



MARIPOSA NEWS

WINTER 2012



Winter Is Coming From Mary Anne

Our pleasantly long autumn has given way to what seems like a winter of normal rainfall. We've pulled out our foul weather gear and are ramping up for the December holidays. The elections are finally over, thank God, and though we have a few wounds to lick with the defeat of Prop. 37 we certainly haven't given up the fight to label our foods. I think what it has done for our industry is to invigorate our efforts to educate the public. I was personally surprised how many folks, even in our community, did not have very much knowledge of the GMO issue. So, our challenge is to make sure that citizens are well informed before this issue comes up again, probably in the next election. This will also give the Project time to construct an even better bill, which hopefully, will be less confusing.

Our Mariposa elves are currently busy in their respective workshops preparing for the up-coming holidays. Once again we will be having turkeys, hams, and prime rib for the festivities. Breads, rolls, cakes and pies will also be available. Try to get your orders in by Dec. 16th. See the note from the chill department in this issue for more details about the meats. Our gift department is at its seasonal height with lots of really pretty and interesting items. Our winter socks and tie dyed tights are flying out of here. We can barely keep them in stock. Take some time to peruse our gift department. You're sure to find something unique and useful for everyone on your list.

The produce department celebrates "citrus" at the winter season. The Satsuma Mandarins from Orland are very sweet this year. Other citrus including Fairchild Tangarines and Clementine Mandarins are starting to appear. Valencia oranges wind down at

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Chocolate In The Raw By Jenn Sanders

M-m-m-m Chocolate! Milk chocolate, dark chocolate, white chocolate---I love them all. But, recently, I've learned a lot about the health benefits of raw chocolate, which is beneficial for your body and for your mind as well. Before I was introduced to raw chocolate, I would prefer dark chocolate because I thought it was healthier for me. What I didn't know is that most dark chocolate is so highly processed that it loses its nutrient and antioxidant values. This is not true of raw unprocessed cacao beans.

The cacao bean has many components that all work together to improve physical and mental health. For example, theobromine is a chemical found in cacao that helps stimulate the central nervous system and dilates blood vessels giving the body a boost of energy. "Bliss" chemicals found in cacao increase serotonin and other neurotransmitters in the brain, improving mood and combating depression.

Raw chocolate contains vitamins and minerals that can lower blood pressure, protect the body from free radicals, improve digestion and promote better cardiovascular function. We carry a variety of raw chocolate in our raw foods section. We just received Love Truffles and Maca Buttercups from Lulu's Chocolates. Sacred Chocolate, Righteously Raw and Fearless are other raw chocolates that we carry at Mariposa. All are delicious!

Store Hours

Mon-Fri 9-7 Sat 9-6 Sun 11-5:30

Café shortened hours 9:00 a.m. - 4:00 p.m.

Jan 1 - Mar 10, 2013

Holiday Schedule - See Page 3

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



Happy Holidays To All



2012 has flown by faster than you can say “Oh, by gosh, by golly” and once again it’s time for mistletoe and holly. It’s a time for festivities of all kinds and get-togethers with families and friends. As wonderful as this time of year can be, it’s also a time for over-eating fat and sugar-filled goodies, for drinking too much, and for disagreements, especially with family members. Here are some quick tips for a healthier, happier season.

1. Keep chestnuts on hand. They have less fat and calories than regular nuts, and can be used for stuffing, salads, or roasting “o’er an open fire”.
2. Make healthier mashed potatoes. Greek yogurt, with its rich taste and creamy texture, can be folded into mashed potatoes in place of butter or sour cream.
3. When making appetizers, think “fresh”. Boiled shrimp with cocktail sauce or veggies with hummus are healthful, low calorie starters.
4. Don’t fast before dinner. It is more likely to result in over-eating.
5. Skip the “whip”. Whipped cream can add 100 calories or more when used as a drink or dessert topper.
6. Just say no. If you are urged by someone to keep eating when you are already full just say “No thank you, I’ve had enough”.
7. Choose spirits that are lighter-colored. Dark spirits like whiskey are more likely to cause hangovers than colorless or lighter drinks because they contain more congeners, substances produced during fermentation that can make you feel ill.
8. Don’t fall for hangover remedies. Purported cures sold in stores are considered useless. Instead, drink moderately, don’t imbibe on an empty stomach, and drink plenty of water. Then, drink coffee to battle fatigue and take aspirin or ibuprofen for headaches.
9. Team up. Find family or friends to exercise with. Having work-out buddies is motivating. And, if you’re shopping, remember you can burn up to 300 calories an hour while walking briskly in the mall.
10. Forgive. Disagreements within families are normal. Try to keep a positive outlook which can not only mend relationships, but can improve your heart rate and blood pressure.
11. Forget what you can’t afford. Additional wealth and material objects have little effect on well-being. In fact, people who are focused on material goods exhibit reduced life satisfaction and higher levels of depression.
12. Worship with others. If you don’t practice a religion, seek out community or other social events.
13. Be merry with your mate. Couples who practice holiday rituals together can strengthen their marriage.
14. Remember: Life isn’t perfect. Stay calm, and enjoy family, friends, and all the festivities.

Edited by Mary Anne from *Consumer Reports: On Health, Volume 24, Number 12*



Gifts For The Holidays

If you have not been in our house wares and gift section recently please take a stroll through the next time you are in the store, it may give you some ideas for the holiday gift exchange that is ahead of us. This year's all time favorite are the fanciful tie-dyed leggings that are made in the Himalayas. I can't remember ever before having an item meet with such overwhelming success. We also offer more conservative and fashionable tights from Japan and our familiar line of Wigwam and Rockin Socks. Another fun item for the kids are the fruity, animal and monster hats and a full assortment of hats, leg and arm warmers, scarves and gloves for adults. This year we came across a great line of bone, horn and wooden jewelry from a company called Coco Loco. These too have been met with approval and are a reasonably priced jewelry item for stocking stuffers or that special gift. Another return favorite is the 50% wool 50% cashmere shawls that we offered last year at this time.

We always offer a large selection of candles in soy, paraffin, beeswax and palm oil and this time of year some are designed for the Holidays. We also have a good stock of dishes, glass ware, storage containers and other house wares that could make good gifts or be a practical addition to you holiday kitchen. We still have many beautiful calendars and a fabulous greeting card department. I have also brought in a line of 3-D nature stickers to personalize your gifts and cards or a great stocking stuffer for kids or adults. Look for the beaded and cloisonné ornaments to adorn you tree and have a wonderful time shopping at Mariposa this holiday season. We are always here to serve you if you need suggestions or help.

Coming Soon To Our Wellness Department

We will soon have a return engagement of Snow Mountain Botanicals to our wellness shelf. These locally made tinctures are organic, made with herbs grown in the foothills of the Northern California coastal range or are wild-crafted in our bio-region. Snow Mountain Botanicals offers many unique compounds formulated by experienced herbalists in Potter Valley. Look for them soon!

Ginger Ale vs. Ginger Beer

What's the difference between ginger beer and ginger ale? Ginger beer is a brewed (fermented) beverage which originated in England in the 1800s. The original recipe used ginger, sugar, water, lemon juice and a fungal-bacteria known as the ginger beer plant. The mixture was fermented for a few days to produce a ginger beer which could have an alcohol content of up to 11%. Today's brewed ginger beers have an alcohol content of less than .5% and so are categorized as non-alcoholic beverages. Since they are naturally fermented, they have less carbonation than typical sodas. Companies such as Reed's use fresh ginger, fruit juices, whole spices and sweetener then brew and age the mixture. Carbonation is added during the bottling process.

Ginger ale is a carbonated soft drink flavored with ginger. Originally it was made either in the golden style (rare today) or the pale dry-style created by Canadian John McLaughlin in 1890 and patented in 1907 as "Canada Dry Ginger Ale." In the 1800's the terms ginger beer and ginger ale were used interchangeably. As time went on, ginger beer became associated with the spicier ginger ales. Many people use ginger and ginger products to help with morning sickness, headaches and nausea.

Winter - Continued from Page 1

this time, but Navel Oranges are coming into season. Lemons and Meyer Lemons are plentiful. We'll have gift boxes of mandarins for the Christmas Holidays. We are still receiving Mike Gauder's local late apples like Granny Smith's and Sierra Beauties, both excellent for pies. The Concorde Pear might be worth a try for its wonderful flavor and texture.

May all the blessings of the season be yours. May you stay joyful, surrounding yourself with family and friends. Thanks to all our wonderful customers for supporting Mariposa Market, your local center for what's good in eating. We cherish every one of you.

Holiday schedules for December and January are: Christmas Eve - 9:00 a.m. to 3:00 p.m. We will be closed Christmas Day. Open Wed. the 26th as usual. New Year's Eve - 9:00 a.m. to 5:00 p.m. Closed New Year's Day.

Palo Santo - The Holy Wood

By Alecia

If you have ever been to the Pacific coast of South America, notably Ecuador, you have probably heard of this mystical tree. The translation from Spanish means "holy wood". The indigenous peoples of the Amazonian region have been burning the wood as incense since ancient times. Historically, the Inca tribes used it during spiritual ceremonies and rituals to cleanse negative energies, and to get rid of evil spirits and misfortunes. It has been said that the oils produce a spiritual film over the skin that works like a protective shield, reinforcing the positive that our electromagnetic body generates. It also generates and strengthens the aura and is absorbed by our nervous system, expelling negative energies.

Benefits of the Palo Santo essential oil are numerous as it is rich in medicinal compounds. It has been studied and accepted that one of its phytochemicals called Limonene has anti-cancer effects on the body. Limonene increases the levels of liver enzymes involved in detoxifying carcinogens, thereby helping to stop cancers from growing. It is also used as a sedative, a pain reliever, an anti-inflammatory, an antiseptic, an anti-bacterial, and a decongestant. In aromatherapy, the oil generates calmness and relaxation, and is beneficial for meditation, concentration, and enhancing creativity and learning. It is also used as an anti-depressant.

Due to its popularity and high demand, harvesting the Palo Santo is government regulated. No living trees can be cut, and a permit is needed to gather the dead branches that have fallen. This type of sustainable harvesting has been practiced throughout history. The trees live from 80 to 90 years. It is said that once a branch of the tree dies of natural causes and stays on the ground for 4 to 10 years, the special alchemical process happens. While the fallen branches are on the ground the essential oils and resins go into the center of the hardwood, causing its mystical and sacred properties to come alive.

Mariposa Market carries Palo Santo products from a reputable company called Sacred Wood Essence. We have the pure essential oils, the spritzer (a combination of Palo Santo, rosewater, lavender, sage, peppermint, frankincense, agarwood, colloidal silver, gold, and holy water) and the incense. All of these are really great quality products. The families that harvest our Palo Santo have planted over 30,000 new trees over the past ten years, making this the kind of company Mariposa Market likes to support.

Beer And Wine

As we enter the month of December and the holiday season we are trying to have wine and beer that fits the season. In the wine section we now have Saint Gregory Pinot Noir at a great price along with the Pinotage we currently carry from Saint Gregory. There is also a Husch Pinot noir, a Seabiscuit Chardonnay and newly added LACREMA Pinot Noir and Chardonnay from the Sonoma area. Vin de Tavis from Dos Rios has a special for the holiday season. If you buy one of their wines at a regular price you get their red wine special for a dollar. The regular wines include a Zinfandel, Eel River Red, or a Field Blend. In the cooler we have added two new sparkling wines from Weibel at a great price and the flavors are a wonderful Pomegranate and Almond. We still have the Roederer, the Scharffenberger Brut and the Cremant from the Anderson Valley available so don't forget to pick one up when you need a special sparkling wine.

In the beer section we have the new winter beers in from Anderson Valley, Sierra Nevada, Deschutes, 21st Amendment, Blue Moon, and Anchor brewing. The beer companies are very creative in creating and naming their new beers and it's always fun to see what is new. We replaced the lemonade flavored Mike's Hard Lemonade with Mike's Winter Blackberry. We continue to carry local beers and ciders. We also have Redbridge and Estrella Damm Daura and St.Peters Sorghum Beer for people who need gluten free products. Come pick up your favorite beer or wine for holiday events or that special evening. Get your old favorite or try something new.

Excerpts From The Suggestion Box

Q. Please get NuNaturals Stevia back in stock. It's the only one that isn't bitter.

A. We have it.

Q. Can you carry San Pellegrino Blood Orange in cans?

A. We're sorry, we have no distributor for this flavor (I agree, it's the Best!)

Q. Can you carry Red Oval Stoned Wheat Thins? They don't use trans-fats anymore.

A. We don't have a distributor for this right now.

B.

Q. Please, candy canes with no red dye or corn syrup or other nasties.

A. If only.... We still haven't found this item anywhere.

Q. Please test out a week of opening earlier---at 8:00 or 8:30am. I think it would be worth the money.

A. We will consider opening early, but it's a large order. Perhaps next spring, but it will have to undergo some scrutiny and analysis.

Q. Your outdoor trash and recycling is unsightly. Such a beautiful store and then to have this mess out front.

A. I must have read your mind. Before I even opened your suggestion, I had ordered a new trash and recycling system for the front. I have been researching this for a while. I finally found something I liked.

Q. I was so excited to find organic jicama on your produce shelf. Now I don't see it.

A. This is a product that is only available from time to time. We will carry it when it comes available. We also had some quality issues with it.

Q. Please carry Straus Greek Yogurt non-fat.

A. Carrie in chill says she will bring it in soon.

Q. Can you get Love&Hummus. Comes in a glass jar, handmade in San Francisco.

A. We'll keep an eye open for a distributor for this product.

Q. Saint Benoit Yogurt in returnable crocks. We don't buy plastic and miss buying yogurt.

A. We keep looking for this product, but our distributors do not carry it. Carrie is continuing research on this. We have to have a way to recycle the crocks.

Q. Please carry Canyon Bakehouse Hamburger Buns. These are the best gluten free buns.

A. We will have them soon, if everything goes as planned. The Canyon Bakehouse bread sells well.



Featured Local Product - Sticky Business

By Robin

When I took home a jar of **Deborah Knoles Sticky Business** to test it as a cleaning product I decided to start right in on a big project, my very old tile shower. I have tried many products over the years, including some not so green options, to clean up the grout and polish the tiles, and **Sticky Business** was superior to anything else I've used. It also seems to have offered some protection from the re-accumulation of soap scum, and grout staining.

A few days later I found that the vinyl in my camper was covered with mildew, due to a leak. So, I grabbed the Sticky Business and went to work. It removed all of the mildew, and the staining as well. I really appreciated the mild, pleasant lemony scent, and that, even after an hour or so of scrubbing bare-handed, my skin was not red and irritated. In fact, my hands were clean and softer than before I started. I would recommend that you give this fine, locally produced product a try on your tough cleaning jobs.

Chill Department Gives Out Holiday Meat Information From Carrie

Available this holiday season will be these choices from our meat department:

Heidi's Organic Turkeys up to 22 lbs.

Diestal Petite free range turkeys 6-10lbs.

Willie Bird free range turkeys up to 20 lbs.(limited sizes)

Prime Rib from Roundman's in Ft. Bragg. Choice cuts \$14.49/lb.(not local)

Prime Rib local from Covelo, \$17.39/lb. This is grass fed beef.

Prime Rib is available by special order only. It must be ordered by Dec. 18th. Minimum size is 4 lbs.

All turkeys are frozen.



New Chill Item For The Holidays



Natural Decadence is a pie company from Humboldt County which makes delicious desserts. These hand-made specialty goodies are gluten-free, as well as dairy, egg, soy, and nut free. Flavors include Lemon meringue-less, chocolate cream-less and pumpkin. They are available in regular and individual sizes. We sampled these pies, and they are phenomenal.



Ditching The Norm - Aisle 12 From Angelia

Say goodbye to 2012 and to those belly busting holiday snacks and come visit us on aisle 12 where we offer so much more than the average munchies. Here at Mariposa we are ditching the norm and enjoying chips done right.

Aisle 12, also known as Heaven, offers a plethora of tortilla chips, popcorn, rice cakes and crackers with every flavor from sea salt to cinnamon to tantalize your taste buds without nasty GMO's or trans fats. We hope you will make a resolution to try something new and different.



Our newest additions are our varieties of Freshly Wild Kale Joy kale chips. A blend of nuts, chia seeds and sesame seeds make these chips extremely satisfying and delicious. Kale is also loaded with vitamins, protein and fiber. Another tasty delight is our Alive and Radiant Organic Veggie Krunch Chips. If you have not tried these, put them on your 2013 shopping bucket list. Our employee family loves them since they are raw, very low in calories and Weight Watcher points and are gluten free.

The Veggie Krunch Sweet Onion taste just like onion rings so have them with your favorite sandwich or burger and save yourself a boatload of calories and fat. Seasonally speaking, and for those who want something a little sweeter, you may be excited to know that we have the Indiana Fudge Drizzled Popcorn back in stock. This is only offered seasonally so get 'em while they're hot! We also have the Simply Naked Gingerbread Pita Chips which are great with a little cream cheese and orange zest. Best wishes for a very happy holiday season whatever you may munch!

Celery Root or Celeriac

Recently, Mariposa Market has been carrying a new produce item called Celery Root. Also called celeriac this is the knobbed root of a celery variety that has inedible stems and leaves. Though popular in Europe, it is not well known in the United States. It's bulbous, light brown base grows to about 4 inches in diameter. Its dense, creamy white flesh has a strong, slightly nutty flavor with hints of celery and parsley. Celery root can be used raw or cooked.

When buying, choose small, firm roots with relatively few ridges, for easier peeling. Avoid roots with soft spots. To prepare, scrub with a brush, cut off the top and the bottom, and peel with sharp knife. Raw or blanched celery root can be grated, cut into matchsticks or shredded for salad. To cook: boil, sauté, braise or bake, or puree and mix with mashed potatoes. Celery root is low fat, has no cholesterol, and is an excellent source of Vitamin K and good source of Vitamin C.

New Addition

To Our Grab 'N Go Case

We have a new product in the Grab n' Go case. It is a Mariposa made Chicken Broccoli Quinoa with Cashew Gravy dish. Quinoa is a wonder grain; a complete protein containing essential amino acids, anti inflammatory compounds, and antioxidants.

This dish is sugar free as well as dairy free. It is intended to be heated, 1 ½ min. for the small sizes and approximately 2 ½ min. for the larger sizes. It is also excellent added to a bed of spring mix with your favorite choice of vegetables and some Bragg's Liquid Aminos. Look for it in the cold Grab'nGo case next to Himalayan Café entrees.



Cranberry Meringue Pie

If you're a fan of lemon meringue pie, you'll love this festive cranberry meringue pie recipe. For the fluffiest meringue, set your eggs out at room temperature for about 15 minutes or submerge (in the shell) in a bowl of luke-warm water for 5 minutes before beating—egg whites at room temperature will gain more volume than cold whites.

From Eating Well November\December 2012

10 servings - Active Time: 45 minutes - **Total Time:** 4 hours

INGREDIENTS

CRUST

3/4 cup white whole-wheat flour (see Tip)
or all-purpose flour
1/2 cup granulated sugar
1/4 teaspoon salt
3 tablespoons canola oil
2 tablespoons butter, softened

FILLING

1 12-ounce bag cranberries, fresh or frozen, thawed
1 cup orange juice
3/4 cup granulated sugar
1 large egg
3 large eggs, separated (save whites for topping)



MERINGUE TOPPING

1/4 teaspoon cream of tartar
Pinch of salt
1/3 cup granulated sugar
1 teaspoon vanilla extract

Preheat oven to 350°F. Coat a 9-inch pie pan with cooking spray.

To prepare crust: Stir flour, 1/2 cup sugar and 1/4 teaspoon salt in a medium bowl. Stir in oil and butter with a fork until well blended and crumbly (it should look like wet sand). Using the back of a spoon, firmly press the dough into the bottom and up the sides of the prepared pan. Bake the crust until it just begins to brown, about 20 minutes. (Keep the oven on for Step 4.)

To prepare filling: Meanwhile, combine cranberries and orange juice in a medium saucepan. Bring to a boil over high heat and cook, stirring occasionally, until all the cranberries are beginning to break down, 5 to 6 minutes. Pour through a fine-mesh sieve into a medium bowl, pressing on the solids to extract all the juice. Whisk 3/4 cup sugar into the juice until combined. Whisk in whole egg and 3 egg yolks. Return the cranberry mixture to the saucepan and cook over medium heat, stirring constantly and vigorously, until it thickens and just starts to bubble as you are stirring, 4 to 5 minutes. Pour the warm filling into the warm crust. Set aside while you prepare the meringue topping.

To prepare topping: Beat the 3 egg whites in a large bowl with an electric mixer on medium speed until frothy. Add cream of tartar and pinch of salt and beat at high speed until soft peaks form. Very slowly add 1/3 cup sugar, beating constantly, until the mixture holds stiff, shiny peaks. Beat in vanilla. Spoon the meringue over the filling, then gently spread to the edges of the crust. Make peaks in the meringue with the back of a spoon or a small off-set spatula. Bake until the top is lightly browned, about 15 minutes. Cool the pie on a wire rack to room temperature, at least 3 hours, before serving.

NUTRITION

Per serving: 268 calories; 8 g fat (2 g sat , 4 g mono); 80 mg cholesterol; 46 g carbohydrates; 32 g added sugars; 4 g protein; 3 g fiber; 100 mg sodium; 133 mg potassium.

Nutrition Bonus: Vitamin C (29% daily value)

Carbohydrate Servings: 3

Exchanges: 1/2 starch, 1/2 fruit, 2 other carbohydrate, 1 fat, 1/2 lean meat