



MARIPOSA NEWS

DECEMBER 2010



Notes from Mary Anne

Happy Holidays to you, our most precious shoppers! We have survived yet another Thanksgiving successfully getting the turkeys and the trimmings out to "the people".

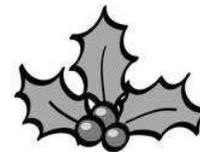
Now, we can gear up for the winter holidays. To start, we will have Maddy Avena here on Monday, Dec. 6th at 5:30 P.M. to do a demonstration of delicious alternative holiday treats. Most of the sweets will be vegan, gluten free, or both. How-to's and recipes will be provided, and all the ingredients can be purchased here at Mariposa Market. The demo will be held in our cafe area and will take approximately an hour and a half. It is free to our shoppers, and we hope to have a good showing.

Remember that December will be the start of citrus season. We already have delicious Satsuma Mandarins from Orland---about as local as any citrus gets here. The price is very affordable at \$14.99 per 10 lb. bag, and off the shelf at \$1.49/lb. Juicy and sweet-tart, these mandarins are also high in synephrine-like substances that help open the sinuses and ward off the common cold. They still are green-tinged but as the nights get colder they will assume their traditional orange color. Statewide, more citrus in the forms of mandarins, navel oranges, lemons, and tangarines will be arriving.

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"Ode to Festive Food" by Terri

The end-caps are beaming and feature a few
Of some of the items which are recently new
We have coupons and sale items all through the store
A wonderful gift selection, just through the door
With mittens and socks and candles galore!
Specialties ordered in our deli with pleasure.
From our bakeshops which are hearts treasure
There are crackers and cheeses, juices and wines
To make your meal special and make you feel fine!
There is ice cream, pie-shells, eggnog, and rice dream,
Pumpkin, cranberries, apples, and whipped cream.
We have stuffing, and yams, and yes, fresh greens too
In our winter-time garden, picked freshly for you.
Don't forget about flowers, what a great gift
Or buy them for your own self to give you a lift.
Best wishes to all, let the season begin
Thank you for visiting, please come again.



**WE WILL BE CLOSED ON
CHRISTMAS DAY AND
DEC. 26TH.**



Hours

Mon-Fri 9-7
Sat 9-6
Sun. 11-4

Mariposa Market - 500 S. Main St., Willits, CA 95490 - Ph (707) 459-9630

“Winterize Your Skin” Skin and Body Care - by Trish

Hello once again! The weather is cooler now, and even though it's Fall it's a good idea to winterize your skin. Heaters and natural environmental elements may cause your skin to become dry. A good skin care regimen will not only help now, but will nurture your skin through life.

The importance of a gentle but thorough facial wash morning and night to remove impurities will help prevent breakouts and give your skin a fresh start. Please never use regular bar soap which is much too drying. We have a variety of facial washes and facial bar soaps to choose from, one of my favorites is the Ecco Bella Deep Cleansing Gel for sensitive skin.

I also like the Dr. Haushka's cleansing cream which has almond paste in it that helps gently exfoliate. The next step after washing is to use a toner. Using a toner helps to tighten pores, hydrate, and give you a refreshed look. Look for an alcohol free toner such as Honey Girl or Wild Carrot to name only a few. The botanical hydrosols we carry by Snow Lotus and Rasayana are also very effective toners and are reasonably priced.

Next, moisturize with an appropriate choice for your skin type. We have a new moisturizer from Honey Girl; it is their “Face and Eye Cream Extra Sensitive”. It is excellent for people who have allergies and other sensitivities to most skin care preparations. Made from the most skin friendly ingredients available, this cream will stimulate collagen production, moisturize and provide nutrition without causing irritation. As with all Honey Girl products a little goes a long way!

We have so many moisturizers to choose from. Please ask for help if you need it. Feel free to open the glass doors of the cosmetic display case to try the testers. Remember a skin care regimen only takes five minutes or less and is a good way to honor yourself! For the rest of the body we now

Mary Anne - Continued from Page 1

Sign-up sheets will go up in early December for Christmas turkeys. We will also have duck and Niman Ranch hams as well as vegan roasts for the non-carnivores.

For you “locavores” a great Christmas gift for your unconvinced friends is Barbara Kinsolver's book called Animal, Vegetable, Miracle. This well-written read is funny, inspirational, and practical. At their Kentucky farm located in a “hollow”, they managed to produce enough food to live for one year, supplemented by products from other local farms. As Californians, we are extra fortunate to live in a state where even winter is a time of plenty--plus we have the advantage of good local wine. We can live off local products and not even suffer. Look for this book at your local bookstore.

Our staff at Mariposa wishes every one of you a healthy, happy, holiday season.

have Wild Carrot's “Lord My Hands Are So Dry” in bulk. We have some lovely new massage oils by Badger such as Damascus Rose with Chamomile and Lavender, Ginger with Arnica and Cayenne, and Lavender with Bergamot, Balsam Fir, Ginger and Rosemary. These are organic, and feel as well as smell wonderful.

For extra dry or cracked skin we have Alaffia's Fair Trade Shea Butter, unscented or with a lavender scent. We've also brought in some new bath salts to help warm your senses. Check out Indigo Wild's Zum Sandalwood Citrus, Eucalyptus, or their Frankincense and Myrrh to help tune up your chakras and help moisturize your skin. Also new to Mariposa are EO's Nighty Night, Rose Chamomile, and French Lavender Bath Salts. They will help you sleep or delight you with their aromas, while allowing the salts to detoxify and purify your body.

So in closing remember to pamper yourself. Our bodies work hard for us! As always remember to practice mouth yoga ...smile! It will warm your heart as well as others!

GIFT DEPARTMENT NEWS

“COZY WARMTH”

The Christmas season is upon us, traditionally a time of gift giving. Mariposa's gift and housewares section has many moderately priced items to help with your holiday shopping.

Among our selections are fine scented and unscented candles including health conscious ones made from palm oil and beeswax. Mendocino County's own Bell Springs Candle Works is also represented.

For cozy warmth and style we have hand knit accessories (hats, gloves, socks, etc.) crafted in village coops from the Andes and the Himalayas. We offer a full line of Wigwam and Rockin Sox (a local company). We have African baskets from large market ones to small wishing ones, exquisite pottery from Japan, locally hand sewn shopping bags and pot holders from Its in the Bag, a Willits based business.

To paraphrase an old saying, we have from soap to nuts when it comes to inexpensive stocking stuffers. One of my favorite ideas is to pair a whimsical Mara mug with a bag of coffee or box of tea for that early morning gift that gets you going.

Don't forget the rest of the market when it comes to gift giving. A bottle of wine, a box of Satsumas or chocolates are always great gifts.

Remember it's the thought that counts when giving, so think Mariposa Market for your Christmas shopping.



A FEW NOTES ON COMPOSTIBLE CONTAINERS

By Dana Kelly

After much research and analysis of the various products we carry to contain our “to-go” foods, I feel confident about our product choices but feel like we still have much work to do on their disposal.

There are three categories into which waste products fall:

1. **Biodegradable**—considered “green” but can leave traces of undesirable materials especially when it is made from human or animal wastes which may contain all sorts of toxins.. When dumped into the landfill, the good bacteria cannot survive in an oxygen-depleted environment. Anaerobic conditions, such as these, create methane, a greenhouse gas which has over 62 times the Global Warming Potential of carbon dioxide.. The biodegradable product most likely will just add to mummified mountains of trash.

2. **Degradable Plastics**—made from oil-based products and break down through chemical reactions rather than the activity of micro-organisms. They degrade in an anaerobic environment into H₂O, CO₂, biomass, and trace elements. The down side is, of course, that they are a petroleum product.

3. **Compostable Plastic**—this is close to biodegradable plastic, but “greener”. According to the American Society for Testing and Materials, for plastic to be compostable, it must break down into carbon dioxide, water, and biomass at the same rate as paper. It also needs to look like compost, should not produce any toxic material and should be able to support plant life. Compostable items are made from plant materials such as corn, potatoes, soy, and sugar. Compostables are “green” from start to finish when disposed in a home composting system or a “certified” compost facility. Although Mendocino County does have such a facility, there is no retrieval system in place, as of yet.

Our goal is to educate and encourage a “bring your own” policy, but that is not always a practical solution. We will continue to provide “recyclable” containers at our store, because this still seems to be the best option. However, proper disposal is crucial. The trash receptacle and recycle receptacle will carry detailed descriptions of which items go where, in order to help clarify disposal questions. We encourage all our customers to bring and use their own utensils when they can.

Thank you for helping us manage our waste, and thank you, in advance, for educating your friends and family.

FRUITS AND FLIGHTS

From E Magazines Nationally syndicated column....

Dear Earth Talk: Is it true that bananas are taboo for anyone who is concerned about rainforest destruction? Even if I seek out "fair trade" or organic bananas, am I feeding the demand that is causing rainforest to be cleared?

-Laura Barnard, Hillsboro, OH

Sadly, the short answers to these questions may be yes and yes for now, but that may change as the \$5 billion banana industry slowly comes to terms with greener forms of production.

Historically, growing the world's most popular fruit has caused massive degradation of rainforest land across the tropics, spread noxious chemicals throughout formerly pristine watersheds, and poisoned and exploited farm workers. But help is on the way, largely thanks to the pioneering work of the Rainforest Alliance, which certifies as sustainable those banana farms and plantations that meet criteria for responsible farm management set by the Sustainable Agriculture Network, a coalition of non-profits striving to improve commodity production in the tropics. As a result of the program, some 15% of all bananas sold internationally now come from Rainforest Alliance Certified farms, including those from Favorita and Chiquita.

But even certified plantations are on land that was once tropical rainforest. According to Rainforest Relief, Americans should avoid purchasing bananas altogether and instead opt for fruit grown locally. The group is hopeful, though, that its work with farm cooperatives growing organic bananas under the shade of a diverse forest canopy in Costa Rica can eventually drive the larger international banana market toward better land use and worker safety standards.

CONTACTS: The Rainforest Alliance, www.rainforest-alliance.org; Chiquita, www.chiquita.com; Favorita, www.favorita.com; Rainforest Relief, www.rainforestrelief.org.

'TIS THE SEASON FOR SEASONAL BEER!

Forget Oktoberfest...it's time for winter ales! Almost all craft brewers have beers made for this time of year. Brewing special seasonal beer has been around for centuries, originating in the pagan celebrations of winter solstice (Dec.21, 2010, 6:38pm EST). Later as monasteries often functioned as the local brewery, some monks made the first holiday beers to celebrate the birth of Christ.

These styles, best for fending off the cold of a long winter night, such as old ales, stouts, and strong lagers, are often associated with winter. They are usually bigger in body and flavor. In addition to malt, wheat, hops and other fermentables, winter ales often feature herbs and spices.

Note: Before the Middle Ages, brewing was left to women to make since it was considered a food as well as a celebration drink.

While more predictable drinkers will be swirling pinot, why not try one of the many seasonal beers available? Look for our seasonal beer display near the café. Or, for your special holiday celebrations, consider our local bubbly crafted by Roederer or Scharffenberger.

Food Pairings: With hearty meat dishes and wild game (even turkey), try strong cheese and dark chocolate.

Cheers!

Camille S.

FROM THE CHILL DEPARTMENT

“Mascarpone”

For the holiday season we have organic eggnog from Organic Valley, Straus and Clover. All are available in quarts. Check out our freezer section for pumpkin ice cream from Double Rainbow and eggnog ice cream from Straus. For those of you who don't have time to make a pie from scratch, we have frozen pie crusts from Wholly Wholesome. They are so good your family will never know you didn't spend all day in the kitchen.

We now have Heidi's Hens organic turkey breasts and Mary's whole ducks in our meat freezer. Fresh salmon is often available and a very popular item in our fish department. Look for fresh crabs to be coming soon. Try our giant fresh prawns. They are wild harvested from Mexico and are absolutely delicious!

Mascarpone will be making a holiday appearance in the cheese section. It is a wonderful Italian triple cheese made from crème fraîche and is the main ingredient of tiramisu.

FROM THE HABA DEPT:

EAT WITH RESTRAINT

DURING THE HOLIDAYS

There's a new supplement available in our Health and Beauty Department which may help with over-eating during the holidays. It's called Synaptalean and is distributed by Nature's Plus. The ingredients in this product have been shown to significantly increase dopamine levels in the brain, as well as serotonin and endorphins. These are the neurotransmitters responsible for our brain's "reward system".

In nature, we learn to repeat behaviors that lead to feeling rewarded. Food is one of those things that is associated with the release of dopamine. By increasing your dopamine levels through such products as Synaptalean you may be able to reduce your cravings and stress. This, in turn, may lead you to making healthy food choices and prevent you from over-eating. Hopefully, it will also improve your overall health and feelings of contentment----what more could you wish for?

ARTICHOKES

“THE HEART OF THE MATTER”

The ancient Greeks credited Zeus with the creation of the artichoke. As a punishment for the deception of Cynara, his mortal seductress, he turned her into the artichoke plant. A native of the Mediterranean climate, the artichoke is considered a delicacy and an aphrodisiac.

The globe artichoke is a member of the thistle family and is grown mainly along the California coast. The plant has flower buds which are recognized as artichokes. The bottom of the bracts as well as the soft center known as the heart, contain the edible flesh. Buds left to flower become large purple blooms. Artichokes contain many beneficial nutrients and antioxidants including fiber, Vitamin C, folate, and magnesium. They also contain cynarin and silymarin compounds which are considered protective to the liver. Some studies show that artichokes may lower serum cholesterol and reduce symptoms of irritable bowel syndrome.

To select the perfect artichoke choose those which are firm and heavy with closed center leaves. Rinse, cut off the top of the choke and trim the stem. You can also use a scissors to cut off the thorns. Spread them apart to boil, bake or steam. When the leaves pull out easily your artichoke is ready to eat. Two types of artichokes are available to the public. The older variety is very thorny but has superior flavor. The more modern variety is rounder and less prickly but sacrifices some flavor. Enjoy this fine vegetable as an appetizer or side dish.

Pumpkin Cheesecake with Mocha Top and Bottom

RATING: 2 ratings

SERVINGS: 16

This holiday season let someone else bring the standard pumpkin pie, while you wow the crowd with a rich and creamy mocha-pumpkin cheesecake. This delicious concoction combines the goodness of organic butter, cream cheese and eggs with the rich flavors of coffee, chocolate and pumpkin—and is surprisingly simple to prepare.

5 tablespoons Organic Valley Butter, divided
1 1/2 cups finely crushed chocolate graham crackers
3 tablespoons finely ground coffee
3 8-ounce packages Organic Valley Cream Cheese or Neufchatel, softened
1 cup sugar
5 Organic Valley Large Eggs
2 cups pumpkin puree, cooked (or one 16-ounce can solid pack pumpkin)
2 teaspoons vanilla extract
4 ounces semi-sweet chocolate chips
4 tablespoons hot, strong coffee
chocolate-covered coffee beans (or chocolate-covered raisins)

For crust: Heat oven to 350°F. Melt 3 tablespoons of the butter; combine with crushed grahams and ground coffee. Press into bottom and partially up the sides of a 9-inch springform pan. Bake 10 minutes. For filling: Use electric beaters at medium speed to cream Neufchatel or cream cheese for 3 to 4 minutes. Gradually beat in sugar and continue beating 2 to 3 minutes. Beat in eggs one at a time. Beat in pumpkin and vanilla.

For cheesecake: Pour filling into crust. Bake until instant thermometer inserted in center reads 160 degrees, 70 to 75 minutes. Cool cheesecake to room temperature, then chill it thoroughly.

For glaze: Melt chocolate and remaining 2 tablespoons butter in double boiler, or a bowl set over a pan of boiling water. Remove from heat; whisk lightly, then whisk in hot coffee. Cool 10 minutes. Press top of cheesecake to even out the surface and “mend” any cracks. Spread chocolate glaze over cheesecake. Decorate with chocolate-covered coffee beans or raisins. Chill to set topping.

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