



MARIPOSA NEWS

SPRING 2012



Spring Greetings From Mary Anne

Spring is starting to peek forth, but everyone is praying for rain. That's the theme of 2012 in California. The farmers of this state are busy reassessing their crop situation. Most reservoirs are still relatively full at this time, but farmers who do not have access to irrigation districts are starting to sweat. That includes many of the growers of Mendocino County where most of us rely on ground water or springs for our irrigation needs. Droughts are part of California weather history, but the huge population of this state makes us more vulnerable to the dwindling of our water, and should make conservation our "number one" concern.

On the positive side dry weather often results in better crop quality, and we are seeing that phenomenon in our leafy produce, the citrus, and the berries. Strawberries have started off the season at a relatively inexpensive price, with the quality consistent with the latter part of the season. The leafy greens, especially the lettuce, have been of finest quality. And the citrus has improved in flavor as the season moves along. Navel oranges are very sweet at this time of year. Look for potatoes to become pricier as availability decreases. California avocados have finally arrived. The Fuerte crop is limited, but it

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New Items From The Chill Department

Our chill department has a new line of Greek meze from Haig's Delicacies. Handmade in San Francisco from all natural ingredients, these are available now at Mariposa: traditional hummus, spicy hummus, babagannoush, and tzatziki yogurt sauce. These go great with Haig's dolmas and falafel in the café refrigerator.

Try out our new tortillas from Mi Rancho, featuring organic gluten-free corn tortillas, made from fresh ground corn. We also carry the natural multigrain, the artisan flour, and artisan corn tortillas. All are made without hydrogenated oils or preservatives.

New breads have just arrived from Fort Bragg Bakery. All eight varieties are hand-shaped and slow fermented, and made with organic flours in the traditional European method. Find them fresh on our shelves Tuesdays, Thursdays, and Saturdays. These breads are exceptionally delicious!



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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

Wish Garden: Remedies For Pregnancy and Life

Mariposa Market is now pleased to carry a line of effective herbal extracts from Wish Garden. Wish Garden was started in 1979 by a midwife in Boulder, Colorado. Her purpose was to offer herbal formulas that would be safe and effective for her pregnant clients. They were designed to ease common ailments such as morning sickness, and as remedies for lactation and stress. The products were handcrafted from start to finish even as they are to this day. In 1987, the line was taken over by a professional herbalist and educator, who expanded the company in order to meet the needs of men, women, and children.

The adult line offers remedies that address all stages of dis-ease in the body, from "Kick-Ass Immune" which boosts the body's natural resistance to illness to "Get Over It" a formula which promotes deep dislodging in the respiratory system. Other Kick-Ass heroes, as they put it, are Kick-Ass Allergy, Kick-Ass Biotic, and Kick-Ass Sinus. Some unique formulas include "Genius Juice" which supports mental clarity, and "Love Potion #9" to enhance sexual response in both men and women.

The children's line addresses common ailments with gentle, safe, and effective solutions. The formulas offer an alternative to parents who wish to treat their children at home from their herbal medicine chest. The "Kung-Fu Fighter" helps maintain strong natural resistance to illness. "Quiet Time" helps to calm and center over stimulated, upset, and tired children. This formula is also recommended for children with night terrors and attention issues. "Calm-A-Tum" and "Growing Pains" are other some additional formulations designed for children's problems. Extracts for infants address such common ailments as fever, colic, colds, and diaper rash. "Oh Baby" is a soothing infant massage oil.

The pregnancy and lactation line is probably the most special, as not many companies formulate remedies that are safe during gestational times. There are products for many common complaints such as "Sleepy Nights", "Kick-It Allergy", "Calm-A-Tum", "Herbal Iron" and "Stress Relief". Unique lac-

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should be a good year for the Hass variety. We are hoping for a lower price on asparagus as the season progresses. Winter squash is coming from Mexico now, and availability will dwindle considerably over the next months.

Mariposa Market will be gearing up for Easter with a selection of cards, gifts, flowers and flowering plants. The chill department will have some Easter specialties---they're hoping for leg of lamb, ham, and roasts. Be sure to call a week or two early to order your Easter dinner meat. Talk to Camille Haggin or to Carrie.

KZYX is having their annual raffle for the \$2000.00 shopping spree at Mariposa Market and Harvest Market. We talked them into lowering their ticket price to \$10.00 each this year in hopes that more people would participate in the raffle. Just think how excited you would be to win a \$2000.00 gift certificate to shop at Mariposa! There will be two prizes awarded, one for each store. Tickets can be purchased at any checkstand here; you must let the cashier know which store you wish to have your ticket applied to. You can buy tickets for either prize at this location.

You may have noticed that we have finally put up our aisle markers. Every aisle is identified as well as the products that reside in that aisle. Our hope is that this new addition will make your shopping experience easier.



Excerpts From The Suggestion Box

CAN YOU PLEASE CARRY ICEBERG LETTUCE?

We have had a few requests for iceberg lettuce. In response, we are trying it to see if it sells well enough to warrant carrying it all the time. So far, it is selling slowly, but steadily.

PLEASE MOVE THE GLUTEN FREE ROLLED OATS AWAY FROM REGULAR ROLLED OATS--I WITNESSED TODAY A LITTLE GIRL MIXING THE TWO.

We took your request seriously and moved the gluten free rolled oats to the other end of the bulk aisle. We understand how important it is to stay completely gluten free especially if you have celiac disease. Parents, please watch your children in the bulk area specifically. Their sweet little hands do not belong in the bulk food.

CAN YOU CARRY MRS. MEYERS DISH SOAP?

We try to research our products as best we can. This product came up for scrutiny a couple years ago. It contains an ingredient that is not in the best interest of health and ecology; so, we discontinued it.

PLEASE STOP CARRYING PRODUCTS WRAPPED IN PLASTIC! WHY SHOULD WE PAY TWICE AS MUCH FOR FOOD THAT CONTAMINATES THE OCEAN PERMANENTLY?

While we share your concern for the ocean and we strive to minimize plastic, there is no way we could run this store and eliminate it entirely. Things like berries, tofu, and many juices always come in plastic. Part of our mission statement is to preserve the environment. We encourage everyone to reuse and recycle. Plastic bags can be washed and reused probably a hundred times. If you buy something in a plastic clamshell these can be reused when you purchase bulk spring mix or baby spinach the next time—or to store other vegetables, fruits, and cooked foods. And, at least, most of the plastic we carry is either biodegradable or compostable. It is tricky to try to run a retail business without using plastic. We do our best to minimize the use of plastic, but it would be impossible to run our store without it. Every individual has to do his or her part to reuse, reduce and recycle.

CAN YOU CARRY LARRUPIN MUSTARD FROM TRINIDAD? IT'S GOOD, AND LOCAL.

We are looking into it. Sounds delicious.

Top Ten Picks From Debbie Flowers

1. Lundberg Santa Fe Barbeque Rice Chip
2. Mariposa (made in our kitchen) Hummus
3. Rudy's gluten free multigrain bread
4. Nature's Path Crunchy Vanilla Sunrise Cereal (gluten-free)
5. Kinnikinnick Cinnamon Sugar Gluten Free Donuts
6. Pink Lady apples
7. Dino kale
8. Nantes bunched Carrots
9. Shikai Cucumber Melon hand and body lotion
10. Mychelle Creamy Pumpkin Cleanser



“Wish Garden” - Continued from Page 2

tation formulas use goat rue, an herb that dates back to the late 1800's. It was used then to increase milk production in cows. “Happy Ducts” extract and compress is an important soother for sore or inflamed breasts. There are post-partum remedies such as sitz baths, hormonal tonics, and “Baby Blues”, purported to be a good mood enhancer. There is a special powder called” Cord Care” that helps to dry up and protect the newborn's cord.

For professional practitioners, Wish Garden also provides a line which is available only for use under the guidance of a licensed practitioner.

Come into our health and beauty department and talk to Alecia about this line, if you are interested. She will have samples and more information for you.

Celery—Crunch In A Bunch

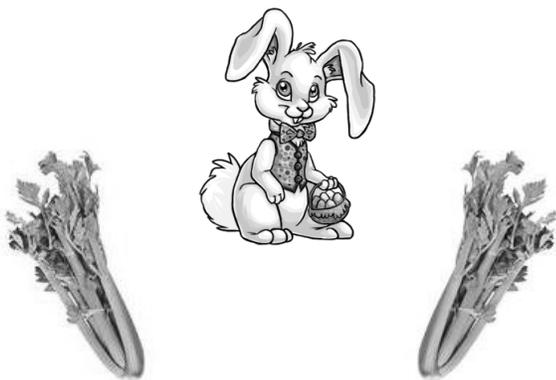
Although not introduced to America until the 19th century, celery has been around since ancient times. This wild herb originated in North Africa and southern Europe, where it was first used medicinally as treatment for colds, flu, digestive problems, and water retention.

Celery was not actually used as a food until the middle Ages. A culinary staple, celery shares family ties with carrots, fennel, parsley, and anise. While celery is often blanched in Europe---this gives it a white color, the plant, when grown in the U.S., is almost always a familiar green.

Two stalks of celery can provide a healthy serving of vitamins A, C, and K, dietary fiber, potassium, and folate. Extracts of celery contain phthalides, which are thought to be effective against cancer, high blood pressure, and high cholesterol and triglycerides. Phthalides may also have potential in the treatment of Parkinson's Disease and Alzheimer's and may protect the brain.

Celery, along with carrots and onions, is part of the trio of ingredients known as *mirepoix*, a French soup stock. Tight clumps of a light green hue are best. Celery is in season in the summertime, but it is available all year long. It ranks second on the list for highest pesticide residue, so it is definitely recommended that you buy organic celery and wash it well.

Add raw celery to salads, or dip stalks in peanut butter, hummus, or low calorie dressings. Celery is excellent cooked in soups, stews, and savory dishes. Its green leafy tops make an edible garnish.



Café Roundup

The Mariposa Café continues to do a rollicking business. We have added in some new “made in house” salads developed by Sarah Schleuder. These include an Asian Sesame Noodle and a Vegan Red Potato, with more coming as recipes are imagined. The café is also featuring torpedo sandwiches made on Schat’s Dutch crunch rolls. The varieties change each day but the three common types are turkey pastrami, turkey bologna, and ham. These sandwiches sell for an economical \$2.49 each and, paired with soup, make a very hearty lunch for under \$10.00.

Phil Roland’s Bakery is in full production now. He is offering four types of bread which we sell off of our retail shelf. These are sourdough loaf, baguettes, multi-grain seeded, and 100% whole wheat. He is also bringing a variety of delicious pastries and bagels to our café, where they are sparking much attention. Please help us support this local baker—his products are top of the line.

Mountain Rose Herbs By Jenn Sanders

Mountain Rose Herbs is a certified organic company based out of Eugene, Oregon. It was founded by Rosemary Gladstar, a respected published herbalist and educator. In 1987, her close friend Julie Baily purchased the company. Julie was committed to creating an ethical business with friendly service and quality herbs. With the increasing popularity of herbs and the irresponsible harvesting of wild plants, she adopted rigorous guidelines for wild harvesters to further protect threatened strands of wild plants.

Mountain Rose Herbs monitors the environment, the business practices, and the labor conditions of companies from which it buys its herbs. They contribute their time to numerous social and environmental groups and develop cultivation projects for endangered botanicals. Mariposa Market carries their bottled herbs and spices and a variety of specialty salts. A few of my favorites are the Caribbean Blend, the Thai Curry, and the Black Lava Salt. We can order their bulk herbs by the pound for you, if you wish. Please help us support this wonderful small business which makes the environment and social justice part of its business plan.

March Beer and Wine Notes from Ree

New to the beer cooler is Estrella *Daura*, a world class, award winning, brew from Spain that just so happens to be *gluten free*! We've been waiting to add it for months due to a customer's recommendation. We've also added Deschutes' Seasonal, *Red Chair*, Lagunitas', *Red Ale*, Anderson Valley's, *Barney Flats Oatmeal Stout* in cans, and Sierra Nevada's, *Ruthless Rye* in cans. Soon we'll be adding Bison Organic Chocolate Stout and Organic IPA. Both are brewed in Ukiah at the Ukiah Brewing Company!

This month's featured wine on the end cap is Nelson Family Vineyards. The vineyard is located near Hopland. "We offer a variety of fine wines that have been produced in ultra small batches with the tender love and care that can only be found at a family owned micro winery." We're happy to have the wines in the store at their current prices. In April the prices will be increased. We're also introducing their Viognier, "Rich and full in the mouth with flavors of peaches and apricots, this Viognier will be a great match with roasted chicken and full-flavored fish dishes. Originating in Southern France, this ancient varietal was brought back from the edge of extinction and is now gaining favor in Mendocino County." You will still be able to purchase the Cabernet Sauvignon, Zinfandel, and Pinot Grigio at the 2011 prices while the sale lasts through March. This is a good time to stock up or place a special order for a case(s) of wine. *A case of any of our wines that is special ordered is our cost plus 25%...quite a sweet deal.*

New to our line of Bonterra wines is their Merlot with "Aromas of cranberry, chocolate and cola spice add to the old-world style. Our Merlot is wonderfully dry, with compelling fruit and touches of herbs and light oak." Menu suggestions include, "Roasted meat ragout with mushrooms, grilled pork tenderloin, grilled and soy marinated duck or salmon, roast duck, crostini with caramelized onions and blue cheese, grilled eggplant, mushroom and basil pesto pizza." *Tantalizing and mouth watering!* The entire line of Bonterra Wine is on special while the supply lasts.

Look for Honey Run Meads gracing the wine section soon...another customer recommendation. We're featuring Elderberry, Blackberry, Cranberry, and Dry Meads. Honey Run is located in Chico.

The holiday wine specials produced a wonderful seller, the Handley *Pinot Noir*, "This Pinot Noir offers a spectrum of flavors, including black cherry, blueberry, lavender, and vanilla. The palate follows through with cherry, pomegranate, cola, and a long chocolate finish. It works especially well with food but is soft enough to drink on its own." Another customer suggestion has brought smiles to many of our shoppers.

We've added polycarbonate, stemmed wine glasses and BPA-free, Polymer, 4 pack wine glasses to the shelves. Summer and spring are just around the corner plus travelers are always stopping to shop at Mariposa for the last minute, forgotten items. And non-breakable wine and beverage glasses are here for picnics, tailgate parties, camping, or spa-side indulgences.

I will reluctantly leave the Market at the end of March. Debbie Bumpus will take my place and is in training as I write! She will continue our tradition of providing you with local, organic, sustainable, beers and wine that are available to us.



Welcome Debbie!

Broiled Portobellos With Creamy Scrambled Eggs

Ingredients

6 4-5" diameter portobello mushrooms
olive oil
3 garlic cloves, minced
12 large eggs
4 tablespoons grated parmesan cheese
1-1/2 teaspoons fresh rosemary, chopped
3/4 teaspoon salt
1/2 teaspoon ground black pepper
6 tablespoons (3/4 stick) butter

Cooking Instructions

Preheat broiler. Line a large baking sheet with foil. Remove and discard mushroom stems. Scoop out and discard tough inside centers where mushroom stems were attached. Brush both sides of mushrooms generously with olive oil. Place mushrooms, dark gill side up, on prepared baking sheet. Sprinkle mushrooms with minced garlic, then sprinkle generously with salt and pepper. Broil mushrooms about 5" from heat source until beginning to soften, about 5 minutes. Turn mushrooms over; broil until tender when pierced with knife, about 7 minutes longer. (Mushrooms can be broiled about 2 hours ahead. Let stand at room temperature. Before continuing, re-warm in 350 degree F oven until heated through, about 10 minutes.)

Whisk eggs, 2 tablespoons grated parmesan cheese, chopped rosemary, salt and pepper in large bowl to blend. Melt 5 tablespoons butter in heavy large skillet over medium low heat. Add eggs to skillet and stir gently in circular motion with wooden spoon, releasing cooked eggs from bottom of skillet and allowing uncooked portion of eggs to flow underneath. Cook until eggs are set but still soft, about 4 minutes total. Dot eggs with remaining 1 tablespoon butter.

Arrange hot mushrooms, gill side up, on plates. Top with eggs, sprinkle with remaining 2 tablespoons grated parmesan cheese, and serve.

Serves 6

Roasted Asparagus with Goat Cheese And Bacon

Ingredients

6 bacon slices
2 lbs medium asparagus, tough ends trimmed
2 tablespoons plus 2 teaspoons olive oil
3 1/2 to 4 ounce log soft fresh goat cheese, crumbled
2 teaspoons fresh lemon juice
1 teaspoon grated lemon peel

Cooking Instructions

Cook bacon in a heavy large skillet over medium heat until brown and crisp. Transfer to paper towels and drain. Crumble bacon; set aside.

Position rack in center of oven and preheat to 500 degrees F. Arrange the asparagus on a large rimmed baking sheet. Drizzle with 2 tablespoons oil and turn asparagus to coat well. Sprinkle generously with salt and pepper. Roast asparagus until crisp tender when pierced with knife, about 7 minutes.

Arrange asparagus in single layer on platter. Sprinkle with goat cheese and bacon. Drizzle with lemon juice and remaining 2 teaspoons oil. Sprinkle with grated lemon peel. (Can be prepared 1 hour ahead, cover with plastic wrap. Let stand at room temperature.)

Serves 6

