

People's Market Newsletter



11/10/10

Water Bobbles and Better Bottled Water (Say that ten times fast...)

Laura Mason

Okay, so it's no secret that bottled water is problematic. Americans spend \$17 billion every year on it, and 1.5 million barrels of oil yearly go into its production. Eighty percent of those bottles don't get recycled. The UN has finally declared access to safe drinking water a basic human right, yet big corporations like Coca-Cola are constantly taking this away from those who need it the most. They build factories in poorer countries and pump water out of the ground faster than it can be replenished, leaving the nearby residents with a severe lack of water. While bottled water may only cost the consumer a dollar or two, the overall human and environmental cost is too great to make it worthwhile to anyone but the corporations.

bobble
make water better.
THINWALLED PLASTIC BOTTLE

water, it costs a lot less (and is a lot less wasteful) to buy a filter for tap water to go through before we consume it.

Even if you fill your own water bottle up at home with filtered water before you leave the house, you may find yourself in a situation where you've finished your water but are still thirsty, all that's available to you is tap water. If you don't like the idea of drinking tap water, you're likely to give in and buy bottled water. Wouldn't it be so much simpler if the water bottle that you brought from home could actually filter the water

for you? That way you wouldn't have to worry if you ran out of water after you left your house- you could fill it up at any tap!

This is where the tongue-twister title comes in.

We're really excited to tell you about our newest product, the Water Bobble! It's a relatively new product on the market that aims at combining the convenience of bottled water with a better quality taste than some tap water. It's made from recycled materials, and can be recycled at the end of its long life. You can fill it at least 300 times before having to replace the filter, making it way more affordable and sustainable than bottled water. A brand new bobble, complete with a brightly colored filtering mouthpiece, costs you \$10. A replacement filter will cost you \$7, which you will need after about 300 uses, or 2 months.

PRODUCT	SHELF LIFE	AFFECTED BY LIGHT	AFFECTED BY HEAT	AFFECTED BY MOISTURE	AFFECTED BY STRESS	LANDFILL BIODEGRADATION	COMPOST BIODEGRADATION	REMNANTS
Native Waters ENSO Bottles	Indefinite	No	No	No	No	<1-5 years*	<1-5 years*	Biomass, Co2, Biogas
PET Resins	Indefinite	No	No	No	No	Never	Never	Plastic Resin
Starch Based Resins	1-4 Months	Yes	Yes	Yes	Yes	Never	30-180 days*	Co2, Biogas
Photodegradable	2-4 Months	Yes	Yes	Yes	Yes	Never	3 months-5 years*	Heavy metals, Plastic Resin
Oxo-Degradables	6 Months - 2 Years	Yes	Yes	Yes	Yes	Never	3 months-5 years*	Polymer fragments, metal IONS and/or heavy metals
Wood Based Resins	3-6 Months	No	Yes	Yes	No	Never	Almost impossible*	Co2, Biogas

*Time requirement for biodegradation depends on the environment in which the materials are disposed, types, quantity and quality of micro-organisms. Results may vary.

We are fortunate enough to live in a country with relatively good quality tap water, and it's free! Well, our tax dollars go to guaranteeing its quality, so it's not entirely free- but we're paying for it anyway, so we might as well drink it. So why do so many people opt to pay for bottled water? Some say it's because bottled water is safer than tap water. This is a common misconception. While both bottled and tap water are regulated for safety, they are regulated by different agencies. Bottled water is regulated by the FDA (Food and Drug Administration) while tap water is regulated by the EPA (Environmental Protection Agency). The minimum safety standards required by the FDA for bottled water are less rigorous than those that the EPA requires for tap water. This means that tap water is often safer than bottled water.

Still, others may choose to drink bottled water because of a reported superior taste. I know I've tasted tap water that doesn't taste as good as I'd like it to. However, instead of buying bottled

The filter is made from carbon and recycled plastic, and when you come to buy a replacement you can give us your old filter and we will sent it back to Bobble, who will recycle it! The filter will get rid of chlorine and organic contaminants in tap water.

We're crazy about our new Water Bobbles, but for any of our customers who still enjoy the convenience of bottled water we are going to start providing you with a more sustainable option than the Polar or the Ciao bottled water that we've been carrying. Polar water is problematic because, although the bottle is recyclable (and it's even bottled at a local source), we can't guarantee that all of the bottles actually end up getting recycled. Ciao seemed like a better option because it was oxo-biodegradable, but upon further research we realized that these bottles were not recyclable, and that oxo-biodegradable meant that it would biodegrade if it were left out in the open. Given the fact that most water bottles would probably end up in landfills or in compost piles, these wouldn't biodegrade. Feeling like we wanted to offer a more sustainable bottled water option, we found Native Waters! It is brewed in the Berkshires, and the bottle is made of 25% recycled plastic. It is also made of a plastic material that will biodegrade in one to give years under any conditions (including a landfill or a compost pile). The bottle is not affected by heat, which means that it will not leech chemicals when left in the sun. You can visit the company's website at www.nativewater.com to find out more!

Exciting News: New Peeps!

Andrew

What year are you?

Senior

What's your major?

Biology

Where are you from?

Fajardo, Puerto Rico

What are you most excited about in terms of working at the market?

Getting to know the rest of the co-managers and working together with them. Becoming the best cheese cutter ever!

Do you have any ideas you want to bring into the market?

Thinking about bringing some new products and kick ass attitude to the team.



Tina

What year are you?

Senior!

What's your major?

Psychology and Legal Studies

Where are you from?

Boston, MA

What are you most excited about in terms of working at the market?

Hearing amazing music and eating well!

Do you have any ideas you want to bring into the market?

I'd love to see how I can make the market's Solidarity in Action Coalition more functional and useful!



Jess

What year are you?

Sophomore

What's your major?

Technically nursing but it might or might not change.

Where are you from?

Lexington, MA

What are you most excited about in terms of working at the market?

All the awesome food, people, and music! (Not in that order.)

Do you have any ideas you want to bring into the market?

They're stewing around in there.



Chris

What year are you?

Somewhere between super and regular senior

What's your major?

Physics

Where are you from?

Marshfield, MA

What are you most excited about in terms of working at the market?

Community dynamics.

Do you have any ideas you want to bring into the market?

Yes.



Darlene

What year are you?

Freshman

What's your major?

Pre-med track

Where are you from?

Swampscott, MA

What are you most excited about in terms of working at the market?

Getting to know everyone I work with, and FOOD!



People's Market Newsletter!

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How to Get Protein Without the Meat

Kyle Angstadt

So, here's our scenario:

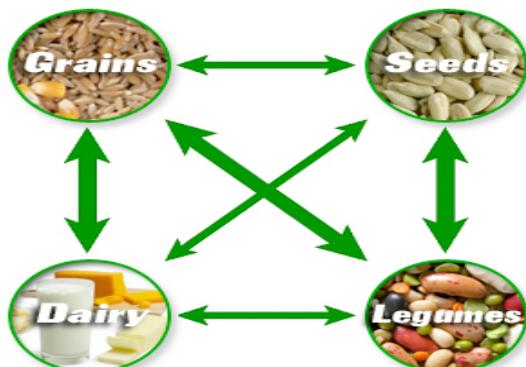
You recently decided (unwisely) to take part in the Taste of UMASS Hotdog Eating Contest and you force down a good seven or eight dogs in ten minutes. An hour later, chances are you're not feeling too swell; perhaps you never want to see, let alone eat, another hotdog again. But why stop there? Let's say your traumatic experience has led you to become a vegetarian. You call up your mom and the first thing she asks is "But honey, how do you plan on getting enough protein?" Hmm, mom has a good point, but before you answer her, you notice the People's Market Newsletter on your computer screen and the title reads: HOW TO GET PROTEIN WITHOUT MEAT!

The macronutrient protein, itself, is composed of long chains of "building blocks" called amino acids. There are many kinds of amino acids and they can be linked together in a countless number of sequences. Our bodies, however, only use twenty of these amino acids in daily reactions and processes. These twenty amino acids can be divided into two groups, essential and nonessential. Essential amino acids must be obtained from a food source, while the human body is capable of manufacturing nonessential amino acids when needed.

Because we cannot manufacture our own essential amino acids, it is critical that we get all of them in our diets. Meat is considered a complete protein source because it generally contains all of the nine essential amino acids the body needs. Dairy products such as milk and yogurt are useful in vegetarian diets because they are animal-based products, and therefore, complete protein sources. Non-animal sources, however, tend to be incomplete protein sources (they only contain a few of the nine essentials). Vegetarians/vegans must then be aware of the protein sources they are consuming and make sure to get a well-rounded selection.

Complementary protein sources are foods that, when combined, contain all nine essential amino acids. Generally, legumes combined with grains, nuts, or seeds, (in some cases even vegetables) produces a complementary food combination. Examples of some of these combinations are: rice and beans, hummus (garbanzo beans and sesame seeds), lentil and barley soup, peanut butter sandwich (peanuts are legumes,

not nuts), etc.



Here are some meal suggestions when purchasing from People's Market:

Vegan bagel with slice hemp seeds and field roast

The protein you get from grain and the protein that you get from seeds are complementary; together, they are a complete source of protein.

Veggie and hummus cup

Hummus, in itself, is a complete protein source. It is composed of chick peas (a lentil) and sesame seeds, which when combined, is a complete protein source.

Multi-grain bread with a nut butter spread

The grain in the bread not only is a good source of fiber and B-vitamins, combined with the protein from the nut/lentil spreads yields a complete protein source.

How to Get Protein Without the Meat

(Cont.)

Ann
What year are you?
Freshman
What's your major?
Women's, gender and sexuality studies
Where are you from?
Cape Cod
What are you most excited about in terms of working at the market?
The PEOPLE! (haha)
Do you have any ideas you want to bring into the market?
Yes, and they are all brilliant (promise!)



Ketsia
What year are you?
Junior
What's your major?
Public Health
Where are you from?
Boston
What are you most excited about in terms of working at the market?
I'm most excited about getting to know a new group of kids and working together towards a common goal.
Do you have any ideas you want to bring into the market?
I'm interested in getting the market involved in more public health issues and maybe completing some community service projects.



Veronica
What year are you?
Junior
What's your major?
I am a BDIC major, the major where you make your own major. Sort of like choose your adventure. My concentrations are Anthropology, Sociology, Women's Studies and Communications
Where are you from?
I grew up in Lawrence, MA my whole life, but went to school in Amesbury, MA since I was in second grade
What are you most excited about in terms of working at the market?
I'm excited to know how to do everything! Or at least be able to do it with some confidence. Also, to meet some amazing people!
Do you have any ideas you want to bring into the market?
Dance parties! But the market might already have those. Maybe more involvement in the Holyoke and Springfield communities.



Daniel
What year are you?
Junior
What's your major?
Anthropology
Where are you from?
Suburbia of Attleboro, MA
What are you most excited about in terms of working at the market?
The people, the atmosphere, the food, the music.
Do you have any ideas you want to bring into the market?
I want to bring aspects of myself and love for outreach to the market.



So, why is protein so important anyway? It seems everyone makes a big deal about getting enough of it but few fully understand exactly what makes it important. Primarily, protein is used as the body's building block. Our muscles, bones, skin, blood, hair, and nails are all composed of protein (in varying degrees). DNA, our biological blueprint is even made up of proteins. Protein is also used in cell growth, repair, and maintenance. Enzymes used in metabolizing and speeding up biological reactions are made of proteins, as well as, the

antibodies that help make up our immune systems. The body uses proteins in fluid/electrolyte balances and acid/base balances between membranes. Like lipids and carbohydrates, the body can use protein as an energy source; however, it is completely functional and not stored for later use like fat and muscle glycogen. This means that, in the case of a protein deficiency, the body must metabolize protein from sources like muscle, bones, and the immune system causing muscle loss, bone deterioration, and lowered immune defenses. Essentially, the body begins eating itself in order to metabolize energy.

Recent News

V-NECKS!

We now have People's Market shirts on sale! They are 16 dollars each and come in black, red, green, and grey. More colors coming soon such as blue, purple, yellow, orange, etc.

WATER BOBBLES

As featured in the article on page one. Bobbles are ten dollars each and replacement filters are seven. They come in green, periwinkle, burgundy, and black.

NEW FOODSTUFFS

HEMP SEEDS!
NATIVE WATER!
KOMBUCHA!
APPLE CIDER!

ABOUT US:

In case you didn't know, People's Market is a small, student-run business located within the Student Union, between Earthfoods and the Art Gallery. Our motto is "Food for people, not for profit" and our products include fresh bagels, fair trade coffee, vegan pastries, herbal teas, fruits, cheeses, healthy snacks, and a variety of cold drinks. However, you will not find meat or Coca-Cola products within the Market. Most importantly, we have a mission statement that we follow passionately:

1. To provide a place for the university community to buy natural and fresh foods.
2. To provide the University community with an alternative eating place.
3. To promote the co-operative and collective movements
4. To educate and inform the community about nutritional, political, and social issues in the realm of the food industry.

We at People's Market have recently established this newsletter committee with the purpose of educating and informing customers with market-related topics such as market happenings (including sales, price changes, projects, and donations), our stances on issues relating to the food industry (like fair-trade and Coca-Cola), and nutritional information (to supplement a healthy lifestyle). We also wish to establish a closer relationship with the community in which people are free to provide us with feedback. The newsletter will be published on a monthly basis and we encourage you to respond with comments, questions, ideas, and articles of your own.

We love feedback, we love our customers, and we love People's Market!
-Newsletter Committee