



MARIPOSA NEWS

SUMMER 2011



Notes from Mary Anne

June is bursting out in a profusion of grasses and an astonishing array of wildflowers, the direct result of very wet winter and spring. The promise of summer, still definitely just a promise, causes us to dream of river days, barbecues, and FRUIT! We've already seen the firsts of the summer harvest. California cherries, peaches, nectarines, apricots and grapes are all on the produce shelves. The melons from Mexico have been richly sweet and flavorful, soon to be followed by California grown varieties. Fruits of all kinds will be flowing in by the middle of June—our delicious apricots by the box usually arrive by the middle of the month. At this point we still do not know the time of arrival or the cost. Watch for our sign on the street announcing their return. Strawberries and raspberries, as well as blueberries are peaking now. Consider buying some by the flat for jams and freezing.

On the vegetable scene, onions and potatoes are new crop for spring. They are earthy and sweet right now. Potatoes are still a little pricey, but they will become less expensive as the season progresses. Green beans and sweet corn are coming into harvest. Corn is especially reasonable this year, and the quality is good for the most part. Tomatoes are on and off from California and Mexico. The Mexican fruit is really nice; the California tomatoes are a little pricey. We try to keep you aware of the tomato origin by marking the signs.

Don't forget to buy your ticket for the KZYX&Z raffle. Winning a \$1500.00 gift certificate to one of your favorite stores would be a real boon in these tough economic times—plus you support your local public radio station.

June is the month of dads and grads. Consider buying the grad on your list a Mariposa gift certifi-

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Deli News and Reminders

By Dana

The Deli is pretty excited about our changes and additions. Our beautiful new picnic tables and umbrellas have arrived, and are awaiting some clear and sunny weather so they can be put to use. We've also expanded our work area and added a refrigerated prep unit to help facilitate our sandwich making process. We now have two panini makers, which should help speed up the wait time---do remember that we can only be as fast as the time it takes the cheese to melt. For all you soup lovers we are offering soup year round. As the weather warms up we will reduce the amount of soup we make and we will bring in some cold soup options. Sushi will be made twice a week, on Tues. and Fri. only.

Senerchia Bakery is a new business in Willits. Vittorio and Mary have opened a small concession which makes a traditional pane forte in two flavors, Nero and Bianco. Both flavors are chocked full of dried fruits and nuts, and are wonderful by themselves or with a slice of Havarti cheese. The deli sells the pane forte by the individual piece from the cold case. Pre-packaged options are also available on the grocery shelves. Niman Ranch corned beef and real beef pastrami will be available for sandwiches at a slightly higher cost. Look for our "daily specials" starting in mid-June..

**New Sunday
Closing Hour
5:30 p.m.**

**We'll be Closed
on July 4th**

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

“Remineralize the Body” Skin and Body Care - by Trish

Greetings! We now have Gabriel Cosmetics at Mariposa. This is a great natural line that is mineral based. No synthetic chemicals or animal by-products are utilized and no testing on animals is ever done! Gabriel comes out of Bellevue WA., and has been around since 1991. One of my favorite products is the Dual Foundation, similar to Lancôme's but all natural. The Gabriel material states:

“This velvety plant based formula performs both as a foundation and powder for a smooth matte finish. When applied with a dry sponge, it creates an ultra matte finish, or use a moist sponge for a sheer, fresh appearance. Formulated to minimize shine and absorb excess oil without clogging pores or drying skin. The powder is enhanced with vegetable derived squalane for luxurious texture and ease of application. It also contains proven antioxidants for superior protection against environmental damage.”

Having been an avid Lancôme fan in the past I must say I was quite pleased to discover Gabriel's natural version of this type of product! One website, Glamorganic Goddess, even compared some of the Gabriel line to be her natural choice in place of the popular M.A.C. products! At about half the cost! In addition to the dual foundation there is a liquid foundation that has a SPF 18 and is rich as well as moisturizing. Gabriel offers lipsticks and glosses, eyeliners, eye shadows, blushes in a wide variety of shades! Eventually we hope to have a makeup artist to do free consultations and makeovers! FUN!!!!

The founder Gabriel DeSantino was inspired by his Grandmother, a naturopath and an herbalist who made homeopathic cosmetics from seaweed, kelp and herbs that he helped gather at her home by the ocean in Mexico. Gabriel grew older and entered the field of beauty. From his Grandmother he learned how the right combination of sea derived vegetables not only revitalize the skin and keep it looking younger, but also reduced stress and help balance and remineralize the body in a natural and pleasant manner. This knowledge inspired his research which led him to a European biochemist with 30 years experience in developing botanical formulations. So I hope you will enjoy these healthy alternative cosmetics that are much better for your skin than much of what is out there on the market!

New to our store from Copper Moon Apothecary are two lotions in addition to the already very popular Olive Oil, Comfrey and Calendula Lotion, they are: Sandalwood Vanilla and Rosehips Jasmine! The Sandalwood Vanilla is made with sweet creamy Tahitian Vanilla and Sandalwood blended with rich, exotic kukui nut butter, moisturizing cocoa butter and soothing healing herbs. The Rosehips Jasmine is made with organic sunflower oil rich

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cate. What better way to start their new life? We have flowers for graduates and delicious beers and wines for dads. Check out our featured beers and wines in the corner by the beer cooler or at the end of the wine aisle.

Finally, our water dispenser is up and running. Two kinds of water are available, filtered or de-ionized, which is great for cleansing fasts and special diets. We have bottles in varied sizes available to purchase, or bring your own. Water will sell for .39¢ per gallon (anything less than a gallon is still .39¢).

Starting on June 15th, customer special orders are going to be raised to cost plus 25%. This is still a savings of 25% for most items.

Sushi will be made fresh on Tues and Fri. only, due to lack of demand and the considerable time it takes to prepare this product.

We will be closed on the 4th of July.



in oleic acids with high amounts of vitamins A, D, and E; it is a deeply nourishing lotion with soothing, healing properties of comfrey, calendula, licorice root, and rose hips! We also have some of Copper Moon's bar soaps now. My favorite is Cedar Rose...I have never experienced a soap quite like this one, it has a unique fragrance (essential oils) and some rose plant material (no thorns) blended in that makes it a little exfoliating. It is lovely.

Many of you are enjoying our local Potter Valley Soaps made by the lovely Tylene Johnson. She has created a delightful new Cucumber Melon scent which is a nice addition to her repertoire of other extraordinary fragrances such as Apricot Freesia and Harvest Pear to name a few!

Remember beauty starts from within! Smiles and laughter prevent wrinkles as well as bringing joy to yourself and others! If you don't feel like smiling, once again think of it as mouth yoga and you'll feel better in no time!

Apricots Goldens Apples of the Hesperides



A member of the Rose family, the apricot has been in existence since the Persian Empire where it was known as the Armenian plum. The apricot is related to peaches, cherries, and other stone fruit, but most closely to the plum. Several hybrid crosses between plums and apricots are apparent in such common fruits as Pluots, Plumcots, and Apriums, which take on characteristics of both fruits. One of the earliest summer fruits to ripen, apricots are bursting with nutritive benefits, being high in Vitamin A, Vitamin C and dietary fiber. The antioxidants beta-carotene and lycopene are also present in appreciable amounts in the fruit's make-up. The high Vitamin A levels in apricots make them a great food to eat to enhance healthy vision. Lycopene has been found to lower the risk of several cancers, most notably prostate cancer. It also supports heart health.

Apricots arrive in this area around the first few weeks of June. However, the season is relatively short. The fruit should be golden orange and slightly soft to touch. If handled gently, it should last three or four days in the refrigerator. There is no end to the versatility of this sweetly tart fruit. It can be canned or dried, sliced over cereals or yogurt, mixed into salads and smoothies. It is also used extensively in Mid-Eastern cooking where it is added to grain dishes, soups, and desserts. Speaking of desserts---has everyone tasted a slice of apricot pie? Without a doubt, it is one of my favorites! Apricots can also be added to trail mixes, and baking batters. Most apricots ripen from the outside and maintain a golden color. The old variety called Blenheim ripens from the pit outward and often looks a little bit green on the outside. The Blenheim is hardly grown anymore, but hands down it has the most succulent apricot flavor and drips juice down your chin.

Apricots are a sensual fruit, having made their earliest appearance in Greek mythology as the Golden Apples of Hesperides. They were also referred to as an aphrodisiac in Shakespeare's "A Midsummer's Night Dream. Be sure you get your fill of these wonderful fruits while they are in season.

New Mariposa Market Hours And Special Orders

Starting June 18th Mariposa Market will stay open until 5:30 p.m. on Sundays. Longer hours on Sundays have been requested by our customers since we opened the store in 2009. We are going to try this program to see if it is profitable to stay open longer on Sundays. If you are a Sunday shopper, please take advantage of the new hours. The Deli will close at 4 p.m.

Due to very poor numbers during the last hour of business, we will be closing the Deli/Cafe at 5 p.m. daily except Sunday when it will close at 4 p.m. We are sorry for any inconvenience this may cause you. Our cashiers or the floor manager will be happy to get you pastries or other pre-made items from the Deli. These new hours will go into effect starting June 15th.

Also, starting June 15th, customer order prices will be raised to 25% over our cost. This is necessary due to the amount of time it takes to process the orders and call the customers who placed them. It is still an appreciable savings of 25% on most items, and a service offered by very few businesses. We hope this price increase will not deter you from ordering in bulk.

IMPORTANT ANNOUNCEMENT ABOUT OUR PRICES

UNFI, our largest supplier, has sent us a notice advising us about the rising cost of food, due to transportation increases and the ballooning prices of grains across the country. They have tried to hold back on price increases, but they can no longer continue this practice. We feel that as consumers you need to be aware of this as well, because our prices will be going up in response to the rising costs that we will be taking on. We want to advise you of this because some people really believe that Mariposa's prices are very high and that we are raising those prices to pad our own wallets. The truth is that we don't get the excellent deals that many larger stores are privy to, and the transportation costs are higher especially once the trucking goes north of Ukiah. It is extremely unfortunate that in this time of economic decline that prices need to go even higher. Our advice is to "shop the perimeter" of the store—and the bulk aisle, to get the most bang for your buck. We will do our best to keep the prices as low as possible.

Poison Oak Remedies by Alecia

Poison Oak is a plant with which practically everyone is familiar, some, unfortunately, more than others. The poisonous oil in the plant is called urushiol and is extremely potent. It is said the only ¼ oz. is all that is needed to cause a rash on every person on earth. It can even stay on dead plants for up to 5 years.

There are folks who claim to be immune to poison oak; however, this has proven to be a myth in most cases. Studies show that over 90% of all people are allergic to urushiol oil and that it is only a matter of time and exposure before a person will break out in the rash. If you are one of those who suffers frequently or radically from contact with poison oak, Mariposa Market offers several remedies to help you survive the period of intense itching, oozing and swelling.

There are products that can be used at first contact with the plant. Tecnu skin cleanser, Ditch the Itch bar soap, and Marie's original poison oak soap are all great products to have on hand. Washing with these products in cold water will remove the oils, and hopefully, decrease the severity of the reaction. To soothe the itching once you are infected, Mariposa carries a local product called Manzanita Magic. This organic liniment uses a 30 year old family recipe and contains wild crafted herbs such as manzanita and plantain. It calms swelling and itching, and draws out toxins, protecting against secondary infections.

Homeopathic Poison Oak Pills by Hylands are best taken before exposure, but work well even when you have already contacted the allergy. There are other remedies that claim to decrease the reaction to poison oak like rubbing watermelon on the rash to a Chinese patent medicine called "Lian Quio Bai Du" which is said to clear heat, expel toxins, and cool the blood. The bottom line seems to be that different treatments work for different people. And since I am an expert only at "getting" infected with poison oak, I would like to mention a remedy that seems to work for me. It is called Anti-Itchy. It is sold in a spray bottle, which is convenient, and uses a blend of herbal extracts and essential oils. Mugwort is one of its primary ingredients, which works well even by taking leaves from the plant, mashing them, and rubbing them directly onto the skin. Interestingly, mugwort often grows near poison oak. Funny how nature works!



Tough Economic Times Got You? Try Baking Soda

Bicarbonate of soda, also known as baking soda, is primarily known as a leavening agent, but this household staple has many other uses. Baking soda is somewhat alkaline—that is, it has a pH above 7, and thus it helps to neutralize acids, including acidic scent. That's why baking soda can be useful in these many ways:

1. An open box in your refrigerator can deodorize refrigerator smells.
2. It has various uses in cooking. A pinch in the soaking water of beans speeds the cooking process and helps reduce flatulence; a pinch added to tomato sauces and brewing coffee can help reduce acidity
3. It makes a gentle deodorizer and abrasive cleanser for sinks, tiles, toilet bowls, and ovens.
4. It's a good ingredient in toothpaste, deodorant, and denture soaks.
5. Added to laundry water (about a ½ cup) it improves the effectiveness of detergent.
6. Added to bath water, it soothes dry skin, sunburn, and itching

Baking soda can be applied to the skin as a paste for poison oak and insect bites (one part water to three parts baking soda) There are many other uses, too many to mention. But, this substance can save you a lot of money especially during these times when we are all trying to economize

Quitting Smoking by Nan Trichler

I remember the days when I was a cigarette smoker, having just exhaled a long plume of smoke, being the most relaxed I'd been in hours, and thinking, "Why can't this be good for you?" Anyone who struggles with the idea of quitting this habit knows the love/hate relationship tobacco engages us in. We can't imagine life without it and we can't imagine a healthy life with it. Our ambivalence keeps us circling around the issue. Customers come to Mariposa for help with this health problem and I'd like to offer my experience having been smoke-free for over 15 years now.

First there is the WHEN of quitting. Right now is great but if you have to work up to it that's good too. What I did was set a positive and firm intention to quit and then go buy a package of nicotine patches from the pharmacy because Mariposa doesn't sell these. I put them in the top drawer of my night stand knowing someday I'd need them. The patch provides levels of nicotine to the blood stream instead of getting it through smoking. With this taken care of you can concentrate on the rituals of the addiction. These include craving, obtaining, lighting, inhaling, handling and disposing of the cigarette. Nicotine patches aren't essential and can become another pitfall if you don't go off of them as soon as possible but I found them helpful when the moment finally came and I only used them for 21 days. One morning I woke up with a sore throat and feeling awful. I was also was out of cigarettes so that was the morning I opened the drawer, took out a patch, slapped it on my belly and said to myself, "Enough!" I did not plan for this to be the day I only knew it would come eventually and I embraced the situation when it arrived. I was on my way.



Now I had to move on to the HOW of not going back because really it's easier to quit cigarettes than it is to continue abstaining from them over the long haul. I employed several techniques that really helped me address the ritual of smoking. One was to buy a supply of natural licorice sticks; not the candy but the root itself. We sell these in our refrigerated bulk section. I chose ones that were close to the same size as cigarettes and I chewed on these anytime I felt a need to smoke. I also play acted with them pretending they were cigarettes, miming the gesture of lighting, inhaling, etc. After a few days of this, it was pretty clear the repetition of the hand to mouth association was a big part of the experience. Remember I'm being administered the nicotine through the patch so the craving is not for the drug but for the other aspects of smoking. Using a technique like this also helps you avoid the compulsive eating that often goes with withdrawal. I also tried to keep my life simple during this initial time of quitting. I got plenty of rest, drank lots of water, ate well and avoided situations that might trigger my craving. I noticed that the actual craving lasted anywhere from 10 to 20 seconds and if I didn't respond to it, it went away. I could handle 20 seconds of discomfort and the goal was worth it. After a week I began cutting the patches in half so that I was slowly weaning myself off the drug too. It's been said that it takes 21 days to break a habit or form a new one and I found at 21 days I was able to let go of the patches. Now I actually began the withdrawal from nicotine but I had established another pattern in this 3 weeks and it could carry me through the cravings. An important thing to remember is that if you refrain from smoking the cravings eventually go way, but each time you smoke even though it might be satisfying in the moment you set up the cycle of craving.

There are other methods to help you quit smoking if you set this as a health goal. Acupuncture, hypnosis and support groups are among them. You can also consult your health care provider for what might be the right program for you. This is what worked for me. However, I failed several times before I succeeded, so my advice is to just keep on trying. Mariposa has a selection of herbs and supplements that can help with the withdrawal process and a selection of healthy alternatives in the form of nutritious foods and beverages to get you on the right track. Our staff will be happy to assist you in finding what you might need. Good luck!

Café Beaujolais Clafouti

Originally from the Limousin region of France, clafouti is a sort of cross between a flan and a fruit-filled pancake. This one from Cafe Beaujolais uses cherries, but apricots, peaches, and plums are appropriate substitutions. The clafouti will puff up during the baking process; then it will fall. Let it cool slightly before serving with a dollop of whipped cream. Double the recipe and bake in a 8" pie dish.

- 1 egg
- 1-1/3 cup pitted cherries
- 6 tbsp. sugar
- 3 tbsp. melted butter
- 3 tbsp flour
- 6 tbsp. heavy cream

Preheat oven to 400 degrees. In a bowl, beat the eggs and sugar with a whisk until mixture whitens. Stir in flour and cream. Beat until smooth. Pour half of the batter over the cherries in a separate bowl and fold together. Spread the battered cherries in a buttered 8" pie pan. Bake for 15 minutes. Meanwhile, beat the butter into the remaining batter. Then, pour this over the half baked cherries. Replace in oven and bake another 15 minutes or until golden brown. Remove from oven and let cool for 10 minutes. Sprinkle with confectioner's sugar.

Terra Savia

Terra Savia ("Wise Earth") is a CCOF and Fish Friendly certified Farming Mendocino County vineyard and olive grove near Hopland. They grow and produce organic wines and oils. Mariposa Market is happy to feature these Terra Savia Wines: *Chardonnay*; *Reserve Chardonnay*; and their blend, *Meritage* for the month of June. New to Mariposa Market are their *Reserve Chardonnay* and *Meritage* (a blend of Merlot, Cabernet Sauvignon, and Petit Verdot grapes). We are also including their CCOF certified, pure Leccino olive oil in our display which they harvest by hand and cold-press within a few hours making this a true connoisseur's olive oil.



According to Jom Malone, winemaker:

"We believe in doing as little as possible to our wines, letting the flavor of the natural, organic fruit come through. Our wines are Estate Grown and made exclusively from our Sanel Valley Vineyard in Hopland. We strive to produce the best quality wines with as little impact as possible on our surroundings, growing our grapes in harmony with the nature around us. Every practice is analyzed thoughtfully with an effort to make wise decisions maintaining a balanced and healthy environment."

Terra Savia donates 1% of their gross proceeds to local wildlife rescue.

Notes from Camille in the Frozen and Chill Department



As spring progresses into summer (?) we finally have local lamb from Schmidbauer Ranch. Along with ground lamb, we also carry an assortment of chops and roasts. With new clear packaging you can see the beautiful meat before you purchase it!

Now in our freezer from Double Rainbow Ice Cream we have four flavors in quart sizes. They are chocolate, vanilla, mint chip, and coffee. Come in and try some—it's more economical to buy the bigger size, and it's ORGANIC, unlike the smaller size.

In our cheese case we have added Kokos from Cheeseland. This is a cow's mild Gouda made with coconut cream. Kokos is amazing melted on a burger with grilled pineapple. For those who enjoy cheese alternatives, we now have We Can't Say It's Cheese spread. This product is made from oats, and it is vegan. It also spreads and melts wonderfully.