

August 2010

Notes from Mary Anne

It's the scent of the star jasmine blooming in profusion over my garden fence that always signals the beginning of real summer for me. This year it's a little later, but I think we can safely say that we are truly immersed in the vernal season.

At Mariposa Market July, August, and September are the months of great abundance in the produce department. The cases are burgeoning with an incredible array of varieties of almost every fruit and vegetable. Local vegetables are especially prevalent and more will be added each week. The tender greens of spring are finished but we do have local kale, collards, cucumbers, beets, bunched carrots, eggplant, summer squash, basil and garlic. The fruits are delicious this year and should be enjoyed in volume now.

Lugs of O'Henry Peaches are due to arrive around August 12th. This is a peach we have carried for years and is a favorite for canning, eating, and culinary delights of all kinds. The fruit is pesticide-free (certified) and a freestone variety and will sell for \$22.99 per lug (20+lbs.) Look for the sign on our street side sandwich board announcing their arrival.

You may have noticed that we have installed a bike rack on our outdoor patio. Bikers rejoice! This has been an asked for item since we opened over a year ago. We're sorry that it took so long.

Plans are also in progress to pave more of the parking lot and put in lines that will make it easier to differentiate spaces. Once these are in place we ask that you park in designated parking areas only. The back part of the parking lot is highly desirable because it is in the shade, but these spaces are reserved for our staff and we ask that you do not park there. The old store has been rented out to a new business and there parking includes the front of their store. You will no longer be allowed to exit in front of the old store. The parking lot has been designed so that there is plenty of room for egress on our side of the lot.

Mariposa Market has contracted with National Water Co. to have a state of the art water system and vending machine installed in our store. Water will be available for self-service and will be tendered at the register. The machine will reside inside the store and be serviced weekly. The outside machine was repeatedly vandalized and could not be kept in functioning condition. The water machine will hopefully be in place by sometime in Sept.

Mariposa will be celebrating its 31st anniversary on Aug. 31st. Special plans are being formulated for a customer appreciation day and a day of fun. There will be lots of food sampling with an emphasis on local faire; drawings, prizes, and sales are also planned.

Thanksgiving Coffee is still struggling to get back on their feet after a devastating fire at their facility. Some bulk coffees are now available in limited amounts, but packaged varieties could take awhile to re-appear on our shelves. In the meantime we have picked up a few new coffees in packages to enhance our selection. Look for items from North Coast Roasters, Kinetic Coffee Co. and Gold Rush.

Enjoy your summer and don't forget to join us for our Aug. 31st celebration.

FOOD NOTES FROM TERRI IN THE GROCERY DEPARTMENT

Hello all! I am noticing a lot of folks are going "gluten free" these days, due to wheat sensitivities. To you I say: my advice is RICE. Not only is rice a non-allergenic food, it is also a good source of B vitamins. The rule of thumb has been that the darker the fruit, vegetable, or grain, the more vitamins and antioxidants they hold. Some of the heirloom brown rice varieties we offer are Wehani brown rice, Japonica Black, and Jubilee Blend, all from Lundberg Family Farms. Lotus, which features a line of exotic rice from the Eastern part of the world, has such delightful selections as Forbidden Rice, Chinese Black, Bhutanese Red, and my personal favorite Jade Pearl. All are rich in fiber and antioxidants. Lundberg also has come up with a brown rice couscous which is a tasty and healthier alternative to regular couscous which is a refined wheat product. Village Harvest brings to your table wonderful arborio rice for risotto, along with convenient, microwavable frozen brown rice blends, stocked in our frozen foods case. We provide an extensive selection of brown (and white) rice in our bulk section.

Other foods we carry in the rice category include many styles of rice crackers and rice chips. Tinkyada features a full line of rice pastas which have won awards for quality and taste. Food for Life offers brown rice tortillas (cheese and deli case), and breads and bagels in the frozen food section. Rice milk and frozen rice milk treats have long been staples in the natural food industry. In the Asian aisle we have "heat and eat" brown rice bowls and brown rice vinegar, a yummy addition to salad dressings and a "must" for making sushi. And, of course, we carry such staples as brown rice syrup and bulk and packaged brown rice flours.

For your convenience we are developing a map to help direct you to all our gluten free products, making it easier for you to stay healthier and stress free. Here's a delicious recipe to try on a summer evening. If you buy the frozen brown rice mix you won't even have to cook.

BROWN RICE SALAD

2 cups brown rice, precooked or frozen

½ cup cooked bay shrimp (optional)

½ cup chopped celery

½ cup chopped fresh tomatoes

½ cup chopped red or green pepper

2 chopped green onions

1/3cup black or green olives

Salad dressing if desired

Salt and pepper to taste

Mix all ingredients, chill. Serve over lettuce with a lemon slice.

COCONUT WATER AND YOUR HEALTH

One of our most popular beverages at Mariposa Market is coconut water. Nutritional facts back this tropical water as a beneficial choice and alternative to calorie-laden sodas and juices. In addition to its array of sugars, vitamins, minerals, and amino acids coconut water also contains phytohormones, compounds that regulate plant growth. For this reason it is sometimes used as a tonic on such exotic plants as orchids. Phytohormones also have antioxidant properties, anti-aging effects on human skin cells, anti-cancer effects, and positive effects on neurological conditions such as Alzheimer's. In addition, coconut water is a natural re-hydration drink, replenishing electrolytes lost through sweating. It is a fact that coconut water's electrolyte make-up is so close to that of the human body that it has been used as an emergency intravenous solution for hydration. Plus, it has only 46 calories per 8 oz. serving. It contains 600mg. of potassium as well as other beneficial minerals. Here's a refreshing drink you can feel good about.

HYLANDS SCHUESSLER CELL SALTS

Due to customer request, we now have the famous Schuessler cell salts. Doctor W. H. Schuessler, an early nineteenth Century physiological chemist and physicist, identified 12 "tissue salts" in every human cell. An imbalance or a lack of these minerals may lead to disease in the tissues. Providing the missing minerals by combining with organic substances in the body, they produce and maintain the health of the human tissue cells. Using only a small number of harmless combinations (or "salts") of these minerals, it is possible for any individual to treat him or herself simply and effectively for a great variety of everyday minor ailments. The Schuessler cell salts may be seen as special raw materials for the body, which you need if your body becomes depleted.

It is important to note that the "Schuessler's Bio chemic cell salts" are not drugs, but valuable micro dose cell foods prepared homeopathically. This form ensures rapid and easy assimilation, for the speedy restoration of the natural balance of the body system. Most of the cell salts are in a homeopathic potency, and Schuessler's commonly uses 6X. The X refers to the Roman numeral 10; 6X is one part in ten, repeated six times.

Vibrant Health's Pure Green Protein

A non-GMO protein from pea, rice, spirulina and alfalfa plus a few selected free amino-acids that create a purely vegetable protein that nearly equals the amino acid profile of human muscle tissue. We have it in two flavors, vanilla and natural for \$37.99 as well as individual packets for \$2.99.

Throughout the whole month of August, and as a note of appreciation to our customers, the HABA Department is having a large selection of discounted products. Look for the "Mariposa Sale: yellow sign.

We will culminate the month with a big celebration on the 31st. There will be demos, raffles, free samples and also New Chapter will be delighted to offer free consultation with one of their very knowledgeable product specialists. There is a sign-up sheet located on register 2 for those of you interested in improving your supplement regime.

NOTES FROM THE DELI

Now that summer temperatures have finally risen, my solar cooker has come out of storage. I am amazed at the variety of meal possibilities that come from that cooker---from zucchini parmesan to bison stew to chocolate cake.

In line with our Aug. 31st festivities our kitchen/deli staff will be busy creating delicious samples of local products, some of which we will create in our solar cooker. With sun-power we will bake local beets from Covelo Organics, drizzled with Tres Classique Balsamic Vinegar and topped with crumbled Redwood Hill goat cheese. Don't miss the Schmidbauer Ranch lamb, solar cooked and accompanied by Marta Alonso's mint sauce.

Fresh local fruits and vegetables will be displayed in our produce department, some paired with local cheeses, condiments, and breads.

All recipes will be available with vendor's names to promote local buying. Hope to see you on Aug. 31st.

Dana Kelly

Skin and Body Care

Greetings! We have had many requests for Dr. Hauschka skin care products. I am pleased to inform you that we now have them! We will be receiving training from the folks at Hauschka to be able to help you know what's best for your own personal needs. For more than 40 years Dr. Hauschka has led the way in holistic skin care. Dr. Hauschka found that by using the rhythms and polarities of Nature he was able to create plant extracts that retained the vital forces of the living plant and remained stable without the use of alcohol or artificial preservatives. If you have ever tried Dr. Hauschka, then you understand the

high quality of these products. A lot of very conscientious steps go into the creation of the Hauschka line which is handmade in small batches using ingredients that are grown using the biodynamic method. Each product is formulated to work in harmony with your skin's natural functions so it looks and feels vital and radiant, expressing the beauty of who you are. I hope you enjoy these fine face care products. Please feel free to pick up a free Hauschka catalog located in our new cosmetic display case. Remember true beauty emanates from within. Don't forget to practice the best mouth yoga...smile!

Trish

WARNING!

FELINES AND TEA TREE OIL DON'T MIX

We recently got a print-out from a Florida veterinarian newsletter discussing tea tree oil toxicity in cats. Apparently, there are numerous reports that cats and kittens have had very toxic and even fatal results after being groomed or bathed with products containing tea tree oil. The feline species cannot tolerate any amount of this oil applied externally. It is absorbed rapidly into the skin and affects the kidneys causing serious illness and some fatalities. For more information on tea tree oil toxicity check out these websites:

<http://www.holisticat.com/aromatherapy.html> and <http://www.holiticat.com/essoilsarch.html>

Raw and Super Foods

We have some new great additions to this little region of the store! Thanks to a customer request we now carry Living Intentions "Mango Goji Fire" Sprouted Trail Mix. Sure to add a spicy kick to your taste buds, it's all sprouted so the enzymes are still alive. We also have Real Live Food "Sunflower Flax Snax", gluten free, wheat free, nut free, and tasty too! It contains sprouted flax, sun flower seeds, sesame seeds, tomato and garlic powder, Bragg's Liquid Aminos, and organic lime juice! It's all alive and dried less than 105 degrees. These treats are great right out of the bag or broken over salads. Other new and delicious items we now offer are "Fearless" raw chocolate bars, a whole new dimension in the world of cacao concoctions! With flavors like Exploding Coconuts, Matcha Peppermint, Dark as Midnight, (75% cacao), Super Seed (hemp, chia, and flax), Sweet and Hot Hibiscus Ginger, they are sure to please! These chocolate bars are rich in antioxidants, dairy free, (vegan), gluten free, gmo free, and no refined sugar. As of today we have Lydia's brand new Kale Crunchies on the shelf! The flavors are Mega Green, Sassy Spice, and Herbs de Provence! The Herbs de Provence is my favorite...they are pretty darn good! Enjoy!

Trish

Lynsey's Wine Spotlight

Hello readers, as some of you may recall a few newsletters ago we 'visited' Mendocino's southernmost grape growing region. This time travel with me, if you will, into the North County. While I'm certain than many of my readers are very familiar with some of our counties more prominent American Viticultural Areas (AVA) such as Anderson and Redwood Valleys I may have the chance to introduce you to one with which you are unfamiliar: Dos Rios AVA.

An AVA is a designated wine grape-growing region in the United States which is distinguishable by uniqueness of climate, soil, and/or geographic features. AVAs are defined by the Alcohol and Tobacco Tax and Trade Bureau at the request of wineries or petitioners. This is a very complicated process which, for the creation of Dos Rios AVA, was taken on by Covelo resident, Ralph Carter in 2005. AVAs range greatly in size and number of wineries, as for the Dos Rios AVA it is very small and located at the confluence of the Eel River and the Middle Fork of the Eel River. At present there is only one winery operating within its boundaries: Vin de Tevis.

Vin de Tevis is run by a hard working husband and wife team, Steve and Carol de Tevis. They moved onto their property in 1994 and right away Steve planted some grapes. Much to their delight, the vines flourished and by 1997 they were in business growing, producing and bottling on-site from their terraced mountain vineyards. While they have never been certified, I am assured that they have utilized only organic and sustainable growing practices from the get-go.

Steve tells me Dos Rios AVA is distinguishable for several reasons. The soil there is quite poor and quick draining which for wine grape-growers is actually a good thing due to the fact that it keeps yield down thereby intensifying the flavor. There are also daily afternoon winds as well as up to fifty degree temperature swings. This isn't quite the recipe for growing whites or mellow reds. It absolutely is for a full-bodied red, which is why they focus their growing efforts on Cabernet Sauvignon, Cabernet Franc, Merlot, Zinfandel, and one of the rarest reds Charbono. They bottle all of these varietals individually as well as blended into several fun and inexpensive red table wines such as Dos Rios Red, Eel River Red, and Big Bass Red.

When you're growing over five acres of grapes and you're a work force of two, harvest becomes an event. At the end of every September Steve and Carol recruit friends, family, and wine lovers to come out and lend a hand. I'm told it has really evolved now with people coming from as far away as Hawaii and Europe to participate in the stomp.

While they are not open to the public on a daily basis, the de Tevis' always enjoy giving visitors a tour and a tasting so long as they make an appointment ahead of time. You can do this either by calling them at (707) 983-8433 or by visiting their website at www.vindetervis.com. So get out a pen and your list of wonderfully local things to do and drink and add Vin de Tevis up at the top.

Salute