

February 2010

Notes from Mary Anne

Unbelievably, a whole year has passed since we opened the new Mariposa Market. What a great year it has been as we've ironed out the glitches, learned to use our new equipment, and enjoyed our beautiful expanded space. Though it's a dangerous statement to make, the store seems to be functioning smoothly most of the time and we've received lots of kudos for our product lines, and our customer service.

A lot of shoppers have requested that we extend our hours of business. We have looked into the possibility of opening earlier on weekdays, but we feel it would not be economically feasible at this time. However, we will, as of February 6th, be opening at 9 am on Saturdays. The coffee and juice bar will be open until 6pm on weekdays, 5pm on Saturday, and 3pm on Sunday. New hours will be posted soon.

For those of you interested in the way our food is grown in America, the movie Food Inc. is a must see. Not only does it horrify viewers with the reality of common grocery store food, but it also supports the case for organic farming and localized agriculture. Please encourage your friends to see it too!

Our produce department is the shining star of our new store. We have made a real effort to reach out to our local farmers and support their products. Winter in Mendocino County is not exactly a grower's paradise. But we do have a couple of stalwart local farmers, Jim Leonides and Sean from Full Moon Farm providing us with wonderful greens and some stunning broccoli romanescos. They don't have a lot of variety at this time of year, but we appreciate every effort they make. Over the past few months we've also had local persimmons, meyer lemons, walnuts, and Satsuma mandarins. The navels from Orlando were unfortunately affected by frost.

Some people are dismayed that part of our winter produce comes from Mexico and South America. We have done a little research to find out what goes on at these "south of the border" farms. As far as we can tell, almost all organic producers use fair trade practices and have to be certified to the same standards that the USDA Organic requires. Unlike China, there really are inspectors in Mexico and South America. The farmers are excited that their produce goes to the United States where they fetch a decent price on the organic circuit. Though the ecological footprint that occurs in shipping may be a negative, the positive side is jobs for farmers and variable, quality produce during our winter months. Without Mexico and South America there would be no green beans, cucumbers, eggplants, tomatoes, bananas, avocados, peppers, and summer squash during our cold season – no mangoes, pineapple or blueberries either. We are fortunate in California to have such good agricultural neighbors.

Remember that no GMO seeds can be used in producing organic produce. This is a commonly voiced concern among our customers. Also, some people worry about the cleanliness of produce imported to the U.S. Though we have no way of knowing for sure about water standards and employee health, we do acknowledge that farmers from Mexico and South America do want to continue selling their produce here in America and do not want to jeopardize their position. All produce from out of the country has to be inspected by the USDA. It is advisable that produce be washed well whether imported or domestic.

We at Mariposa Market, do our best to ensure that our produce meets high standards of quality and safety.

The coffee bar has been one of the most popular additions to our new store. Besides adding an extra hour onto the deli hours the coffee bar will soon be featuring hot Panini sandwiches. As well, the kitchen is making a renewed effort to get the cold sandwiches and salads out by 9 am. We take your suggestions seriously, and are doing our utmost to satisfy the desires of our customers. We thank you for your continued patronage.

COUPON UPDATE: Only coupons that are attached to products we sell can be accepted by our market, this includes tear-off coupons that are on pads in front of certain products. Coupons that are clipped or torn from magazines or newspaper cannot be accepted at this time.

HABA Section

By Marta Alonso

First, I apologize to all of you who haven't figured out our shelving system. It is a hard one to deal with, but things are starting to look more stable. Even though our product lines have grown considerably from the old store, we are still rather limited by space. Many of you request new items and while we do take them into consideration we cannot bring every request in. We base our decision for new products on several factors: quality of ingredients, prices, number of consumer requests, and even brand name. Sometimes the marketing world can be overwhelming and pushy, so I try not to get swayed by bogus trends and schemes. Hopefully most of our products are up to your standards. We would love to hear more feedback from you.

Now, the crazy news is that we will be moving the entire section to what is now the cereal aisle. Most everything will be located in exactly the same place on the shelf as they are now.

This will give us an opportunity to "weed" out some unwanted material and do some clean up. We apologize for any inconvenience.

New HABA items:

New Chapter has a new line of mushroom supplements. Since they are no longer in partnership with Paul Stamets, they have come up with 6 special formulas that incorporate the knowledge of Chinese wisdom and a new approach to using the whole life cycle of the mushrooms. Look for them in our front end cap by mid-February.

Eclectic Institute has developed a new concept of presenting fruits, vegetables, and herbs in a delicious freeze-dried powder form. This is made without the use of sugar, fillers, or preservatives, or the use of heat solvents and harsh processing. These products will be organic, and/or wildcrafted.

We carry three of their detox cleansing powder blends “Broccoli Tune-up” facilitates the creation of detoxification enzymes that work to neutralize and remove toxins from the body. Together with green beans, milk thistle and cilantro this creates a powerful blend.

“Master Cleanse” the classic lemon, maple, and cayenne in a very convenient form.

“Celery powder” to support a healthy blood pressure

“Kale powder” with powerful antioxidant properties

Tart Cherry” with blackberries and nettles, a powerful blend for inflammatory joint conditions

“Eye Food” a blend rich in naturally occurring carotenoids and anthocyanins, an important compound for eye health

All of these products are affordable and easy to use. Check them out and enjoy the benefits. In case you didn’t notice, their logo wears a truism by Hippocrates that couldn’t be more accurate, “Let food be your medicine and medicine be your food.”

Salud.

BODY and SKINCARE

By Trish

Here at Mariposa Market we are passionate about stocking the highest quality skin care products. The marketplace is full of choices and we are dedicated to our customers having a selection of the best we can currently find. That being said, we are happy to introduce Aubrey Organics “Silken Earth” facial and blush powders. More than minerals, these products are created from rich nourishing silk powders that blend lightly with your own skin tone to even out color, soften imperfections, and impart a flawless healthy glow! They have also created a sparkling body shimmer just for special occasion fun!

We offer a wide variety of handpicked skincare lines. Recently we have brought in Ecco Bella, an M.D. Naturopathic formulated product packed with antioxidants to keep your skin looking and feeling healthy. You may like to check out their “leave-on” exfoliant to help with troubled areas and or to simply bring out the luminosity of your skin for a quick any time pick me up! Their “Age Antidote Day Cream” delivers to the deeper layers of the skin, and includes lutein, lycopene, Co Q10, vitamins A, C, and E, and astaxanthin. The cleansing gel and lovely “mist-on” toner used prior makes an easy and complete skin care regimen that takes very little time.

Recently a natural product called sea buckthorn has been getting attention; it’s not really new, having been used for many years for various skin conditions. It can be used internally as well as externally. In Europe one finds juices, liquors, candies, shelves of Vitamin C and dairy ice cream with sea buck thorn.

We have in stock Weleda's Sea Buckthorn Body Oil. This oil has the ability to feed dry thirsty skin, help to heal several skin conditions and bring a youthful appearance. Weleda also makes Sea Buckthorn hand cream you will find near the registers at this time.

We now have Derma E's Pycnogenol Redness Reducing Serum, very effective in helping with inflamed red skin and rosacea. DermaE's Pycnogenol Potential Line is fragrance free and good for sensitive or any skin type. It includes the usual cleansing, toning and moisturizing products, with the addition of an eye gel that really helps to reduce puffiness.

I am happy to say we now carry Alaffia Fair Trade Shea Butter Products. Shea butter is the oil from the nuts of wild shea trees (*vitellaria paradoxa*) scattered throughout the wooded savanna of central and west Africa. Shea butter was found to help protect against UV aggressions, soothe irritated and chapped skin and moisturize the epidermis. Shea butter also enhances cell regeneration and capillary circulation. I'll tell you more about the good things Alaffia does fair trade wise in the next news letter!

Other lines available here at Mariposa are Honey Girl, De Vita (vegan), Zia, Elements and Alba to name a few. We are happy to answer questions you may have regarding your skin and body care. Don't forget to feed your body healthy foods. Natural beauty begins from the inside! Remember smiling is a wonderful exercise for your face. If you don't feel like smiling think of it as mouth yoga...pretty soon you'll begin to feel better! The benefits of smiling are great for yourself and others!

Lynsey's Wine Spotlight

Well hey there loyal readers, Lynsey here again to spotlight another one of our fabulous local wineries. This time we'll travel down, way down, to Mendocino County's southernmost grape growing region. There, at the base of Duncan Peak just outside of Hopland, we find wine maker/grape grower Jim Malone and his labor of love, Terra Savia. Terra Savia is a small producer of locally grown gourmet fare. They are focused on producing high quality organic goods with great attention being paid to keeping in balance with their surrounding environment. A portion of all revenues directly supports several wildlife rescue and conservation groups in our community. Not only can you find their products on our wine shelves, but you will also see them in our honey and olive oil departments.

Terra Savia's olive oil branch, Olivino, produces three distinct olive oils. All of their olives are hand-harvested and cold-pressed within a few hours of picking. All the oils are settled by gravity and left unfiltered. At present you can find their Pure Leccino, 100% varietal olive oil here at the market. This fruity and mild varietal is the backbone of Tuscan olive oils. Also, look for them at our local Willits Farmer's Market which they often frequent. The olive orchards are nestled high in the hills on the edge of Mendocino and Sonoma counties, and for every acre of orchard one hundred acres of land are preserved as pristine habitat for thousands of plants and animals otherwise threatened by development. Tucked into the orchards are the Italian honeybee hives. There the bees are able to help pollinate the olive trees and to produce well-balanced honey. This delicious honey is then jarred and left unprocessed, uncooked, and unfiltered.

Terra Savia focuses on four grape varieties; Chardonnay, Cabernet Sauvignon, Merlot, and Petit Verdot. Every grape that goes into their bottles is certified organic and grown in their sixty acre Sanel Valley Vineyard. There the fruit is free to grow in clean air far away from industry and traffic pollution. Using their own pure water sources they irrigate with the assistance of solar power, bio-fuels, and wind energy. Wildlife is abundant in the vineyard and very welcomed. From the California river turtles swimming in the nearby creeks to the owls that keep the harmful rodents under control all wildlife is respected in the vineyard. The well-drained soil of gravel and loam is present in these terroir minded wines.

Here's a closer look at a few of their wine offerings:

2006 Blanc de Blanc is a deliciously smooth cuvee made from 100% chardonnay in the traditional French champagne method. Originally bottled in May 2007 the wine is left to finish the fermentation process. Once completed it lay 'en triage' until being disgorged last September. Crisp and yeasty with hints of ripe citrus this sparkling wine pairs very well with rich creamy foods such as grilled salmon with hollandaise or an alfredo pasta dish. And just in time for Valentines' Day we just received a new shipment!

2006 Meritage is a divine red blend of Merlot, Cabernet Sauvignon, and Petit Verdot. The idea here was to create a wine better than any of its parts. Aged in French Oak for thirty months, this elegantly styled wine is very flavorful with long subtle yet complex flavors. This wine is soft on the palate, but has enough fruit to pair well with many foods.

2008 Reserve Chardonnay underwent a stainless steel fermentation which preserved the grapes clean fruitiness. With aromas of tropical fruit this wine is well suited as an aperitif with a cheese and fruit plate or perhaps a lightly spiced dish.

I hope you enjoy discovering and devouring everything that Terra Savia has to offer. You'll be supporting our local economy as well as our beautiful and threatened wilds.

Alla Salute

Multi-Vitamins, Minerals: A Perspective

By Mary Anne

New evidence shows that vitamins and mineral supplements just can't compete with the nutrients of Mother Nature.

Americans want to believe in pills. We spend an estimated ten billion per year on vitamin and mineral supplements. But recent studies undertaken to access their benefits have delivered disappointing results. Supplements failed to prevent Alzheimer's, cancer, heart attacks, strokes, type II diabetes and premature death.

While some people may need supplemental vitamins and or minerals at certain stages of their lives, nutritional deficiencies are uncommon in the U.S. Almost everyone can get the vitamins and minerals they need from our diets. Major health organizations weigh in heavily for a healthful diet rich in fruits, vegetables, whole grains, and legumes, as well as low fat dairy and animal protein for those who are not vegetarians. The truth is that unlike pills whole foods contain fiber plus thousands of health protective substances that seem to work together more powerfully than any single ingredient can work alone. That's why it's dangerous to assume that if you don't eat well, popping a vitamin pill will cover your act (besides, most of the vitamin's benefits are excreted in your urine).

Another concern is that high levels of some vitamins may actually be toxic to some systems, especially if combined with fortified food. High levels of vitamin E, selenium and folates as well as antioxidants may actually be useless or counter-productive. This is very true for people for people who have cancer or are undergoing radiation or chemotherapy. Conversely, diets rich in antioxidant foods do protect the heart and may have a positive effect on recovery from chemo or radiation. Megadoses of vitamins are not recommended for the majority of people.

Some evidence does support the use of supplements for these conditions:

Eye disease – age related macular degeneration can be positively affected (limiting further damage) by taking a daily supplement of C, E, and betacarotene. And research does not suggest that folic acid and other B vitamins may reduce the risk of developing age related macular degeneration.

Osteoporosis - calcium (1000 – 1500 mg/day) Vitamin D3 (in doses over 700 IU per day) do reduce fractures and bone loss

Multivitamins are definitely indicated for some groups of people who may benefit from them:

Dieters – especially these who are cutting calories severely. Most dieters will get plenty of nutrition by eating a healthy diet,

- Strict vegetarians (vegans) who exclude eggs and dairy products may be lacking in B12, iron calcium, and zinc.

- People with certain disorders that impair the ability to digest or absorb nutrients. In this case a person may needs high doses of highly absorbable vitamins and minerals

-Elderly and sick people who have poor diets and are underweight or undernourished

- Women who are pregnant or trying to become pregnant or breast-feeding may be lacking in calcium, iron, and folic acid. A specially formulated prenatal vitamin should be taken.

This article has been adapted from Consumer Reports on Health, February 2010. NOTE: This article is not meant to undermine the ability of certain supplements to positively affect a disease process or a serious deficiency. It is best to be under the care of a health practitioner rather than self-administering

supplements, especially multiples...Eating well and taking care of your body with fresh air and exercise is a better plan.

Raw and Superfoods

By Trish

What is a “superfood”? A true super- food has several key attributes. First, the growing and harvesting of the food must benefit the earth and the specific ecosystem where the food is grown. In addition, super-foods are ones that, via their inherent density and overall chemical composition foster physical, mental, emotional, and spiritual development and stability in human beings who consume them. We have in stock several types of super-foods here at Mariposa. Many of them coming from South America. Such as maca, cacao, acai berries, yacon, and lucuma. These foods have many health benefits.

Yacon from Peru for example has been used for diabetes, hypertension, and an antioxidant .It is rich in FOS,(fructo oligosaccharides)a pre biotic which helps your body produce friendly bacteria in the digestive tract. We carry this in a powder form as well as syrup that can be used like honey or maple syrup. We have some super foods in bulk now including maca, acai, cacao nibs and powder to name a few. These products are tucked in between the pasta sauces and the candy section. I'll have more information for you next news letter regarding other super foods you may not yet be familiar with. Meanwhile you might want to munch on some goji berries, full of protein and good for your eyes!

NEW CHILL ITEMS

- Organic Valley Egg Whites
- Organic Valley Soymilk
- Meyenberg Low Fat Goat Milk
- Ohana Organic Chow Mein Noodles
- Ohana Organic Buckwheat Soba Noodles
- Nasoya Egg Roll Wrappers
- South River Miso, Assorted Flavors

NEW FROZEN ITEMS

- Sheer Bliss, Bliss Bites
- Nature's Path Frozen Waffles, Assorted Flavors

- Kinnikinnick Gluten Free Products, muffins, donuts, cinnamon rolls, breads
- Lightlife, assorted meat alternatives
- Annie Chung's mini pot stickers, assorted flavors

NEW STORE HOURS

Sat. 9 am – 6pm

NEW DELI HOURS

Sat. 9 am – 5pm

Sun. 11 am – 3 pm

Mon. – Fri. 9am – 6pm

And of course the store hours that will stay the same:

Mon – Fri. 9 am – 7 pm

Sun. 11am – 4 pm