

Ocean Beach People's Organic Food Co-op News

May 2015



Celebrate Your Mother!

OPEN DAILY
8 A.M. - 9 P.M.
obpeoplesfood.coop
(619) 224-1387



At People's,
we are committed
to promoting
ecological
sustainability
with the products
and services
we provide and
in the way
we operate
our business.

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Organic Vs. Natural ~ Understanding Label Claims



ORGANIC IS NON-GMO & MORE

You buy organic and natural foods every week. But do you know the difference between the two? Here's a primer explaining what the terms do and don't mean.

What Is Organic?

The U.S. Department of Agriculture (USDA) has created specific rules that all organic farmers, ranchers and food processors must follow to ensure that the product meets organic standards. These organic practices cover the product from "farm to table," covering several items such as soil and water quality, farm animals, pest control and food additives.

Organic food shoppers can expect their groceries to be minimally processed and made without synthetic materials, such as toxic pesticides, synthetic fertilizers, genetic engineering and artificial colors, flavors and preservatives. In addition, sewage sludge and irradiation cannot be part of the organic farming process. Instead, organic farmers use crop rotation, mulch, weeding and cover crops to ensure the healthy growth of crops. Building healthy, nutrient-rich soil is a top priority. By avoiding the use of any prohibited materials, organic farmers and food processors provide a thriving environment for their crops and livestock, and therefore,

support the health and welfare of consumers and the environment.

While the USDA creates the organic rules, approved third-party inspectors are the ones that visit facilities to ensure U.S. organic standards are met. To be "organic," farmers, ranchers and food processors must be certified by these inspectors every three years. The cost of certification varies from a few hundred to several thousand dollars.

Another important thing to understand about organic certification is that there are several different levels. To obtain the USDA seal, which can be either green and white or black and white, the products must be certified 95% or more organic. Products that contain only certified organic ingredients may use the seal along with "100% Organic" verbiage.

Products that fall between 70% and 94% organic are only allowed to claim "Made with organic ingredients" on their packages. If a product contains 70% or less ingredients that are organic, the package may only list ingredient(s) that is/are organic on the ingredient list. Food products that are certified organic may not contain any genetically engineered ingredients.

... continued on page 14



"Food for Change" Movie May 8, 7 p.m. @ People's

See page 3 for complete details.

OCEAN BEACH PEOPLE'S
ORGANIC FOOD MARKET
4765 Voltaire St.
San Diego, CA 92107



People's Co-op Owner Appreciation Days

Thursday, May 7
10% off purchases*

Important Changes are Coming
to Owner Appreciation Days.
Please see page 4 for details.

Seniors with an active
People's ownership
receive an extra
Owner Appreciation Day

Tuesday, May 5

* excludes no further discount items

Spring Arts &
Crafts Fair
Saturday,
May 9th
11 a.m. - 4 p.m.

Make a Mother's Day Card
See page 3 for details

Free of Charge!



SAN DIEGO'S ONLY CUSTOMER OWNED GROCERY STORE

People's Co-op Board of Directors

Meeting Notes for March 23, 2015

Board of Directors present: Ofelia Alvarado, Steve Myrick, Andi Briceno, Jim Kase, Chris Young, Brandon Fuller, and Chet Nelson.
Staff: Nancy Casady, Jamie Decker, Ariella Mirrvis, Jesse Nobles, and Gloria Isselhard.
Guests: Derek Casady and Phillip Gianopoulos

Board Study - Mondragon Co-op

Brandon gave a review of the history of the Mondragon cooperatives in Spain, and Ofelia shared an outline of her trip to the Mondragon seminar planned for May.

Outreach and Education Committee

Ofelia gave an overview of the movie, *Merchants of Doubt*, which is about how misinformation is spread by so-called experts. The strategy was used by the tobacco industry and is now being used to attack climate science.

Andi read thank you notes from some of the recipients of donations made by the Co-op: Friends of SPCA, Organic Consumers Association, Community Campership Council, Museum School, and Climate Action Campaign.

Nancy reported that the CA State Board of Food and Agriculture's March meeting will be held in San Diego from March 31 to April 1.

Andi presented a request for \$1,200 of vegetarian baked goods from Last Chance for Animals to be given away at S.D. Earth Works' EarthFair event in Balboa Park. The request was tabled due to the vegetarian policy already in effect at the event.

Nancy thanked all who participated in the Climate Mobilization Coalition march and rally in March. San Diego is the first city in the U.S.A. to call for mobilization. Funds collected at the rally were donated to the O.B. Green Center.

Nominating Committee

Brandon reported that Liz Gary has withdrawn her candidacy for the board. The Board Candidate Meet and Greet event went well.

Planning Committee

David Spatafore gave a presentation on the Public Market that he is planning to develop at Liberty Station. Ofelia asked him to return on March 23 to present the details to the Expansion Committee.

Due to expected summer heat, Nancy will consult a mechanical engineer about possibilities for cooling the air in the Deli.

The Board Study topic at the April meeting will be New Board Member orientation.

Nancy reported that the drought tolerant landscaping on the sidewalk strip adjacent to the Co-op's parking lot has been completed.

Stephanie reported that her presentation on cooperatives at S.D. Mesa College was well received. If any Co-op owners are interested, Stephanie is available for speaking engagements.

Finance Committee

Chet reviewed the February 2015 Financial Reports. Total revenue was -3% for the month and also -3% year-to-date as compared to February 2014. Total cost of sales was -6% for the month and -4% year-to-date. Gross profit was +.7% and +.5% respectively.

GENERAL MANAGER'S MESSAGE

by Nancy Casady

Okay, so now we know the climate situation is affecting daily life in California. Governor Brown has asked for a 25% domestic water use cutback, which may only be the beginning. Lack of water in California relates directly to lack of snowpack and lack of snowpack relates directly to rising temperatures. Although National Geographic has reported that less than half of the folks in the U.S. think climate disruption is caused by human activity, that is not the point. The point is to determine how much of climate disruption can be reduced by human activity. And, it turns out, the answer is enough. Enough to make the planet habitable for ourselves and future generations if we act now while the window for meaningful mitigation is still open.



As quoted in previous columns, when you find yourself in a hole, first stop digging. Likewise if we know (which we do) that greenhouse gas emissions cause the atmosphere to warm and if we know warming is affecting water supply (which we do), then it makes sense to stop with the emissions already. How? First, we must call upon our national government to immediately begin the mobilization of the country — at wartime speed — to build the windmills, solar panels, transportation systems, hydroelectric plants and wave energy units needed to replace carbon-producing fossil fuel energy. Second, we must voluntarily eat far less beef which will, in turn, reduce the vast amount of water needed for growing alfalfa and also reduce methane—the worst of the greenhouse gases.

A re-enactment of Paul Revere's warning ride is being planned for Saturday, June 13 at midnight, at the Plaza de Panama in Balboa Park. Join us and make history again as we sound the alarm and make the call for climate action. Patriots: onward!

Labor to sales ratio was \$23.48 for the month and 24.20 year-to-date, both close to 2014. Sales per paid labor hour was \$78.97 compared to \$79.67 in 2014, which is still outstanding!

Total kWh needed increased, but the increase in utilities costs was also due to electricity rate increases; gas and water were down. Total cost of utilities was up 14.36% for the month and up 18.12% year-to-date.

Income for the month for the Voltaire Duplex was \$976.29, total to date of \$19,432.41.

The east Voltaire property was -\$138.31, with a total income to date of \$1,229.76.

Steve made a motion that the board approve up to \$2,100 for updates to the Co-op's overhead sports lighting. Jim seconded. Vote: passed unanimously.

Expansion Committee

Nancy reported that she has asked an architectural firm to look at options for the development of the east Voltaire property.

Steve made a motion that the board approve up to \$75,000 toward the east property development, Andi seconded. Vote: passed unanimously.

General Manager's Operation Report

In March we have been sprucing things up in preparation for the April meeting of the National

Next Board Meeting

Monday, May 18, 6 p.m.

Committees

- Outreach & Education Committee
 - Chair, Andi Briceno
 - Meeting: May 11, 5:30 p.m.
- Planning Committee
 - Chair, Stephanie Mood
 - Meeting: May 11, 6:30 p.m.
- Finance Committee
 - Chair, Chet Nelson
 - Meeting: May 11, 7 p.m.

Meetings are held in the Co-op's Community Room

Cooperative Grocers' 167 general managers, taking place in San Diego. People's Co-op is included as a stop on the store tours that they will be conducting.

The jacarandas are in bloom, the drought tolerant landscaping is completed at the front of the Co-op, we have new sunshade umbrellas and outdoor seating ready to go, and the wet racks have been refurbished and look like new.

The board election is underway. The Board Candidate Meet and Greet went well in its new location—outside! Beginning as a three-way race for two consumer seats, one applicant has dropped out. Voting ends at 2 p.m. April 11, 2015 at the end of the Co-op's Annual Meeting, scheduled that day from noon to 2 p.m. Jamie Decker has been elected to the employee seat.

The Natural Foods EXPO was held this month. More than 70,000 attended the four-day event.

The Deli has a new configuration for recycling waste, including food scraps.

I participated as a panelist for the "Ethical Eating" forum at the University of San Diego. Various viewpoints were presented.

The board's Expansion Committee is confronting regulations by the city and state regarding development of the east property, which is in the coastal zone. Meetings with the architects Hanna, Gabriel and Wells, designers of the Co-op's current building, are underway. The project will encompass the two properties to the east of the Co-op's current parking lot. More parking is coming.

San Diego made history at the first Climate Mobilization Walk and Rally on March 15, 2015, when members of the Coalition—including People's Co-op—posted demands for the U.S. government to begin the national mobilization needed to transition off fossil fuels and on to safe, renewable energy. Thank you to all who joined hundreds of neighbors working toward a sustainable future. We'll look for you and your friends on June 14 at Balboa Park for another rally leading up to the World Climate Accord in Paris, December 2015.

**At People's Co-op,
You Own the Store!**

PEOPLE'S COMMUNITY CALENDAR

All Community Room events are FREE.

For a complete calendar schedule, please visit the Co-op's website at obpeoplesfood.coop

Additionally, please check with the workshop leaders to ensure that there have been no schedule changes.

Live Acoustic Music

Fridays 5:30 – 7:30 p.m.

Sundays 11 a.m. - 1 p.m.

People's Co-op Deli

The Co-op's Deli continues to present the finest in folk, jazz, blues, and bluegrass performed by local musicians. Our highly acclaimed organic, vegetarian fare features a variety of award-winning soups, salads, entrees, baked goods and desserts. All food, including breakfast, lunch and dinner, is prepared fresh daily. Top off your meal with a complement of Fair Trade, certified organic teas and coffees, freshly made juices, and more. Bring a friend or make new friends here. Free of charge.

Thoughtful Wellness

Wednesday, May 6, 7 – 8:30 p.m.

People's Co-op Community Room

Laura started teaching nutrition in 1975 and started her business, Lifestyle Change Weight Management in 1985. She has helped multitudes find a healthy body weight and has successfully incorporated the importance our thoughts play in weight management and youthful aging. Attendance is limited to 18; to

Ocean Beach People's Organic Food Co-op News

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Views expressed in the *Co-op News* are the writer's opinion and do not necessarily reflect the views of People's Co-op.

Advertising Representative - Jamie Decker
Ad deadline is the 5th of the preceding month.

jdecker@obpeoplesfood.coop

ADVERTISING DISCLAIMER:

People's Co-op will not knowingly accept newsletter advertisements that are deceptive, misleading or expressly incompatible with our mission and goals. People's Co-op does not endorse, advocate or guarantee offers, viewpoints or representations made by advertisers in the *Co-op News*.

RSVP email laura@the-beachhouse.com. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Drama Free Weight Solutions

Thursday, May 7, 7 – 8:30 p.m.

People's Co-op Community Room

Come learn a simple systematic approach that can help make the transition from dieting to a healthy lifestyle easy! Counting calories and grams of fat takes way too much time and effort. Why not try something different? Attendance is limited to 18; to RSVP call (619) 216-7164. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Vegan Outreach Review

Tuesday, May 12, 7 – 8:30 p.m.

People's Co-op Community Room

Get information on new products, hear from guest speakers, discuss current events and find out what's happening in our area to promote plant-based living. Includes light refreshments and outreach resources you can use. Attendance is limited to 17; to RSVP email liz@newoptionsfoodgroup.com. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Healthy Shoulder

Wednesday, May 13, 7 - 8:30 p.m.

People's Co-op Community Room

Learn from Dr. Kino how he helped a UFC champion resolve frozen shoulder, impingement and rotator cuff syndrome naturally by adjusting the nervous system. Attendance is limited to 18; to RSVP call (858) 866-4545. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Vision Boarding

Tuesday, May 19, 7 to 8:30 p.m.

People's Co-op Community Room

Your life force is within, now direct it out. Burst forth into this season of rebirth clear about what you are attracting into your life right now. Walk away with your very own Vision Board. Attendance is limited to 18; to RSVP call (619) 717-6061. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Successful Drought-adapted Landscape Design

Thursday, May 21, 7 – 8:30 p.m.

People's Co-op Community Room

California is in severe drought! Learn principles of xeriscape gardens, a basic low water plant palette, and how to create wildlife habitat. We'll talk about things to avoid and look at helpful resources. Presented by experienced landscape designer David Clarke. Attendance is limited to 18; to RSVP email david@davidclarke.com. To ensure that there are park-

ing spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Thermal Imaging for Whole Body?

Thursday, May 28, 7 - 8 p.m.

People's Co-op Community Room

Clinical Thermography is exceptional when used appropriately. Learn what is most appropriate for thermographic examinations, and be sure the exam is in your best interest. The proper procedures, equipment and providers' training/experience are crucial to accurate diagnosis and validity. Attendance is limited to 18; to RSVP call (619) 269-8360. To ensure that there are parking spaces for shoppers, please do not park in the Co-op parking lot while attending this workshop. Free of charge.

Of Special Note this Month

Make Mom a Mother's Day Card

Saturday, May 2, 12 – 2 p.m.

People's Co-op Community Room

We've got all the art supplies you'll need to make your Mom a card on her very special day! Hosted by People's - all ages welcome and encouraged to attend. Free of charge.

"Food for Change"

Friday, May 8, 7 p.m.

People's Co-op Community Room

Hosted by People's, tonight's movie "Food for Change" is a feature-length documentary film focusing on food co-ops as a force for dynamic social and economic change in American culture. The movie tells the story of the cooperative movement in the U.S. through interviews, rare archival footage, and commentary by the filmmaker and social historians. This is the first film to examine the important historical role played by food co-ops, their pioneering quest for organic foods, and their current efforts to create regional food systems. Additionally, the film shows how the co-op movement strengthens communities where they are located, enhancing local economies and food security. The goal is to educate a wide national audience about the principles of cooperation with a focus on food. Light refreshments will be served. Free of charge.

People's Spring Arts & Crafts Fair

Saturday, May 9, 11 a.m. – 4 p.m.

People's Food Co-op

Find a unique gift for Mom at the Co-op's Spring Arts & Crafts Fair. Co-op owners will showcase and sell their one-of-a-kind handmade wares. Items include a unique selection of jewelry, pottery, scarves and bags, trinkets, magnets, soaps, candles, stained glass and much more. All booths will be in front of the market.

Our Cooperative Community

Attention Shoppers . . .

Owner Appreciation Day Changes: New Electronic Coupon!

Beginning next month, People's will provide a new system which will allow current Co-op owners to choose when to use their owner appreciation discount through an "electronically-attached discount coupon."

The discount coupon will be available at any cash register. The discount coupon can be applied by the account owner for one shopping trip during the first Owner Appreciation Week, scheduled for June 15 – 21, 2015. Subsequent Owner Appreciation discount weeks will be posted throughout the Co-op and in the Co-op's newsletter.

Please note that household purchasing is eligible for the discount, however the discount coupon may only be used for one shopping trip per owner number. Shoppers renewing or joining during an Owner Appreciation Week will also be eligible to use the discount.

Spotlight on the Artists

Mixing art with everyday experience, People's Organic Food Market features several local, established artists and photographers throughout the year.

Currently on display in the Co-op are watercolors from Joanne Rock Newman. Joanne has an art degree from SDSU and is a member of the Point Loma Artists Association. Her paintings are frequently selected for San Diego Watercolor Society shows.

Also on display are photographs from Evengy

Robey. Evengy has been a featured photographer in numerous local publications. He strives to integrate movement, lines, lights and colors and "share the beauty of San Diego with the world."

In the Produce Dept., People's proudly displays the works of Weston Riffle. Weston's paintings portray the beauty and culture of California, specifically the southern and agricultural regions. His paintings have been exhibited throughout California including, the National Steinbeck Museum in Salinas, the William D. Cannon Art Gallery, the Oceanside Museum of Art and the Gotthelf Gallery in La Jolla.

All art displayed at People's is for sale. For more information, please email Amber at editor@obpeoplesfood.coop.

Donations from Shoppers

Donation boxes located at each of the first floor registers at People's feature non-profit organizations that focus on food, land, and animal welfare. New organizations are rotated in every three months and funds donated by shoppers are sent directly to the non-profit.

During the months of January, February and March, People's customers donated: \$153 to Urban Angels, which provides food and nourishment for homeless San Diegans; \$243 to the San Diego Humane Society whose vision is to inspire and engage the community to end animal suffering; and \$81 to Victory Gardens San Diego, a project of San Diego Roots Sustainable Food Project, which helps people grow their own food through collaborative garden builds, hands-on garden education and community outreach. Thank you shoppers! For more information on the donation box program, please email Amber at editor@obpeoplesfood.coop.

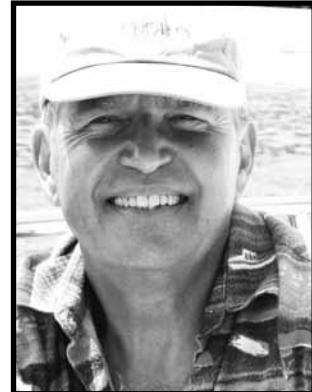
Spring into Summer with Savings from Co+op Deals

Stock up on pantry staples, snacks for hikes and tasty brunch items at the Co-op—and save with the May - June Co+op Deals coupon book. O.B. People's, in cooperation with more than 140 other food co-ops around the country, is pleased to provide our shoppers with delicious deals on great products from Organic Valley, Woodstock, Cascadian Farm, Larabar and more. Look for the coupon book at People's beginning May 1st. Coupons are valid through June 30, 2015.

People's Co-op Election Results



Chris Young



Thomas Baker PhD.

Thank you to the 413 Co-op owners who voted in the 2015 Board of Directors' Election. Thomas Baker, PhD and incumbent Chris Young were elected.

Additionally, the bylaw revision of Section 2.3 Share purchase requirement, which changes the word "sponsor" to "waive," was passed with 261 votes.

People's Asks: What does Fair Trade mean to you ?



Sharon

Everyone should be paid fairly for what they do.



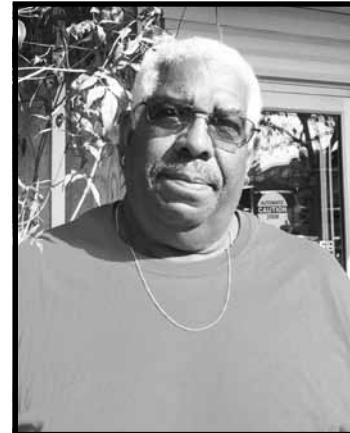
Ellen

People in other countries are receiving a fair wage for their job. This certainly is fair.



Tamar

A balanced food supply for everyone involved, from farmer to consumer.



Leon

More money for the little companies.



Adrianna

Workers for Fair Trade companies are able to provide for themselves and not live in conditions of extreme poverty.

Organic Soils, Fertilizers, Seeds, Plants & Animal Feed



City Farmers Nursery

4832 Home Ave. San Diego, CA 92105

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PEOPLE'S SUGGESTION, COMMENT & QUESTION BOX

The suggestion box is located just inside the Co-op's entrance.

You can also email suggestions and comments to Editor@obpeoplesfood.coop

When emailing, please put "Suggestion Box" in the subject line.

Dear People's, Please offer more items in the Deli prepared without soy. Thank you, Carey

Dear Carey, Okay, we'll work on that! Thanks, Mike, Deli

Dear People's, Can the Deli make pancakes for breakfast please? Donna

Dear Donna, We don't make pancakes on a regular basis, but we do feature them from time to time. If you have a particular morning you would like to see them available, please let me know and I'll see if we can work them into our meal plans for that day. Mike, Deli

Dear People's, Please offer Straus brand 2% milk and heavy cream. Evangeline

Dear Evangeline, We've carried the 2% milk before, but it did not sell well. Currently, we offer Straus whipping cream and Straus half and half. David O., Perishables

Dear People's, Today, almost every dish in the Deli, raw or cooked, had tomatoes or peppers in them. Because I cannot eat nightshade plants, please prepare some savory recipes without these ingredients. Thank you, Pamela

Dear Pamela, I'm sorry that you were unable to find a dish that you could eat that day. We do go through a lot peppers and tomatoes. We'll work to make a better balance. Mike, Deli

Dear People's, Due to a sensitivity to peppers, I could not eat anything in the Deli today except from the salad bar (which I love!). All the cold salads had peppers, both soups, and most of the entrees. There was stroganoff, but it was made with white flour and I'm avoiding gluten, like so many others. I know you do your best to offer a variety of foods, but I was a bit disappointed today. Also, would you consider using arrowroot instead of flour as a soup thickener? Devra

Dear Devra, I'm sorry you left disappointed. We love peppers, but it is good to be reminded that not everyone else does. We will strive to keep in mind that peppers are not for all customers. The few soups that we thicken with flour call for a traditional roux. Arrowroot would not be a good substitute because the soup would be sticky and not creamy. Thanks, Mike, Deli

Dear People's, I would like to purchase fresh mozzarella from raw milk. Kati

Dear Kati, If we come across an organic variety, we will be sure to bring it in. David O., Perishables

Dear People's, Please carry turbinado sugar.

Dear Shopper, Currently, People's carries all the varieties of organic sugar that we can fit, including: powdered, dark brown, whole cane, mascobado, coconut, maple, evaporated cane juice and rapadura. We do re-evaluate the sugar section and promise to consider turbinado during our next reset. Bryan, Grocery

Dear People's, Thank you so much for carrying organic nopales. I'm so stoked! Monique

Dear Monique, You're welcome. We're glad you stoked! We are giving this cactus variety a try and if shoppers purchase it, we'll work to keep it in stock. Chris, Produce

Dear People's, Carry large sizes of Millie's Gelato, not just the small ones. Thanks! Joy

Dear Joy, Sales of the current size that People's offers and space constraints don't allow for this right now. We can special order a case of for you, if you would like. As a Co-op owner, you would receive a 10% case discount. David O., Perishables

Dear People's, Please, please, please make more sautéed greens. Often, you're out by 9:30 a.m. I'm sure many more folks besides me would love to eat them. Heather

Dear Heather, You're not the first person to ask for this. We will bump our production of this much loved item. Thanks for your feedback. Mike, Deli

Dear People's, Carry Kevita Kombucha. Warren

Dear Warren, Currently, we do not have room for anymore varieties of kombucha. We can special order a case of for you, if you would like. As a Co-op owner, you would receive a 10% case discount. David O., Perishables

Dear People's, Please carry super absorbent feminine pads with wings. Johanna

Dear Johanna, Thanks for the suggestion. We'll bring this product in. Bryan, Grocery

Dear People's, Thank you for the organic Maple Hill Creamery yogurt. It comes from cows that are grass fed! Amelia

Dear Amelia, You're very welcome! David O., Perishables

Dear People's, Carry Pacific Foods Bone Broth. Thanks, Nancy

Dear Nancy, People's is a vegetarian grocery store. Namaste, Bryan, Grocery

Dear People's, I love the Deli's Vegan Cesar Salad. It used to be garlicky and flavorful, but the last few times I had it, it's been very plain. Did you change the recipe? Teagen

Dear Teagen, No, we did not change the recipe, but it is possible that we used too much lettuce for a single batch. Sometimes the romaine heads are bigger than usual and the dressing doesn't cover the entire salad. In any case we'll make sure the salad is properly dressed from here out. Thanks for the feedback, Mike, Deli

Dear People's, Please make, at least occasionally, an apple pie with a full top crust rather than the crumbled topping. The apple part is great, but the crumble is too sweet for me. Thanks!

Dear Apple Pie Lover, We'd be happy to make a few pies with a full top crust. Thanks for asking. Mike, Deli

Dear People's, Could you start to make non-flour based bakery items in the Deli? Maybe some cookies or cakes could be made with flaxseed instead! Jim

Dear Jim, We have increased the number of items that are made with ingredients such as almond meal, garbanzo flour, and flaxseed. Please give me a call at (619) 224-1387 and I will be happy to tell you more about our options! Thanks, Mike

Dear People's, Please have more garlic-free food options in the Deli. Lorena

Dear Lorena, Thanks for reminding us that diversity is key in the food service business. Thanks, Mike, Deli

For a Better World

Celebrate World Fair Trade Day with Equal Exchange Chocolate!

Saturday, May 9, 4 - 6 p.m.

World Fair Trade Day is an annual global celebration occurring each May. Celebrations bring consumers and businesses, nonprofit organizations, churches, student groups, and advocates together to host thousands of events worldwide.

Fair Trade is a social movement and market model that aims to empower small-scale farmers and workers in underdeveloped countries to create an alternative trading system that supports equitable trading, sustainable development and long-term trading relationships. Fair trade supports fair prices for producers, safe working conditions, investment in community development projects, and the elimination of child labor, workplace discrimination and exploitation.

When you choose products from committed fair trade brands like Alaffia, Alter Eco, Dr. Bronner's, Equal Exchange, and Guayaki Yerba Mate, each fair trade product you choose supports:

- Long-term direct trading relationships
- Prompt payment of fair prices
- No child, forced or otherwise exploited labor
- Workplace non-discrimination and gender equity
- Democratic and transparent organizations
- Safe working conditions and reasonable work hours
- Investment in community development projects
- Environmental sustainability
- Traceability and transparency

Join us on May 9 as People's Organic Food Market celebrates World Fair Trade Day with milk and dark chocolate samples from Equal Exchange! While you're here, please pick up a free copy of *For a Better World*, a publication produced by the Fair World Project.

Better Banana Bread

The following recipe contains about 1/3 less sugar than traditional banana bread recipes, which is one reason to love it. The other reason is the chocolate chips. Make this recipe with Fair Trade bananas, sugar and chocolate and then share it with friends over a cup of Fair Trade tea or coffee.

4 very ripe bananas, chopped

1/3 cup butter, melted

1/3 cup sugar

2 eggs

1 tsp. vanilla extract

1 1/2 cups all-purpose flour

1/4 tsp. sea salt

1 tsp. baking soda

1/2 cup pecans, chopped

1/3 cup bitter sweet chocolate chips



Preheat oven to 350°. In a bowl, add sugar and bananas, then mix with a mixer until everything is blended smoothly. Add melted butter, eggs and vanilla extract, mix for another 5 minutes. Add flour, sea salt and baking soda, using spatula to mix until flour is fully incorporated. Fold in pecans and chocolate chips and stir several times.

Add the blended banana mixture slightly mix everything. Oil a loaf pan. Pour the batter into loaf pan, and bake for approximately 1 hour and 5 minutes. Rotate the bread halfway through the cooking period, to make sure both sides are evenly baked. The bread is ready when the surface turns golden brown, and a knife inserted into the bread comes out clean.

Vitamin C and Friends

A fruit called amla supplies this key nutrient along with its bioflavonoid partners.

by Lisa James

It's the daddy of them all: vitamin C has been a nutritional superstar ever since respected biochemist Linus Pauling first sang its praises in the 1970s, its reputation as a boon to health solidly entrenched even among people who know little else about nutrition.

What many people don't know is that vitamin C doesn't occur in a vacuum. In nature it is accompanied by other substances called bioflavonoids that boost C's effects. And a valuable source of that vitamin C/bioflavonoid combination is a fruit called amla, also known as Indian gooseberry (*Emblica officinalis*).

Cellular Defender

Vitamin C is best known as a potent antioxidant, or neutralizer of harmful free radicals, in the watery parts of cells. It can also recharge the antioxidant capacity of vitamin E, which operates in the cell's fat-based structures.

In addition, vitamin C serves as a crucial cofactor in many enzymatic reactions, such as that which produces the structural protein collagen. That explains why a lack of C can result in rough-looking, easily bruised skin.

Not getting enough vitamin C has effects that go far beyond poor appearance, however. Less-than-optimal levels have been linked to increases in risk for cardiovascular disease, high blood pressure, cataracts and gout. Vitamin C research is ongoing; for example, one lab study, published in the *British Journal of Nutrition*, found that high-dosage supplementation may help maintain immune function in older people.

Bioflavonoids are also powerful antioxidants that help protect C from oxidation, increasing the vitamin's own free radical-fighting power. These plant compounds have

been associated with better cardiovascular and immune health along with stronger skin and connective tissue.

Tradition and Science

Amla, the fruit of a tree that grows in India, contains generous levels of vitamin C as well as key bioflavonoids. That country's Ayurvedic medicine has long used amla to support brain, heart and liver well-being. Amla is also seen as promoting greater vitality, sharper vision, healthier-looking skin and hair, enhanced muscle tone and better urinary and bowel function.

Now these traditional usages have been bolstered by scientific research. In one high-quality study—randomized, double-blind—amla extract was as effective as drug therapy in improving blood-vessel function and fighting oxidative stress among people with type 2 diabetes, a major cardiovascular risk factor. In another study, amla was able to protect blood vessels against stress induced in the lab and it has shown an ability to reduce inflammation, which is now seen as a contributing factor to any number of chronic disorders. Other investigations have found amla to help protect the kidneys, testes and other tissues against environmental toxins.

Unfortunately, amla fruit is generally not available in the U.S., so using amla-based supplements is the best way to get its benefits. It is often used in formulations with other fruits high in vitamin C, such as lemons and acerola cherries. Organic sources eliminate the risk of contamination by pesticide residues and other toxins.

Amla-based supplements can help supply the vitamin C you need, along with C's equally crucial bioflavonoid companions.

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High in Vitamin C

Vitamin C is an important part of your healthy lifestyle. Some fruits and vegetables have more of this essential vitamin than others; to maximize your intake, consider choosing produce from the following list. These items contain 12 mg. or more vitamin C per reference amount (20% of the Daily Value per reference amount) and qualify to carry the label "high in vitamin C."

Apricots	Cabbage, Red	Kiwifruit	Papaya	Spinach
Beans, Yellow Snap	Cantaloupe	Lemon	Pineapple	Squash, Summer
Bell Pepper	Cauliflower	Lime	Potato	Strawberries
Blackberries	Collard Greens	Honeydew	Pummelo	Sweet Potato
Broccoli	Chili Pepper, Hot	Okra	Radishes	Tangerines
Brussels Sprouts	Grapefruit	Onion	Raspberries	Tomato
Cabbage, Green	Guava	Orange	Rutabagas	Watermelon

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What's New at People's Co-op ?



Bulk

SunRidge Farms - Organic Fancy Mixed Nuts -

Dry Roasted, No salt: This mix is fancy, but because there's no added salt, you only taste the nutty flavors of cashews, peanuts, almonds, walnuts, and pecans!

Solar Roast Coffee - Organic Solar Blend and Guatemala coffee varieties: Since Solar Roast Coffee uses a solar powered coffee roaster, they're roasting process uses a gentle heat resulting in a lower temperature roast. This gives Solar Roast Coffee beans a smooth taste with a naturally lower acidity.

Grocery

Sea of Change Trading Co. - Organic Bangkok Bar Mix: This snack mix combines the crunch of mineral-rich Sea Bakin' Seaweed Crisps, fiber from sweet and sour coconut, and protein from Thai spiced peanuts and cashews. Gluten free and vegan.

Sea of Change Trading Co. - Organic Cliff Top Trail Mix: Crunchy Sea Bakin' Seaweed Crisps add minerals, Fair Trade dark chocolate chips and zante currants bring delicious sweetness, and almonds, walnuts, peanuts and pumpkin seeds add savory flavor and protein to this snack mix. Gluten free and vegan.

Nocciolate - Organic Hazelnut Cocoa Spread: Enjoy Nocciolata any time of day. Try it in the morning on toast, or on a crusty bread for a delicious afternoon snack. Free of gluten and palm oil.

Back to Nature - Organic Stoneground Wheat Crackers: Hearty and full of flavor, these crunchy creations are made with whole wheat flakes, whole brown flax seed, and sprinkled with sea salt. Pair with a simple piece of cheese or sliced, sweet apple.

Back to Nature - Organic Classic Saltine Crackers: These light and crisp squares are baked to a golden brown and sprinkled with sea salt. Pair with warm soup or your favorite topping.

Household

Nimbus Eco - Nimbus Extra Soft Tree Free Toilet Paper: Made from a 100% tree free blend of bamboo and sugarcane, harvested on farms not forests.

Perishables

Prager Brothers - Organic Artisan Bread: Locally made, hand-shaped organic breads. Simple and delicious.

Trader's Point Creamery - Organic Yogurt made with 100% Grass-fed Milk in Raspberry, Low Fat Vanilla, Wildberry, Banana Mango, and Plain varieties: When eating for convenience, it's easy to grab a snack size container while on the go. Unfortunately, most convenience foods come in plastics, which, compared to glass, are not as easily recycled and contribute to landfill accumulation. Trader's Point Creamery single serve yogurts are packaged in glass, so you can enjoy convenience without adding to the earth's environmental burden.

figo! - Organic Gelato in Pure Pistachio, Cool Limone, Chocolate Duet varieties: Italian for "cool," figo! organic gelato is batch-crafted with vibrant flavors and a rich, creamy taste.

Field Roast - Chao Cheese Alternative: Use in a variety of hot and cold dishes as you would any sliced cheese: on top of a veggie burger, chopped into salads, or in a classic grilled cheese or quesadilla. Made with non genetically engineered soy.

Health and Beauty

Botanical Me - Clean Thyme Room and Fabric Spray: This plant-based spray uses the natural actions of powerful botanicals including lemon, tea tree, cinnamon, oregano and thyme to deodorize and purify the air.

Gabriel Cosmetics - Nail Polish in Koi, Bahia, Plumeria and Lime Green colors: These non-toxic nail polishes are free of formaldehyde, toluene, DBP, camphor, and phthalates.

Body Care & Wellness

Gabriel Cosmetics

Multi Pot - for eyes, lips & cheeks! .08 oz. \$9.79 reg. 11.59

All colors - gluten free, mineral based.

Zion Health

ClayDry Deodorant 2.5 oz. \$12.25 reg. 15.25

Original, Lavender, Citrus Blossom varieties

Poh

NoWax™ Floss 100 yards \$1.95 reg. 2.29

Made in the U.S.A. - refillable container!

Vitanica

FemRebalance 60 ct. \$21.19 reg. 24.95

Developed using clinical evidence and research in herbal medicine and nutrition, this formula supports a woman's menstrual cycle from mid-cycle to start of menses.

Xlear

Xylosweet 1 lb. \$6.95 reg. 8.25

Xylitol is safe for people with diabetes and hypoglycemia because it gets into the cells without insulin and can be used to make glucose.

Enzymedica

GlutenEase™ 60 ct. \$18.69 reg. 21.99

Contains a unique combination of proteases for digesting gluten and casein. Proteases high in DPP-IV activity assist in breaking down gluten and gliadin proteins which may reduce the onset of symptoms associated with intolerance. This proactively supports the gut, allowing proteins to be properly broken down and absorbed in their digested state.

Household & General Merchandise

Biokleen

Automatic Dish Powder 32 oz. \$6.99 reg. 9.55

Cleans baked-on food and grease, while natural oxygen bleach helps remove stains.

Green Forest

Facial Tissue 175 tissues \$1.69 reg. 2.35

Made from 100% recycled paper. Soft, strong and absorbent

Biokleen

Produce Wash 16 oz. \$3.99 reg. 5.35

Remove chemical sprays, waxes and soils.

Cuppow

Wide BNTO each \$6.75 reg. 7.95

A conveniently shaped insert that separates a canning jar into two compartments so you can mix or dip like a champ.

Ball

Dry Herb Jars 4 / 4 oz. \$4.95 reg. 5.95

Features multi-functional shaker tops. Jars stack easily for space saving.

La Cafetiere

Le Teapot each \$28.85 reg. 33.95

Without a doubt, tea tastes better from a tea pot, especially when sharing with friends.

May 1 - 15

Deli/Bakery

Power Quinoa

\$6.89

per pound reg. 7.89

Carob Brownie

\$7.39

per pound reg. 7.89

Bulk

Equal Exchange - Organic & Fair Trade

Breakfast Blend Coffee

\$9.99

per pound

Organic Steel Cut Oats

99¢

per pound

Organic Pinto Beans

1.29

per pound

reg. 1.59

Organic Wild Rice

3.99

per pound

reg. 4.69

Organic Raw Hulled Sunflower Seeds

\$2.69

per pound

reg. 4.59

Grocery

Nappa Valley Organic Olive Oil

Extra Virgin

\$7.99

16.9 oz.

reg. 10.55



Cascadian Farm Organic Cereal

Selected varieties

\$2.99

8.6 - 14.6 oz.

reg. 3.89



Que Pasa Organic Tortilla Chips

Yellow, Red, White, Blue varieties

\$3.69

21 oz.

reg. 5.39



Guayaki Organic Mate

Selected varieties

\$1.39

16 oz.

reg. 1.99



Ancient Harvest Organic Quinoa Pasta

Rotelle, Spaghetti

\$2.39

8 oz.

reg. 3.25



Equal Exchange - Fair Trade Organic Chocolate Bar

Selected varieties

\$2.99

3.5 oz.

reg. 4.15



Perishables

Alden's Organic Ice Cream

All varieties

\$5.69

48 oz.



Rudi's Organic Bakery Organic Bread

Multigrain Oat, Rocky Mountain Sourdough,
Spelt Ancient Grain

\$3.99 - \$4.69

reg. 4.79 - 5.99 20 - 22 oz.



Straus Family Creamery Organic Yogurt

All varieties

\$4.39

32 oz.

reg. 4.59

So Delicious Coconut Milk Beverage

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Made with Organic coconuts

\$2.99

64 oz.

reg. 3.99



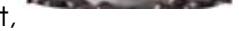
Sambazon - Organic! Acai Packs

Pure Unsweetened Superfruit,
Acai Berry and Guarana

\$5.99

14.1 oz.

reg. 6.49



**Prices on Specials
While Supplies Last**

May 16 - 31

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Spinach Walnut Salad

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per pound reg. 7.89

Blueberry Mutants

\$7.39

per pound reg. 7.89

Bulk

Equal Exchange - Organic & Fair Trade

French Roast Coffee

\$9.99

per pound

Organic Small White Navy Beans

\$1.99

per pound

Organic Red Lentils

\$1.99

per pound

Organic Hulled Barley

\$1.39

per pound

reg. 1.69

Grain Millers

Organic French Lentils

\$1.59

per pound

reg. 1.95

Grocery

Amy's Organic Refried Beans

Selected varieties

\$2.39

15.4 oz.



reg. 2.85

Field Day Organic Pasta Sauce

Selected varieties

\$2.69

26 oz.

reg. 3.35



Late July - Organic! Multigrain Chips

Selected varieties

\$1.99

5.5 - 6 oz.

reg. 2.99



Santa Cruz Organic Lemonade

Selected varieties

\$1.69

32 oz.

reg. 2.99



Bionaturae Organic Tomatoes

Diced, Crushed, Whole Peeled

\$2.39

28.8 oz.

reg. 3.99

Honest Tea

Organic Bottled Tea

Selected varieties

99¢

16 oz.

reg. 1.55



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Perishables

Cascadian Farm Organic Berries

All varieties

\$2.99

8 - 10 oz.



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Gourmet Sausages

Italian, Kielbasa, Beer Brats, Andouille

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reg. 4.79 - 5.99 14 oz.

daiya

Vegan Cheese Slices Vegan Cream Cheese

\$3.69

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Stonyfield - Organic!

0% Fat Greek Yogurt

All varieties

\$1.69

5.3 oz.



Sunshine Burger Corp.

Organic Vegan Burgers

All varieties

\$4.59

3 ct.



reg. 4.99



Beauty, Inside and Out

Fruits and vegetables come in terrific colors and flavors, but their real beauty lies in what's inside. To get a healthy variety, think color; different colors give your body a wide range of valuable nutrients, like fiber, folate, potassium, and vitamins A and C. Compared to people who eat only small amounts of fruits and vegetables, those who eat more generous amounts —as part of a healthy diet— are likely to have reduced risk of chronic diseases. These diseases include stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure. Eating a balanced diet and making other lifestyle changes are key to defending your body's good health.



Fiber

Diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease.

Excellent fruit and vegetable sources: navy beans, kidney beans, black beans, pinto beans, lima beans, white beans, soybeans, split peas, chick peas, black eyed peas, lentils, and artichokes.

Folate

Healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord defect.

Excellent fruit and vegetable sources: black eyed peas, cooked spinach, great northern beans, asparagus.

Potassium

Diets rich in potassium may help to maintain healthy blood pressure.

Good fruit and vegetable sources include sweet potatoes, tomato paste, tomato puree, beet greens, white potatoes, white beans, lima beans, cooked greens, carrot juice, and prune juice.

Vitamin A

Vitamin A keeps eyes and skin healthy and helps to protect against infections.

Excellent fruit and vegetable sources include sweet potatoes, pumpkin, carrots, spinach, turnip greens, mustard greens, kale, collard greens, winter squash, cantaloupe, red peppers, and Chinese cabbage.

Vitamin C

Vitamin C helps heal cuts and wounds and keeps teeth and gums healthy.

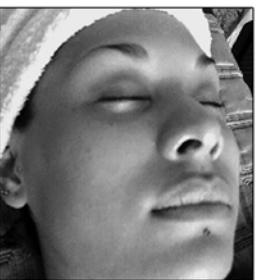
Excellent fruit and vegetable sources include red and green peppers, kiwi, strawberries, sweet potatoes, kale, cantaloupe, broccoli, pineapple, Brussels sprouts, oranges, mangoes, tomato juice, and cauliflower.



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Sweet Potato and Apple Salad

Sweet and savory are the first words that come to mind when eating this salad. We like the soft sweet potatoes with the crisp apple texture.

2 sweet potatoes
1 red delicious apple, chopped into bite size pieces
1 green apple, chopped into bite size pieces
1 cup of raisins
1 cup of golden raisins
1/2 cup walnuts, chopped
1/2 cup green onions, chopped
1 Tbsp. olive oil
1/2 Tbsp. apple cider vinegar.

Start by cutting the sweet potatoes into bite size pieces. In a large pot bring 3-4 cups of water to boil. Add sweet potatoes and let boil for about 15-20 minutes, or until tender but not mushy. Drain and set aside. In a medium mixing bowl combine apple pieces, raisins, walnuts, green onions, olive oil and apple cider vinegar. Toss together with a sprinkle of sea salt if desired. Add sweet potatoes to the salad. Lightly toss salad to combine ingredients.

Serve immediately or refrigerate for later.

Vegan Mexican Pizza

This easy to put together meal is filling and delicious. You can add any type of toppings you like.

4 corn, flour or spelt tortillas
1 can black beans, rinsed & drained
1-2 cups vegan pepper jack or cheddar cheese
1 cup salsa
1 avocado, diced into cubes
1/2 red onion, diced
1 cup shredded red cabbage
1/4 cup fresh cilantro, chopped
1 Tbsp. olive oil
1 Tbsp. lime juice
1/2 tsp. ground cumin
1/4 tsp. ground red pepper
Sea salt and black pepper

Preheat oven to 400°. Arrange tortillas on a baking sheet. Spoon black beans on each tortilla, about 3 Tbsp. each. Sprinkle vegan cheese over each tortilla. Bake for 7-8 minutes. Remove tortillas from oven once slightly golden brown. Top each tortilla with salsa, chopped red onions, cubed avocado, shredded red cabbage and cilantro. To make dressing, in a small bowl combine olive oil, lime juice, ground cumin, red pepper, sea salt and black pepper. Mix together.

Drizzle a small amount of dressing on each tortilla pizza. Enjoy!

Confetti Salad

This salad is lite on calories yet has 9 grams of protein!

1/2 cup cooked lentils
1/4 cup yellow bell pepper, diced
1/4 cup grape tomatoes, halved
1/4 cup zucchini, diced
1/4 tsp. minced garlic
3/4 tsp. olive oil
pinch of ground cumin
sea salt and black pepper
fresh parsley, to garnish

In a bowl combine all ingredients. Toss to mix everything with olive oil and seasoning. Top with fresh parsley if using. Ready to eat immediately or refrigerate for later.

Mini Zucchini Pizzas

(yes, more pizza!)

2 medium zucchini, sliced
1/4 cup pizza sauce
1/2 cup shredded vegan cheese
Vegan meats, diced vegetables, or spices for topping (optional)

Preheat the oven to 375°. Lay the zucchini slices on a baking sheet. Top each slice with sauce, then sprinkle with vegan cheese. Bake for 12 minutes. Serve immediately.

(sources: [easyveganrecipes](http://easyveganrecipes.com), [peta](http://peta.org), [fruitsandveggiesmorematters](http://fruitsandveggiesmorematters.org))



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People's Guide to Seaweed

Where does seaweed come from?

Seems obvious, doesn't it? It does come from the water, but where and how the seaweed is harvested makes a difference. There is farmed seaweed and wild crafted (or wild harvested) seaweed. Farmed seaweed is transplanted and encouraged to grow in specific areas. Wild seaweed generally grows in a more diverse community of plants, fish and animals. Seaweed must be harvested responsibly from areas that are free of industrial pollution; poor harvesting practices lead to resource depletion.

Different types of seaweed grow at different water depths. Some grow around rocks near the shoreline, and others grow farther out in the water and send roots far to the sand below. Seaweed is harvested by a spectrum of companies ranging from large-scale commercial harvesters to small family operations. Seaweed is pulled, cut or scooped from the water, then hung or laid out to dry either in the sun or near fans that circulate the air. One pound of dry seaweed comes from ten pounds of wet seaweed. Rinsing seaweed before drying removes particulate matter, but also removes nutrients. Be sure to check dried seaweed for tiny shells or pebbles that may have come along for the ride.



Why eat seaweed?

Most of us have probably eaten seaweed for some time without realizing it. Agar, carrageenan and algin are all common food ingredients made from seaweed and used as thickeners and stabilizers. Unprocessed sea vegetables, often found in food co-ops and Asian markets, are rich in vitamins, minerals and protein. Seaweed contains healthy doses of calcium, potassium, magnesium, phosphorus, iron, sodium, manganese, copper, chromium and zinc in very absorbable form. Seaweed is an excellent source of iodine, which is essential for thyroid health.



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1/4 cup honey

Boil seaweed in 1 1/2 cups filtered water for five minutes. Drain and save water. Cut seaweed into 1/2 x 2 inch strips. In a pot, sauté onions and carrots in oil; add seaweed and sauté for five minutes. Then add potatoes and 1/2 cup seaweed cooking water.

In a small bowl, make a paste out of the honey and mustard; you may want to adjust amounts to your taste. Add to vegetables in pot with another 1/2 cup seaweed cooking water. Simmer for five to ten minutes and add broccoli and asparagus, stirring well. Heat your cooked rice on top of the cooking vegetables, or in another pot. When broccoli and asparagus are cooked but not limp, gently mix rice into the vegetables. Add salt to taste. Let sit for a few minutes so the flavors can mingle.

Spice things up! Try adding curry powder, roasted nuts, or a little toasted sesame oil for additional zip.

Seaweed Rice Soup

Good with any dried sea veggie; basic and nutritious

2 quarts filtered water
1 cup uncooked rice
1 onion, diced
3 stalks celery, diced
3 carrots, diced
2 ounces of any dried sea vegetable
3 green onions
Soy sauce
Sesame oil



Cooking with seaweed

Some seaweed is tender enough to be eaten dried, without any cooking. Try some dulse "jerky" straight out of the jar, or substitute for bacon and make a DLT – dulse, lettuce and tomato sandwich. You may also try toasting dulse to make "chips," or roasting nori in a dry skillet over medium heat for about 45 seconds. Roasted nori makes a crunchy snack, and can be crumbled onto food as a condiment. Tougher seaweed is more palatable when it's rehydrated, either during the cooking process or separately in hot water before serving. Cooking beans with a piece of seaweed makes the beans less gassy and more digestible. The water used to rehydrate seaweed will draw out vitamins and minerals, and should be used rather than discarded. After rehydrating, chop and add seaweed to your favorite salads, sandwiches or soups, or try these enticing recipes.

Recipes to try

Stovetop Seaweed Casserole

Good hot or cold, fresh or left over

1/2 cup kombu or kelp
1/2 cup wakame
4 carrots, diced
2 heads broccoli with peeled stems, cut into bite size chunks
2 onions, diced
3 potatoes, diced
1/2 pound asparagus, cut into 2-inch pieces
1 quart cooked rice
2 tablespoons olive oil
1/4 cup Dijon mustard

In a soup pot, cook the rice in eight cups of filtered water. With scissors, snip the seaweed into bite sized pieces into the pot. Add the vegetables, except the green onion. Simmer for twenty to forty minutes. Add water if the soup gets too thick or sticks to the pot. Just before serving, add green onion, soy sauce and sesame oil to taste.

To transform this into a sweet and sour soup, add vinegar and honey to taste. Make hot and sour soup by adding a few drops of hot sauce too.

Sea Chowder

A vegetarian alternative to clam chowder

2 quarts filtered water
3 medium onions, diced
2 cups celery, diced
3 medium potatoes
1 cup dulse, shredded with scissors, or roasted nori
Spices to taste, such as rosemary or garlic salt.

Sauté onions, celery and seaweed in light oil until tender. Cut potatoes into chunks. In a pot, measure out 2 quarts water; add potatoes, sautéed vegetables, seaweed and spices. Cook for twenty minutes. After cooling slightly, puree 2/3 of the soup in a blender or food processor, mixing it with the rest of the soup for

. . . continued on page 14

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USDA announces record number of organic producers in U.S.

The U.S. Department of Agriculture (USDA) reports that the organic industry continues to show remarkable growth domestically and globally, with 19,474 certified organic operations in the United States and a total of 27,814 certified organic operations around the world.

According to data released by the National Organic Program (NOP), the number of domestic certified organic operations increased by more than 5 percent over the last year. Since the count began in 2002, the number of domestic organic operations has increased by more than 250 percent. "As demand for organic products continues to soar, more and more producers are entering the organic market," said Agriculture Secretary Tom Vilsack. "USDA tools and resources have created opportunities for organic farmers and more options for organic consumers. Growing demand for organic goods can be especially helpful to smaller family operations. The more diverse type of operations and the more growing market sectors we have in [North] American agriculture, the better off our country's rural economy will be."

Monsanto Corn

Two varieties of Monsanto's genetically engineered (GE) corn are currently being reviewed by the USDA. One variety claims to increase ear biomass size to boost yield. The other is genetically engineered to resist applications of glyphosate and also stave off corn rootworm, a bug that feeds on corn roots during its larvae stage.

For the latter, Monsanto built off its current Bt corn technology to offer "enhanced control of target insect pests and prolonged durability of existing Bt technologies designed to control corn rootworm," according to the company's USDA petition.

Historically, farmers prevented extensive corn rootworm damage by rotating their crops every season—the worms would die off because they exclusively eat corn. Like superweeds, evidence suggests that existing Bt corn varieties have produced Bt-resistant corn rootworms, hence the perceived need for increasingly more complex combined GE traits.

Oregon restricts neonicotinoids

Oregon's Department of Agriculture has restricted two neonicotinoid insecticides linked to massive

Food for Thought: It's Only Fair

This May, People's Organic Food Market is happy to stand with small-scale farmers, committed brands, retailers and consumers to mark World Fair Trade Day May 9. World Fair Trade Day is an international day of action recognizing the power of connecting consumers and small-scale farmers through fair trade.

Did you know small-scale farmers feed the majority of the world with access to less than a quarter of all farmland? Paired with regenerative and organic techniques, a shift from industrial to small-scale farming could sequester more than 100% of current annual CO₂ emissions through the widely available and inexpensive organic management practices.

Did you know small scale farmers are mothers too? Treat Mom to a gift with heart by integrating fair trade into your celebration. Dedicated fair trade products support the kind of principles that span the generations. They ensure fair prices and wages; safe working conditions; gender equity; and no child labor—everything a mom could want. This Mother's Day, celebrate mothers around the world by selecting fair trade chocolate, coffee, tea, lotion and more. Your purchase is powerful!

Choose authentic, quality products whose production is helping build a better world. Learn more here: fairworldproject.org/world-fair-trade-day.



bee die-offs. Imidacloprid and dinotefuran are banned from use on linden trees, basswood and others in the genus *Tilia* after an application of dinotefuran killed 50,000 bees from an estimated 300 colonies. States and local jurisdictions have authority under federal law to adopt more stringent pesticide policies than the federal government. (Beyond Pesticides)

Neonicotinoids stunt brains?

New findings out of Europe indicate the neonicotinoids imidacloprid and acetamiprid, used on U.S. fruit and vegetable crops, may stunt the development of brains in fetuses and young children. The discovery by scientists working for the European Food Safety Authority prompted calls in Europe to further restrict neonicotinoid pesticides. Imidacloprid already is barred in the EU from use on flowering crops and plants because it kills bees and other pollinators. (Grist)

Avoiding dietary pesticides

New research published in the journal "Environmental Health Perspectives" adds to the growing body of evidence that choosing organic has health benefits. A team led by scientists at the University of Washington reviewed data collected from more than 4,400 participants and found that people who reported eating organic produce most often had significantly lower amounts of organophosphate pesticides in their urine compared with those who said they almost never eat organic produce. Organophosphates are linked to several cancers, neurodevelopment issues

including autism, and endocrine disruption. (Takepart.com)

One food safety agency?

In its 2016 budget, the Obama administration proposed combining the food safety responsibilities of the Agriculture Department (USDA) and the Food and Drug Administration (FDA) into one agency, with the possibility of absorbing more agencies holding related responsibilities. The goal for the new food agency would be to provide more streamlined, consistent inspections of the food supply. In order for his proposal to go into effect, Obama must gain support from Congress. (USA Today)

No consensus on GE safety

A statement signed by more than 300 molecular biologists, biotechnologists and legal experts clarifying that there's "no consensus" on the safety of genetically engineered (GE) crops or foods has been published in a peer-reviewed journal. It now stands as a citable publication. The statement first was published in late 2013 after the biotech industry erroneously claimed "scientific consensus" that GE foods and crops are safe for human and animal health, and the environment. The 300 scientists call these claims "misleading" since "the claimed consensus on GMO safety does not exist." (Environmental Sciences Europe)

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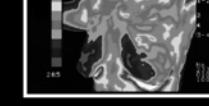
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Ocean Friendly Gardening Tips from Surfrider to Save Water and Prevent Ocean Pollution



According to the U.S. Environmental Protection Agency, up to 70 percent of residential water use happens outdoors for watering lawns and gardens. Turf grass is one of the most water-intensive plants in a

landscape. Even worse, people tend to overwater their lawns and gardens by more than double the amount of water needed by the plants. This excess water, including that from broken sprinklers and rainwater, runs off the property and into the street, picking up pollutants like fertilizers, pesticides, automobile oil, brake pad dust and exhaust, before going untreated into storm drains that lead to the ocean.

Since urban runoff is the number one source of ocean pollution, in 2009 the Surfrider Foundation launched its Ocean Friendly Gardens program. The program provides hands-on solutions, do-it-yourself workshops and community events for people who want to learn how to turn their water-wasting, ocean-polluting lawns and gardens into beautiful, economical, low-maintenance and high-impact landscapes.

"Not only does an Ocean Friendly Garden reduce water usage on a property by 80 percent, it provides lasting benefits for the surrounding community and decreases the amount of runoff entering our waterways and oceans," adds Herzog.

This spring, Surfrider encourages the public to help conserve water and protect their communities and oceans by applying CPR - Conservation, Permeability and Retention - to their landscapes:

- Conservation. Remove your turf. Replace it with an Ocean Friendly Garden of native plants to conserve water, eliminate chemicals and help restore your yard's natural habitat, bringing back the birds, bees and butterflies. Native plants with deep roots absorb and store the most water.

- Permeability. Build healthy and biologically rich soil by adding organic compost to it. This will allow it to act like a sponge, soaking up water and filtering pollutants. Then apply 3-4 inches of mulch on top. Mulch

holds in moisture, suppresses weeds and is food for the soil organisms (that feed your plants). Soil and plants also help to reduce climate change by absorbing carbon dioxide, a greenhouse gas.

- Retention. Direct your rain gutters and downspouts into your dry stream beds and basins to slow, spread and sink rainwater. A rain barrel can also help slow the rainwater, while you can use a hose to direct the overflow into your landscape or garden.

Surfrider's chapter network works with residents, businesses, landscape professionals, and local and state governments. Since the program's inception, 150 Ocean Friendly Gardens have been installed and more than 3,000 people attended Ocean Friendly Garden-based activities in their communities. To learn more and to download the free step-by-step guide, *The Drought Tolerant Handbook* featuring tips and ideas to creating an Ocean Friendly Garden, please visit www.surfrider.org/ofg.

Free Friendly San Diego Landscape Training Classes

The San Diego County Water Authority and its member agencies are partnering with the Metropolitan Water District of Southern California to offer free training classes on WaterSmart landscaping. The classes introduce a holistic approach to landscape design and maintenance that emphasizes water-use efficiency.

The three-hour seminars are fast paced and informative. They offer solutions to common landscape problems. Participants will learn to think about landscapes from the soil up.

In addition, they will learn how to design landscapes that are sustainable in the San Diego climate. Class topics will include how to make the best use of the region's limited rainfall, irrigate efficiently and choose the best plants for each yard. **Space is limited and pre-registration is required** To sign up, please visit <http://www.watersmartsd.org/programs/california-friendly-landscape-training-classes> or use this shortened link, www.s.coop/1wkju.

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Taking action to ban Roundup™

Following the classification of Roundup as a "probable human carcinogen" by the World Health Organization's cancer agency, International Agency for Research on Cancer (IARC), Monsanto said it was "outraged" and demanded that the IARC retract its report. The scientist who led the IARC working group has defended its verdict, saying its review was "thorough."

According to Food Democracy Now, "For the past two decades Monsanto has led a campaign of deception, repeatedly claiming that both Roundup and glyphosate were perfectly safe, going so far as to say that it is 'safer than table salt' and so safe, you can 'drink it'. Based on these dubious safety claims, an estimated 75 percent of processed foods in [North] America contain ingredients that have been genetically engineered to survive being sprayed with massive doses of Roundup. If you're not careful with your food choices, the meals you eat are potentially covered with glyphosate residue."

Rather than consider growing scientific evidence of possible harm to humans, in 2013, the Environmental Protection Agency increased allowable limits of glyphosate residue on food crops from 200 ppm to 6,000 ppm, in some cases. Fortunately, in 2015, the EPA is reviewing glyphosate's toxicity and will take the WHO announcement into consideration.

Less than a week after Monsanto's Roundup was declared "Probably carcinogenic to humans," Congress introduced a bill to outlaw mandates to label genetically engineered food.

It's time to get Monsanto's Roundup off your plate, ban glyphosate and label genetically engineered food. To take action, please visit www.s.coop/1wkjv.

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There are some exceptions to the organic rules. According to the USDA, certain allowable synthetic substances may be used in organic products. They are specified on The National List of Allowed and Prohibited Substances. Every five years, the National Organic Standards Board reviews all the substances from the National List to see which should stay on the list. Certain substances may be either added or asked to be removed through petitions that are directly sent to the USDA, which makes all petitions available online.

What's on the list? The list is intended to cover items that are not available in an organic form or in industrial quantities and cannot be toxic to humans or the environment. Examples include newspaper for mulch, baking soda, certain algae-derived ingredients and more.

Shoppers buying personal care products should know that "organic" certification only applies to foods. If a lip balm bears an organic seal, the product must abide by the food standards.

What Is Natural?

Many food products claim to be "natural" although no formal regulations have been developed by the U.S. Food and Drug Administration (FDA) yet. FDA has said that "natural" products should include nothing artificial or synthetic, but it doesn't enforce this policy.

There is a lot of wiggle room with "natural," in

fact. Some products labeled "natural" may contain high-fructose corn syrup, for instance, a highly processed ingredient that is derived from natural sources.

Certain groups have developed their own standards and certification for "natural." The Natural Products Association (NPA), for instance, has programs in place for both personal care and home care products. Items bearing the NPA Natural Standard seal must use biodegradable ingredients, environmentally sensitive packaging, be made responsibly with no animal testing, not include any ingredients thought to pose a risk to humans and include only natural ingredients.

(source: WF Magazine Consumer Bulletin)

seaweed

... continued from page 11

texture. Serve with salt and pepper to taste. Die-hard sea vegetable lovers may wish to add the seaweed just before serving; that way it retains its body and taste.

Wakame Rolls

These healthy sushi rolls look lovely on an appetizer tray. They are a delightful and refreshing choice for potlucks, too!

2 cups dried wakame

2 tablespoons honey
1/4 cup soy sauce
1 teaspoon olive oil
2 cloves garlic, crushed
1 teaspoon grated ginger root
2 large carrots, cut into matchsticks
8 cups cooked rice
Greens, vegetables and herbs for garnish

Boil wakame in 2 quarts water for twenty minutes. Remove seaweed from broth and cut out the tough midribs. Save the seaweed broth to make soup later; midribs can also be saved for cooking in soup or stir-fry. Cut the wakame into pieces approximately two inches wide and four inches long.

In a wok or skillet, combine the oil, honey and soy sauce to create a marinade. Simmer. Stir in the garlic and ginger and allow to simmer; add water if necessary. Simmer the wakame pieces two or three at a time in the marinade for almost a minute. The seaweed will absorb the flavor.

Roll two tablespoons cooked rice and a few carrot matchsticks into each strip of wakame. Arrange the rolls on a platter, and serve with the marinade for dipping. Garnish with cut raw vegetables, herbs and greens, if needed. Serve hot over rice, cold as a salad, or add 2 cups cooked rice and use as wakame roll filling.

(reprinted with permission from People's Food Co-op, Ann Arbor, Michigan)

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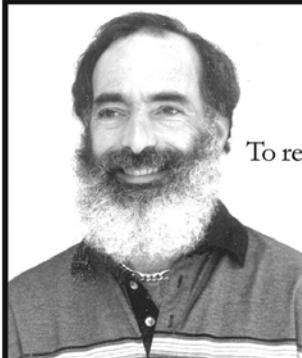
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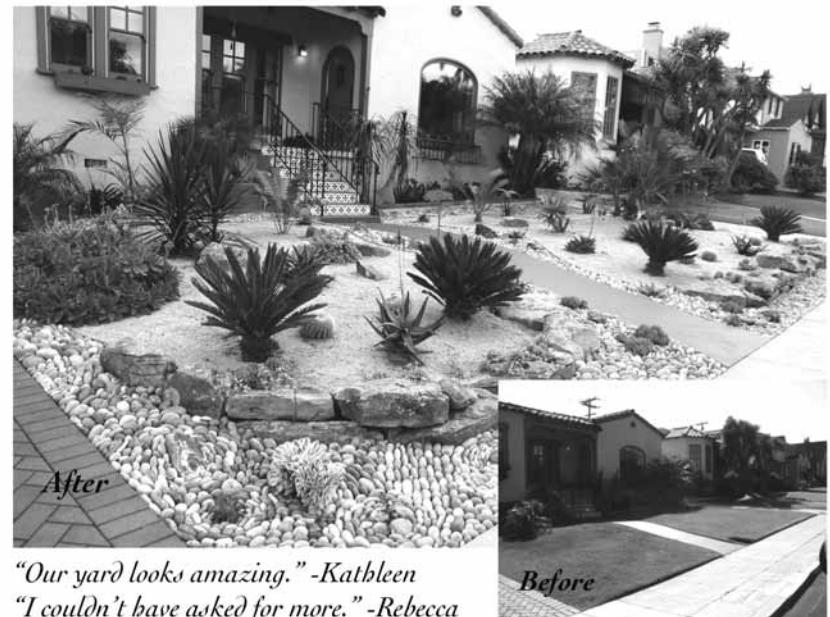
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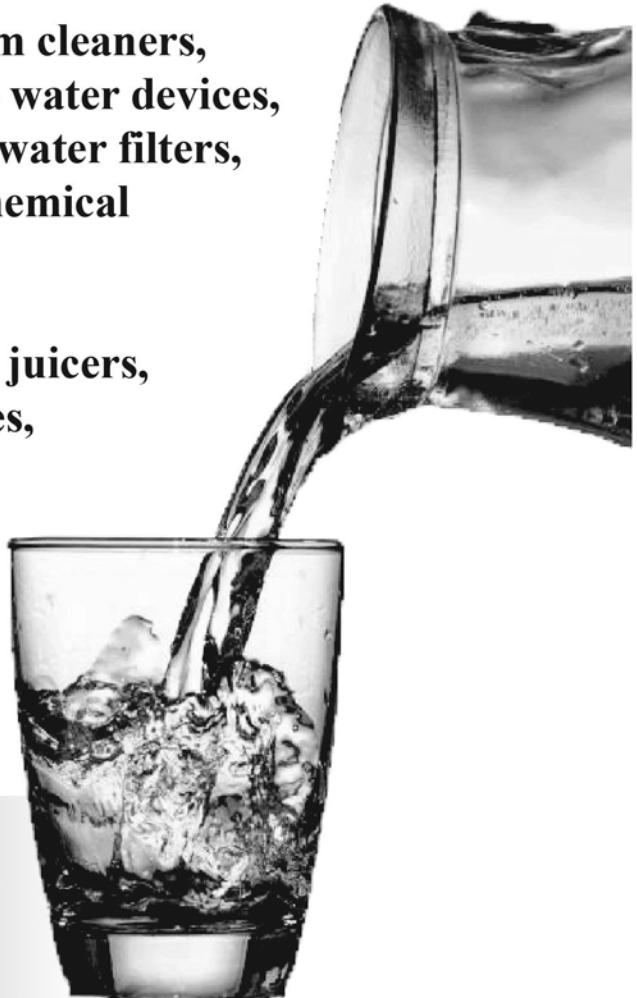
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