad spinner with kitchen supplies (measuring cups and spoons, strawberry huller, etc.) or salad fixings, dressings, and wooden salad servers. Use a recipe card as your gift card.

- \* For a bedtime treat, line a basket with a pillowcase, then tuck in relaxing tea, an aromatherapy candle, and/or a diffuser and oil. Add a lulling CD.

- \* Place natural cleansers and a book on natural cleaning in a metal bucket. Add natural bristle cleaning brushes and colorful

cotton cloths. A book on making your own natural cleansers would be a fun addition. Tie a festive bow on the handle.

- \* Choose a tote or line a box with pretty fabric and add a bar of natural soap, moisturizer, a loofa or soft washcloth, and some moisturizer and bath powder. Or choose a favorite shampoo and conditioner and a natural bristle hairbrush.

- \* Fill a picnic basket with a loaf of bread, a bottle of wine, and some select cheeses. Add linens, if you like, and a note about enjoying a festive indoor picnic by the fireplace.

- \* Make a traditional fruit basket, but use organic, locally grown produce. Include information about the grower, if available.

- \* For a smaller gift, place tea bags, bulk tea, coffee, or cocoa mix in a lovely teacup or interesting mug. Include a tea strainer (for the tea choice) and tie the gift tag on the handle. For a larger gift, fill a teapot or coffee pot, and add a snack, like scones or muffins (from the bakery department or homemade), for serving with the beverage.

## Co-op Spirit Gifts

Forget the fancy-logo, designer-brand choices this season. If you give something with a name on it, make it your co-op's name. Shop your co-op for items like t-shirts, posters, bags, and water bottles that display the co-op's name/insignia. We have great new coffee mugs tumblers in fabulous trendy colors. They're ergonomic, and actually fit in the cup holder in your car, too.

## Fair Trade Items

Purchasing Fair Trade items extends the co-op community, benefiting farmers, artisans, and other workers, their communities, and the environment. Look for items with the black and white Fair Trade Certified™ label, a designation given by TransFair USA, a non-profit third-party certifier.

Fair Trade foods (like coffees, teas, spices, cocoa), and household items (like baskets and bowls) make wonderful gifts.

Include information about the source and Fair Trade, if the recipient might be unfamiliar with the concept.

By the way, this is a great season to think about gifting your community. Find out what community events your co-op is sponsoring or supporting, and offer to volunteer. Deliver some food to your nearest soup kitchen, invite a new guest to a holiday dinner at your house, or bring dinner or homemade treats to someone who's housebound. If you have a skill to offer, consider teaching a seasonal workshop—in wreath making, ornament or card making, or holiday budgeting, for example.

NCGA News Service

# KID PICKS

For so long, you've read about the "staff pick" of favorite products in the store. We decided to ask a valuable and knowledgeable resource to help us. So, we asked YOU to let us know what your favorite items are in the store... especially you kids.

Here are the results of our clip board survey. Thanks for participating, and thanks for being a co-op kid! Keep 'em coming. (Next time we'll have to restrict the category to vegetables & fruits only).

DONOVAN:	RICE CHIPS	AWESOME!
ANNA:	ANNIE'S PIZZA BITES	DELICIOUS AND ORGANIC
CARLY:	GRAPE LEAVES (DOLMAS?)	I REALLY LIKE THEM.
BEN:	BLACKBERRY SODA	D'LISH!
ANNA:	ROOT BEER	YUM
BRIDGER:	MIXED BERRY SCONE	SOOO GOOD!
JAMES:	SESAME NOODLES	TASTY
JACKSON:	SPRITZER	IT'S GOOD.
LUKE:	CLIF BAR PEANUT CHOCO-DRIZZLE	AWESOME SUGAR RUSH.
CIAN:	VIRGIL'S ROOT BEER	TASTES GOOD.
TASHA:	PUDDING	BROWN
MISCHA:	DELI SOUP & RICE	SOO GOOD!
BRAYDEN:	STONEFIELD YO-KIDS BANILLA YOGURT	GREAT BREAKFAST
ROBERT:	YUMMI BEARS	YUM
SAM:	HONEST KIDS TEA	POUCH
LIAM:	SODA	BUBBLES
MIRIAM:	JULIE'S COFFEE CAKE	THE TOPPING, OF COURSE
LOUISE:	MILK CHOCOLATE, ANY	BECAUSE IT'S CHOCOLATE
ELIZABETH:	SCONES	



## WELCOME NEW OWNERS

Larry & Emily Bradley, Corey & Pia Prince, Alex & Ross King, Dawn & John Delgado, Suzan Stewart, Robin & Garry Francis, Jessie Haynes & Linda Creason, Linda & Mark Gurney, Sarah & Andrew Bell, Faye & Gary Huffman Cullen, Susann Hay, Deanne L Johnson & Gary C Miller, Hannah Hall, Lynn Rogers, Cecille Masters-Webb, Ginny & John Woodham, Yvonne Acara, Carol Taylor & Sharon Storms, Carol Them, Barbara & Gary Stewart



The re-scheduled event you've been waiting for...

**Master Sommelier  
Blind Wine Tasting Seminar**

We won't blind fold YOU, we simply won't divulge the kind of wine you are tasting until your pallet has learned how to identify all the subtleties.

Tuesday November 10th 6-7:30 p.m.  
In the Co-op Annex (a.k.a. the warehouse)

Richard Mckinney, from Tryon Distributing Co. will lead us through an educational sampling of 6 of the "classic" wines: Sauvignon Blanc, Chardonnay, Riesling, Pinot Noir, Merlot, and a California "old vine" Red

If you've never had the chance to learn about wine from Richard, this is a great opportunity to experience his vast knowledge and wry humor. Please let me know you are coming as space is limited.

Pre-registration: gretchen@hendersonville.coop  
\$10 for owner/members  
\$13 for non-owner/members

Fee includes the sampling of 6 different wines, and delicious hors d'oeuvres from the Blue Mountain Deli: smoked salmon and trout canapes, assorted cheeses, local breads, fruits, and olives.



## Joyful Birth & Breastfeeding Expo Promotes Benefits of Breastfeeding

What is healthier than mother's milk for babies? The answer is nothing.

It is the perfect infant food and so unique it cannot be duplicated. The contents of breast milk changes as baby grows, providing perfect nutrition, builds the immune system of baby, protects from many chronic diseases, (like asthma, bowel disease, diabetes, Hodgkin's, leukemia, and high blood pressure later in life), and has brain developmental benefits. Infant mortality is reduced 21% after the first few months in breastfed infants.

Mom's benefit too with less blood loss postpartum decreased rates of breast and ovarian cancer, and heart disease, to name a few.

Private and government insurers spend a minimum of \$3.6 billion dollars a year to treat conditions preventable by breastfeeding.

So why don't all women breastfeed? For some, the need to return to work at 6 weeks affects their decision. Another big factor is difficulty getting a good start at breastfeeding. Moms need rest, proper support and education during those first few days. According to the CDC, many birth facilities have policies and practices that interfere with a mom having a successful breastfeeding experience in the newborn period. The BirthNetwork of WNC is working to reverse this trend and promote more "mother-friendly" maternity care options for families to support breastfeeding.

The Joyful Birth & Breastfeeding Expo is part of that plan. Saturday, November 14th, BirthNetwork of WNC will sponsor an all day event celebrating normal birth and breastfeeding.

The expo will feature experts speaking on breastfeeding, birth, parenting, a workshop on journaling by poet and author Laura Hope-Gill, a fashion show, the empowering birth films, *Orgasmic Birth* and *Birthing under an Illusion*, dozens of mother-friendly exhibitors, lots of give-aways, free keepsake photos, and kid's activities.

The Joyful Birth & Breastfeeding Expo will be at the Blue Ridge Mall in Hendersonville, 10 am-6 pm. See [www.BirthNetwork.org](http://www.BirthNetwork.org), NC page for details

Come down to the Expo and join us. We will have a table and some great samples and deli food!!



Come be inspired by what birth can be!

Saturday, November 14 ~ 10am - 6pm

•FREE•

Blue Ridge Mall, Hendersonville

Films: *Birthing Under an Illusion* & *Orgasmic Birth*

Speakers on Birth, Breastfeeding & Journaling

Free Keepsake Photo & Gifts

Fashion Show and Children's Activities

By BirthNetwork of WNC - [www.birthnetwork.org](http://www.birthnetwork.org)

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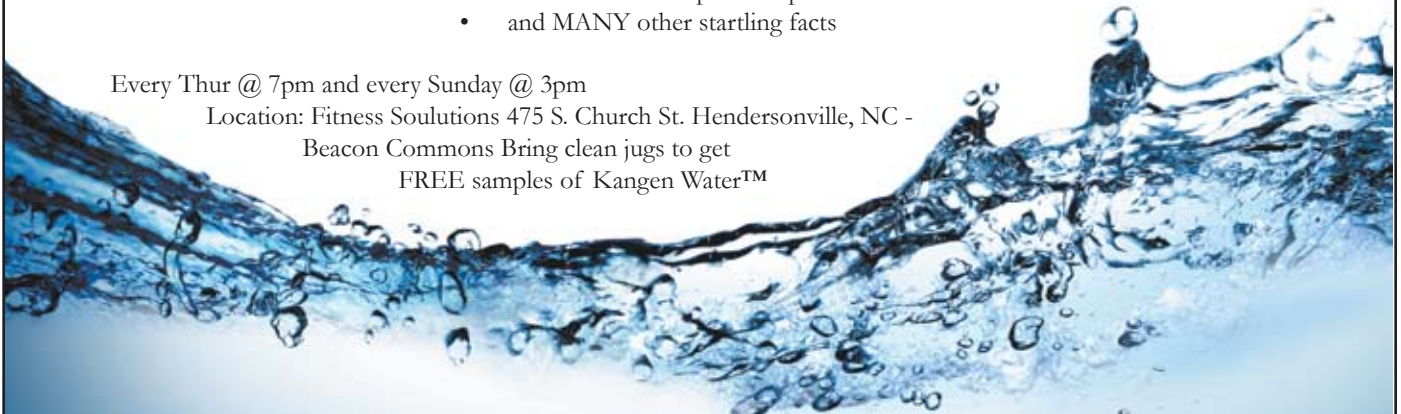
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# News and Views

## From Outreach

### The Bounty of Winter

With the onset of these cooler months, we must bid “see ya later” to the tailgate market. The weekly opportunity to partake of the local offerings in our very own parking lot was a great benefit to us all.

With our own market every Monday afternoon for the last 5 months, we enjoyed getting to know the growers: I especially took pleasure in watching the farmers develop a relationship with the patrons who would seek them out each week. Folks knew where to find the freshest, most local goodies, and they would plan their week’s menu around what was available at the market.

I want to thank all of you who supported these hard working people. You’ve participated, in no small way, in the very important task of creating sustainability in your community. It may have taken some forethought to wait and remember to shop the market, but worth it and rather gratifying when accomplished. And I want to thank the growers/producers who diligently set up tents and tables after a long day of harvesting, so that they could bring their beautiful produce to you on Mondays: Lisa Laughter from Shepard’s Flock with the fabulous jams and preserves (among other delights), Fields of Gold biodynamic, and beyond organic, Blackbird Farms, Mollie LeBude at Forest Creek Farm & Nursery, Max from Carolina Herb Farm, Ann and Pat from Pyrwood Goat Dairy, Carolina from Gommin Acres, Lisa Jeudemann, Jane Zecher from the Mountain Patch, Norman Nichols from Nichols Nursery, Greg Carter from Deep Woods Mushrooms.

You know you can still buy great produce from these folks, right here in our store. Shop our well stocked produce department and look for the signs that tell you where it came from. We will miss seeing our tailgate marketers every week, but I know the hard work of farming is not over for them as they prepare their greenhouses, plant cover crops, and build relationships through-out the year.

Bringing the Tailgate Market back for next year is important to us at the Co-op. But we need your support if we are to attract these growers back for next season. We will expand on the Chef at Market Series, and continue to bring in local chef’s from the area to show us how wonderfully easy it is to incorporate local foods into our daily eating. We’ll create kids activities, and hopefully the same great variety from our vendors, perhaps even more. Please let us know about your experience with the Tailgate Market, and if you would utilize this valuable resource again next year. There will be a brief survey on line soon. Watch your emails.

The cooler months will no doubt bring us indoors with the anticipation of creating meals for family and friends during the holiday months. The aromas are a palpable sense memory that brings comfort and warmth. My wish for you during this tender season is for health, happiness, and plenty of good eats.

Here’s where your BYOBag Contributions went for 3rd Quarter of 2009...

To Helping Hand Developmental Center Inc, we collected wooden chips to the tune of \$ 536.00 and to the Latino Advocacy Coalition, our donations amounted to \$303.00. Congratulations! You’ve saved the store some money in bag purchases, reduced, re-used, and recycled.

Thanks for cooperating.

Gretchen



**Attention  
HCC  
Owners!**

**5% on  
the 5th**

**Come in on Thursday,  
November 5th and  
Saturday December 5th to  
save on your groceries!**

# Co-op Calendar

## NOVEMBER

Monday November 2nd

First day to place your order for the Grateful Harvest Natural Turkey. (Pick-up Turkeys beginning Tues Nov 24th)

Thursday November 5th

5% off groceries for owner/members

Saturday November 7th 12:30 til 2:00 p.m.

Chair massage with Alicia A. Ayoub LMBT #9199 from ACU~NA Wellness Center \$1.00 per minute 10% discount for owner/members

Sunday November 8th 1-5 pm

26th Annual Owners Meeting Potluck for the whole family at the New Chamber of Commerce 204 Kanuga Rd & Church St. Final voting for board members. Winners will be announced.

Tuesday November 10th 6-7:30 p.m

Master Sommelier: Blind Wine Tasting Seminar  
In the Co-op Annex (a.k.a. the warehouse)  
(see event announcement on page 7 for details)

Saturday November 14th

Look for us at the Joyful Birth and Breastfeeding Network Expo at the Blue Ridge Mall

Thursday November 19th 12:00 -1:30

Another chance to come learn about Nia fitness for life...for all ages and abilities with Denise Medved, Nia Technique instructor.

Thursday November 19th

Opening Night for the Best Christmas Pageant Ever at the Flat Rock Playhouse. Come see your Outreach Coordinator in a completely different role!

Thursday November 26th

Closed for the Thanksgiving Holiday. May your Holiday be resplendent with delightful eats!

## DECEMBER

December 5th

5% off groceries for owner/members.

(possible wine tasting.....)

Saturday December 19th 12:30 til 2:00 p.m.

De-stress your self from holiday madness with a chair massage from Alicia A. Ayoub LMBT #9199 from ACU~NA Wellness Center \$1.00 per minute 10% discount for owner/members

Thursday December 24th closing early at 5:00 p.m.

Friday December 25th CLOSED A warm and wonderful holiday to you and yours!

Thursday December 31st closing early at 5:00 p.m.

Friday January 1st 2010 CLOSED for New Years Day!

### CHIROPRACTOR Nutritional Consultant

Dr. Steve A. Westin

P.O. Box 6441  
Hendersonville, NC 28793

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### Charlotte McGinnis

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Sunday Celebration Services at the LakeHouse Lodge and Spa  
11 am - November 22nd and December 13th

\*Introduction to A Course in Miracles  
Saturday, November 21st 1-4 pm, \$30

\*Becoming a Clear Channel through Forgiveness  
Saturday, December 12th 1-4 pm, \$30

\*The Art of Thinking - Registration closes November 1st!  
Saturday and Sunday, November 14th and 15th 9am-6pm

New "Think and Be Fit" Classes at Fitness Solutions  
Beginning January 2010

\*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:** I see many ads on TV for drugs for prostate health. The commercials show a healthy looking man riding a bike and then it slides seamlessly to a man who has prostrate disease, urinary urgency and impotence and viewers are told they should ask their doctor about some great prostrate drug. While I don't get hooked into these drug commercials, I wonder if there are some health promotion activities I could be doing to protect my prostate from such dire consequences. "Healthy coop guy?"

**ANSWER:** Thanks for your question. Too often men don't get the health promotion attention they deserve and I suspect you talk sports not health at the urinals. Some of the responses I am going to give, you may already know. Others you may not.

1. Keep your entire body healthy. Like any other organ in your body, your prostate responds positively to good nutrition and regular exercise. With regard to exercise one important recommendation is to get a good seat for your bike and take breaks from riding if you go long distances. Pressure from a bike seat impedes circulation to this organ.
2. Your prostate is a sexual organ and the old philosophy of "use it or lose it" does apply here. An active sex life increases circulation to the prostate gland. Notice I said active, not promiscuous.
3. Extra pounds, especially in the abdominal area, put pressure on the prostate gland which also decreases circulation to it and in it.
4. Just like the rest of our body's organs, the prostate does not like to exist in an inflammatory environment. Natural ways to reduce inflammation include essential fatty acids, vitamins C, E and D, red yeast rice, probiotics and digestive enzymes.
5. Heavy straining and lifting at waist will put extreme pressure on your abdomen, including your pelvic organs, back and groin. Hernias and back pain can be painful result. All good reasons for using good body mechanics for lifting heavy objects.

(Most of the following information is my personal integrative health knowledge and not necessarily standard medical practice.)

If you are over 50 years of age, it is a good preventive action to have a digital rectal exam (DRE) by a health provider. The PSA blood test, commonly done for older men is not a very reliable marker. I believe, though, that if you have one done and it is increasing, it is wise to also have your C-reactive protein and 25-hydroxy-vitamin D levels checked. (Both blood tests) It is my theory that these tests help to determine if you have excess inflammation in your body that could be affecting your PSA reading.

Also, debate still continues about testosterone supplementation in older men. Most integrative health care experts agree that men actually need to boost their testosterone levels as they age. Estrogen levels in men (Yes, guys you have estrogen, too) become more influential as testosterone levels decline. A predominate estrogen level in men contributes to greater fat retention, especially in the breast and

abdominal areas, smaller muscles and generalized inflammation. While testosterone supplementation is still debated, men can boost testosterone and decrease its conversion to estrogen simply by increasing their intake of mega 3 fatty acids. Many of these fats are plant based such as flax seed, grape seed and olive oil. These plant sources are more reliable than omega oil from fish like salmon since our fish sources are so frequently contaminated with mercury.

I have been asked often about internal inflammation. More and more research is leading to the conclusion that internal inflammation (burning) contributes to arthritis, hyperlipidemia (high cholesterol), osteoporosis, cancer, gastritis, diabetes, hypertension and many of the other common chronic health problems so prevalent in the United States. So why do Americans have so much internal inflammation and resultant chronic diseases? Easy: obesity, too much sugar and carbohydrates, inadequate intake of omega three fatty acids, processed food and inactivity. Unfortunately these unhealthy American habits affect children as well as adults. Since obesity and inactivity have become so prevalent so has the rate of asthma, learning disabilities, hyperactivity and general decreases in attention span.

So, fellow co-op owners, in general we are ahead of many other Americans. We already realize the value of eating local and fresh and of generally increasing the physical activity levels of our families. Most of us were doing these things before the current financial recession led others to the same health maintaining activities. Or those of you who want to see how well you and your family are doing with living well and preventing dis-ease, here are several suggested activities:

1. Read the ingredients on any food item you buy that is not fresh. Look particularly for carbohydrates and sugars. If you are striving to eat healthier or to simply be healthier and feel better, I'll bet you put most of those processed items back on the shelves. Especially look at the packaged foods that are advertised as "healthy." You'll find big surprises there. Also look for the amount of fiber. Many foods that claim to be high fiber may only have 3-4 grams—a drop in the bucket compared to fresh fruits and veggies.
2. Keep a gallon jug of good coop water on your kitchen counter or your desk. At the end of the day, see how much is gone.
3. Buy an inexpensive pedometer and track how many steps you take in a day. Aim for 10,000 steps/day.
4. Just for 4-5 days write down everything you eat and drink. You can then quickly see times when you are not eating as healthy as you would like.
5. Familiarize yourself with "the glycemic index." I think you might change some of your eating habits after reading thorough that list.
6. For several days, use your PDA, blackberry or old fashion notebook to write down everytime you do something by car that you could have done, at least part of it, on foot.

Continued on pg 23



## Large Half Page Ad

7.25" x 4.75"

\$120

\$110 for Co-op Owners

### Small Ad

3.5" x 2.25"

\$50

\$40 for Co-op Owners

### Medium Ad

3.5" x 4.75"

\$70

\$60 for Co-op Owners

## Advertise in the Organic Press!

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

### Rates

#### For HCC Owners

Small \$40 /issue

Medium ads \$60/issue

large ads \$110 /issue

#### For nonowners

Small ads \$50

Medium ads \$70

large ads \$120

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

\*\*\*\*\*

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

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

## Health Screening at Hendersonville Community Co-op

SAVE \$100 w/ HeartTrak Special! *plus*  
ADDITIONAL \$20 OFF ON 4+ TESTS!!

Complete Blood Profile..(\$185 value).....\$35 Includes 23+ tests: Full cholesterol panel(HDL, LDL), electrolytes, proteins, glucose, etc.  
Executive Profile... (\$290 value) 30+ tests .....\$55 All above plus CBC(reds, whites, h-globin, crit) & thyroid(TSH). Add FREE T4 for only \$10.

Prostate Specific Antigen (PSA).....\$30

Homocysteine Linked to Alzheimer's and CHD... \$50

C-Reactive Protein (Inflammation) ....\$40

Mercury.....Seafood is major source .....\$60

VAP (17 tests)... See TheVapTest.com.....\$85

HeartTrak Special...\$100 OFF reg. price . \$220 Includes: VAP, CRP, H-cyst., ferritin, fibrinogen, Vit. D

Vitamin D....key for bone and immune system.....\$65

Syndrome X Profile..(\$280 value).....\$95 A.K.A. metabolic syndrome or insulin resistance. Complete Blood Profile, Insulin, hglobin-A1c.

Candida Profile IgG, IgM, IgA....\$155

H-Pylori Stomach bug linked to ulcers.....\$40 Also to migraines, skin, auto-immune & heart disease.

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FemTrakex..8-test post-menopause hrmns.....\$215

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Add Fem/MaleTrakex for only \$100! Save \$115!

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## The Organic Press



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# Local Food: The Economics

by Sarah DeWeerd

One drizzly Sunday last March, I went to the weekly farmers market in my favorite Seattle neighborhood and bought a bag of potatoes. I stopped at a stall where a farmer, his hands caked with dirt, was filling mesh bags with small, just-dug potatoes and singing a silly made-up ditty as he twirled each bag shut. "That one looks good," I said, pointing to the bag in his hands. "Can I have that one?" "Yeah," he agreed with me, "it has a nice mix of spuds." I held out a few crumpled dollar bills and he passed me the bag. Eating local has economic benefits for communities, say proponents of local food, and after such a quintessential farmers market moment that conclusion seems obvious, the logic inescapable. After all, I'd handed my money directly to the farmer who grew my food—rather than passing it along a chain of faceless and distant middlemen—and what's more, he honestly seemed to be having a good time. That's different from the economic logic of the mainstream food system, which de-emphasizes place and sees trade as a disembodied, win-win endeavor. Different communities can specialize in growing different foods—or in activities other than growing food altogether—thereby developing production efficiencies that enable them to offer their products at a lower price. Money flows freely among communities, and everyone gets a more varied diet for less money.

## Well-drained Farms

The trouble is, that's not all that's going on. Over the past decade, Ken Meter, president of the Minneapolis-based Crossroads Research Center, has documented the way the current food system drains money and vitality from farming communities throughout the United States. His first investigation, focusing on the seven-county Hiawatha region of southeast Minnesota, is representative. In that 2001 study, Meter and Jon Rosales, of the Institute for Social, Economic, and Ecological Sustainability at the University of Minnesota, found that farmers in the region sold an average of US\$912 million worth of farm commodities every year. But they

spent \$500 million on farming inputs—things like seed, animal feed, fertilizer, and (crucially) credit—sourced from outside the region. Moreover, the region's consumers spent an additional \$500million on food purchased from elsewhere. All of the money—and then some—that the region earned from farming was drained right back out of the community by the food system itself.

Meter has found a similar pattern in landscapes as diverse as Iowa, Arizona, and Washington State: farmers often operate at a loss, spending more to grow their crops than they earn from selling them. (In the southeast Minnesota study, farmers spent \$996million to grow \$912million worth of crops. Some of this difference, but in many regions not all, is made up for by farm subsidies.) Most of the inputs necessary to produce those crops come from outside the community. And most of the food that farm families eat is purchased from far away. Even where farmers aren't producing at a loss, the food system as a whole drains money from the local economy. In Meter's study of the eastern shore of the Chesapeake Bay, farmers collectively earned \$70 million more each year than they spent to produce their crops. Yet they sourced about \$375million in farm inputs from outside the region annually, and consumers in the region purchased about \$400million in food from afar. That amounts to a net loss of \$700 million from the region each year—about the same as the value of all agricultural products produced there. "Basically every region that I've studied is losing hundreds of millions of dollars a year" as dollars flow out of the community, Meter says. He adds, "It's building wealth for some people, but not for the farmers." Instead, most of the profits in this system flow "to the supply industries, the service industries, to agriculture, and the financial sector—not to the farm and certainly not to the rural community."

Local food has been promoted as one solution to this economic imbalance. "More local or regional food commerce is going to benefit local and state economies," says Rich Pirog, associate director of the

Continued on pg 19

## Co-op Classified Ads

COLONICS with Helen Davis, certified colon hydro-therapist, I-ACT,NBCHT, specializing in the cleansing of the large colon. Closed system. For appt. call 828-698-7642

Energetic, hard working mother and mature teenage daughter are looking for a creative, mutually agreeable, living situation. Works well with all life forms; plants, animals and humans. If interested, let's talk. Call Jenny at 828 808.7430.

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](http://www.slimspurling.com) for information on geobiology and application of Light Life Tools. Contact [phoebe.miller@gmail.com](mailto:phoebe.miller@gmail.com) for more information about products for sale.

Save Time & \$\$ w/debt free, BBB approved Green Company. Consistent residual income, easily duplicatable. Call 808-0689 or 483-4088, ext 2

GE Uniden 2.4 GHZ's caller ID cordless phones. Total 4 phones, Like new in the box. Paid \$300.00 asking \$150.00, headset capable - 808-0689 or 483-4088, ext 2

Minolta 3100 printer, NEW, QMS Toner cartridges: Yellow, Magenta & Cyan. Paid \$190.00 Each. Sell all 3 for \$200. WOW, save \$370.00! Call 808-0689 or 483-4088, ext 2

Beautiful RIHA andante oak organ, medium size, 2 keyboards, 40 accompaniment sounds, & floor pedals, with music: \$300 Negotiable - 808-0689 or 483-4088, ext. 2

Classic VHS Disney Movies, New & Used "Original" Song of the South, Snow White, Lion King, Aladdin, Pinocchio, buy 1 or all - 808-0689 or 483-4088, ext 2

Collectible Tom Clark Gnome, Henson 87 signed, Like new \$35.00 - 808-0689 or 483-4088, ext. 2

# Department News

## Whats In Store For You?

Deli ~

Happy holidays from your local Blue Mountain Deli and bakery. Its that time again to eat turkey and pie, watch hours of football and spend some quality time with the family. I am sure that some of you already have plans for certain items you would like from the Deli and Bakery for your festivities. In order to ensure that all special requests are met in time for your holidays we are asking that you give an ample notice (1 week or more) for large orders of cakes, pies, deli items and especially Julies bread. During these holiday months we will include warm apple cider with our various selections of coffee. New in the deli this month we will be offering several new items. Included in the new offerings are a fall roasted root salad and a raw cranberry-pecan-butternut squash rice salad, The roasted root salad will be composed of fall squash, sage, artichoke, parsnips, celeriac and leeks tossed in a sherry vinaigrette. The raw rice salad is composed of roasted pecans, dried cranberry, onion, cumin, corriander, and cilantro tossed with raw shredded butternut squash to fill in for the "rice" in this recipe. Coupons and information for the raw "rice" salad will be available in the National Coop coupon booklets during the month of November. Laura will also continue to make her wonderful pumpkin pie during the holidays that are made from delicious local Hendersonville pumpkins. We will also be bringing in some local holiday cheese balls and fudge from Split Creek Creamery for you and your company to enjoy. Merry Christmas and a happy new year!

~ Jordan

Grocery ~

It's that time again, to celebrate the year coming to a close with the holidays. We are reminded that there is a lot to be grateful for and how the spirit of giving aligns us with something larger than ourselves. At the co-op, we want to provide you with unique and nourishing options for your festivities and gatherings.

In November, we have Grateful Harvest natural turkeys and Mary Farms natural turkey breasts available for Thanksgiving. There are different size ranges and we are taking deposits to reserve them. The pick up dates are November 24th and 25th. They come in fresh and are never frozen, but deep chilled. We also have a few spiral sliced glazed hams from Garrett County Farms that are all natural. When you are in the store, look for many specials on other holiday foods like Imagine broths, Grown Rite Cranberry Sauce, Wholesome Sweeteners, Farmer Pumpkin, Knudsen Sparkling juice and many others.

As we move into December, and baking season is in full swing, Organic Valley Butter is on sale, as well as Sunspire baking chips. We will have a few seasonal treats in the store, like Ziegler's OG Apple Cider, Organic Valley Eggnog, Divine chocolate coins and After Dinner mints, and Pure Fun candy canes. Immaculate Baking Company has some great new buttermilk biscuits and scones that are ready to bake at home, too! This is just a taste of what we have to offer for this season, so come in see all of the great specials that we have for you! Happy Holiday's from the grocery department!

~ Marisa

Wellness ~

In October, we were delighted to partner again with Vitamin Angels by offering co-op shoppers up to \$40 off in coupons from 29 of the most popular brands storewide. (We're not out of coupon booklets yet, so be sure to look for one on your next trip.)

Customers saved on everyday favorites like Celestial Seasonings tea, Aura Cacia essential oils, non-toxic cleaning and baby products from Seventh Generation and Ecover, and food-based supplements from Garden of Life.

"By redeeming coupons and saving money, shoppers helped Vitamin Angels to achieve its goal of reaching over 10 million children this year. One third of all childhood deaths are caused by malnutrition. For only 25¢, Vitamin Angels can provide enough micronutrients to reduce child mortality by 23%."

About Vitamin Angels

Vitamin Angels is dedicated to reducing child mortality worldwide by advancing availability, access and use of essential micronutrients, especially Vitamin A, to newborns, infants and children under five. In 2009, Vitamin Angels will connect over 10,000,000 children in over 30 countries, including the US, with the vital nutrients they need as a foundation for good health. To learn more about the problem of global malnutrition, micronutrient deficiencies, and Vitamin Angels' solution for change, log on to our website at [www.vitaminangels.org](http://www.vitaminangels.org).

Produce ~

With the flu and colds so abundant this year it's important to eat right so our body's natural defenses can be strong and effective. This time of year it is all to easy to live off of cookies, pie, and egg nog. Thanksgiving provides some good veggies, but their goodness is usually masked by large amounts of butter and gravy. This may be delicious, but it's unhealthy and not the way to keep our bodies in good working order. Eat all the "good" stuff at Thanksgiving, but on the other days eat something healthy like fresh fruits and vegetables. Fresh organic fruits and veggies are the best things we can eat. Providing vitamins, fiber, and anti-oxidants, they keep us in good health and our immune systems in working order.

~ Robert



# PRODUCER PROFILE



Carolina Vence of Gommin Acres  
By Gretchen Schott Cummins

As I stood talking to Carolina one very warm Monday afternoon at the tailgate market, I watched as a customer glumly walked away without the Flax Seed Crackers she had come for. The ever popular crackers are one of the many delights that Carolina sells at her booth, and she sells out frequently. She invented the crackers after a few experiments with her dehydrator. As a result, she has a following of devoted customers who come for these delightfully delicate and nutritious crackers made with all organic flax seed, tomato, onion, bell pepper, sea salt, lemon juice, dill, carrot or beets and raw pumpkin seeds. But there is so much more to her compact little tailgate market table: sometimes she has eggs, she always has her fresh, local honey, real beeswax candles that she makes herself, some fresh veggies of the season. (Most of the produce from the farm is already commit-

ted to local restaurants and stores.)

As with each of our growers, there is a wonderful story about how the farm came to be. In 1991 Carolina told her husband, Stuart Van Meter, that the Old Nelson Farm where they live needed some chickens, goats and bees. Thus began a new phase of Gommin Acres. (A moniker taken from an old Appalachian expression “gommin’ around” which roughly translates as “just messing around”.) Stuart was plenty busy with farming the vegetables, so at that time, Carolina laughs and tells me, “he would have nothing to do with the bees.” But when he saw the potential in Carolina’s ideas, he “got a bee in his bonnet”. That is how Carolina put it when she was telling me the story. Intended or not, the pun was fitting. Soon Stuart came home with 50 hives (bees intact), and built a honey room at the farm. That was 15 years ago. They now keep bee yards in two other locations besides the Davis Mountain Road place: Finley Cove and the Highland Lake Inn.

A bee hive in any location is mutually beneficial to the bee farmer, gardener, or any environment for that matter. Gommin Acres raises their bees using entirely organic practices. I learned so much about bee keeping and the attention to each small detail that must be paid. Gommin Acres uses no pesticides on their bees. (Did you know that bees can catch deadly parasites?) They treat for issues with herbal essential oils instead of chemical pesticides: catnip, bee balm, lemon balm, thyme, oregano, and mint. They also practice “re-queening” which apparently can help to keep the hive healthy. Pretty much everything the bee does and makes is useful to us humans (as well as the bees, of course). Carolina gave me a crash course on bees. If you have time to stop and chat with her, she’ll gladly share her knowledge of bees and how beneficial they are, especially their bi-products. For example, she told me that pollen is a popular, quick source of protein, and the seasonal use of local honey can help relieve symptoms for seasonal allergy sufferers. You can hear the respect she has for these creatures in her voice as she speaks of them. And she just plain likes the taste of pollen, “it is the taste of the flowers” she tells me.

## Co-op Classified Ads

Beautiful Golden Coral necklace & earrings from Indonesia w/ appraisal papers of authenticity, \$700.00 - 808-0689 or 483-4088, ext 2

Classical guitar Giannini with music in guitar case - \$100.00, 808-0689 or 483-4088, ext 2

New Brother Laser Printer HL-2170-W - \$95.00 in box.

Custom made western riding chaps - Men's L - Black suede - \$70.00

Massage and Pain Relief Therapy, Reduce stress & anxiety, Increase energy & flexibility, Enhance immunity & circulatory systems, Balance hormones & detox, Relax muscles & improve posture, Also: Facial & Scalp Massage, Reflexology: Hands and feet, For these overall health benefits, call for an appointment: 828-696-6105

ORGANIC Liquid Marine Fish Fertilizer  
Available below retail prices. Buy thru local farm co-op, 1-55 gallons and up. Call 828-625-1180

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# Politics & Food

## from National Organic Consumers Association

### World Food Day - Organic Is the Answer to Food Security

“Organic agriculture puts the needs of rural people and the sustainable use of natural resources at the centre of the farming system. Locally adapted technologies create employment opportunities and income. Low external inputs minimize risk of indebtedness and intoxication of the environment. It increases harvests through practices that favor the optimization of biological processes and local resources over expensive, toxic and climate damaging agro-chemicals... in response to a frequently asked question: Yes, the world can be fed by the worldwide adoption of Organic agriculture. The slightly lower yields of Organic agriculture in favorable, temperate zones are compensated with approximately 10-20% higher yields in difficult environments such as arid areas.”

-International Federation of Organic Agriculture Movements World Food Day, October 12, 2009

### Get Genetically Engineered Vaccines Out of Organic!

Currently, vaccines are allowed for use in organic livestock production. However, many vaccines on the market today are genetically engineered - which means that these vaccines, according to federal law, are supposed to be excluded from organic production. Unfortunately many genetically engineered vaccines are being used in organic livestock production, without the review or approval of the organic oversight board that is supposed to control what inputs can legally be used in organic production, the National Organic Standards Board.

The National Organic Standards Board will be considering a recommendation at their November 3-5 meeting in Washington, DC to allow unrestricted use of genetically engineered vaccines in organic livestock production.

The Organic Consumers Association opposes the use of genetically engineered vaccines, and all GMOs, in organic production. Please join us in the telling the NOSB to reject the recommendation for unlimited use of GMO vaccines and instead to adhere to the regulation that requires each GE vaccine to be individually reviewed.

Scientists are warning, “Genetically engineered vaccines possess significant unpredictability and a number of inherent harmful potential hazards.”

Already, we have seen these hazards manifest themselves. To name just one example, a small biotech firm in Texas tainted half a million bushels of soybeans with a trial vaccine used to prevent upset stomachs in piglets.

Tell the NOSB that GMO vaccines have no place in organics.

### Kucinich Secures Funding for Organic Farming Research

Congressman Dennis Kucinich (D-OH) secured a legislative victory for organic farmers and consumers by recently ensuring that

the US Department of Agriculture will collect and share economic data that is essential to the growth of the nation's \$25 billion organic food and farming sector. The \$500,000 allocation for the Organic Production and Market Data Initiative was secured as part of the Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriation Act. This allocation for organic economic research represents a mere “drop in the bucket” considering that the USDA spends \$90 billion dollars of our tax money every year subsidizing GMOs, chemical agriculture, junk food commodity crops, and factory farms, but is a step forward nonetheless.

“Organic foods and products should be able to, at a minimum, compete equally with foods and products made with pesticides, chemical fertilizers, and genetic manipulation,” said Kucinich.

Reliable economic data is critical for any industry. Organic farming is one of the fastest growing segments of the U.S. agriculture. There are currently over 16,000 organic farms and over 11,000 conventional farms that are converting additional acres into organic. The need and demand for this information will continue to increase, and with this funding, we will help to ensure that growth is possible.

“Organic farming makes sense for our health as well as the health of our air, water, and soil. That is why it is one of the fastest growing businesses in the US.”

In recent years, the Economic Research Service of the USDA has engaged in the collection and analysis of segregated organic data. Information collected by the USDA in the recent past has been highly valued by the organics industry.

\$500,000 of the \$82.5 million budget of the Economic Research Service will ensure that critical information about organics, like farm numbers and trends, marketing trends, consumer preferences and contracting practices in the organic sector, is available to meet the needs of organic farmers.

### Farmers Arrested Planting Hemp at DEA

On October 13, 2009, North Dakota farmer Wayne Hauge, Vermont organic farmer and Organic Consumers Association advisory board member Will Allen, and fed up American entrepreneurs who have been developing and marketing healthy, environmentally-friendly hemp products, turned to civil disobedience with the planting of industrial hemp seed at DEA headquarters to protest the ban on hemp farming in the United States. Even though the U.S. is the largest market for hemp products in the world, and industrial hemp is farmed throughout Europe, Asia and Canada, not a single American farmer has the right to grow the versatile crop which is used for food, clothing, body care, paper, building materials, auto paneling and more.

For more info on these and other topics go to [www.organicconsumers.org](http://www.organicconsumers.org).



## 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

Large room with private bath available in quiet, Laurel Park neighborhood, close to town. \$450 includes utilities. Share healthy, progressive home with a mother and her two children. Work/trade possible. Call 828 329 7991 for more information.

Mobile Home For Sale: 2001 23 x 56 in Oak Crest Retirement Community, 3 bedroom, 2 bath w garden tub. 8 x 10 workshop, 6 x 20 front deck with NEW 9 x 16 screen porch, heavy duty 2-car carport. Wooded area in the back yard, private, very pretty back yard. \$60,000 FIRM. 489-9294 or 808-3957 for showing. Serious buyers only.

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..Carol @ (808) 280-6072

Lily Ann, BSN, LMBT #04913. 512 N. Grove St., 696-6017. Therapeutic Massage, Certified Matrix Practitioner. \$10. off first Therapeutic Massage for COOP owners. By appointment only.

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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:**

**The Healing Place** is a sexual assault response and resource center and the child advocacy center of Henderson County. We serve all victims of sexual assault and child abuse regardless of age, sex, race, socioeconomic level. Our Mission is - "To provide crisis intervention, support, and counseling to victims of sexual assault and child abuse, and to increase awareness and prevention through community education." Our Vision is - "We envision a community without sexual assault or child abuse or the fear of sexual assault or child abuse; Education and the meeting of emotional and psychological needs will result in all people being treated with dignity and respect."



### **Hope for Horses** - Our Mission

To find secure, permanent homes for horses of any type, including the elderly and lame as well as those who are strong and sound through the adoption process. To provide quality of life and the best care to neglected and abused horses during rehabilitation time until adoption. To continue to build strong relationships with WNC County Animal Control groups and build trust in surrounding communities. To educate the public about the importance of responsible horse ownership and to increase public awareness about the amount of neglect and abuse of horses in WNC



### 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!

# Bake Up Some Delicious Smells in the Kitchen This Holiday Season

It's December! Time to get out the rolling pin, whole wheat and spelt flours, and dust the bread boards. Tie on your apron, tuck back your hair and this year, why not consider baking your seasonal gifts instead of buying them?

Perhaps your introduction to baking came as a child, when homemade cookies and breads went directly from the oven to the table, replete with sweet and spicy aromas that infused and warmed the air. However you came to know the muffin pan and cookie sheet, baking can be relaxing, creative and something you can do for others as well as yourself. A present made by you is much better than a store bought one. Try these tasty baker's recipes and let the merriment begin.

## Miss Kitty's Cranberry Scones

Perfect cozied up next to your first cup of coffee or tea, Kitty's recipe for scrumptious scones are a special treat on cool winter mornings.

1 cup dried cranberries  
1 ½ Tbsp. orange zest  
1 stick butter  
16 oz. vanilla yogurt  
2 cups organic sucanat  
1 ½ tsp. baking powder  
1 ½ tsp. baking soda  
½ tsp. sea salt  
4 cups whole wheat or unbleached pastry flour

Mix dry ingredients. Cut butter into mixture until it is the consistency of cornmeal. Add cranberries, yogurt and orange zest. Knead for 10 minutes on a lightly floured board. Drop with a tablespoon onto a greased or non-stick cookie sheet and bake at 350° for 20 minutes.

## Oil Free Banana Nut Muffins

Oat bran is the edible, outermost layer of the oat kernel. What's interesting is that oats have been recognized both as a food and as an herb. Like oatmeal, oat bran contains B complex vitamins, protein, fat, minerals, and heart healthy soluble fiber. Additionally, oat bran can help to reduce the bad LDL and raise levels of good HDL cholesterol.

1 large or 2 small ripe bananas, chopped (not mashed)  
½ cups walnuts (or any nut you like)  
¾ cup oat bran  
1 cups oats  
¾ cup apple juice  
1/3 cup maple syrup  
1/3 cup plus 1 Tbsp. water  
¼ tsp. nutmeg (fresh ground is best)  
¼ tsp. cinnamon

1 tsp. vanilla (optional) Combine dry ingredients. In a separate bowl mix apple juice, maple syrup, water and vanilla. Mix with dry ingredients. Fold in chopped bananas and walnuts. Spoon into lined muffins pan and bake at 350° until well browned, approximately 20 to 25 minutes.

Article and recipe's courtesy of Ocean Beach People's Organic Food Co-op

## Dijon Turkey Stew with Butternut Squash and Kale

Est. Total cost: \$14.60 (using chicken bouillon). Serves 4.

This warming and nourishing stew is delicious by itself, but if you want to you can serve it with crackers or bread.

1 lb. boneless skinless turkey breast, chopped into bite-size pieces  
1/4 c. brown rice OR whole wheat flour  
3 T. butter OR olive oil  
1/2 c. white wine OR 1/2 c. chicken stock + 2 tsp. apple cider vinegar  
3 c. chicken stock (boxed, canned or powdered/bouillon)  
2 T. prepared Dijon mustard  
1 tsp. salt (you might not need this much if your stock is salty)  
1 & 1/2 lb. butternut squash, peeled and chopped into bite-size pieces  
1 onion, chopped  
1 stalk celery, chopped  
3 leaves kale, chopped (about 2 c.)

Put flour in a mixing bowl and add turkey pieces. Toss well to coat.

Warm butter in a heavy-bottomed soup pot. Add the turkey pieces and sauté until they are lightly browned on all sides, around 5-7 minutes.

Remove turkey from pot and set aside.

Add wine or chicken stock + vinegar to the pot and deglaze — scrape up all the brown bits from the bottom of the pot. (A flat bottomed wooden spoon works really well for this.)

Whisk in the chicken stock, mustard, and salt. Mix well, and bring to a boil.

Add the squash, onion, celery and browned turkey. Bring to boil again, then turn heat down and simmer for 20 minutes.

Add the kale and continue cooking another 5-10 minutes.

From Jennette Turner, Natural Foods Educator and Creator of Dinner with Jennette <http://www.wedge.coop/food/foodinfo-dinner-with-jennette.html>



## Local Food: The Economics Cont. from pg 13

Leopold Center for Sustainable Agriculture at Iowa State University. A variety of studies, from the Leopold Center and elsewhere, have calculated the economic rewards communities could reap by buying more food produced nearby. In their southeastern Minnesota study, for example, Meter and Rosales found that if people in the region bought just 15 percent of their food from local sources it would generate two thirds as much income as the region's farmers receive from federal farm subsidies. In a study by economist Dave Swensen of Iowa State University, if Iowans purchased a quarter of their produce from Iowa farmers, it would create \$139.9million in new economic output and more than 2,000 jobs for the state.

If people in the Central Puget Sound region (Seattle and nearby cities, including Tacoma, Bellevue, and Everett) spent 20 percent of their food dollars at local food businesses such as farmers markets and locally owned restaurants, it would inject an extra billion dollars every year into the region's economy. Even a small shift in spending can have a big impact because of what economists term the local multiplier effect. Every time money changes hands within a community, it boosts the community's overall income and level of economic activity, and fuels the creation of jobs. The more times money changes hands within the community before heading elsewhere, the better off the community is. And spending money at a locally based business has a greater multiplier effect; the theory goes, because locally owned businesses are more likely to re-spend their dollars locally. This thinking isn't unique to the food system. In the United Kingdom, the New Economics Foundation has documented how directing a small portion of public sector spending to locally owned businesses in disadvantaged areas would multiply through, and help revitalize, these struggling economies.

In the United States, many local multiplier studies have focused on the economic impacts of spending at mom-and-pop stores versus big-box chain retailers. In the case of food, some impressive numbers are found in *Why Local Linkages Matter*, the study of the Central Puget Sound region referenced above. In that study, independent economist

Viki Sonntag calculates that spending \$100 at a local restaurant results in \$79 in additional income to local businesses, while spending the same \$100 at a chain restaurant results in just \$31 being re-spent locally. When farmers in the region grow food for export, each dollar of sales generates \$1.70 of community income, but every dollar spent at a farmers market generates a whopping \$2.80 for the region's economy. Similarly, a 2005 study from the Iowa Farmers Market Association found that every two jobs at an Iowa farmers market gives rise to three jobs elsewhere in the economy.

### On the Other Hand...

The local multiplier effect is the foundation of the claim that local food benefits local economies. But studies of the potential benefits of shifting food dollars to the local food system are just that: potential. They rely on economic models to predict how a hypothetical change in consumer behavior would ripple through the economy at large. To date, according to Pirog, there's been no instance of a community actually undertaking such a shift and seeing the predicted economic benefits materialize. The local food movement is still too new, and too small, for that to have happened. (Even in the Seattle region, a hotbed of enthusiasm for local food, the stuff accounts for only about 1–2 percent of food purchases, according to Sonntag's study.) But Pirog points to some encouraging developments in northeastern Iowa, where a recent focus on strengthening the local food system as a means of economic revitalization is starting to have a marked effect. "When you get enough people doing it, then the input suppliers start to move back," Pirog says. An area equipment dealer has begun to carry and repair farm implements needed by small farmers that sell to local and regional markets, he reports. A new food education non-profit has formed to help with school and community gardens. That's good news for northeastern Iowa, but Pirog's comment points to another important caveat regarding food system localization studies. Crucially, these studies depend on an approach that mainstream economists call import substitution.

Continued on pg 22

## Co-op Classified Ads

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

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

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](mailto: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 Discount as a Green Provider for Hendersonville Co-op Owners This agreement is valid 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** - Health care with a Christ-centered approach. Asyra total body assessment and balancing remedies, Wellness Pro pain management, Allergy profile, Therapeutic Essential oils. Nancy Chase, ND, CNHP 413 Kanuga Road (828) 712-5518 *Co-op members receive first Wellness Pro session free.*

**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 acupunc-

ture \$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... Please see our website for more detailed information at www.Acu-Na.com. *15% discount on Co-op members first visit.* Discount offers cannot be combined.

### 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. 828-749-3875. *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.*



## 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:** 828 553-8146. 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, ALWAYS! Special rate for Seniors.

**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 Road, Hendersonville, NC 28792 A private, serene, tranquil & comforting atmosphere dedicated to your well-being. By Appointment 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/Nail Tech** 828-674-2339 [www.purelysensationalskincare@yahoo.com](http://www.purelysensationalskincare@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](mailto:mreim@rocketmail.com). Wonderful healing sessions in a octagonal dome-like structure. 25 years of experience in medicine and alternative health. No-one should be denied healing! Everyone with intent to heal will be considered. 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

## Retail

**Crystal Visions:** 5426 Asheville Hwy. (Hwy 25), Naples. 828-6871193, metaphysical & spiritual books, gifts, classes and events, [www.crystalvisionsbooks.com](http://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](http://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.,** licensed thru N.C. bonded, insured, (C.N.A., LPN, RN) 696-0946, 877-5906 or [www.compassionatehc.com](http://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](http://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.

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M.C. Gaylord 699-8418 and Tammie Bogin 699-6007 [www.AllSeasonsErrandService.com](http://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](http://www.oneheartpeacecenter.org)

**WEGO-4U**, Errands and Business Services Bonded, Insured and Registered in Henderson County Please visit [www.wego-4u.com](http://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](http://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, Why you should care about therapeutic oils, Which oils are best for you 2nd Monday of every month at Straight Way / Beginnings Bookstore, 2560 Chimney Rock Road, Suite D (Next to Farm Bureau) Call Nancy for info 828-712-5518 Classes are free

Discount offers are subject to change without notice.

## Local Food: The Economics Cont. from pg 19

They look at products that local residents are already buying from far away, and ask what would happen if people bought these same products from closer to home. They carefully account for the economic pluses and minuses of such a switch for the community in question. For example, if Iowa farmers grew more produce, they would have to grow less corn and soybeans. So Swensen's study considers the loss of income from corn and soybeans that would occur as some acreage was switched from commodity crops to melons, tomatoes, and the like.

However, import substitution studies don't take into account the impacts of such a switch on other communities— if Iowa grows more of its own vegetables, for example, the California farmers currently supplying those vegetables will lose out. So if some communities localize and not others, there will be winners and losers. And if all communities localize, it's a bit of a wash. "It's not like you're creating additional new jobs in the economy, you're shifting those jobs around," Pirog acknowledges. But, he argues, "that's why it's important to broaden this debate beyond economics"—when local economies are healthier, "crime problems go down, health problems decrease, people have more of a sense of connectedness." Indeed, it's almost impossible to talk about local food without ending up talking about values rather than just money. But that, Viki Sonntag argues, could be considered a failing of economics itself. "We don't really have very good formal economics models to represent social capital and the importance of social capital to the development of financial or economic stability," she says.

### Means, Not Ends

Still, the meaning of localization studies depends on the scale at which you're considering them. Looking at a single community or region in isolation—particularly an agricultural area that's been economically hollowed out by the current food system—these studies have a powerful, up-by-the-bootstraps appeal. Viewed from a broader perspective, they can seem parochial, or even, at the national level, protectionist. That is, localizing food systems in the United States would produce a net increase in agricultural jobs for the country.

That's because the United States, like other wealthy countries, imports a significant and growing proportion of its food from developing nations (in the case of the United States, primarily Mexico). So some of the jobs gained in the United States would simply be shifted—or more precisely, shifted back—from Mexico. It's not clear that food system localization at a grand scale would increase the number of jobs globally. In the United Kingdom, which imports significant quantities of fresh produce from Africa, this line of reasoning has led some to suggest that in fact people shouldn't buy local food, precisely because the livelihoods of impoverished farmers in the developing world depend on food exports to wealthier nations. Benito Müller, director of energy and environment at the Oxford

Institute for Energy Studies, points out that Kenya earns UK £ 100 million per year from produce sold to the United Kingdom alone, and argues that Europeans have "a moral duty to eat African strawberries at Christmas." On the other hand, purchasing food imported from developing nations doesn't necessarily improve economic wellbeing for the farmers who grow it. In fact, switching to export-oriented agriculture often increases food insecurity in the developing world, pushes small farmers off the land, and traps those that remain in a cycle of debt. There's some intriguing, if limited, evidence that local food systems could have economic benefits in developing countries as well. Jules Pretty, a sustainable agriculture researcher based at the University of Essex in the United Kingdom, has worked with farmers in the Santa Catarina state in southern Brazil, where diversified small farmers (on one farm, more than 50 crops, plus pigs and chickens, on just 10 hectares) are building small-scale, on farm processing facilities, forming associations with likeminded neighbors, and marketing directly to consumers in nearby cities—and seeing better economic returns than they'd get from contract farming for agricultural conglomerates.

Or, alternatively, there are fair-trade arrangements, which attempt to ensure that developing-country farmers get a fair price and a living wage when they grow foods for export. Taking these complexities into account, Pretty suggests "what you might call a 'near and far policy,' that you should localize food as much as you possibly can wherever you are...and grow whatever you can locally, but then source the stuff that needs to come from the tropics or from elsewhere in the most fair-trade, just, appropriate way that you can."

Other analysts question whether buying local ought to be the default policy in the first place. Depending on the structure of the business, buying local might not, in fact, do much for the local economy. (After all, every global mega-corporation is "local" somewhere.) In an influential 2006 paper, Branden Born and Mark Purcell, two urban planning professors at the University of Washington, call the assumption that local food is automatically better—not only better economically, but better for the environment, fresher, more nutritious, and so on—the "local trap." Instead, they argue that there's nothing inherently better or worse about any particular scale—local food might be just or unjust, and non-local food might be better for the environment in some instances or much worse in others. Instead, they argue that localization should be a means to an end, and not an end in itself.

### "Local"...or "Sustainable"?

In the first article in this series [May/June 2009 *World-Watch*], we concluded that the environmental benefits of local food aren't always intrinsic to its local-ness, and the same is true in the economic realm. That's clear from a closer look at several

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## Local Food: The Economics Cont. from pg 22

of the studies concerning the economics of local food. For example, Swensen's study of the potential benefits of increased local fruit and vegetable consumption for Iowa assumes that half of the increased local production would be sold through farmers markets and other direct-marketing schemes—in effect, shortening the food supply chain. Shorter food supply chains are a common strategy for increasing the portion of the purchase price that goes to the farmer. But while shorter supply chains are often associated with local food, the two aren't intrinsically linked (the same approach underlies many fair trade schemes that connect producers with very distant consumers, after all).

Then there's the question of what we eat, not just how far it travels. Many farmers don't grow food; they grow raw materials for industry. And a number of recent efforts to rebuild rural economies have focused on reintroducing fruit and vegetable production into areas currently dominated by commodity farming. That strategy leads to economic gains in part because the value per hectare is so much higher for produce compared to commodity crops. In Swensen's study of increased local produce consumption in Iowa, the greatest economic benefits were seen in scenarios that assumed Iowans would also increase their total fruit and vegetable consumption to the recommended five servings a day (a goal that only about 20 percent of the state's population currently reaches). Of course, Pirog points out, more fruit and vegetable consumption would lead to a healthier population, which would have economic benefits of its own—fewer sick days, lower health care costs. But there are several issues at play here, and not all are strictly about local-ness. "What we need to do is shift from talking about local food to talking about sustainable food," says Jim Sumberg, an expert on agriculture and food systems who is currently the director of research and programs at the New Economics Foundation.

For Sumberg, sustainable food means "food that's associated with high levels of wellbeing, of social justice, of stewardship, and of system resilience." While it would take some discussion to agree on a definition of each of those aspects of sustainability, this approach at least moves us beyond a narrow focus on food miles/kilometers or local economic self-interest. To be sure, some of the solutions to increase wellbeing and social justice in the food system would be local ones. For example, Ken Meter suggests that farmers could reduce their spending on inputs sourced from far away by re-adopting old systems that combine crops and livestock, grazing livestock on renewable pasture and using the manure to fertilize their fields. That kind of arrangement really only makes sense on a local scale. (It's worth noting that it would have environmental benefits as well.) Restoring local and regional processing networks might shorten supply chains and put growers on a more equal footing

with processors. Other possible solutions, like shifting transportation funds away from major highways and toward secondary roads to help rebuild regional distribution networks, would require action at an even higher level. Decentralization of the food system is a common theme of these solutions, but the details matter. Who will own the regional processing plants? Who will work there? How can farmers be assured of a fair price for their commodities? That's different from a reflexive insistence that local is a goal in itself. When I got my farmers market potatoes home, I cut them in half, roasted them in a hot oven, and then tossed them in a dressing made with smoked paprika (about the furthest thing possible from a local ingredient). The potatoes were astonishingly sweet, in a rounded way that tasted of healthy earth, and as I ate them I thought again of the farmer I'd bought them from. I could hardly imagine a more perfect dish of potatoes. Was that dish also better for the place I call home than the one I could have made with potatoes bought at the supermarket? Probably so—but there's a lot more to the story.

Sarah DeWeerd is a Seattle-based science writer specializing in biology and the environment.

DeWeerd, S., "Local Food: The Economics" *World Watch Magazine*, July/August, Volume 22, No. 4

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## Healthy Lifestyle Q and A Cont. from pg 11

Some final "for the health of it thoughts" for these two months that include many holidays. The Pilgrims, shepherds, Old Testament Jews, Buddha and probably not even the Wise Men, did not have pumpkin pie and ice cream, cranberry sauce, potatoes and gravy, dressing and candy canes for their celebrations. They (and we) are celebrating freedom, love, families and hope, not Martha Stewart's (or your grandmother's) favorite recipes. Now is the time, since our country's citizens are finally waking up to the need to eat fresh food, to conserve money and protect our environment, to eat simple, natural and local. Find ways to involve your children in planning and making healthy food for the holidays (and everyday.) Many of you already do this. Children like to be creative. Here is a suggestion: get a co-op "buddy" and challenge each other to find the most ways to use collard greens, for example. Create new healthy ways to make dressing to go with your organic turkey (if you are not vegetarian.) There is a recipe for using cauliflower to make "mashed potatoes so surely we can create other healthy recipes from our gardens harvests.

My best wishes for healthy, happy holiday. Talk with you again next year. Keep your questions coming.

~Joan





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### Deli Art Exhibit

For the months of November and December, the deli walls will feature art by our very own HCC staff. Come in and take the time to check out the works by this creative co-op staff.

Photo Courtesy of Brittany Lawson

