



MARIPOSA NEWS

SUMMER 2011



Summer Notes from Mary Anne

Our long awaited summer has finally arrived. Still, as a result of a cool and rainy spring, some of the produce has suffered. There is an on and off again shortage of melons of all kinds, only a smattering of grapes which have had a lack of sweetness, and bland flavor and brown rot in the apricots. The California cherry crop was devastated by the late spring rain, keeping the prices at an all time high. And, the peaches and nectarines are not at their prime due to a lack of summer heat. As we progress into August, hot weather should kick in the production and flavor of the summer fruit. Keep in mind that most fruits and vegetables are two to three weeks behind schedule.

Most of the berry crops have been delighting in the cooler days. Strawberries, especially, are sweet and inexpensive. This is a good year to consider freezing strawberries or making jam. Our case prices are very reasonable and the quality is good.

Mangoes from Mexico and Peru have been delicious, but are winding down as they come to the end of their season. The first flush of figs has come and gone, but there will be a much bigger crop in late summer.

Vegetable crops have also been affected by a cool spring. Potatoes are still quite expensive and

Continued on Page 2

A Few Choice Tidbits From The Deli/Cafe By Dana

Starting this week, the cafe will be featuring wraps—a light and wonderful way to experience summer. The wraps come in several styles: a flour tortilla around a meat or vegetarian filling, or a gluten-free option, made with a teff tortilla. All are nutritious and less bulky than a sandwich.

Also, the cafe would like to welcome back the Bicycle Bakery. After several months of their absence, we finally have a distributor. Look for their wonderful vegan chocolate brownie cake and their delicious vegan carrot cake.

The cafe plans to offer fresh lemonade and iced coffee (or tea) in dispensers out in front of the deli. Look for them soon.



Come Celebrate With Us

Mariposa Market will be celebrating our 32nd anniversary on August 31st. We will have demos, drawings, samples, and free food and drink to honor our customers and show our appreciation for all your support. Please, come join us for the fun and celebration.

Hours

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

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

An Introduction To Herbs, Etc. By Alecia

Mariposa Market has recently brought in a unique line of herbal supplements and extracts from a company called Herbs, Etc.

The owner and formulator, Daniel Gagnon, has been a practicing herbalist since 1976. Currently, Daniel operates an herbal store in Santa Fe, New Mexico. He considers this store his "research and development center" where he is able to formulate herbal blends specific to the needs of his customers. This retail location, with its 250 varieties of bulk herbal extracts, allows him to meet regularly with his clientele and constantly improve his formulations through personal contact and field work. All herbs used in his extracts have been certified and organically grown, primarily in the U.S. or in the climate in which they thrive.

Here is where Daniel's long-standing relationships with the family owned farms plays a big role in insuring the quality of the line. Often times, he will commit to buying an entire crop, providing the farmers with financial security, satisfaction, and pride that their crops are grown for this medicinal purpose.

When ready to be picked, the herbs are shipped overnight in refrigerated containers to Santa Fe. Once received, the plants are processed fresh to insure maximum potency. Daniel has developed a proprietary process called "kinetic maceration". This process is an ultra slow grinding of the herbs, sometimes taking up to 24 hours. In addition, he utilizes a method called "cryogenic(ultra cold)maceration" which prevents any heat damages to the herbal constituents.

Finally, to complete the tincturing process, the herbs are packed in glass funnels where the menstrum of alcohol and water seeps through the herbs at a slow rate in a cold process percolation, hence extracting all active constituents from the plants in a way which is similar to a cup of coffee.

Mary Anne - Continued from Page 1

tomatoes are just starting to arrive from Calif. The corn has been very sweet and of high quality this year, but there are some gaps in production. Avocado trees set a light crop this winter which accounts for the higher than normal prices.

We do have some delicious Elegant Lady pesticide-free peaches right now, which will be followed by our annual allotment of O'Henry peaches around the 12th of August. O'Henry's are excellent for canning, jamming, pies, and eating in hand. Look for our curbside sign announcing their arrival. Lugs will be for sale at case prices.

We've had a lot of complaints about the holes in our parking lot. I want to personally apologize for the inconvenience. Mendocino Construction Services has given us a quote and we have signed off on it. Work should begin sometime this month. The early fall and late spring rains prevented us from doing the repairs earlier in the year. The parking lot to the south of the building is scheduled to be paved and lined which should make parking easier.

We would like to congratulate Todd Telfer, the winner of the KZYX&Z raffle. Todd has won a \$1500.00 gift certificate at Mariposa Market. Those of you who bought raffle tickets have given your local public radio station some much needed support. Thank you!

Herbs,Etc. and Daniel Gagnon represent true pioneers in the herbal industry. With over 30 years of experience and their expertise, you can be assured of only the highest quality of potent and effective herbal medicine.



Lots of New Products to Check Out in Body Care!

By Trish

Hello! We have some new items available to you here at Mariposa! Many of you have already heard of and are enjoying the John Master's line of hair and body care products. I must say that if you haven't, I hope you treat yourself to the high quality results that come with using these fine products. I don't usually get that excited about shampoo, but my hair never felt as healthy as it did after using John Master's Shampoo! The products are 75-100% organic, many of which meet USDA, EcoCert and Oregon Tilth Organic certification qualifications. One of my favorites that I've tried is the Citrus and Neroli Detangler! It doesn't weigh your hair down. Whether rinsed out or left in it detangles and hydrates with a highly effective combination of 18 certified –organic ingredients! I like to pair this with the Lavender Rosemary Shampoo which is good for all hair types. So check it out, we have his other styling products as well as his Blood Orange and Bourbon Vanilla Body Milk and Body Wash! I hope you enjoy!

New from Wild Carrot we have the Blue Burdock Skincare line. This was created because the Wild Carrot Lady, (Jody Berry) did not want one of her relatives to use the popular Pro-Active line! The Blue Burdock treatment consists of a cleanser, toner and moisturizer for acne prone, combination skin and those with extremely sensitive skin. This newest trilogy of skincare has been tested on adults and teens alike as an effective solution for those with serious skin issues. I hope you find these new additions helpful to your skincare regimen! We also recently brought in Wild Carrot's Oregon Lavender Lotion! The lavender used in this delightful moisturizer is grown just down the street from Wild Carrot!

For those of you who would like to have your hands return to a more youthful appearance we have from Zion the Adama minerals Hand Repair Cream. This intense cream contains a high concentration of Muru Muru Butter and nutrient rich minerals to help reduce the appearance of wrinkles and provide moisture to dry, rough skin. Muru Muru Butter is derived from the seeds of the Muru Tree and is rich in oleic acids, and vitamin A. I tried this lotion and really do notice a difference, very nice!

From the Homestead Company we now have a very high quality alcohol free witch-hazel. We also offer you their Eczema Oil made with Kukui Nut Oil, Emu and jojoba oils. This oil also helps a wide variety of skin issues such as cracked skin, rosacea, shingles and scar prevention to name a few! There are no synthetic ingredients and is 100% non toxic, non

Notes from the Chill Department

New to our cheese case are Piacci Italian cheeses from Grande Cheese Company. We are featuring the Fior de Latte fresh mozzarella in two sizes, Ovalive, and Cligino, as well as the aged Provolone! Look for the black packaging. Come to our Anniversary celebration on August 31st to sample these fine cheeses.

We are also introducing Humboldt Creamery Organics! You will find butter, sour cream, cottage cheese, and half gallons of milk on our shelves now. Try these organic products at great prices.

John Ford Ranch now offers all beef hot dogs, grown locally, nitrate and gluten free. Look for them in our meat case.

You may have noticed that our meat freezer has been empty lately. It has been repaired, and the shelves are full of your favorite local meats once again. We apologize

greasy, safe for all ages from new born to mature skin!

Also new, we have available "Healed, Ink." Tattoo Aftercare Cream by Devita. This is a unique combination of rich humectants, vitamins and minerals, amino peptides, anti –oxidants, herbal extracts and essential oils. This cream helps to restore the skin's natural moisture balance instantly. It helps to rehydrate, rejuvenate and preserve the quality and appearance of your new tattoo!

The last new item to tell you about is a natural alternative to Vaseline; it's called "Waxelene"! It consists of very simple ingredients; organic soy oil, beeswax, vitamin e oil and organic rosemary oil. This great little product may be used for skin protection and moisturizing, chafing prevention, make-up and many other household needs!

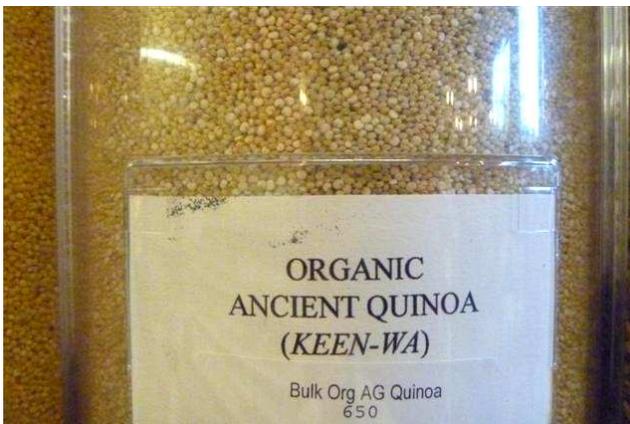
So there you have some new ideas for enhancing your natural body care regimen. I hope you enjoy!

Whole Lotta Whole Grain Here!

By Terri in the Grocery Department

I would like to introduce some friends to man that have been around since the beginning of time, known for their ability to reduce heart disease and regulate our digestive systems. The whole grains have so many healthy properties and culinary versatility. Here is a list of whole grains we carry here at our market and their contributions to our diets.

AMARANTH: used in baking muffins, pancakes and wheat breads. It has a peppery flavor, complete protein, and is gluten free.



BARLEY: use in salads, soups, and stews. It lowers cholesterol as well as, or better than, oats.

BUCKWHEAT: use in pilaf, bread, and baked goods. Although this is a fruit related to rhubarb, it is treated like a grain. It has high levels of an antioxidant, called rutin, which improves circulation and removes unhealthy cholesterol.

BULGAR: wheat kernels, usually durum, that are boiled dried and cracked. It is very high in fiber. Use in hot cereals, meatless burgers, salads, and puddings.

CORN: most commonly used in tortillas, corn bread, stews, soups, and popcorn. It contains high

levels of antioxidants. Corn in masa harina (flour used to make tortillas) is high in niacin. Look for whole grain varieties, not de-germinated, which is not a whole grain.

KAMUT: use as you would wheat in breads, desserts, and pasta. Toast before cooking. It is nicknamed King Tut's wheat because of its ancient origins. It is buttery tasting, and high in protein and vitamin E.

MILLET: add to other grains in breads and stuffing. Toast before cooking, but do not overcook. Although it is often seen in bird feeders, try some! It mixes well with other grains and cooks so easily.

OATS: most common as a hot cereal, cookie ingredient, pancakes, and meatloaf! To retain the wholeness of oats, buy steel cut oats and thick cut rolled oats. It is rich in cholesterol-reducing beta-glucan, an antioxidant that protects against unhealthy cholesterol.

QUINOA: (keen-wah) Note: Rinse, rinse, rinse before cooking, as this grain tends to have a soapy tasting coating. Originally cultivated by the Incas, it now grows in Colorado. It is a botanical relative of swiss chard. It is a perfect protein that contains all the amino acids that the body cannot produce on its own. It is delicious as a side dish. I love it with chilies, corn, and tomatoes!

RICE: easily digested, gluten free. Look for the black, red, and jade varieties that we have on our shelves. Converted (parboiled) rice has more B vitamins than regular white rice.

RYE: high in fiber, with a low glycemic index

WILD RICE: seed of an aquatic grass, native to the Great Lakes region. It contains twice the protein and fiber of brown rice. Mix with other rice varieties for flavorful, colorful dishes! (45 minute cooking time)

Ree's Notes From Beer And Wine

This month we're featuring *Bonterra* Wines on the new end cap shelving in the market's wine section. We were especially interested in their Chardonnay ("A hint of oak complements the freshness of fruit and the evident notes of green apple, pear and citrus. Our wine is aged for several months to develop a rich, creamy texture that gracefully balances its fruit-forward character. ") and Cabernet Sauvignon ("Aged in French and American oak, the wine offers hints of pepper, cedar and fragrant vanilla spice to complement a lush and fruit-centered personality. ") . When I was choosing which other varieties to feature, it was suggested by Tyy, the wine salesman, to include their Sauvignon Blanc ("Intense aromas of grapefruit, kiwi and freshly cut grass mix with concentrated tropical aromas and a bright minerality.") and Table Red ("This is a fruit forward wine with red berries, plum spice and a hint of toasty oak and vanilla. It is balanced in the mouth with polished tannins and a long finish.").

"At *Bonterra*, we take our cues from the land and the fruit. We let them tell us what to do."

Our holistic approach to winemaking took root in 1987 when we were experimenting with wine and food pairings. The fruits, vegetables and herbs we used came from our extensive organic garden. The purity, intensity and freshness of the flavors were amazing. From that point on, we committed ourselves to growing grapes organically.

Over the years, we've evolved our philosophy based on what we know works. Today our vineyard is an environment of incredible diversity: soil, plants and animals work together to create a web of natural balance where all the elements thrive.

Decades of learning and winemaking accolades have reinforced our passionate belief that our organic grapes make better wine". To learn more visit www.bonterra.com.

Naughty Boy Organic Vineyards in Potter Valley has just produced one of the best rose` wines I've tried...a pinot rose`...dry, with tender fruit, easy to sip on a hot summer day.

There are several wines on discontinued specials in the store. Most of them are featured in the corner by the Beer and Wine cooler but look for them on the shelves, as well...there are some wonderful deals!

New in the Beer Cooler look for Fox Barrel Pear, Anchor Summer Beer, Kona's Wailua Wheat Beer, St Pauli's NA (Nonalcoholic) Beer, Deschutes Twilight Summer Ale, and four new beers from Sierra Nevada: Summerfest; Old Chico; Tumbler will replace Summerfest; the 22oz Ovilla Dubble.

Enjoy our hot summer days and nights with a cold complement to your BBQ or light fare meal!



Black Bean Salad

Ingredients:

4 Scallions, Sliced Thin

1 Tbsp Canned Chipotle Chile In Adobo Sauce, Minced

1 tsp Honey.Cup Lime Juice, from 3 Limes

Salt & Pepper

¼Cup Olive Oil

2 Cup(s) Fresh Or Frozen Corn Kernels, 3-4 cobs, or thawed & drained

2 16 ounces Cans Black Beans, Rinsed & drained

2 Ripe Avocados, Pitted, skinned, & diced

2 Medium Tomatoes, Cored & Chopped

¼Cup Fresh Cilantro, Finely Chopped

Directions:

1) Combine scallions, chile, honey, lime juice, ½ tsp salt, and ½ tsp pepper in large bowl. Slowly whisk in 2 Tbsp Olive oil. (Dressing can be refrigerated, covered, for up to one day.)

2) Heat remaining 2 Tbsp olive oil in large skillet over medium heat until shimmering. Cook corn until spotty brown, about 5 minutes.

3) Add beans, avocados, tomatoes, cilantro, and toasted corn to bowl with dressing and toss gently to combine. Season with salt and pepper to taste, and serve. (Salad can be refrigerated in airtight container for up to two days. Bring to room temperature and toss to redistribute dressing before serving.)

Metrics: Yield: 6-8