

## Organic Standards—What it Means for New Leaf

By Phil Valentine

As of October 2002, the Federal Government finalized the National Organic Program (NOP). Since this historical occasion, many changes have been taking place behind the scenes for the producers and distributors of organic products. The growers continue to use strict practices that insure that the organic food we consume is as clean as possible.

We can be sure that the growers are not using synthetic pesticides, fertilizers, herbicides or other chemical products in the growing process. The new standards also prohibit the use of Genetically Modified Organisms (GMOs), sewage sludge or irradiation. For the livestock farmers, the animals must be allowed to have access to the outdoors and must be able to engage in typical behaviors to the species. This includes behaviors such as grazing, pecking and scratching.

One of the many concerns of consumers is the assurance that these products are truly organic. The NOP standards provide very strict regulations for everything from growing to packaging, shipping and labeling. The significance of the NOP is that it includes in the regulatory process the retail and distributing sectors. Federal inspectors may at any time show up at facilities such as New Leaf to insure that the NOP standards are being followed. The burden of proof falls on the distributors and retailers to comply with the NOP.

Just recently we received a nice little package from Quality Assurance International (QAI), a third-party agent responsible for auditing retail organic certification. The package was an application for retail organic certification. This means that if we want to label our repackaged and bulk products as organic in any way we must comply with the NOP, and QAI offers a certification process. How hard can an application be to complete? Just fill in the appropriate names and dates and so forth right? Well, at first glance this QAI application seemed to be a veritable bundle Federal government red tape.

After careful inspection of the QAI application and a few panicky phone calls to QAI, we



found that this certification process provides a relief and a system to wade through the NOP red tape. We think this is good news even though there is a lot of work ahead.

QAI certification insures that the entire process, from receiving a product to the final sale, meets the NOP standards. Specifically, it is important to avoid any cross contamination or “commingling” of organic and non organic products as stated in the NOP guidelines.

At first it seemed that we needed to have each grower’s certification on hand at all times. That would be a nightmare, since we carry literally hundreds of products all from different growers. And we are constantly getting product from new growers almost every truck. As it turns out, all we need is the QAI certification from each of our distributors. So far all of our major organic distributors have already been certified by QAI except Tree of Life. Unless TOL gets a certification we will then be responsible for producing a certification from each of the growers that TOL delivers to us. We may opt to get more bulk products from United Naturals instead.

There will be few changes that will be noticeable on the sales floor. The major change will be the reworking of the bulk herb section. We will

segregate the organic jars from the non-organic jars and label organic scoops and non-organic scoops. We will also have QAI logos to remind everyone that we are serious about organics.

The bulk of the work (no pun intended) is on the sidelines. First we must determine what repackaged exactly means. Products such as packaged grocery goods and body care products are not a concern because we simply open the carton and place the product on the shelf. These packaged goods have the original organic label, which the manufacturer certifies. Anything we remove from the original carton including all bulk products, produce, cheese and anything we may sell in the deli is considered repackaging.

The paperwork consists of maps, lists and flow charts exemplifying our processes. These processes include how and where we receive, store and display organic products. In addition, we must submit our procedures for avoiding commingling of organic and non-organic products.

We have always been careful about commingling, but the NOP pushes us to the next level. The general public can now relax, we will be in compliance with the Feds.

An orientation for members interested in serving on the Board of Directors will be held Monday, March 10, 2003 from 7-8:00 p.m. in the New Leaf Market deli. For more information contact Ken Ross at 421-0508 or Chuck Hungerford 942-5008.

## Week-long Earth Day Celebration

By Phil Valentine

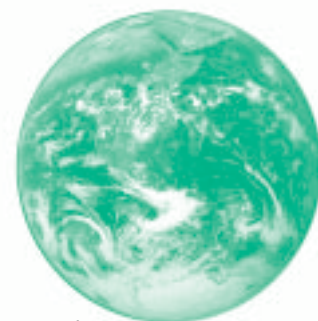
This year marks New Leaf’s renewed commitment to the environment. We have always stood by our mission statement to recycle and to promote and provide environmentally responsible products. Now, we will begin a campaign to promote further awareness in our community about the importance of environmental responsibility.

The best way to have a voice in the community is to take a bold stance and offer much needed information. Our idea is to throw an annual Earth Day party and invite the community to participate. This year will be kind of small but in the future we plan to expand the celebra-

tion into a larger event.

The week-long celebration will begin on Earth Day Tuesday, April 22, 2003. Throughout the week we will feature sale prices on earth-friendly products and cooking classes. The event will culminate on Friday and Saturday April 25, 26 with in-store free samples and more free cooking demonstrations. In addition all customers who bring their own bags will receive 5% savings on all grocery purchases and an additional 15% discount on all supplements for Friday and Saturday only.

Invite your friends and family to take part in celebrating our Earth.



## New Leaf News

Published six times a year to educate the community about our cooperative and the resources we offer. Articles are designed to inform readers about specific products, diets, activities, and events—to augment readers' knowledge—and should not be considered a source of medical advice. The views of our contributing writers do not necessarily reflect the views of New Leaf Market. Paid advertisements do not represent an endorsement of the products or services offered. Letters to the editor, comments, questions, and suggestions are welcome. Advertising rates available upon request.

### Corporate Officers and Directors:

Gretchen Hein (President & Director), Heidi Fox (Vice President), Steve Richards (Treasurer), Candice Angrees, Ravinder Singh, Della Parker-Hanson (Board Chair), David Watson.

**General Manager:** Larrane Hartridge

**Editor:** Cristin Burns

**Mister Stupid:** Bill Otersen

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Many thanks to our writers!

Jean Crozier, Patricia Cumbie, Sarah Dover, Henry Hall, Barbara Elliott, Larrane Hartridge, Gretchen Hein, Michele Hatton, Della Parker-Hanson, Paul Rutkovsky, Phil Valentine.

New Leaf News is always looking for writers and suggestions for possible articles. Call Cristin Burns at 942-2557 ext. 239



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## General Manager's Report



I have just returned from a joint conference with general managers from the Southeast and Northeast Co-op Grocers Associations (CGA). We shared our experiences and the challenges that face today's Co-ops. One of the biggest issues confronting our sector is competition. Many co-ops around the country are being faced with large natural food chains that move in next door or across the street, as one co-op reported. The co-ops that were not prepared to handle the challenge of competition are no longer operating. Some of these co-ops had been serving their members for 20 years or more. A few months ago representatives from one of the large chain competitors spent time looking at New Leaf Market and really liked what they saw. We don't know when they are coming to Tallahassee or where they will locate but we can be sure it will happen one day.

Fortunately, New Leaf Market is strong with membership growing daily. We have a well-trained, friendly staff and we are committed to building a healthy community. The difference between co-ops and corporate-run retail is that we, as members, have a say in what happens

with our earnings and how we affect our local community. We have decisions and challenges ahead of us and we need to

hear from you. On February 6, 2003 there was an opportunity for you to meet our Board of Directors and disappointingly not one member showed up. There are important issues to discuss. Should we stay in our current location and pay high rent? Should we apply the high rent to our own mortgage and own our own building? Should we open a second location? I encourage you to come to board forums, attend our annual membership meeting and talk to me to voice your opinions and feelings about future planning.

I have already recommended to our Board that we conduct a market study this year to look at all the factors that affect our business. I will report progress and findings as soon as they are available.

—Larrane Hartridge

## Ask a Nutritionist



**Q.** If you could only make one recommendation to supplement the diet, what would it be?

**A.** Fortunately, it is unlikely that I will ever have to be limited to just one supplementary recommendation but if it was just one...it would have to be seaweed. Seaweed provides nutrients and other health-building factors that comprehensively address numerous health challenges that we face today.

The need for minerals in the diet cannot be understated. Without minerals as co-factors, none of the vitamins function properly. Trace minerals, in particular, may be lacking in the foods that we eat due to farming practices that do not add trace minerals back to the soil and to food processing. Seaweed is significantly high in minerals, especially trace minerals. For those individuals that do not use iodized salt, seaweed would supply needed iodine. More about iodine later.

You have likely read a lot about the need for antioxidants, and in particular beta-carotene. Carotenes are found abundantly in seaweed as a complex of different types of carotenes, beta-carotene included. There are carotene complexes sold as supplements that are extracted from seaweed. The whole complex of carotenes found in seaweed does a better job than the beta-carotene alone.

The crucial role that omega-3 fats play in human nutrition has now been fully recognized. The omega-3 fats are necessary for the structural and functional health of the brain, nervous system, retina of the eye and cell membranes. Seaweed contains omega-3 fats and is one of the few vegetable sources of DHA, an omega-3 fat that is necessary for normal nerve transmission in the brain.

And if the above isn't enough, seaweed supplies the essential amino acids methionine and cysteine, which can be low in a vegetarian diet.

One of the challenges that we face is environmental toxicity from heavy metals, radiation and other pollutants. Here again seaweed can be of significant help. The sodium alginate found in seaweed can bind heavy metals and

also radioactive strontium 90 and cesium 137. Studies done at the University of Virginia Medical School concluded that one seaweed, chlorella, is a significant detoxifier of a large number of the toxic metals and environmental chemicals such as PCB's that we encounter.

Kelp contains Iodine 127, which prevents the absorption of radioactive iodine 131, which is released into the atmosphere during the normal operation of nuclear power plants and weapons facilities. After Chernobyl, the Russians isolated the polysaccharide U-Fucoidan in kelp, which has been found to be an excellent binder of radioactive elements.

Seaweed also shows promise as an immune system booster. One study carried out at the University of California Davis School of Medicine showed that chemicals in spirulina had a marked effect on the immune system. Spirulina extracts significantly boosted production of immune factors called cytokines that prevent infection and cancer. Professor Eric Gershwin, chief of the Division of Rheumatology, Allergy and Clinical Immunology at UC Davis, said, "Together, increases in these cytokines suggest that spirulina is a strong proponent for protecting against intracellular pathogens and parasites."

Peter D'Adamo has popularized an approach to diet based on blood type. Dr. D'Adamo's theory is that there are proteins called lectins found in food that react negatively with certain blood types. The long chain sugars, polysaccharides, found in seaweed binds with some of the lectins in the foods that we consume and prevent them from being absorbed offering yet another health benefit.

So if I had to only recommend one item to supplement our regular food intake, seaweed would be my hands down favorite.

Henry Hall is a licensed nutrition counselor and long time New Leaf member. Questions for "Ask a Nutritionist" can be submitted to: hhallhsd@earthlink.net or left at the customer service desk.

# Co-op Quilt: Our Movement's Living History

Article is reprinted from the Mix:Mix: A Twin Cities Natural Food Co-ops Publication.

By Patricia Cumbie

Ann Hoyt never envisioned that the stash of co-op t-shirts languishing in her dresser drawer had the potential to raise thousands of dollars, or be a catalyst for cooperation around the country. As a director of the Urban Cooperative Initiative in Madison, WI she'd acquired quite a few of them on her travels around the country.

In the spring of 1997 Hoyt was searching for something to auction as a co-op education fundraiser. The Howard Bowers Fund had been in existence for 5 years and her fundraising methods were getting "tired" Hoyt explained. Someone suggested she make a quilt out of all the co-op t-shirts she'd gathered over the years, and auction that at the annual Consumer Co-op Managers Conference (CCMA).

"I didn't have time to sew, and I lack design sense," said Hoyt. Undaunted, she enlisted the

help of a few women she knew. Anne Hopkins, a quilter who is manager of Good Food Co-op in Lexington, KY flew in to Madison, where Hoyt lives, to sew the quilt. The quilt's designer is Anya Firszt, general manager of Willy St. Co-op in Madison. The three of them spent four days sewing and putting it together.

"It was a wonderful experience. We laughed, told co-op stories. My husband fed us and a few friends stopped by to help," said Hoyt. However, they did not totally complete the quilt those four days. Keiko Sakuma-Neubauer from Kokua Country Foods Co-op in Honolulu hemmed the binding, finishing the quilt the night before the first auction in 1999.

Naturally, this quilt bearing the t-shirt logos of 54 co-ops caused a sensation the night it was unveiled. From the reaction of the crowd, the quilt's creators knew they had a piece of living history that had to be shared. "We knew this would be a nice thing to share, not kept in some stale lobby somewhere," said Anya Firszt. Auctioning the quilt for the privilege of displaying it, has given rise to the quilt traveling the country, shown at a number of food co-ops along the way.

"When I watch people look at the quilt, they look carefully to see what is in it, what they remember about co-ops. I have stories for each of those t-shirts," Hoyt said. One particular square on that quilt came about as a suggestion from Hoyt. She had visited the Brattleboro Food Co-op in Vermont and saw a huge mobile of origami Peace Cranes they had erected one year. "I was astounded, it

We wanted to include the Co-op quilt as part of our Earth Day celebrations, fortunately the tour accommodated. Look for the Co-op quilt to be displayed at New Leaf between 4/6/03 and 4/29/03. A logo of an old New Leaf t-shirt is sewn into the quilt imprinting our place in the national Co-op community.

was beautiful, marvelous," Hoyt said. She suggested they make a t-shirt to commemorate the art. They did, and it's on the quilt in the lower right-hand corner.

The quilt also has its own ironic legend. "I've had so many people ask me, 'Anya, how could you work on the quilt and not even have your own store in it?'" said Firszt. Willy St. Co-op was not left out for long though, as two more "co-op quilts" were added to the auction and co-op circuit when Davis Food Co-op made one and then Hyde Park Co-op made a quilt in honor of the 70<sup>th</sup> Anniversary of their beginning in 1932.

In four years, the quilts have raised a total of nearly \$38,000 for the Howard Bowers Fund, a co-op education endowment. They have also become an object of pride within the new-wave cooperative movement.



## Board Report

By Della Parker-Hanson and Gretchen Hein

As a cooperative, there is a division of responsibilities between the management and the BOD. The BOD sets the direction, which the management takes and implements. These policies are then used as a guide for the General Manager and the management team. The policies we developed are stated at the end of this article. We feel they capture the basic reasons we exist, as well as the issues that are the most important to our local communities.

The selling of natural foods is only one part of our picture of why we exist. We are a source of information about health and well-being for our community, as well as an operation, which supports a healthy world. We have known that NLM serves our community with more than just a grocery store. We establish community through donations, seminars and education. We protect the environment through choosing agriculture that promotes life. We encourage our owners to actively participate in the decisions of our Co-op. Although New Leaf Market's actions already achieve our Ends daily, we have opened the opportunity for our General Manager to go further in these directions. We look forward to what the future brings.

New Leaf Market is a source for healthy communities and supports a sustainable environment.

- New Leaf Market educates and advocates for our members as consumers.
- New Leaf Market supports local, organic, cooperative and fair labor suppliers.
- Through New Leaf Market, community is created and empowered.

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**Food Facts**

By Paul Rutkovsky

The biotech industry is not very healthy these days. Increasingly industrialized nations of the world are voicing their concern over food safety, nutrition and environmental sustainability. The distrust of "industrial food" and GMOs (genetically modified organisms) is growing internationally, and the appetite for organic products is increasing rapidly. Also, developing nations are getting the word out about hunger, food dependency, declining biodiversity and the recent dumping of GE-tainted corn on impoverished nations. While industrial food revenues are flat, growing 1-2% a year, organic sales are booming, with yearly growth rates of 20-25%. At current rates of growth, by the year 2020 most food sold at the grocery store retail level in the US, Canada, and the EU will be organic. Farmers in 110 nations will produce more than \$25 billion worth of organic foods and fiber in 2003.

Another World is Possible

January 23-28, 2003

Over 100,000 farmer, labor, consumer and environmental activists gathered in Porto Alegre, Brazil for the Third Annual World Social Forum. The forum sought to denounce war, corporate globalization and food insecurity, under the overall theme, "Another World is Possible." Latin America's economic crisis has grown worse over the past year. In 2002 Argentina's consumer-buying power was reduced by 30%. The International Monetary Fund has reduced the ability of Argentina's farmers to buy GE Roundup Ready soybeans, a significant factor in Monsanto's recent economic downturn. A sign of hope for Argentina's rural economy is an increasing demand overseas for non-GM corn and grass-fed beef.

Venezuela is experiencing increased poverty, capital flight, empty supermarket shelves (50% of the nation's food is imported) and a business-led sabotage of the oil industry. The collapse of world coffee prices and a crisis in agriculture has increased poverty and hunger in Colombia. Many more desperate farmers are growing drug crops. The U.S. is now involved with counter-insurgency operations, which include aerial spraying of

Monsanto's Roundup herbicide over vast areas of the Colombian countryside, poisoning rural communities and destroying food crops, as well as coca and poppy fields. U.S. biowar proponents are advocating the aerial spraying of an even more dangerous herbicide, genetically engineered fusarium bacteria. [www.organicconsumers.org/ge/GEherbicide.cfm](http://www.organicconsumers.org/ge/GEherbicide.cfm)

Global sales of transgenic crops have stalled at \$4.25 billion a year, with only four countries producing GMOs on a commercial scale (US-corn, soybeans, cotton, and canola; Canada-corn, soybeans, canola; Argentina-soybeans only; and China-cotton only). As Greenpeace organizer Jeanne Merrill told the Associated Press (1/16/03) "The reality is that the biotechnology revolution has not happened. The majority of these crops are going into animal feed. Farmers are rejecting biotech food crops."



Quotes for the Month of January, 2003

The forum sought to denounce war, corporate globalization and food insecurity, under the overall theme, "Another World is Possible."


"The deal would be this: if the Americans would stop lying about us, we would stop telling the truth about them." European Union Development Commissioner Poul Nielson, referring to the increasingly bitter EU/US conflict over genetically engineered food, Reuters, 1/20/03.

"There is no need for GM (genetically modified) crops; no one wants them, not famine-stricken African nations, and very possibly, not even the biotech corporations themselves, judging from the spectacular cutbacks and spin-outs of agricultural biotechnology and major re-

treats from funding academic research over the past year." Dr. Mae Wan-Ho, Institute for Science and Society [www.i-is.org.uk](http://www.i-is.org.uk) 1/14/03

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# FarmSoy

By Barbara Elliott

Have you noticed the new brand in the tofu cooler? FarmSoy may appear to be a new brand outside of Tennessee, but actually, we have been making tofu for a long time. FarmSoy Company started out as the Farm Soy Dairy back in the early 70's at The Farm Community in southern middle Tennessee. The community started out as a collective of spirit seeking-hippies, and the "soy dairy" provided a very welcome variety for the meager vegan diet that we were developing.

The "soy dairy" has evolved with the community. When The Farm quit being a collective in 1983 and adopted a system more like a cooperative, the soy operation became a family run business. In addition to providing soymilk and tofu for Farm members to purchase, it started to make deliveries to Nashville for Krogers, natural foods markets and restaurants.

However, since making tofu is very labor intensive and has little profit, the business had problems. In 1991, in order to avoid closing

down and to prevent the community from losing the soy operation, we, my husband Thomas Elliott and I, bought the business. We immediately started to rebuild the facility, part by part and updated the equipment, quality and shelf life of the products.


In 1992, the company acquired organic certification and became FarmSoy Company. It continued to service Nashville and The Farm, but ran into logistical problems in trying to expand its accounts. At the end of 2002, the Ozark Cooperative Warehouse (OCW) agreed to distribute FarmSoy Firm and Extra Firm tofu, and that is how you folks at New Leaf have the opportunity to purchase FarmSoy tofu here in Florida. OCW goes to many of the cities where pockets of people who used to live in the Farm Community migrated when the community quit being a collective, and folks had to get a "real" paying job. These folks and others have told us for years that FarmSoy tofu is the best tofu made, and they wish they could buy FarmSoy tofu in their hometown. Now, thanks to OCW, if you live in Alabama, Georgia, Florida, Tennessee, Texas, Oklahoma, Arkansas, Mississippi, Louisiana, Missouri, Kansas, or parts of Kentucky and South Carolina you can find a store or buying club that can order FarmSoy tofu.

We're very happy to have OCW as our distributor. They are a cooperative and like our small business, face fierce competition from large companies. While small businesses have traditionally been the backbone of America, we have all seen the trend towards mega corps squeezing out the smaller competition. We believe that it is important for small business and co-ops to survive in America. They permit people to be decision-making owners and help decentralize the concentrated power and wealth.

Even though you have probably bought your current favorite brand of tofu for years, we hope that you will try FarmSoy tofu. Several people have told us their small children love our tofu, but refuse other brands. Others say it is the best tofu made and the only brand they care to eat uncooked. It is certified organic, which now also means that it is not genetically modified. It is a value at 16 oz. - compare the protein content with other brands. If you want to know how firm a tofu brand is, look at its protein content. The higher the protein, the firmer it is, and that is a good way to compare different brands as well as by weight, taste and texture. We hope you will try it and that FarmSoy will become your new favorite brand of tofu. We are happy for the opportunity to serve New Leaf members. For more information visit our webpage at <http://farmsoy.home.mindspring.com>.



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**Saturday, March 29, 2003 10:30 am-12:30**

\*\*\*\*\*

**"The Two Hands of God"**

The "Problem of Evil" is addressed. How could an omnipotent, omni-benevolent Being create a world in which natural disasters regularly kill thousands of apparently innocent people?

**Saturday, March 29, 2003 2-4 pm**

\*\*\*\*\*

**"Essential Unity of All Religions"**

Do religions have anything in common? Dr Brooks thinks there is a central core, deeper and more important than tenets and practices.

**Sunday, March 30, 2003 2-4 pm**

\*\*\*\*\*

*Dr. Brooks, an international lecturer, is Emeritus professor of philosophy; member of the Parapsychological Association, Co-Masonic Order, Liberal Catholic Church & The Theosophical Society.*

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*Free* Events at Leon County Public Library, Room A  
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## Mister Stupid



# Returned Patronage Rebates

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Thomson, George  
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Cannon, Louis  
Christle, Ranelle  
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Cola, Maria  
Collins, Sue  
Conner, James H.  
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Cowen, Cynthia  
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Curran, Diana  
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Ford, Charles  
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Foster, Wesley  
Frey, Wayne  
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Garrity, Violet  
Giardina, Dennis  
Gil, Ronald  
Gillette, Donna  
Givens, Mary  
Glock, Fredric  
Godfrey, Sean  
Goodner, Annette  
Goodson, Rose  
Grable, Betty  
Grigson, Sarah  
Guerra, Ingrid  
Guerrero, Sonia  
Hale, Kathleen

Handel, Jennifer  
Harden, Harmon  
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Hardy, Cory  
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Harris, Cynthia  
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Hays, Teresa  
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Kilner, Science  
Kinyon, Christa  
Kirkpatrick, Robert  
Knight, Rachel  
Knox, Rob  
Koralis, Anna  
Kregkamjornkij, Tassanee  
Layman, Sheridan  
Leek, Maxine  
Leggoe, Currie  
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Livingston, Jennifer  
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Malvern, Mo  
Mannich, Ruth  
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Martin, Grace  
Mathes, Margaret  
Matlow, Joshua  
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McBride, Mary Beth  
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Menzel, Marjorie Ann  
Millhouse, Matthew  
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Moghadas, Nader  
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Moody, Karen  
Moody, Lauren  
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Mueller, Kathy  
Muller, Gerald  
Murdaugh, Sara  
Muszynski, Ken  
Nagel, Ralph  
Nall, Daryl  
Nerona, Katherine  
Nichols, Lucille  
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O'Malley, Julie  
Oakley, Chris  
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Parker, Gladys  
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Powell, Glenn  
Putlack, Georgina  
Rahm, Ahmahtsiyah  
Ravencraft, James  
Reed, Corey  
Rhinehart, Kaye  
Rigdon, Afton

Ripley, Martha  
Roberts, Kesler  
Ross, Paula  
Rothman, William  
Rowe, Keith  
Ryll, Patti  
Sanders, Kathy  
Schultz, Sarah  
Screen, Letasha  
Shay, Leslie  
Shugar, Michelle  
Shuman, Lisa  
Simaan, Husam  
Slapion, Andrea  
Slivinski, David  
Smith, James  
Smith, Susan  
Southard, Melissa  
Steinberg, Phil  
Stertzler, Amanda  
Stroffolino, Laurant  
Stubbs, Ginny  
Swain, Candice  
Swett, Ruth  
Symons, Cathrine Ann  
Taylor, J Herbert  
Taylor, Jody  
Taylor, Winston  
Tollett, C L  
Turner, Coral  
Van Jett, Rose Marie  
Veith, Robert  
Viele, Margaret  
Visnovske, Sara  
Wagner, Kim  
Warner, Jennie  
Wasson, David  
Watson, Lakecia  
Watzke, Beth  
Whaley, Mikki  
Wheeler, Wes  
Willis, Marcia  
Windham, Bernard  
Winters, C M  
Wischusen, Fred  
Wisley, Phillip  
Witt, Stephanie  
Woodall, Karen  
Young, Latika  
Yovel, Ephrat  
Zellerer, Evelyn  
Zervigon-Hakes, Anita

**Letters-Wrong**

**Addresses**

Amsler, Eva  
Apgar, Robert  
Armstrong, Jocelyn  
Austin, Nick  
Ayers, Megan  
Bakari, Kamau  
Baker, Melida  
Baker, Michelle  
Baker, Pam  
Becker, Corrin  
Beckham, Rosaline  
Beeman, Sherrilynn  
Benton, Norma  
Berry, Russ  
Bible, Kathy  
Blair, Joyce  
Blumberg, Hazel  
Bodiford, Lyn  
Bogdanovich, Snezana  
Brittle, Cheryl Marie  
Brock, Jay  
Bronson, Liz  
Bryan, Jacqueline  
Burda, Geoffrey  
Burton, Stephanie



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## How Sweet It Is!

### A Seminar with Taria Camerino

Review by Michele Hatton

Taria Camerino, a local whole foods chef and baker, led the January 30, New Leaf seminar, "How Sweet It Is." She spoke about healthy alternatives to white sugar and opened her lecture by pointing to the rise in child diabetes, attributable in part to the rise in sugary packaged foods. Camerino had lined the countertop in the New Leaf Deli with jars, bottles and bags of syrupy and crystallized sweeteners, all available at New Leaf, reminding us that there *is* pleasure beyond white sugar. She then went on to discuss the pros and cons of each.

Barley malt, rice syrup and grade B maple syrup are clearly her favorite sweeteners since unlike processed sweeteners, they retain their natural vitamin and mineral content during processing. Plus, they taste good and are relatively affordable. In her baking, she often cuts the rice syrup and barley malt with maple syrup, which moderates the heavy flavor of the rice syrup and sweetens up the less sweet barley malt.

Amazake is perhaps the real jewel of sweeteners. Made from fermented brown rice, amazake is not only a good sweetener, claims Camerino, but offers the digestive track the healthful bacteria and nutrients that fermented foods offer. Similarly, the proteins in amazake are pre-digested making it an easily assimilated food. The downfall to amazake is the price. For those interested in making their own amazaki at a much reduced price, log on to [gemcultures.com](http://gemcultures.com) and purchase the culture agent, koji, for only \$12.00.

Honey, a favorite for thousands of years, is packed with anti-oxidants, vitamins, and minerals, but to obtain these, it must be eaten raw. "When honey is heated," says Camerino, "the nutrients are just destroyed." When adding to tea, she suggests waiting until right before your first sip, then add your honey. Honey is especially helpful in times of sickness in that it has the capability to transport the medicinal components of herbal tea to every cell in the body.

Among the crystallized sweeteners, Camerino also has a rating system. Rapadura made by Rapunzel Organics rates first. Made simply from squeezed and dried cane juice, rapadura contains all the raw cane nutrients,

specifically B vitamins, calcium and other minerals. Anyone who has traveled to a tropical, developing country knows the popularity of raw cane. Sold on every street corner, raw cane stalks are enjoyed by young and old alike and eaten by simply stripping off the husk then sucking on the syrupy fibers.

Date sugar is another great alternative, it is simply dates that have been ground to a fine crystal. In the Middle East, which grow dozens of varieties of dates, people consider dates magical and use the fruit as the choice food with which to break religious fasts. Maple sugar, like date sugar, is also an excellent choice in taste and nutrition, but both are a bit hard on the pocket.

Stevia, another crystallized sweetener, is better used in plant form, says Camerino. "The plant grows like a weed in Florida, so just pluck off a couple of leaves and add them to your tea to sweeten it." It has a rather bitter taste when processed to white crystals.

Camerino served participants a plateful of homemade goodies at the end of her lecture. My favorite was the

*Pear Baklava*. Here is the recipe. Use your intuition to determine quantities.

#### Pear Baklava

Filo dough  
Earth Balance margarine  
Rice syrup, maple syrup, barley malt  
Walnuts

#### To make filling:

Pour all three syrups together in a pan to equal 12 cups. Boil for one minute. Grind up walnuts in food processor. Chop ripe pears. Mix pears, walnuts, and syrups together in a bowl.



#### To make pastry:

Brush each of eight layers of filo dough with Earth Balance margarine (an excellent alternative to butter and rich in omega fatty acids). Spread the filling over the top layer (the eighth layer). Brush 10 additional layers of filo dough with Earth Balance margarine then place all ten of these on top of the filling. (The filling should be between the eighth and ninth layer of filo dough, counting from the bottom up.)

Bake 20-25 minutes in a lasagna dish.

"If you have never been a successful baker," says Camerino, "it's not your fault. Many recipe books just aren't right. They don't have the right proportions in them or the right ingredients. Find a good macrobiotic book and try again."

Camerino is on the lookout for partner(s) and/or investor(s) to help open a bakery/café/wellness center to be called Ahimsa. Ahimsa is Sanskrit for "non-violence" and is in harmony with Camerino's belief in non-violence toward the environment, non-violence towards our bodies and non-violence towards our children who deserve nutritious, as well as delicious treats!

## 2003 Matthew Tansey- New Leaf Market Scholarship

Applications for the Matthew Tansey-New Leaf Market Scholarship will be available at the customer service desk on April 18. This annual scholarship is for individuals enrolled in programs that relate to health, healing and nutrition. The deadline for applications is May 23, 2003.

The Owner Advantage flier is now featured in the store. Come in to find the monthly exclusive Owner Advantage sale items.

# Larissa's BreadBook

## Ten Incredible Southern Women and Their Stories of Courage, Adventure, and Discovery

By Lorraine Johnson-Coleman

Reviewed by Sarah Dover

**Y**ou may have heard Lorraine Johnson-Coleman on NPR's *Morning Edition*. Ms. Johnson-Coleman is a regular commentator on the program and also creator of the award-winning public radio series and audio book, *Just Plain Folks*. Now she has written a very creative cookbook that includes the stories of 10 diverse women who are living in the South.

The women's stories are presented in different chapters in the book and include bread recipes that represent the cultures of each of the women. The stories are told through Larissa, a fictional 13-year-old, who is assigned to collect the freshly baked items for her school's bake sale. Larissa soon discovers that baked goods, especially breads are more than a fundraiser and symbolize the essence of the women's lives in the South regardless of when they arrived and the circumstances.

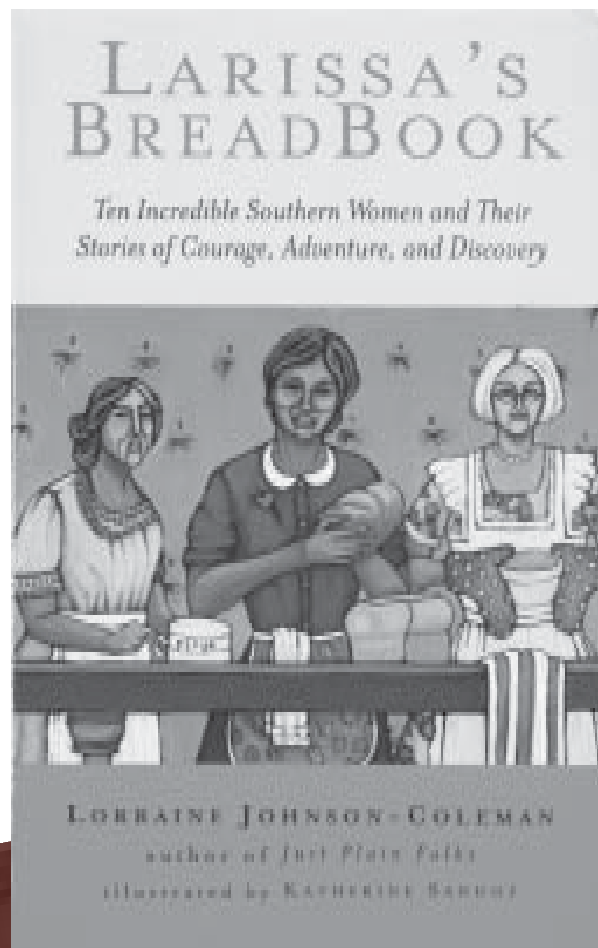
The stories are not written in a romanticized style dripping with sugarcoated magnolia blossoms.

These stories include themes of racism, prejudice and xenophobia and the effects of these conditions on the lives of the women, whether Cajun, Mexican, white landowner, Jewish, white sharecropper, black tenant farmer, Italian, Appalachian or Gullah.

The first two chapters set the stage, so to speak, for the book and include the first chapter from "Larissa's mama" and the second chapter by Larissa. Larissa's chapter provides the setting of the class fundraiser and her assignment to go to the senior center to meet the women who are baking the bread for the bake sale. These first two chapters provide a link to the women's stories and recipes.



Annie Lee Watkins



Rutledge Hill Press  
January 2003  
Paperback: \$12.99

There is a separate chapter devoted to each of the women. Their story begins with a short vignette that places the woman in her typical day. The next part of the chapter is the personal story that the woman wrote for 13-year-old Larissa, accompanied by two to three recipes for bread. The recipes reflect the woman's cultural identity and are a unique way to weave in the history of various groups who now live in the South. Ms. Johnson-Coleman has written the

women's story in their style and has brought them to life, creatively capturing the unique language patterns of the women.

This cookbook is an excellent choice for jun-

ior high students to learn and appreciate cultural diversity, in addition to learning how to bake breads. A family could also read a chapter a week and prepare one of the breads together. The book offers a novel approach to discuss social issues still experienced today and could lead to further readings about the history of the South. Nourish your soul with fresh baked bread and colorful stories.

The following recipes are reprinted with permission from the publisher.

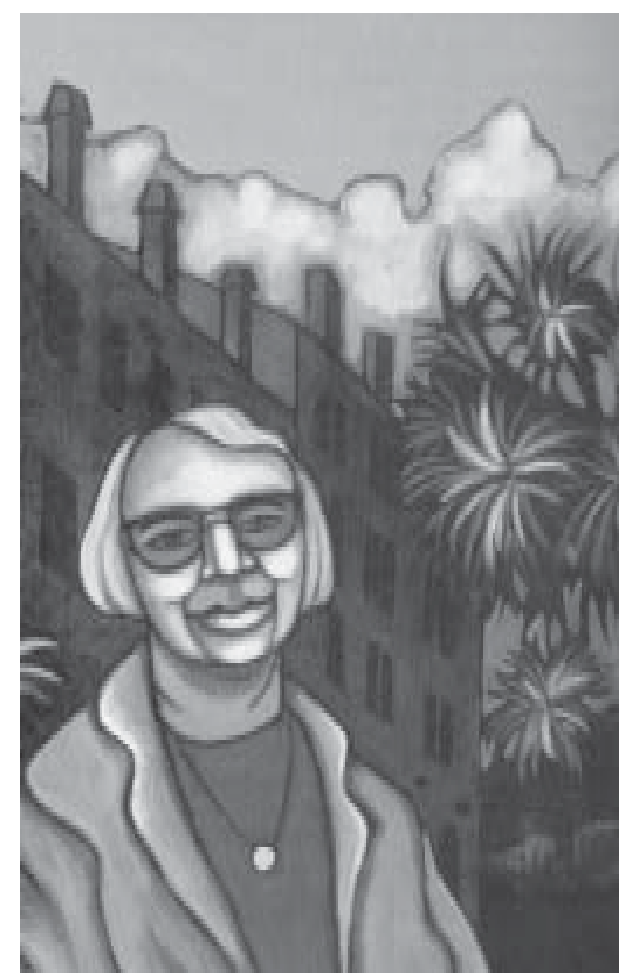
### IRISH BATTER BREAD

- 3 cups all-purpose flour
- 2 cup sugar
- 4 teaspoons baking powder
- 2 teaspoons cinnamon
- 1 teaspoon salt
- 2 tablespoons shortening, melted
- 1 egg, well beaten
- 12 cups milk
- 3 tablespoons grated orange peel
- 1 cup (5 ounces) currants or raisins

Sift together the flour, sugar, baking powder, cinnamon, and salt. Blend in shortening. Make a well in the center of ingredients and add egg, milk, orange peel, and currants or raisins all at one time. Beat until smooth. Turn dough into a greased 9x5x3-inch loaf pan. Let stand at room temperature for 20 minutes. Meanwhile preheat oven to 325°; then bake the loaf for 1 to 1 1/2 hours until done.

Note: This bread should be stored in plastic wrap for 12 to 24 hours before serving so it will slice properly and have a moist texture.

Yields 1 loaf.



Mrs. Rachel Cohen

New Leaf would like to apologize for the error printed in Leslie Hanks' newsletter ad. The correct phone number is 385-6904.

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# Larissa's BreadBook



Continued from page 8

## CRANBERRY BREAD

- 2 cups of flour, divided
- 2 teaspoon baking soda
- 2 teaspoon salt
- 5/2 teaspoons baking powder
- 1/4 cup granulated sugar
- 1/4 cup orange juice
- 1 egg, lightly beaten
- 3 tablespoons oil or melted shortening
- 1 teaspoon vanilla extract
- 1 teaspoon freshly grated orange rind (optional)
- 2 cups fresh cranberries
- 1 cup walnuts or pecans, chopped

Preheat oven to 350°. Grease and flour a 9x5-inch loaf pan. In a large mixing bowl, combine the flour (reserving 4 cup for the later use), baking soda, salt, baking powder, and sugar. In a small bowl, mix the orange juice, egg, oil, vanilla, and the orange rind (optional). With a spoon, stir the wet ingredients into the dry ingredients until combined. In a separate bowl, mix the cranberries with the 4 cup flour and nuts. Fold the cranberry mixture into the batter. Pour into the prepared pan and bake for 45 minutes to 1 hour or until done. This bread freezes well.

Yields 1 loaf.



Señora Chepita Coteria

## JALAPEÑO CORNBREAD

- 2 cups yellow cornmeal, preferably stone ground
- 2 cups creamed corn
- 2 cups grated sharp cheddar cheese
- 1 cup unsalted butter, melted
- 1 cup buttermilk
- 4 cup drained, chopped green chilies
- 4 eggs, lightly beaten
- 2 teaspoons baking soda
- Salt
- 2 tablespoons unsalted butter, divided

Preheat the oven to 375°. Combine cornmeal, corn, and cheese in large bowl and blend well. Add melted butter, buttermilk, chilies, eggs, baking soda, and salt to taste and mix thoroughly.

Melt 1 tablespoon butter in each of two 9-inch cast-iron skillets or heavy 9-inch baking pans until very hot, but not browned. Divide batter between the skillets, smoothing with spatula. Bake until done, about 45 minutes.

Yields 7 cups or 2 (9-inch) skillets.

## Your Questions & Comments

**Q.** Why do some questions go into a black hole? This is the third time I've requested that you carry Omega spread by Spectrum.



**A.** We apologize for not responding earlier. This product will arrive in the next couple of days.

—Brian Schoen

**Q.** Please order frozen, skinless-boneless free-range chicken breasts.

**A.** The skinless chicken breasts will be back shortly.

—Brian Schoen

**Q.** Please consider re-carrying Heartland Express soy frozen barbecue. There's a wonderful recipe for baked beans on the side and when I



take it to dinners, everyone wants the recipe. Several people have told me how disappointed they were to not find it here. I just ordered a case, and already have a list of people who want one. Thanks

**A.** We currently don't have the space to bring Heartland Express soy back. This product was not a good seller. However, we are always willing to special order product for you at the service desk.

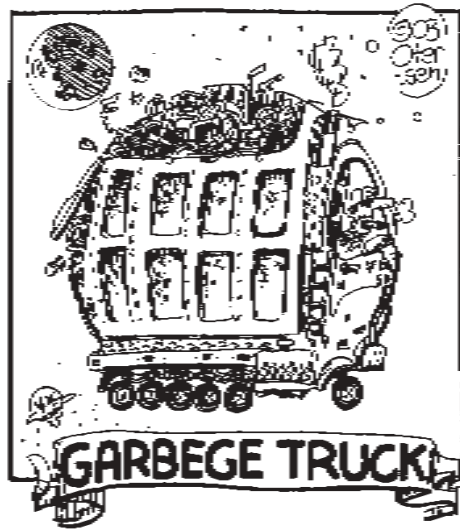
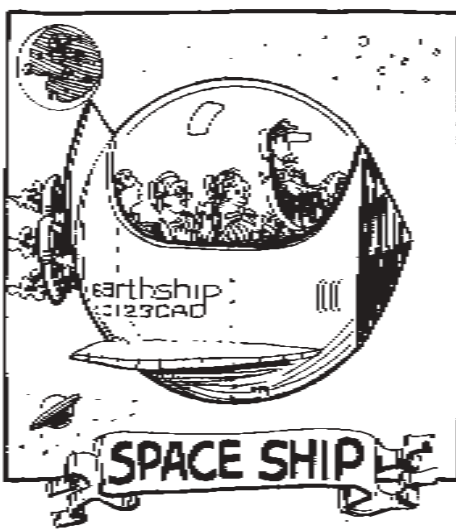
—Brian Schoen

**Q.** Dear Kitchen Staff/Baker, although all of your baked goods are wonderful, my family and I really miss the carob goodies you all used to make. It seems like I used to see a lot more carob brownies, cakes and pies. Please bring back the carob! Thanks.

Continued on page 12

Introducing the Co-op Advantage sales program. These sale prices are for everyone.

## PLANET EARTH



# Spring Renewal and Seminars Go Hand in Hand

**Vermiculture or Worms Can Recycle Your Garbage**—Tuesday, March 11—Cynthia Connolly Ph.D, owner of Ladybird Organics, will explain and demonstrate everything you need to know to turn your kitchen scraps into valuable soil amendment, worm compost. Ms. Connolly received her doctorate from Iowa State University in Agricultural Education and Agricultural Engineering. She is also a Certified Crop Advisor (CCA) and a Florida Certified Nursery Professional (FCNP). Start today to help our earth. Time: 7-8:30 p.m. Cost: \$5.00 members, \$7.00 non-members

**Loving Your Spine**—Tuesday, March 18—Ernest M. Volaric, D.C. will explain ways to take care of your spine. He will talk about a special technique called Network Spinal Analysis. There will be handouts on basic back care and exercises and a computerized demonstration of "Insight Computer 7000" (a spinal analysis program). Spinal health and its overall relationship to your general health will be discussed. Time: 7-8:30 p.m. Cost: FREE!

**Foot Reflexology**—Thursday, March 20—Jane Small, certified in the Ingham Method of Reflexology, will demonstrate the unique method of using the thumb and fingers on specific reflex areas to reduce stress and improve circulation of the blood and nerve pathways therefore returning the body to a state of homeostasis. Reflexology is a science, which deals with the principle that there are reflexes in the feet and hands relative to each and every organ in all parts of the body. She will explain how stimulating the reflexes properly can help eliminate energy blockages thought to produce pain or disease in the related area. So bring your tired aching feet for a free demonstration. Time: 7-8:30 p.m. Cost: FREE!

**Cold-Laser Acupuncture and the Treatment of Hair Loss**—Thursday, March 27—Michael Nixon, Doctor of Medicine and founder of the Acupuncture Pain Relief Center, will explain and demonstrate the use of a cold laser in establishing hair regrowth. Results from the "cold" laser are visible within the first weeks of treatment. Micheal has been granted a FDA investigational permit for Laser Acupuncture research in order to study the effectiveness of cold-laser acupuncture in the treatment of alopecia. Dr. Nixon says in his experience the success rate with low-energy laser for the treatment of alopecia is over 90%. Time: 7-8:30 p.m. Cost: FREE!

**Internal Body Cleansing**—Tuesday, April 1—Carlos Ayala, certified colon therapist, will speak

on colon health and its relationship to your overall health and well-being. Time: 7-8:30 p.m. Cost: FREE!

**Return of the Salsa King**—Thursday, April 3—Aaron Bullington, New Leaf Market produce manager (AKA the Salsa King), will once

again thrill your taste buds with his amazing salsas. Time: 7-8:30 p.m. Cost: \$3.00 members, \$5.00 non-members

**Smoothies**—Tuesday, April 8—Jayme Glusman, health educator and NLM staff member (AKA the Smoothie King), will share with

you tonight his secrets for creating the best smoothies ever! He will show you how to make smoothies without artificial ingredients and added sugar. In this class you will learn to make a sweet tasting smoothie with simple and natural ingredients geared to your specific needs. By the end of the evening you will have a handful of new, easy-to follow smoothie recipes. Yes, there will lots to sample. Time: 7-8:30 pm. Cost \$5.00 members, \$7.00 non-members

**Wok 'N Roll with Renee**—Thursday, April 17—**Back by popular demand!** Renee Barable, enthusiastic vegetarian cook, wants to teach you to make vegetarian sushi rolls. In this class you will learn:

- Sushi rolling techniques
- Ingredients used to make delicious sushi
- To make perfect sushi rice
- Attractive and colorful presentation of your sushi (makes great party food)

This will be a hands-on class with a limited enrollment of eight participants. Sign-up early to reserve a space! Time: 7-8:30 p.m. Cost: \$5.00 members, \$7.00 non-members

**Art of the Pickle**—Saturday, April 19—"Professor Pickle," Bill Hettig, will demonstrate old-fashioned pickling with a newfangled device in this how-to workshop and tasting. Bill has been teaching cooking classes for over twelve years in central Florida and is the founder of the Renewal Cooking School. He has lectured extensively on the marvels of fresh pickles while giving workshops around the country since 1992. He is the author of the book, *The Secrets of Perfect Pickling*, and will feature his amazing kitchen device, **The Perfect Pickler**, a simple and inexpensive way to liven the palate and bring back old-fashioned pickling as a hobby. Time: 10-12 p.m. Cost \$6.00 members, \$8.00 non-members **Note: Due to travel expenses of the speaker, 20 pre-paid participants is required by Friday, April 18 for this seminar.**

## In Celebration Of Earth Day, New Leaf Market Will Be Offering The Following Healthy Seminars/Demonstrations Free!

**Fast & Easy Greens**—Tuesday, April 22—Amir Alexander, NLM culinary specialist, in honor of earth day will teach you fast and easy ways to prepare nutritious organic greens. Time: 7-8:30 p.m. Cost: FREE!

**Chair Yoga for Everyone**—Wednesday, April 23—Charlene Capelini, certified yoga instructor with Loretta Armer's Namaste Center, will demonstrate gentle yoga postures and stress-relief techniques using a chair. Chair yoga is suitable for use at work, home, while traveling, or wherever you are. This practice is particularly good for older students who are just beginning to learn yoga. Time: 7-8:30 p.m. Cost: FREE!

**Meet the Smoothie King**—In Store Demo—Saturday, April 26—Stop by and meet Jayme Glusman, one of NLM's "royal specialists." Jayme will share some great recipes. Be prepared to sample his healthy fresh smoothies. Time: 1-3 p.m. Cost: FREE!

**Meet the Salsa King**—In Store Demo—Saturday, April 26—Stop by and meet Aaron Bullington, another of NLM's "royal court." Aaron will share some great salsa making tips, recipes and samples. Time: 4-6 p.m. Cost: FREE!



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When there is a class fee please: **MAKE CHECKS PAYABLE TO THE PRESENTER - THANK YOU!**

**In-Store:** There is a self-service class sign-up center located at the service desk. Fill out a registration form, put it in the envelope provided along with your class payment (if applicable) and give the sealed envelope to the service desk representative.

**By Mail:** Include the name of the class you are registering for, a phone number where we can call to confirm your registration, a check for payment (if applicable) and mail to:

New Leaf Market  
1235 Apalachee Parkway  
Tallahassee, Florida 32301  
Attn: Jean Crozier

**Please allow ample time for mail delivery.**

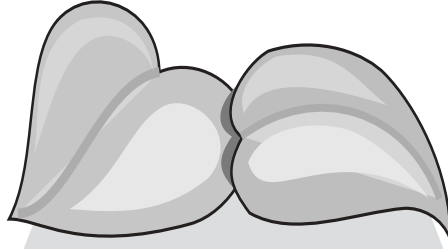
**By Phone:** Call 942-2557 ext. 241 and talk to or leave a message for Jean. Payments, if applicable, can be made by mail or left at service desk as mentioned above.

**Refund policy:** A courtesy 24-hour notification of registration cancellation is required to receive a refund of monies paid in advance.

**Sorry,** if you are not able to make one of our

seminars, New Leaf Market can not save classroom handouts and other seminar materials for you.

**Disclaimer:** *These seminars offer specific information or activities to participants and are not intended as a source of medical advice. We do not endorse any claims made by seminar presenters and/or their products.*



New Leaf Market has always been committed to lending a helping hand to the Tallahassee community. Over the last two months your co-op has made donations to the following organizations: Literacy Volunteers of Leon County, Advent Day School, Planet Gumbo Foundation, School of Art and Sciences, Temple Israel and Department of Environmental Protection.

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Questions Continued from page 9

**A.** Thank you for the feedback! Sometimes we need to be reminded of the items our customers really love because we are always looking for new recipes. I think you'll be happy to see some of the old carob favorites in the deli this month.

-Gina

**Q.** When "selected varieties" of a product are on sale I have to get a price check to find out the price. Getting a price check is hard unless lines are non-existent. Please be specific on sale items or get a price check scanner for customers.

**A.** The Co-op advantage sale is new to us. We appreciate your comments and have made corrections. Thank you for your feedback.

-Larrane

**Q.** Every employee I've ever encountered has been very helpful. Jamie is informative as a computer. Brilliant and very pleasant.

**A.** Thank you!! We agree that we have some wonderfully helpful employees as New Leaf and we appreciate you noticing.

-Gina

**Q.** Why doesn't the Board of Directors post their meeting dates? The employees don't know. Why did the Board take so long to get out May's dividend checks? Soon it will be May again. Is this a matter of competent management?

**A.** The BOD does post meeting dates and approved minutes on the BOD Bulletin board at the front of the store and at the employee time



clock. Employees have so much to take care of and are not required to know the dates of BOD meetings. With regards to the dividend checks, the BOD is required, through our bylaws, to issue rebates no later than January 15, 2003. This is our first year issuing patronage rebates and many things had to be in place before we could issue checks. A computer software company was hired months ago and has been working to integrate our records into a viable software package to enable us to maintain records and produce checks on a yearly base. The checks have been printed and mailed out. We are very proud of our management staff, they are a hard working group of people who are dedicated to our cooperative and its members. Please consider coming to the next BOD Forum, at the Deli where we will discuss this issue, the upcoming elections and other issues of concern to members.

-Gretchen Hein, Board President

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Vegetarian cafe Buffet and Bakery

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