



MARIPOSA NEWS

NEW YEAR 2014



Happy New Year 2014 From Mary Anne

Another year of Mariposa Madness and 2014 is upon us. It was a good 2013 for us and we are grateful. Our construction project is almost completed which will result in a much bigger kitchen, a larger break room, and expanded offices. This will mean that we are not sitting on each other's laps or trying to share kitchen space that doesn't exist. We are excited about the project! The customers should benefit as well. The kitchen will be much more efficient, meaning that soups, salads, and sandwiches should come out in a much more timely manner. We will offer two soups every day, (or most days anyway) one a meat based and one a vegetarian. This improvement is brought to you by our new 4-burner stove where previously we were cooking on a one-burner hot plate. Plenty of shelving and extra refrigeration are other added values to our kitchen staff.

Although we are ever hopeful, the water situation does not look good for this area. Unless it rains in the next few weeks, we will be out of water in Willits. Mariposa is making plans to face this possible future. Along with our other water saving plans, we will most likely have to forego our landscaping annuals, and close down the customer bathroom. This is not something we prefer to do, of course, but the bathroom is in constant use and results in an incredible amount of water being wasted, even with our low-flow toilet. Another possibility is that we may have to shut down our purified water machine as the water comes from our city source.

Our produce department is looking exceptionally bright with its array of gorgeous citrus items. Satsuma mandarins and Clementines are practically finished, but new varieties like Page and Murcott are starting to show up. We have some luscious navel

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Valentine's Day Traditions



Valentine's Day will soon be approaching and Mariposa has some lovely chocolates, wine and other delicacies that would make a special someone very happy! Between the Seattle Chocolate Truffles, Gregory Graham's Syrah, and all the fabulous finds in the gift department, you're bound to find something. There's always Roederer and Scharffenberger champagnes if you'd rather go with the bubbly!

Here's some interesting tidbits about Valentine Day including traditions from faraway places:

The poets of Britain have probably penned the majority of the best-loved romantic verses associated with Saint Valentine. Different regions of the nation celebrate their own customs to honor this day, although the sending of cards and gifts of flowers and chocolates is standard procedure throughout the entire country. One uniform custom is the singing of special songs by children, who then receive gifts of candy, fruit or money. In some areas, valentine buns are baked with caraway seeds, plums or raisins.

The Danish valentine card is known as a "lover's card." Older versions of this greeting came in the form

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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

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oranges and the Cara Cara oranges have been exceptional. California Valencia oranges still have the sweetest juiciest flavor but they are just about out of season. Only Mexican Valencias are consistently available but they just are not wonderful like Calif. fruit and tend to be watery and bland. Orlando and Minneola Tangelos are coming into season as well. The Orlando is a great juicer and is a good substitute for Valencias until production resumes in late March. Minneola Tangelos are sweet/tart, usually seedless, and easy to eat out of hand. Meyer lemons are luscious little yellow globes of goodness.

Other produce items worth mentioning are the Bacon avocados, smooth and creamy and relatively inexpensive. Plus they are from California, not Mexico, like the Hass. There are fresh blueberries available from Chile. And the apples and pears still are holding their quality. Be sure to check out the new blue oyster mushrooms from the Mad Hatter farm in Laytonville. They are beautiful! And, the tomatoes from C&A Farms in Redwood Valley are a visual delight as well.

The new year is a great time to make resolutions on a personal level. We are all recovering from the stress of the holidays so this is a perfect opportunity to clean up on a physical level as well as performing some mental flossing. Practicing mindfulness and dwelling in the present are two important aspects of the purging of the mind. Make sure you are grateful for all the blessings that have been bequeathed upon you. Love yourself and your life as best you can. And SMILE.

Our staff at Mariposa Market wishes each of you a year of good health, sufficient wealth, and happiness. We love and appreciate you all and are delighted to call you our faithful customers. Without your support and inspiration, we couldn't be the community store which we are. Thank you from the bottoms of our hearts.



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of a transparency which, when held up to the light, depicted the image of a lover handing his beloved a gift. One custom in Denmark is for people to send pressed white flowers called Snowdrops to their friends. Danish men may also send a form of valentine known as a *gaekkebreve* (or "joking letter"). The sender of this *gaekkebreve* pens a rhyme but does not sign his name. Instead, he signs the message with dots...one dot for each letter in his name. If the lady who receives the card guesses the name of the sender, then she is rewarded with an Easter Egg later in the year.

In Italy, Valentine's Day was once celebrated as a Spring Festival, held in the open air, where young people would gather in tree arbors or ornamental gardens to listen to music and the reading of poetry. However, over the course of the years, this custom steadily ceased and has not now been celebrated for centuries. In Turin, it was formerly the custom for betrothed couples to announce their engagements on February 14. For several days ahead of time, the stores would be decorated and filled with all manner of bon-bons.

Most Valentine's Day cards (83%) are purchased by women. However, the number of cards purchased by men (currently 17%) is gradually rising, thought by some sources to be due to the fact that men often purchase two cards for their significant others...an amusing one and the obligatory romantic one which they believe is expected of them.

Half of all consumers prefer to receive a humorous Valentine, followed by a romantic greeting (31%) and then a more risqué form of card (8.2%). More than one-third of women (36%) and 26% of males prefer to receive a romantic Valentine. 13% of males prefer a more sexy Valentine, whereas only 3.5% of women prefer this variety of card. February 14 is the most important holiday for florists, accounting for 32% of annual sales.

California produces 60% of American roses, but the vast majority sold on Valentine's Day in the United States are imported...mostly from South America. 36% of males and 28% of females put off their Valentine's Day shopping until February 14 or the day before...64% of consumers will plan to do their shopping a week or more prior to the date. Approximately 3% of pet owners will give a Valentine's Day gift to their pet. Alexander Graham Bell applied for his patent on the telephone on Valentine's Day in 1876.

Info from: novareinna.com

Is Organic Always GMO-free? By Kevin Copperfield

What a great question. The answer is *usually*. Buying 100% organic, certified organic and USDA organic labeled products is usually the easiest way to identify and avoid genetically modified ingredients. The U.S. and Canadian governments do not allow companies to label products “100% / Certified organic” if they contain genetically modified foods. To wit:

100% organic: Must contain 100 percent organically produced ingredients (excluding water and salt). This is the only label that certifies a completely organic product and no GMO ingredients.

Certified Organic / USDA Organic: At least 95 percent of content is organic by weight (excluding water and salt). The 5% remaining ingredients must consist of substances approved on the **USDA’s National List**. GMOs are not on this list, so USDA Organic products are also usually GMO-free. For verification, consult the following sources:

The USDA’s National Organic Program overview page: <http://www.ams.usda.gov/AMSv1.0/nop>

The USDA’s National List of Allowed and Prohibited Substances: <http://www.ams.usda.gov/AMSv1.0/NOPPetitionedSubstancesDatabase>

I looked over the USDA’s list and it is quite extensive. Be prepared to scan it carefully and be surprised by some of the things you will find.

The USDA’s Organic 101 blog

A 2011 USDA policy memo in response to confusion over GMOs in organics

The National Organic Standards Board Policy and Procedures Manual

Made with Organic: Up to 70% of the ingredients are organic. These products can NOT carry a “USDA organic” label and are NOT typically GMO-free.

Why Say “Usually?” If USDA certification requires at least 95% of content to be organic, and a GMO ingredient can’t be included in that 5%, then USDA Organic is GMO-free, right? Not always. Depending on the product, sometimes there are tiny loopholes.

Says Barry Estabrook (author of *Politics of the Plate*) in this excellent article: “The casings for those tasty USDA Organic sausages **can** come from conventionally raised animals that have been fed antibiotics (or GMO-laden corn). The hops in your favorite organic beer **can** be sprayed with all manner of chemical pesticides and fertilizers.”

The USDA’s loophole list also includes two far more common ingredients: non-organic cornstarch (which is long overdue for removal from the “acceptable” list, considering how many sources of organic cornstarch are now readily available to commercial food manufacturers), and soy lecithin (though only one form of soy lecithin is allowed, and only when an organic option is not available).

How are these organic loopholes possible? Typically it’s because there is no readily available, commercially manufactured organic option for that particular product or ingredient.

But sometimes there’s another reason... says Barry: “The National Organic Standards Board (NOSB), which has the power to determine what materials can, and cannot, be used in organic production, too often weakens regulations in the face of intense lobbying by corporations who are more interested in the higher profits conferred by the word “organic” than in strong and meaningful standards.” And let’s just remember how much Monsanto, et al has invested in corporate lobbying dollar.

Despite rigid organic certification procedures, organic certification is about the “process” of growing food, not about the actual resulting food. There is no testing process for organic ingredients, so there is a chance that GMO contamination could occur. And sadly, GMO contamination can happen any number of

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natural ways:

- 1) Via cross-pollination between GMO and non-GMO crops,
- 2) From trace amounts of GMO ingredients found in animal feed
- 3) From seeds traveling by wind or by migratory birds that take root in the soil of an organic farm
- 4) From ingredient suppliers that co-mingle various sources.

Even more sobering is the potential contamination from genetically engineered Kentucky Bluegrass. This grass is used in animal forage — including grass-fed animals. Now that Kentucky Bluegrass has been genetically engineered for RoundUp resistance, not only does it contain genetic material that is no longer natural, but it can be heavily sprayed with RoundUp to remove weeds. And because grass spreads rapidly, it's only a matter of time before this becomes the next superweed.

Last but not least, “contamination” can also happen when it takes nearly three years for a manufacturer who illegally uses the term “organic” in their labeling to be noticed, reported, investigated, and forced to amend their label. The oversight of organic manufacturers “falls far short of assuring standards are met.”

Buying USDA Organic / GMO Free

As explained above, buying USDA Organic is by no means a failsafe. However at this point in time, USDA Organic remains one of the best and most easily-identifiable ways of assuring that you are eating GMO-free foods most of the time.

Want to take it one step further? Buy products that are also certified by the Non-GMO Project. The certification process behind this label is currently the best possible way of assuring that you are eating GMO-free food (though bear in mind, not all of the products bearing the Non-GMO Project label are organic—for the best of both worlds, chose products that also include the USDA Organic label).

Sadly however, just like organic certification, the word “usually” once again comes into play: the Non-GMO Project's website clearly states that its label does not guarantee a product is 100% GMO-free, because contamination is an ever-growing threat. So what does the label really mean?

GMO Free Certification Process

When you see the above label on a product, it means the producer took additional time, effort and money to go through a certification program similar to the one used to obtain organic certification, only it's designed to focus on GMO-free processes.

Started initially by retailers, the Non-GMO Project's Product Verification Program (PVP's) core requirements include “traceability, segregation, and testing at critical control points.” Compliant products bear the Non-GMO Project Seal shown above indicating that the product has been produced in accordance with the best practices of the Non-GMO Project Standard.

Other GMO Free Labels

When you see a “GMO free” label on an organic product, how does it compare to certified organic or certified Non-GMO Project standards? Hard to say. Because there is no certification program associated with this label, it is simply the producer's word that all fields, ingredients, processes, and storage avoid contact with, and contain no genetically modified ingredients. This doesn't mean this label isn't valid; sometimes producers can't afford the cost of becoming certified organic or certified through the Non-GMO Project, and thus use this label as a sign of good faith. And because so many consumers don't know that Certified Organic = GMO free, it can be a more obvious and affordable way of letting customers know. No label in sight? Sometimes you need to read the fine print: some manufacturers don't include a little GMO free icon, but they do include the words “we don't use genetically engineered ingredients” (or similar wording) on the back of their labeling.

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Organic and GMO - Continued from page 5**Organic versus Certified Naturally Grown**

When the USDA Organic program started in 2002, many small farms were forced to make a difficult choice: either, pay high certification fees and complete mounds of paperwork to become “Certified Organic,” or give up using the word “organic” to describe their produce and/or livestock. Believing that neither choice was very attractive, a group of farmers created Certified Naturally Grown (CNG), to provide an alternative way to assure their customers that they observed strict growing practices. Their methods include using natural biological cycles – incorporating a careful balance of micro-organisms, soil flora and fauna, natural pollinators, plants and animals – to create a sustainable farming system. The resulting products meet and in some cases exceed the USDA standards but do not carry any of the official government approved organic seals. CNG now consists of more than 500 member farms in 47 states and growing.

Other “Natural” Product Labeling Terms

Additional labeling terms – such as Natural, Cage Free, Free Range, Certified Humane (raised and handled), Vegetarian Diet, Fair Trade, and Locally Grown – have no direct relevance to whether a product is GMO free (genetically modified vegetables can and do get used in animal feed sometimes... particularly corn fed to pigs, cows and chickens).

The Even Longer Story Behind GMOs and Organics

(includes excerpts from The Organic and Non GMO Report website)

To have a product certified as organic, a producer/manufacturer/farmer must undergo third party verification to ensure that the requirements of USDA National Organic Program are met. These requirements certify the process of growing the crop (they do not test the resulting crops/food). Processes that are reviewed include:

- All production methods — which must be free from most synthetic chemicals (e.g. pesticides, herbicides & fertilizers, antibiotics & hormones), genetically modified organisms, irradiation, and use of bio-solids;
- All farmlands — which must be free from synthetic chemicals for generally 3 or more years;
- Storage procedures — producers must keep strict physical separation of organic products and non-certified products
- On-site inspections — producers are subject to initial (and sometimes subsequent) inspections.

Organic certifiers want to ensure that GMOs are not used in organic products, but getting 100 percent verification that all substances are non-GMO may not be possible. Apparently the effort is significant, and requiring 100 percent verification could grind a processor’s operation to a halt. Due to a lack of guidance from US National Organic Program (NOP), organic certifiers have developed their own methods to address GMO challenges posed by non-organic ingredients (for that <5% of non-organic ingredients allowed in foods labeled organic).

Oregon Tilth Certified Organic and CCOF developed flowcharts or “decision trees” to evaluate the GM status of ingredients. Quality Assurance International (QAI) developed a GMO Declaration that it asks clients to submit to verify the non-GMO status of ingredients.

Says Gwendolyn Wyard, Oregon Tilth’s processing program reviewer, “The problem is that “organic” is a process certification. We’re asking whether they use GMOs, not whether there is GM DNA or protein in the final product.”

Verifying the non-GM status of some ingredients can be challenging. For example, the supply of the ingredient tocopherol/Vitamin E has been controlled by one or two companies who collected soybean oil from many co-mingled sources. Oregon Tilth requires that tocopherols come from an identity preserved, non-GM source, but Quality Assurance International (QAI) does not require an IP (identity pre-

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served) tocopherol, says Jessica Walden, QAI technical specialist. Instead, QAI developed a “GMO Declaration” to address questions raised by the NOP’s rule on genetic engineering. The declaration describes QAI’s policy toward GMOs focusing on three categories:

1) When a product is a non-organic agricultural ingredient such as cornstarch, in order to qualify as non-GMO in “Organic” and “Made with Organic” categories, the original organism that produced the ingredient must be non-Genetically Modified.

2) When a product is a non-organic non-agricultural ingredient, such as flavors and colors, the product must be free from Genetically Modified DNA or proteins.

3) Lastly, if microorganisms such as citric acid are used, the microorganism must be a non-GMO.

On the declaration, the supplier must highlight measures taken to verify their non-GMO claim, such as QAI’s GMO declaration has stream-lined the response from suppliers for GMO documentation. Instead of receiving various GMO statements, QAI has its clients submit the GMO declaration. Reading all of this, you gain a new respect for farmers who not only buck the industrial farming system by going organic, but by their perseverance in navigating the volumes and diverse methods of certification!

Eat well and thrive!!

Excerpts from “Is Organic Always GMO Free”, GMO Awareness, gmo-awareness.com



Post-Holiday Skin Care By Gaea

During the winter months, and with all of the celebrating of the holiday season, our skin can start to look less than lovely. I found some DIY facial care recipes to share from Esthetician Joanna Vargas (<http://Joannavargasnaturalbeauty.com/>). I’m looking forward to trying them!

Moisturizing Face Scrub

Blend 6 teaspoons grape seed oil, 2 drops rose oil, 1 teaspoon warmed honey, and 5 teaspoons ground almonds to form a paste.

Clarifying Face Scrub

Mix together ½ cup plain yogurt, ½ cup cornmeal, and ¼ cup grapefruit juice. Refrigerate to thicken.

Hydrating Mask

Mash half a ripe avocado; add ½ cup plain yogurt and ¼ cup honey. Dab on lightly (with a sea sponge).

Calming Mask

Combine 3 tablespoons aloe vera juice, 1 tablespoon aloe vera gel, and 2 drops rose oil. Apply with a cotton ball all over face or area of concern.



We recently received news that the Laytonville based lavender farm, Harvest Moon Farms, has closed for business. Due to weather related crop failures for the past two years, the business has suffered. We are sad to see them go, and will miss the wonderful, high quality lavender oils, salves, and hydrosols that we sell in the store. We’ve placed a large final order with them, so will carry the products until this stock is depleted. We wish the owners KC Chamberlain and Martha Betz all the best in their future endeavors!

From Our Suggestion Box

Gluten Free Café Chicken Noodle Soup: *It will be in soon!*

McEvoy or MacEvoy Organic Olive Oil from Petaluma: *We are researching this item.*

Holly Baking French Butter Cookies with Almonds: *We will keep these available all year long!*

Food Should Taste Good Chips, Kim Chi: *Waiting for non-GMO Certification.*

Please put the deli and gift section in the building next door (the old store) and expand the deli, then move the bulk section to the old deli area and expand it: *Unfortunately this idea just isn't feasible at this time (unless you're willing to front us \$250,000!). Many things could be better, but we have to work within our budget and we owe a lot on the new building. We just can't accrue any more debt.*

Raphael wants us to know that true love is HERE and it is all we need! *Thank you for your words of encouragement.*

Odwalla Smoothies, large and small: *Odwalla is a Coca-Cola product and we no longer carry it.*

Primavera Mushroom, Spinach & Salsa Tamales with 2 Cheeses: *We will look into carrying this flavor.*

Alpine Valley Bread: *At this time, there is no room in the freezer for new product.*

Brown Cow Cream on Top Yogurt, Plain: *We will look into carrying this.*

Califia Almond Milk: *We will look into the product, as well.*

Saint Benoit Yogurt: *We have tried many times to carry this product with no success. It's very expensive with a deposit and we have no way to return the used ceramic jars.*

Bulk Peppermint Tea: *We have it!*

Dang Coconut Chips: *We will bring in the original toasted flavor.*

Mary's Gone Crackers, Caraway Crackers: *We will bring them in and give it a try.*

Chili Powder (in bulk) that is milder: *We apologize for the heat, however, a milder version is not available.*

Red Quinoa in bulk: *It was replaced by the Tri-Color. The Red Quinoa is available in 25lb through Special Order.*

Anasazi Beans in bulk: *There are not available through our distributor.*

Please use Alvarado Multi-grain or Rudi's Organic bread on Mariposa made sandwiches: *We hope to use a local bread source soon, when they are up and running in their new location. We have a large clientele who love the Cousteax bread. Always feel free to buy a loaf of your favorite bread, bring it to the deli and we will make your sandwich your way (with the cost adjusted, of course).*

Generosity By Alecia

One thing that influences our health is the everyday world in which we live. I am not just talking about basic necessities like food, shelter, and water, but more the state of the world in a larger sense. Globally we are bombarded with things we can't really influence. However, we feel the consequences all the same.

In this New Year I am personally reminded that I can have an impact on my own everyday world by practicing certain universal laws that keep my own life in balance. Generosity is the practice that comes to mind. There are many ways to be generous. It feeds the soul. It's an action that can influence not only the way you feel about yourself, but affects others in positive ways you may not even understand. And, trust me, what goes around, comes around. Sounds like a cliché, right? Try it; it feels healthy! In the words of Bob Marley "In the abundance of water, the fool is thirsty".

Wine and Crab Cakes

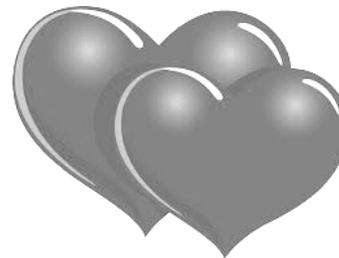
January has arrived and what better way to usher in a new year than a bottle of wine and some fresh crab. Crab is currently in season and available. There are several wines that pair well with crab including Riesling, Sauvignon Blanc and a Pinot Gris. McFadden winery makes a wonderful Riesling that is better if the crab is warm and served with butter. We have a Pinot Gris from Cesar Toxqui cellars in Hopland that pairs nice when you have chilled crab. A Sauvignon Blanc is also a wonderful choice. We have several available here. In the cooler we have Chance Creek 95470 TERROIR made with organically grown grapes and a great price of \$9.09. Also in the cooler is a Sauvignon Blanc from Simaine winery which is made with organic grapes. It is a crisp, well balanced wine with hints of fruit and vanilla. Several other local wineries contribute to our lineup of wonderful Sauvignon Blancs. Bonterra winery in Hopland has an amazing Sauvignon Blanc and also is organically farmed. We carry Husch, Brutocao and Parducci, and for a sulfate free wine we have a Sauvignon Blanc from Frey winery.

Mendocino County's Crab and Wine Days are in January. Many restaurants and Inns celebrate with specials and events throughout the county from the coast to the inland valleys. The centerpiece is the crab cook-off and wine tasting completion at which 12 Mendocino county restaurants and chefs will make their best crab cakes and pair them with sips from 22 wineries. Google "Mendocino County Wine and Crab Days" to find out more information. Barra, a local winery in Redwood Valley, is having a Rotary Crab Fest on January 25th. Tickets are available at the Mendocino Book Company for \$40.00.

Sara Schleuder, who makes our wonderful salads in the cooler here at Mariposa, is including a crab cake recipe. Hope you enjoy. She had Husch Sauvignon Blanc with her crab cakes and said it was wonderful!

Recipe for crab cakes

2 cups crab meat
 ½ cup bread crumbs
 2 eggs beaten
 Few sprigs Cilantro chopped
 1 leek fine dice
 3 cloves garlic minced
 ¼ cup sunflower oil
 ½ lemon juiced
 ¼ cup red bell pepper minced
 ¼ tsp. red pepper flakes
 ¼ tsp. dry mustard
 ¼ tsp. paprika
 Pinch of salt
 ½ cup Panko bread crumbs



Heat oven to 300, bake bread crumbs until rich golden brown. Heat 2 tbsp. oil and add garlic and leeks sauté until they start to become translucent. Let cool. When bread crumbs are done, crush until fine powder. Add 2 cups crab meat ½ crushed cup bread crumbs, 2 beaten eggs, few chopped sprigs Cilantro, sautéed leeks and garlic, lemon juice, ½ cup minced bell pepper, ¼ tsp red pepper flakes, ¼ tsp. dry mustard, ¼ tsp paprika and a pinch of salt and pepper. Mix together by hand and form 2 to 3 cakes. Heat oil until hot but not smoking on medium high; take each cake and roll into panko bread crumbs, then place into hot oil. Cook until golden brown on each side. Serve hot, enjoy!