



MARIPOSA NEWS

SUMMER 2013



Notes from Mary Anne

It's turning into a really warm summer, but in spite of short water supplies, gardens look verdant and productive. I have not seen such a great fruit year in a long time. Mariposa is getting a myriad of items from our local farmers with new produce arriving every week.

Our newest addition to our farm roster is Humboldt Community Farms, which is bringing us some scrumptious melons. Tom Palley brought us some Sungold cherry tomatoes yesterday, which are the closest thing to candy any vegetable can be. (technically a fruit)

Our first Gravenstein apples are coming down the pike, with local Bartlett pears to follow. And Pam Ricetti sent us some black Mission Figs from Redwood Valley that are quite delectable. With summer in full swing hot season vegetables like cukes, eggplants and tomatoes will soon be arriving from our local producers. Extra delicious peaches and nectarines have been the highlight of our stone fruit section. The pesticide free O'Henry peach will be arriving the early part of August. This large sweet and juicy peach is especially suitable for canning, pies, cobblers and eating out of hand. Watch for our sign out front advertising their arrival. We will have boxes for sale at a special price.

Coming in September is our annual anniversary celebration. The festivities are planned for the 11th of September and will be honoring our 34th year of business. As usual, we will have food including a barbeque, music, raffles, samples and demos. Come join us in the fun. It's the best party of the year for Mariposa Market and it's meant to show our appreciation for our customers and friends.

In such a short time, school will be starting up again. (Sorry Kids!) We will be having some back to school and lunch items featured. Hard to believe, but soon it will be fall---and then Christmas. What happens to the time????

Raw Food Fest By Alecia

The raw food trend has increased in popularity across the country over the last few years. Here at Mariposa, we've seen the demand grow as proponents of a raw food diet reap the rewards. Some benefits may include weight loss, overall improved health, and in some ways, it's much better for our environment.

We would love for you to help us improve our Raw Foods Department. If you have any suggestions or comments, feel free to share them via our Customer Suggestion box or in person. Be sure to keep your eyes peeled for a special event we will be hosting sometime in mid-October – our first annual Raw Food Fest!

Come and join us!!

**Mariposa Annual Anniversary
Celebration
Wednesday, September 11
Our 34th Year!**

**Our Suggestion Box
Answers - Page 7**

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

The Dilemma of Re-Using Plastic Bags

Since Mariposa Market has begun to charge for plastic bags, we have gotten a few comments on the re-use of plastic. Some people maintain that the re-use of plastic bags is unsafe because they tend to break down after repeated use. Others have concerns about sanitation, worrying that improperly cleaned bags may spread disease. The Natural Resources Defense Council, a well-respected environmental organization, defends the re-use of plastic bags in these words: "When plastic bags are re-used fewer plastic bags need to be produced. The production of plastic bags uses energy and water, and in most cases is a non-renewable resource; reusing bags, even when you use water to wash them out, saves resources overall."

Other benefits include savings on raw materials, emissions from shipping, and landfill space. You can also clean and re-use the plastic clamshell containers that berries and other items are packaged in, as well as bread and tortilla bags.

My research on this subject has been relatively reassuring. Plastic bag use (or more correctly over-use) is one of the foremost environmental issues for the entire world. Plastic bags and containers clog waterways, lay scattered across our deserts (have you ever been to Baja?) choke wildlife and cause unbelievable havoc on many of our natural systems. Re-using plastic bags and containers even once cuts back significantly on environmental damage. And re-using is safe as long as a few precautions are taken.

Bags should always be washed after use with cool to warm water and mild detergent and then hung out to air dry. Hot water is not recommended as it may cause plastic to break down and affect food that is stored in the bag. If bags become opaque or begin to change color they should no longer be re-used. Never reuse bags that have held raw meat or fish, greasy food, or anything else that might be difficult to rinse out entirely.

Besides reusing, there are other options for buying and storing food. Mariposa Market sells some very nice mesh and cloth bags which can be safely washed and reused indefinitely. And paper bags, although not the best solution (they use lots of trees and chemicals to produce) do, at least, biodegrade in a fairly rapid manner. I have found that transferring

fruits, vegetables, meats such a lunch meat, and cheeses into glass or hard plastic or Tupperware containers is actually a better way to store these perishable items than leaving them in plastic bags.

One suggestion we had was that we provide biodegradable plastic bags since people have to buy them. We can consider this as a possibility, but do remember that biodegradable plastics are made from GMO corn, they cannot be washed, and they need special environments to break down effectively. We are encouraging people to reduce their use of plastic rather than substitute another type of plastic which still takes energy and resources to produce.

Once again, we want to stress that we are trying to increase awareness of plastic use and reuse rather than penalizing our customers. We are considering a program where the money collected from plastic and paper bag purchases would go to an environmental program or some other charity. More details will be given out on this as soon as we formulate a plan.

Perfume Request From Our HR Department

Here at Mariposa, we have requested that employees do not wear perfume, aftershave, strong scented lotion, etc... because of the many people who have allergies. We thought our customers might find this interesting:

60 million of us suffer from either asthma or allergies, or both

An estimated 50 million are allergic to nuts, perfume, pollen, dust, dander, foods, drugs, latex, insects, and other items commonly found in the workplace

Close to 20 million Americans have asthma -- three times as many as 25 years ago

Something to consider before you splash on the cologne!

Uses of Usnea

By Alecia O'Neil

Usnea (*oos-nay-ah*) is Latin for the Arabic word "ushnah" meaning moss. Commonly called "old man's beard", Usnea is technically not a plant, but a marriage of two separate organisms, fungus and algae, also known as lichens.

Recently I used a tincture of Usnea for a lung/throat infection and was able to treat it in just a few days. Then, while out strolling with my pooch, I noticed how abundantly it grows in our region. It is very easy to identify, and if you've walked through

any forest area you've probably noticed it. It grows in hair like tufts, generally greenish gray in color. It hangs from tree branches, generally firs, oaks, and pines. The key to its identification is to take a bunch of the moss and gently pull apart one of its threads until you see a white inner core, almost like a white elastic cord going through its main trunk. This is in contrast to Spanish moss which has a black inner cord.

There are at least 100 different species of Usnea. It's reported as being used over 3000 years ago in ancient Egypt, Greece, and China for treatment of infections. It can be eaten, is high in vitamin C, and when moistened can be an effective poultice to dress wounds, prevent infection and stop bleeding. Internally it's used as an immune booster for people with chronic fatigue, HIV, herpes and other chronic conditions related to a depressed immune system. It has incredible anti-bacterial properties and inhibits the growth of bacterial strains, including streptococcus and tuberculosis. Recommended uses also include any upper respiratory and/or sinus infections as well as urinary tract, kidney and bladder infections. Bronchitis, pneumonia, strep throat, colds, flus and vaginal yeast infections are all ailments that can be effected by this herb's ability to heal.

So, if you're convinced that this is a great herb to have on hand, go take a walk and collect yourself some Usnea. However, there are a couple of things you should know. First; it is important to realize that Usnea is very sensitive to pollution. It is said that



Usnea represents the lungs of the forest. (It sort of resembles one with all its branching!) The lichen is known to absorb heavy metals and other air pollutants, which explain the Native American stories about Usnea's sacred relationship with the trees as protection from infection. So be sure it's from a pristine environment. Second; it is best harvested from fallen branches, as it is a very slow growing organism. After a storm, in the early spring, is a great time to collect it.

Usnea can easily be made into a tincture. It can be soaked and eaten raw, or put in soups. However you use it, be prepared to be amazed by this humble, yet powerful moss!

Walking Toward A Healthier You

From

The American Heart Association

There are countless physical activities out there, but walking has the lowest dropout rate of them all! It's the simplest positive change you can make to effectively improve your heart health.

Research has shown that the benefits of walking and moderate physical activity for at least 30 minutes a day can help you:

- Reduce the risk of coronary heart disease
- Improve blood pressure and blood sugar levels
- Improve blood lipid profile
- Maintain body weight and lower the risk of obesity
- Enhance mental well being
- Reduce the risk of osteoporosis
- Reduce the risk of breast and colon cancer
- Reduce the risk of non-insulin dependent (type 2) diabetes

There really are so many benefits for such a simple activity!



From All Of Us To Olive You By Camille Haggin

New to our chill department are raw olives from Good Faith Farms. This organic farm in Northern California is dedicated to providing their customers with pure, raw olives. Their olives are grown, harvested and distributed by small family farmers that are pesticide, herbicide and lye free!

Many big olive distributors use lye to cure their olives, while this isn't the same as pouring drain opener on these bite-sized fruits, just the thought turns my stomach. Good Faith Farms creates their olives without lye treatment, flash pasteurization, or chemical additives. Their olives contain the original probiotics found on the tables of families for thousands of years!

These yummy organic olives are grown in Northern California, are completely raw and cured by natural sea salt from Northern California and ancient sea beds in Redmond, Utah for 6-12 months. This pure salt has no additives and is softer on the olives to compliment the other elements of the process.

We now have the Sevillanos organic olives in 3 flavors: Plain, Moroccan Spice, and Garlic Oregano. The garlic is grown on-site and they purchase the other herbs and spices from trusted organic sources. We also carry the ultra tasty Kalamata olives with sea salt.



Good Faith Farms website (<http://www.goodfaithfarm.com>) details the process that the olive goes through from harvesting to curing to packaging. They even let you know how to store your olives once you have them home. There is no question that you are getting fresh, natural raw olives. And, that's one more reason to eat locally!

Wysong - "The Thinking Person's Pet Food"

By Mary Anne

Recently, in my search for healthy ingredients in our pet foods, I emailed Wysong to find out a little more about their products. Mainly, I wanted to know from where the components of their products were sourced. Wysong took the time to answer with a very nice summary of their processes. Here is their answer:

"The majority of ingredients used in Wysong products is raised/grown domestically and sold by U.S. suppliers. The venison meat is supplied by an Australian source, and is completely free-range. The rabbit meat originates from New Zealand.



"At this time, since there are no domestic sources, all amino acids are manufactured in China. We have no data that any of these amino acids are toxic in any way if used in correct dosages. We agree that it would be nice to not add ingredients from sources outside the U.S. But we must face the supply reality and feel incorporating these nutrients is important enough to make the compromise. Not doing so puts pets at risk. For example, hundreds of thousands of cats suffered from a taurine deficiency, many of them dying, as a result of what processing does to taurine. Only when taurine was supplemented to pet foods was this terrible problem reversed.

"We purchase these ingredients from trusted U.S. suppliers,

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Tea Tree Oil by Gaea

I've been using Tea Tree oil for years to freshen upholstered furniture, carpets, and the bathroom, but recently I've learned that there are many more uses for this oil. The *Melaleuca Alternifolia* plant is native to Australia and tea tree oil has been extracted from its leaves since the 1920's, possibly earlier. These days it is widely available, and inexpensive!

Some of the uses I've discovered are:

A few drops mixed in a shampoo can kill and prevent lice.
Use water and tea tree mixture as a household cleaner and mold preventative.

*Drops on a tick can make it unlatch.

Soothing to insect bites.

Can help heal and sooth sunburns.

Helps clear up acne.

Clears up athlete's foot and toenail fungus.

A natural mouthwash.

Antiseptic for non-serious cuts.

Can help relieve itchy rashes.

***There is evidence that tea tree oil can be toxic to pets. We do not recommend using on your pets.**



Homemade Natural Toothpaste

1/4 cup bentonite clay, in its dry powder form

3/8 cup boiling water

1/4 tsp. unrefined sea salt

15-25 drops stevia liquid

10-12 drops Peppermint or Spearmint essential oil

4-6 drops Tea Tree Oil

1. **Pour the powdered clay in a bowl**, then add the sea salt.
2. **Pour in the boiling water.**
3. **Using a hand mixer, mix the clay until it is well blended with the water.**
4. **Gradually add stevia, peppermint, and tea tree oils to taste.**
5. **Scoop into a wide mouth jar. Keep out of reach of children.**

Wysong - Continued from page 4

some of which we have been working with for decades. With the limited options available, we believe that having these ingredients included is a far better option than not including them at all.

Our 35 years of feeding hundreds of thousands of animals through multiple generations, some Wysong-fed pets now living beyond their mid-twenties, gives us confidence in our ingredients.

“As for diet, please note that all the foods should be fed in variety—the key to good health. Keep in mind that when you feed such natural foods that the volume of food should be reduced. Such foods are far more concentrated than conventional processed foods.

Wysong diets (dry) also contain probiotics and enzymes that enhance digestion and the absorption of foods, which can lead to weight gain. Most people find that they will feed much less on our diets than even what we recommend.”

Here at Mariposa, we carry 6-7 SKU's of Wysong, and it continues to be one of our best-selling pet foods. They have an incredible variety of specialty foods for various dietary needs which we can special order for you. We do carry the Wysong Epigen, which is suitable for diabetic cats.

Alcoholism-Beyond the Myths (Part 3 of 5-part series) By Todd Hall

The Early, Adaptive Stage of Alcoholism

The first symptom of alcoholism is an 'inherent' ability to maintain performance while drinking. (Provided the alcoholic drinks within their tolerance limit) Diseases incur immediate and obvious penalties, not benefits. This is not the case with early stage alcoholism, which is the ironic feature of the disease. The early stage alcoholic is not sick or in pain. They have little to no warning of the deterioration inevitably to follow, in the later stages of the disease. Improved performance and increased tolerance are the key identifying markers which differentiate the early stage alcoholic from the non-alcoholic.

Behavioral Responses and Differences

Understanding the relationship between alcohol and improved performance is necessary for understanding alcoholic behavior. For non-alcoholics, ascending BAL's (Blood Alcohol Level) result in a gradual deterioration of mental and physical performance. Words are slurred, walking and performing motor functions become difficult, and memory and thinking are challenged. For early stage alcoholics, however, improved performance continues with additional drinking. To maintain this 'therapeutic' effect, the alcoholic must keep their BAL at a fairly consistent level. This is accomplished by continuing to drink, but not over-drinking. The early alcoholic will only become drunk when they exceed their tolerance threshold.

For early stage alcoholics, tolerance levels as they relate to BAL's are 2 to 4 times greater than that of non-alcoholics. Therefore, alcoholics and non-alcoholics respond differently when they drink. It should come as no surprise that they also respond differently when they stop drinking. When the non-alcoholic stops drinking, performance will gradually improve. The opposite is true for the early stage alcoholic. When drinking stops, and BAL's begin to descend, both physiological and psychological performance will rapidly deteriorate. The alcoholic will become shaky, anxious, and unpredictable. This seems to defy logic. To counter this deterioration of performance, most early stage alcoholics learn 'maintenance drink

ing'. Maintenance drinking is actually a protective device against disastrous drops in BAL's.

Adaption

When the alcoholic becomes tolerant of the effects of alcohol, they are responding to changes which are occurring in the body. They are not responsible for initiating these changes, or consciously aware that they are taking place. A general rule of biology holds that when a bodily system is under stress, it either adapts or suffers damage. Adaption occurs spontaneously and rapidly, and is actually a survival tool. In the onset of alcoholism, adaption is central. When the alcoholic begins to drink, their enzymes, hormones, and chemical processes become unbalanced. The flow of materials into and out of cells is upset. As a result, cells will make changes to their structures. These adaptations will allow the cells to function when alcohol is present in the body. These adaptations in fact, cause heavier drinking. Two kinds of adaption occur during the early stages of alcoholism; those affecting alcohol metabolism, and those in the central nervous system, which contribute to addiction.

Metabolic Adaptations

Metabolic adaptations occur in the liver, where most alcohol metabolism takes place. The scientific name for liver function, as it relates to processing and eliminating alcohol from the body, is called Microsomal Ethanol Oxidizing System, or MEOS. In alcoholics, MEOS adapts by increasing its activity. Enzymes responsible for oxidizing alcohol are increased, and new cells are created. Unfortunately, (as we learned in part 1) the MEOS process to eliminate the resulting acetaldehyde does not keep pace. The toxic effects of acetaldehyde ravage the body. As the disease progresses, the alcoholic must drink more to counter the painful effects of this toxic agent. This becomes a vicious circle, which is often mistaken for a psychological compulsion to drink. (Remember, acetaldehyde does not accumulate in non- alcoholics in such dangerous levels).

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Alcoholism - Continued from Page 7

The mitochondria are tiny structures within each cell, which are responsible for releasing energy for food. In alcoholics, the mitochondria change their structures to accommodate significant amounts of alcohol. This results in the mitochondria becoming enlarged and misshapen, and their architecture redesigned. These adaptations enable the body to process greater quantities of alcohol, so it can benefit from alcohol's abundant and ready supply of energy. Unfortunately, for all that alcohol gives to cells, it eventually takes much more away. In time, the mitochondria are scattered haphazardly. Some become grotesquely altered. Others develop gaping holes in their membranes, or become white and vacant. This leads to widespread injury to cells and cellular death.

Central Nervous System Adaptations

Cell membrane walls are complex chemical and electrical doorways, which allow various substances into cells, while denying access to others. These doorways also allow wastes to be eliminated. Continual alcohol consumption interferes with cell membrane function. The chemical structure becomes altered, imprisoning certain materials within the cell, while allowing other vital materials to escape. As noted earlier, for early stage alcoholics, cellular adaptation allows cells to function when alcohol is present. The outer shell of the cell membranes actually 'toughen up' in an effort to remain stable with alcohol present. These adapted cells continue to function efficiently, often for many years, before they begin to deteriorate. These altered cells now welcome alcohol, and adjust to its toxic aftereffects. We can now begin to understand how adaptation in the early stages of alcoholism is responsible for acceleration of functioning, rather than a slowdown.

Conclusion

Cellular adaptation equates to addiction for early stage alcoholics. If you are in the world and even semi-social, you are probably know several people who are early stage alcoholics. They out-drink their peers, they are the life of parties, and can drive home safely after drinking amounts which would severely impair their associates. They (we) have little interest in quitting, or see the need to. In part 5, we will look at beneficial and strategic treatment options for alcoholics of all stages. Next, however, we will examine the more devastating middle and late stages of alcoholism.

From Our Suggestion Box

Could we consider offering bio-degradable plastic bags? **We will consider them, but they do not wash well and they are made with GMO corn. We're trying to encourage re-use and these are difficult to re-use. Also, they only biodegrade under certain conditions.**

Wildwood Soy Creamer, original, qt size: **Sorry, not available larger than 16oz from our distributor.**

Mr. Dewie's Vegan Banana Bread Ice Cream (Oakland): **We will look into this product more. Our distributor does not carry this flavor.**

Vegg, vegan egg yolk: **Sorry, cannot find.**

Dick Taylor Organic Chocolate (Arcata): **We're always interested in good, local and organic products! We'll look into it.**

Joyva Marble Halvah: **We used to carry it, but it's not organic and it's GMO.**

Bakehouse 7 Grain Gluten Free Bread and gluten free wraps in the Deli: **Unfortunately, gluten free wraps don't sell well, we've tried using them in the Deli. They're difficult to roll and the texture, when cold, is unappealing.**

Oco Time sushi (vegetable): **Sorry, they don't deliver.**

Panini grilled tempeh as "meat" option in Deli: **We can try it. We tried a BBQ tofu in the past, but it didn't sell.**

Add mayo to the tuna fish sandwich: **We do! There's always mayo in the tuna salad.**

Brown Cow Yogurt, Cream Top, and Blueberry, quart size: **We are trying this product out as of July 25th.**

Raspberry and Mixed Berry popsicles: **They are always available in the freezer, to be stocked at will.**

Organic shredded parmesan cheese: **We have Organic Valley shredded parmesan in stock.**

Clover ½ & ½, ½ gallon size: **Sorry, not available in that size.**

Organic Pastures Kefir: **Unfortunately it's not available.**

Glass sippy cups that have protection on the bottom as well as around the glass: **The sippy cups that have glass with rubber protection on the outside are the only ones available to us at this time. There is some protection on the bottom.**

Summer Beer and Wine Notes

The summer is a great time to try new wines, especially some of the great white wines available. Back yard barbecues and lighter eating offer many opportunities to enjoy wine. There are many suggestions as to what wine goes with what food but I've found it really depends on what you like. If you like red or white it's perfectly fine to drink what you enjoy. In the hot months of summer, the preference tends to be white wines and rosés since they are light and refreshing. There are many varietals but here are a few suggestions.

Pinot Grigio goes well with light foods; fish, light soups, grilled shrimp and salad. We recently got a Pinot Grigio from Murphy-Goode vineyards in Healdsburg. It has fruit layers balanced with a touch of spice and crisp acidity. If you enjoy spicier foods, a Pinot Gris, Gewurztraminer, or Riesling would pair well. We carry a great Pinot Gris from Cesar Toxqui, two different Gewurztraminers, from Handley and Husch, and a Riesling from McFadden that is local and organic, thanks to a request from a customer. A nice chilled rosé is always a backyard favorite, either for sipping or pairing with a variety of foods. Rosé goes well with salmon, snapper, lobster, veal, pork and rhubarb, as well as tomatoes and chili peppers. Pasta with tomatoes and basil is a good choice. We carry several Rosés; Naughty Boy from Potter Valley, Petersons from Healdsburg, and two choices from Graziano and Bliss. After tasting the Rose' at Barra Vineyard, I am ordering some for the store. A Sauvignon Blanc is perfect for seafood or chicken and an array of salads. Mariposa carries several Sauvignon Blancs. They include Bonterra, Husch, Chance Creek, Frey Vineyards, Brutocao, and a new recruit from Laytonville called Tahto.

Don't forget the Chardonnays that are a little bolder and go well with many summer menus along with heartier foods. If you don't want a big meal grab your favorite wine, some cheese, a nice crunchy loaf of bread or some fruit and enjoy!!!!

Here is a recipe to go with one of your favorite wines.

Summer Pasta Salad

1 pkg. Garden Time Organic corkscrews (or 10 to 12 Oz. of your favorite pasta)

2 cups cherry tomatoes

5-8 oz. sundried tomatoes and basil feta cheese

½ c. chopped basil leaves

3 TBS. olive oil

2 tsp. lemon juice

Salt and pepper to taste

½ tsp. garlic salt

½ tsp. cayenne

1 cup kalamata olives

Boil pasta and put in bowl to cool. Add other ingredients and mix.



I hope you enjoy!

Beer is always refreshing on a hot day and of course we have great local favorites. A few new items include an Anderson Valley 22 oz. Bourbon Barrel Stout that is aged in Wild Turkey Bourbon Barrels, and a Pilsner Urquell from the Czech Republic that was a customer request. Since Scrimshaw is no longer packaging their 12 pack bottles, we now have Lagunitas IPA in a 12 pack. We have some lighter beers with hints of fruit such as the tangerine from Lost Coast. Blue Moon Agave, Mikes Blood Orange and Mikes Shandy, a combination of lager and lemonade are some other choices. Next week we will add one more selection to our gluten free section. Omission Pale Ale, which has been very well received, also makes an IPA that I've been told is very good, so look for it in the cooler.