



THE SCOOP

Vol 1 Issue #4 **Your Sierra Vista Co-op Market Healthy and Natural News** Winter 2008

Local Businesses Made Fundraiser a Success by Donna Boe, Member

Our October fundraiser, *Tastes of Arizona Wine Country*, was a great success and an appropriate event for National Cooperative Month. We showcased five wineries from the Elgin-Sonoita area: Canelo Hills, Dos Cabezas, Kief-Joshua, Rancho Rossa and Sonoita Vineyards. Everyone had a great time and enjoyed sampling the local wines, the marvelous hors d'oeuvres provided by Baker's Flor and the delicious ceviche provided by Mariscos Chihuahua. We also had specialty cheeses from The Bisbee Food Co-op. Available for private receptions, The Rendezvous was an ideal setting. We encourage you to support these local wineries and businesses, as well as the co-sponsors and businesses that donated door prizes and items for a raffle.

Our co-sponsors were:

Apple, \$250 or more: SSVEC and Gerhardt Law Office

Pear, \$100 or more: Summit Fitness, Joe Allison and Mariscos Chihuahua

Pumpkin, \$50 or more: Roberts Chiropractic and We Frame It

Steve Fletcher and Donna Boe donated the commemorative wine glasses. Door prizes were donated by Adventure Roast Coffee, Buzz Breads, San Ysidro Farms, Betty Eldon and Beatty's Apple Orchard. Raffle prizes were donated by High Desert Massage, Wild Birds Unlimited, Pat Wick, We Frame It, Candles & Scents and Sky Island Brand Meats.

Shop Local!

As you think of buying gifts during the slowdown in the economy, remember that you can find reasonable and unusual gifts locally at Candles & Scents, We Frame It and Wild Birds Unlimited. Gift certificates from High Desert Massage, Roberts Chiropractic and Summit Fitness help keep your friends and loved ones healthy over the holidays. Don't forget to treat yourself and keep healthy as well! Buy healthy meats, chickens, turkeys as well as fresh vegetables and delicious fair

trade coffee at the Sierra Vista Farmer's Market. Remember Buzz Breads for your pies and breads, and put in special orders at Baker's Flor and Mariscos Chihuahua for your special events. Shop at the Bisbee Co-op; if you are a member of the Sierra Vista Natural Foods Cooperative, your membership card will be honored.

Be thankful this Holiday season that we live in a wonderful community with small businesses that support each other. And remember to support the Chamber of Commerce's *Shop Local* campaign!



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THE SCOOP

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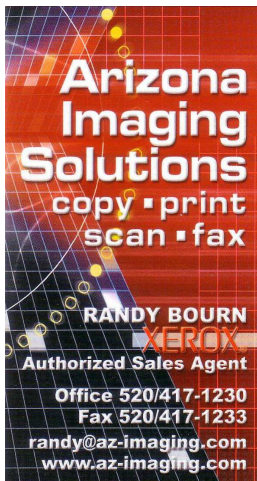
The Scoop is produced by share owners of the Co-op.
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The opinions expressed in The Scoop are those of the authors and not necessarily those of the Board or Member-Owners of the Sierra Vista Co-op Market. Nutrition and health information are given for informational purposes only and are not meant as a substitute for a consultation with a licensed health or dietary practitioner. Thanks for reading the Scoop!



Board Update
By Kevin Peterson, President

Due to the current economic conditions, the board of the Sierra Vista Natural Foods Cooperative has had to postpone opening a food co-op store in Sierra Vista. However, we are still working on alternatives while we wait for the economy to improve to the point where we can raise the necessary funds to sign a lease and open the store.

We sent a survey to our members in October, to determine their wishes. About half of those who responded thought we should wait for the economy to improve, in order to open a 4,000 to 6,000 square foot store. The other half thought we should move forward, and open a smaller store. We will continue to study available alternatives.

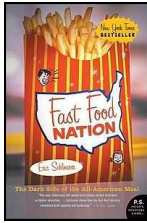
We also gained some new volunteers, including some who are interested in running for the board. The board is always looking for new ideas and energy. Our next annual meeting and election will be held in March 2009, so it is time for those who would seriously consider running for the board to step forward and turn in board applications. Competition and new ideas are healthy for any organization.

Some of the board members are interested in starting a Buying Club for co-op members. Janet Brady, board secretary, has volunteered to manage the Buying Club if the decision is to pursue this. The board has established some guidelines to enable this idea to be successful. If you are interested in participating in the Buying Club until the economy improves, call 508-7201, or find information about a Buying Club and about joining on our website, www.sierravistamarket.com.

The board also met with our financial consultant from Cooperative Development Services, Bill Gessner, just before Thanksgiving. Bill had some great ideas for us. We will continue to seek expert guidance during these difficult times.

Did you know that if you are a member of the Sierra Vista Natural Foods Cooperative that you are also an owner of a small business?

**Book Review: Fast Food Nation
By Gloria Roka, Member-Owner**



If a reason for sustainable eating is needed, *Fast Food Nation* by Eric Schlosser provides it.

This book may seem an unusual choice for a review in a food co-op newsletter, but it examines the ramifications of the fast food industry on our lives, and explains why we continue to consume fast food products even when we know better. If you've ever had questions about the production, distribution and marketing of fast food, *Fast Food Nation* offers fact-filled answers.

It is divided into two sections. The first section explores the beginnings of the fast food industry; the second section describes its mechanizations -- chemical flavoring, cattle and poultry production, working conditions, advertising directed at children, etc. Chapter five, *Why the Fries Taste So Good*, is especially interesting.

Schlosser explains that the taste of the fries isn't from the type of potatoes used, but from the technology that processes them and the restaurant equipment that fries them. He goes on to describe how the flavor industry creates man-made flavor additives, color, and "mouthfeel" enhancements to produce a more "appealing" product. And none of these ingredients is required in public disclosure. The reading of this chapter alone makes one aware of how consumers are manipulated and endangered.

Fast food chains spend billions on TV advertising and other marketing efforts directed at children -- tough competition for those who would prefer healthy eating. Schlosser says, "...unlike other commodities, fast food isn't viewed, read, played, or worn. It enters the body and becomes part of the consumer.... You are what you eat."

"A nation's diet can be more revealing than its art or literature," he states. A thought to consider.

Eric Schlosser is a correspondent for The Atlantic Monthly and an award winning American journalist known for his investigative journalism. His work has been compared to Upton Sinclair's The Jungle, which explains the brutal conditions in Chicago stockyards at the turn of the twentieth century and was a major catalyst to passing the Pure Food and Meat Inspection act.



**Healthy Holiday Eating
by Valerie McCaffrey
Member-Owner**

Meats

This holiday season treat yourself to a grass-fed leg of lamb or goat, a beef or pork roast, or a pastured turkey or chicken from local farms and ranches. The meat from these animals raised on pasture and range is more healthful and, many claim, more delicious.

Animals raised on pasture eat fresh, green forage as their natural diet (omnivorous livestock such as pigs and chickens that can't live on grass alone are supplemented with grain.) These animals live outside in clean, spacious environments where they get a lot of exercise and fresh air. As a result, they experience much less stress than confined factory-raised animals, and they're much less likely to get sick or harbor diseases. Because they're not force-fed an unnatural diet laced with chemicals, antibiotics and hormones, grass-fed meats are leaner, therefore lower in fat and calories. They're also richer in "good fats" such as omega-3s and CLAs, and they contain more antioxidant vitamins. Grass-fed animals are less likely to carry the virulent strain of E.coli which develops much more easily in the more acidic stomach environment of grain-fed animals.

It is important not to overcook or to over-season grass-fed meats as they are lower in fat and more flavorful than conventional meats. In general "low and slow" is a good guide.

To find out more about the nutritional benefits of grass-fed foods and to learn about some of the farmers who raise them, I highly recommend *The Grass-fed Gourmet Cookbook*, by Shannon Hayes, a pasture-based farmer with a Ph.D. in sustainable agriculture from Cornell University. Her cookbook includes information on the cuts of various meats, and lots of delicious recipes, including recipes for rubs, pastes and marinades. You can purchase this cookbook, which also makes a unique and practical holiday gift, from Baja Arizona Sustainable Agriculture at the Sierra Vista Farmers Market every Thursday except holidays.

Eggs

One of the easiest ways of incorporating the healthful benefits of grass-fed products into your diet is to enjoy eggs from pastured hens. (Continued on page 4)

Eggs from hens raised on grass have deep yellow or orange yolks that stand up higher when cracked into a frying pan, and they have a richer flavor.

In 2007, independent lab testing of six eggs from each of the 14 participating pastured flocks around the country showed that eggs from hens raised on pasture are far more nutritious than eggs from confined hens raised on factory farms. According to this study, organized by Mother Earth News, they contained one third less cholesterol, twice as much omega 3s, three times more Vitamin E, seven times more beta carotene and four to six times more Vitamin D.

Eggs are not dietary demons according to Harvard University's Heart Letter. Only a small amount of the cholesterol in food passes into the blood. The only study to look at the impact of egg consumption on heart disease found no connection between the two.

Doney's Eggnog

Makes 2 quarts.

7 farm eggs
½ gallon milk
½ cup pure maple syrup
¼ teaspoon sea salt
2 tablespoon vanilla
2 cups whipped cream
dash freshly grated nutmeg
1 cup dark rum (optional)

Whisk together the eggs, milk, maple syrup and salt in a large saucepan. Cook over low heat, stirring constantly until the mixture thickens and will coat a spoon, about 1 hour. Pour the mixture into a bowl and refrigerate for several hours. When you are ready to serve, whip the cream and fold into the eggnog. Stir in a few shakes of freshly ground nutmeg and rum. *Shortcut:* Heat milk until it is just lukewarm, or baby-bottle warm, and then whisk in eggs, syrup, salt and vanilla. Be careful not to overheat the milk or the eggs will cook when added instead of blending in.

Adapted from the *Grass-fed Gourmet Cookbook* by Shannon Hayes)

The packaging for a microwave dinner is programmed for a shelf life of maybe six months, a cook time of four minutes, and landfill dead-time of centuries."

David Wann, Buzzworm, November, 1990



Co-op Member-Owner Profile: Liz Balke, High Desert Massage By Donna Boe, Member-Owner

DB: Liz, how long have you been in business in Sierra Vista, and what services does High Desert Massage provide?

LB: I've been in business since 1992. My services are therapeutic and relaxing massage, neuromuscular therapy, stress and pain relief, Reiki and lymphatic massage. An acupuncturist and two aestheticians, who provide skin care, body waxing and facials, share the office. One of the aestheticians does ear candling which is beneficial for tinnitus, and sinus and ear problems.

DB: The consequences of long-term stress can be profound, and the holidays and bad economic times are very stressful for many people. How can massage help alleviate stress?

LB: Massage increases the endorphins flowing through the body. On an emotional level, massage is safe, nurturing touch.

DB: What physical conditions can be helped by massage?

LB: Chronic headaches, migraines, sciatica, TMJ, carpal tunnel and post-surgical recovery can all be helped by massage. It can relieve the pain from arthritis by lengthening muscles and taking tension off the ligaments and tendons around joints. Massage can also be used as an adjunct for chemotherapy.

DB: What healthy products would you suggest as gifts during this season of giving?

LB: Massage gift certificates can be given as gifts. Gift certificates are also available for acupuncture treatment and for the aestheticians' services.

DB: You joined the Sierra Vista Co-op Market very early, and have been a great supporter. What prompted you to join the Sierra Vista Co-op Market?

LB: I keep hoping we will get a local source for natural foods and products. Smaller co-ops look at products from a health point of view. (Continued on page 5)

DB: *What have I not asked you that I should have asked you?*

LB: A question I am often asked is “Are there any age restrictions?” Massage is for everybody. I have worked on babies through 96 year olds. Massage can help alleviate most conditions.

Liz Balke is a Licensed Massage Therapist and owner of High Desert Massage. She has supported the Sierra Vista Natural Foods Cooperative every time she has been asked, and she also supports many other organizations and non-profits in our community.



Winter Recipe: Pumpkin Bread

Recipe from Terrie Gent, member-owner.

Heat oven to 350 degrees. Grease and flour two 8 x 4-inch loaf pans.

2 3/4 cups all purpose flour
1/2 cup mesquite flour
1 teaspoon baking soda
2 teaspoons baking powder
1/2 teaspoon salt
1 tablespoon pumpkin pie spice (I make my own with cinnamon, cloves, and nutmeg)
1 cup pecans or walnuts, chopped
1 cup butter
3/4 cup white sugar
1 cup dark brown sugar
4 eggs
1 cup pureed pumpkin

Combine dry ingredients. In a separate bowl, cream butter and sugars until light. Add eggs, one at a time, to butter and sugar mixture. Stir to combine after adding each egg. Stir in pumpkin. Mix in dry ingredients just until moistened. Over working of this batter will make it tough. Put batter into loaf pans. Bake about 60 to 70 minutes. Begin checking doneness at 60 minutes. Cool in pans 10 minutes. Remove from pans; continue cooling on wire racks.



Managing Holiday Stress by Toni Leo, Ph.D., Member-Owner

As the Holidays approach, many find their stress levels begin to increase due to pressures of time, expectations and trying to juggle many responsibilities. While Holidays are considered a time of joy and celebration for many, for others this time of year can bring on feelings of depression, loneliness and despair. Consider the following ideas that may assist in managing stress and mood during this time of year.

Consider lowering expectations. Sometimes we feel pressured regarding gift-giving, demands for our time, financial constraints, or family obligations. This year especially, allow yourself to let go of the pressure of expectations, internally and externally.

At a time of such economic hardship, this may be a great year to talk to family and friends about creative approaches to gift-giving. One idea might be giving certificates for spending time together or helping each other (a free babysitting night or a car wash). Maybe this is the year to write a poem or verse for every member of the family, telling them what you appreciate or admire in them. Some of the most precious and meaningful gifts are those that cost the least.

Realize it's alright to set limits; be assertive and say no to the demands of others. Take a realistic look at all the responsibilities and obligations, prioritize, do your best to accomplish a reasonable number on your list, then let go of the rest.

Remember to take care of yourself, physically and emotionally. Take five minute breaks throughout the day to assess levels of stress, breathe, and release tension. Consider planning for extra sleep, eating well, and dressing for the weather. Notice feelings related to mood – holiday blues, anxiety, deeper feelings of sadness, loneliness. Support groups exist in the community to help those who experience holiday depression. Contact an organization such as NAMI (National Alliance for Mental Illness) for this information. Their local telephone number is 459-3228.

Practice being in the moment. We are a society of multi-tasking. At this time of year, be in the moment fully and completely, and try doing just one thing at a time.
(Continued on page 6)

Those around you will be appreciative, and you may notice things you never realized before.

Be accepting of others, their choices, and their feelings about holidays.

Reflect on ways to bring and sustain feelings of peace, appreciation, kindness, and contentment into life, for the Holidays and beyond.

Consider doing one nice thing for another who might be less fortunate. Spreading joy and kindness are great ways to help us put our own lives into perspective.

Have a peaceful Holiday season.

Dr. Leo is a clinical psychologist in private practice in Sierra Vista. Her practice focuses on therapy with adults, and individuals with medical conditions.



Recipe: Lime-Jalapeno Cranberry Sauce

2 bags (12 oz each) fresh cranberries
2 cups water
1¼ cup sugar
1 teaspoon grated orange zest
1 1/3 cup chopped cilantro
2 teaspoons lime zest
3 tablespoons chopped jalapeno peppers

Put the cranberries, sugar, water and orange zest in a large saucepan and bring to a boil. Reduce heat and simmer 15 minutes, or until most of the cranberries have burst.

Remove from heat. Cool slightly.

Stir the remaining four ingredients into the cooled cranberry sauce. Add a little jalapeno hot sauce if you want more heat.

Makes 4 ½ cups.

Store covered in the refrigerator for up to 2 weeks.

From the November 11, 2008, issue of Woman's Day.



Why Buy Sustainable From Gloria Roka, Member-Owner

Health: Grass-fed beef has 2 to 6 times more omega-3s than factory farmed, grain-fed meat. Omega-3 is a "good" fat that helps our cardiovascular system, our brain function and may help prevent cancer. Also, after being harvested, food begins to lose nutrients, so the less time between the farm and the table, the more nutritious the food is.

Taste: It simply tastes better.

Animals: Sustainably-raised animals are treated humanely and are permitted to carry out natural behaviors. Most factory-farmed animals are crammed together in unsanitary conditions and then these unhealthy animals are processed and passed on to the buyer.

Environment: Thousands of animals on factory farms excrete tons of waste every week. Much of this untreated waste pollutes the surrounding air, land, and water.

Workers: Workers on factory farms often operate in dangerous conditions and often are paid minimum wage.

Rural Communities: Sustainable farms are an integral part of a community. The money made is filtered back into local businesses.

Fossil Fuels and Energy Use: Raising animals on factory farms takes a large amount of oil which increases our dependence on foreign oil and foreign countries. AND oil is not a renewable resource.

Saving Family Farms: Eating sustainably supports an American tradition, part of the cultural heritage – the small independent family farmer.

Source: www.sustainabletable.org

Here Are 5 Easy Guidelines to Sustainable Eating

1. Buy local and cut down on "food miles." A typical food item may travel at least 1,500 miles from farm to plate. Shop farmers' markets. (Continued on page 7)

2. Buy seasonal. Produce will be at its peak in taste and nutrition and does not have to be brought in from a long distance.
3. Buy organic. Chemical and pesticide use is reduced and organic farming reduces environmental costs.
4. Buy vegetables. Less energy and land are needed to produce vegetable foods rather than animal products.
5. Buy small fish and shellfish (clams, oysters, sardines). Fisheries are in a crisis. Recovery means eating fewer big, long-lived fish (tuna, salmon, snapper)

Source: www.LIME.com

Health: Back to the Basics by Roger W. Roberts, D.C., Member-Owner

It seems as though in our highly advanced technological society we now have the ability to dissect, break down, take apart and analyze almost everything that affects anything around us. Sometimes these abilities seem to take complex issues and make them ever more complex; the basics somehow get lost along the way. Our health has not been exempt from this process. With that in mind, here are some simple, basic essentials for health.

Diet: Eating the highest quality nutritional food and supplements available is essential to optimum performance. Junk food produces junky, unhealthy cells. Your body makes living tissue out of what you eat. If the nutrients necessary for healthy cell production are not present, the cells that are produced will be deficient and therefore not as healthy or as strong as they need to be. Unhealthy cells lead to a deficient immune system, lack of energy, lowered resistance to disease and infection, and accelerated aging.

Dehydration: The brain is composed of approximately 85% water. It cannot perform properly when dehydrated because when the brain is thirsty, it stimulates the secretion of histamine. Histamine is intended to regulate the thirst mechanism; however, when histamine comes in contact with an irritated nerve, it heightens the level of pain.

Rest: The body needs time to recuperate, rebuild and repair the tissues that have been used and/or damaged during the day. The more fit you are, the less sleep you need.

Exercise: The importance of regular, consistent exercise cannot be emphasized enough. You can attain and maintain a high level of fitness at any age.

Research has shown that even 70 and 80-year olds can benefit from resistance training and build new muscle tissue. The increased blood supply to the brain from aerobic exercise allows more nutrients and oxygen to reach the brain for heightened function, and increases production of cells to protect the neuropathways thereby preserving memory and cognitive abilities.

Positive mental attitude: Maintaining a positive attitude is a decision that we have to make on a daily basis. A positive attitude not only contributes to our physical health, but to our overall well-being, including our spirituality and emotions. Keeping a positive attitude and implementing healthful changes in our diet, exercise, and daily regimen can help us get back to the basics of good health.

Dr. Roger Roberts is a licensed chiropractor in Sierra Vista, and has been a Sierra Vista Chamber of Commerce member since 1995. "At Roberts Chiropractic we will take the time to personally explain your condition and the procedure we will use to relieve your pain."



CALENDAR OF EVENTS

Ongoing

Sierra Vista Farmers Market. Northwest corner of Wilcox Drive and Carmichael Avenue. Every Thursday, noon to 4 pm 520-378-2973.
vallimac@cox.net

Bisbee Farmers Market. Vista Park, Bisbee. Saturdays, 9 am to 1 pm through December 13th.

December

December 5: The Nutcracker presented by Sierra Vista Ballet, 7:00 pm, and December 7, 3:00 pm, Buena Performing Arts Center. Tickets are \$15 adults, \$8 children (8-12). No charge for children under 8.

December 6: A Christmas Night of Lights Holiday Parade, 5:30 pm. The parade will start on Fry Boulevard near Buffalo Soldier Trail, and end at Fry and Coronado.

December 7: Holiday Tour of Officers' Homes, 1-5 pm. Brown Parade Field, Ft. Huachuca. A uniformed soldier will greet you at the door of each turn-of-the-century officer's home. (Continued on page 8)

All of the homes will be beautifully decorated for the holiday season. Ticket are \$10 in advance, \$12 day of the tour. For more details call 520-417-6960

December 12: Sierra Vista Community Chorus Holiday Concert. 7 pm, Buena Performing Arts Center. Free admission. Bring a toy for the Sierra Vista Fire Department's holiday baskets for kids. This is a family oriented concert with visits from Santa and his helpers.

January

January 5: Is there a National Water Crisis? 9-11am. Is Georgia's water crisis an indication of what's in store for other areas of the U.S or just an isolated occurrence? Come find out from Dr. Gregg Garfin, Deputy Director of The University of Arizona's Institute for the Study of Planet Earth. [University of Arizona South](http://www.arizona.edu/south), 1140 N. Colombo Ave, Sierra Vista, in the Public Meeting Room. **Free.**

February

February 2: Water Wise Landscapes in 5 Easy Steps. 9-11am. Learn how to put all the elements together to create a beautiful, low maintenance and water efficient landscape. Elements include design, plant use, alternative water sources and more. Cyndi Wilkins, Instructional Specialist, UA Extension Water Wise Program, [University of Arizona South](http://www.arizona.edu/south), 1140 N. Colombo Ave, Sierra Vista, in the Public Meeting Room. **Free.**

February 12 & 13th: Annual High Desert Gardening and Landscaping Conference. Windemere Conference Center, Sierra Vista. Registration and fee required for conference. For information contact University of Arizona Cooperative Extension, 520- 458-8278, ext. 2141.



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Savings for Sierra Vista Co-op Members

We at The Bisbee Food Co-op would like to invite the members of the Sierra Vista Co-op to shop at our Co-op and receive the benefits that we extend to our members.

Please bring proof of membership.

Benefits include:

5% off your purchases every day you shop at the Co-op.

15% off Senior Member Day- every 3rd Wednesday of the month .

20% off Member Appreciation Days.

Special member coupons on the website.

Bisbee Food Co-op
72 Erie St. Bisbee, AZ 85603
www.bisbeefoodcoop.org



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Happy New Year! Sierra Vista Natural Foods Cooperative Board Members