

## Salt, Sugar, and Fat: Why We Can't Quit Junk Food's Holy Trinity

By Claire Thompson

Veteran New York Times journalist Michael Moss entered the world of food reporting when he covered a salmonella outbreak in a Georgia peanut factory, a story he came to see as being about “loss of control by the food industry.” He followed up on that theme with an investigation of E. coli-tainted Cargill hamburger, which earned him a Pulitzer Prize in 2010. Around that time, he says, a close source told him, “As bad as these contamination incidents are, there’s this other public-health crisis out there that’s caused by the stuff we intentionally put into processed foods, and have absolute control over.” Meaning, of course, salt, sugar, and fat — the “holy trinity” of processed-food ingredients, and the namesake of Moss’ new book.

*Salt Sugar Fat: How the Food Giants Hooked Us* traces how these ingredients worked their way into our food in ever-larger amounts, not by accident but as part of a concerted effort by food companies to make their products as irresistible and addictive as possible. Moss profiles the food scientists whom corporations like Kellogg and Kraft pay to formulate exact combinations of ingredients that target consumers’ “bliss point”: where food is as tasty as possible without being so satisfying that we stop wanting more. Think junk food like Cheez-Its, movie-theater popcorn, and Oreos: You can kill a whole bag of the stuff without even noticing.

Moss reveals how fundamental these ingredients have become to the processed-food industry’s entire model: how sugar intensifies our cravings; how fat and sugar work together to make products vastly more tasty than either ingredient could alone; how fat plays up a given food’s most desirable traits (such as smooth texture) while masking others (like the acidity of sour cream), and how salt smothers the chemical tinge that would otherwise make most junk food inedible. Salt, sugar, and fat also make possible the long shelf life and easy preparation that inspired the term “convenience food” and sold it to a new generation of working moms.

We got a chance to chat with Moss when he stopped by the Grist office last week. Here are some highlights from our conversation. (Interview has been condensed and edited.)

**Q.** *Salt Sugar Fat* reveals parallels between the food industry and tobacco industry’s efforts to get us hooked on their products — not just through creative marketing, but by focusing on the way our bodies react to key ingredients. Does this mean we could legally go after food companies in the same way?

**A.** The processed-food industry is entirely confident it can withstand tobacco-type litigation. I think their confidence comes from the difference between tobacco and food, inherently, and the difficulty that a lawyer would have blaming any one company or any one product for the obesity crisis

or diabetes. That said, there’s certainly nothing stopping the states from going after processed food collectively, because the estimates are that obesity is causing as much as \$300 billion in extra medical expenses and lost productivity every year. So it’s probably a [bigger] issue financially for the health system than even tobacco.

What really struck me in reporting the book was how the tobacco industry plays another role. Philip Morris, the largest tobacco company, became the largest food manufacturer in North America, by buying first General Foods and then Kraft. Starting in the late ’90s, Philip Morris kind of gets religion on tobacco — it’s under increasing regulatory pressure, it starts worrying that it’s losing the public trust, it’s constantly polling consumers, and its reputation is plummeting. It becomes the first tobacco company to embrace government regulation as a way of avoiding complete disaster. So they turn to their food division, and said to them, you guys are going to face as great, if not a greater, problem with salt, sugar, and fat as we are with nicotine and tobacco. You’ve got to start doing something to reexamine your dependence on [those ingredients]. I found it really startling that tobacco would be the entity warning the food companies about obesity.

**Q.** *In the book, you emphasize how hooked the food companies themselves are on salt, sugar, and fat. How much of a barrier is that dependence to efforts to change the industry from within?*

**A.** The industry makes a convincing argument that it never wanted to make us obese or otherwise ill. The problem lies in their collective zeal to do what companies do, which is make as much money as possible by selling as much product as possible, and on their dependence on these three ingredients to make their products ultra-convenient, ultra-low-cost, as well as utterly, irresistibly tasty. These three ingredients to them are miracle ingredients. Sugar, for example, will allow long shelf time, and will also add bulk and color to cookies and donuts and breads. Salt is perhaps the most magical of all three. It’s really cheap — 10 cents a pound — and it allows them to avoid using more costly ingredients like fresh herbs and spices. And salt masks some of these awful tastes that are inherent to processed foods. Meat, for example: They have to cook it once, and then they’ll put it in the box or the can, and when you reheat it, it emits what’s called warm-over flavor. Food scientists describe the taste as being like wet dog hair, maybe a little cardboard, too. Salt acts as a masking agent for all that.

All of this [became] really clear to me when Kellogg invited me to taste special versions of their icons that they had prepared without salt. We started with Cheez-It crackers, which normally I could eat day in and day out, but without salt they were just god awful. They stuck to the roofs of our mouths. Then we went to the frozen waffles, popped them in the toaster, and they came out looking and tasting like straw. And

then the clincher was the cereal. We put it in the bowl, added milk, and before I could say anything, the company spokeswoman [who also tasted the cereal] gets this look of horror on her face and she goes, “Metal. I taste metal. M-E-T-A-L.”

**Q.** *That begs the question, then, whether these companies can make their food healthier without changing their entire product lines and business model. What does that say about how much power we as consumers have?*

**A.** Certainly in my life, I’m not seeing an ability to get away from processed foods. My wife works outside the home and I have two young boys. Our strategy is more to gain control over these foods rather than avoid them. My wife recently said, “Look, guys, let’s try to limit ourselves to cereal that has five grams or less sugar per serving.” When you engage them that way, now when we go shopping, it’s a bit of an Easter egg hunt for them. They’ll grab the box and look on the label and look for five grams or less.

They’ll have to reach low on the shelf, or I’ll have to reach high, because strategically, the less sugary cereals are put out of eyesight. The industry’s done research — they put devices on people’s heads to measure their eye movements — and they know that when you hit the aisle, your eyes go right to the middle part of the aisle, at eye level. So if you’re looking for plain oatmeal, it’s likely going to be either way up or down, toward the ends of the aisles, where you’re less apt to see it.

**Q.** *Couldn’t they just put all the healthy food in the middle of the aisle, then? Do unprocessed foods just need better advertising?*

**A.** Another problem in the grocery store is the processed foods are so much cheaper than the fruits and vegetables. The White House is looking at not necessarily taxing the processed food or its main ingredients, but shifting subsidies that already exist that benefit processed foods over to the fruits and vegetables — as a way of avoiding the nanny-state label that Mayor Bloomberg of New York doesn’t mind getting hit with. [Former Philip Morris CEO Geoffrey Bible said to me], I’m no friend of government regulation, but what you’re seeing with the food industry is that anytime one of these companies tries to do the right thing individually, the competitors swoop in. He said in this case, it’s pretty clear that unless the industry can get together — which I don’t think is going to happen — regulation may make sense, if only to give them cover from Wall Street. That’s one of the huge forces here. When you’re inside these companies, they’re not evil, they’re just doing their jobs as best as they possibly can.

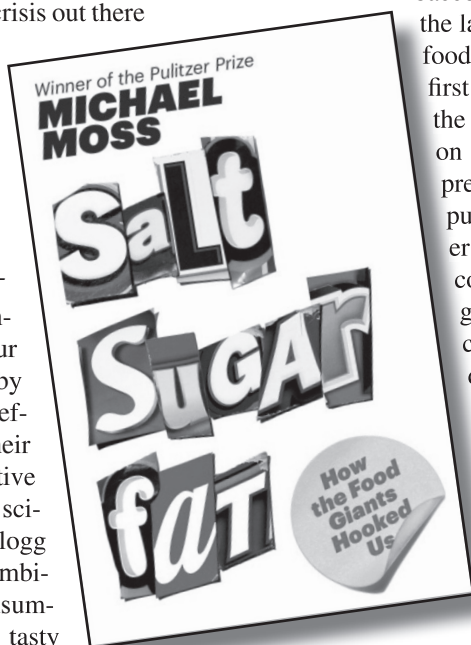
**Q.** *What has industry reaction to the book been like?*

**A.** It’s been pretty quiet. I’d like to think it’s because the reporting is fair and balanced and it’s already incorporated all of [the food companies’] main arguments. The notion that they themselves are dependent on [salt, sugar, and fat], they saw as a defense, but in fact it sort of turns on them when you put it into the right context.

Knock on wood. They may be sitting right now and plotting.



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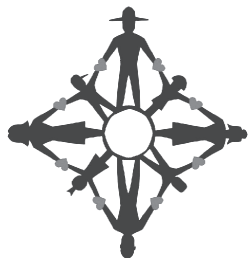
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# Silver City Food Co-op

established 1974



www.silvercityfoodcoop.com

575-388-2343

## Store Hours

Mon-Sat 9am-7pm

## Ends Statement

Because of all that we do, our member-owners, our food co-op, and our extended community will gain and maintain health.

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- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among co-ops
- Concern for community

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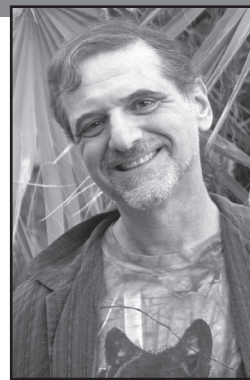
Submit letters, articles, or items of interest to:

gg@silvercityfoodcoop.com

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# Cup o' Joe by Joe Z



I'm having fun. Really. I know that sounds weird. After all, it almost seems that having fun at one's job is close to an un-American activity. But truly – I am. And I've had jobs before – jobs I really liked. This is a level of fun, though, that has not been synonymous with those other positions.

It shocked me. I didn't expect this. I mean, I was confident that I'd like it here at the Silver City Food Co-op and that I'd enjoy myself. But actual fun? If I was a Brewmeister, it would be understandable. Or years ago, I had a summer weekend job at a Renaissance Fair. I was Brother Morris, a Monk who wandered the fair damning people to hell for visiting such a debauched extravaganza. I'd warn folks not to "go yonder down that path, turning left at the duck pond where you'll find women who wiggle their bellies and move like they're possessed by the serpent "or not to "indulge in the wares of that peddler who creates concoctions that tingle the tongue and cause sensations that should not be experienced by the denizens of these wicked lands." We also sang songs.

That was fun. Damning people to hell was fun. They just laughed though and the more fervent I'd become, the more they laughed. What's up with that? Anyway – that doesn't really count as a real job, as it was only for a few weekends over two summers.

This is different. This is a real job with real responsibilities and in many ways, not that easy. Lots of details. Lots to know. It'll probably take me at least a year to assimilate all the info that I feel is necessary. Ever since I've started, I've felt a bit behind and have been playing a very involved game of catch-up.

So how can this be actual fun? Well first and probably foremost are the people here. The staff, the Board and the Members. It seems that most of them are having fun (could be an illusion or my own delusions) and that tends to be infectious. One person commented that she never heard so much laughter in a place of business. And why not? As long as it doesn't interfere with our tasks, it's a very good thing and probably increases our effectiveness overall (scientific study pending).

It's more than that though. Co-operatives are a concept as much as they are a business. I got involved with co-ops a couple of years before my Monk days. My first co-op was a very small storefront which carried a mix of healthy foods along with good dose of junk food (it took a lot of convincing before I accepted the fact that Nestle's Quik was crap). It seemed like a fun little place and it introduced me to lots of new foods (just even getting whole wheat flour at any commercial grocery in those days was near impossible). It also introduced me to concepts that I hadn't heard about before such as Economic Democracy, Cooperative Ownership and Governance, Right Liveli-

hood, Organic Sustainability and Community Responsibility (I was impressionable – what can I say).

Back in the 70's and 80's, co-ops were a growing entity with a very bright future and poised to become an important part of the economy in this country. Rather than protesting and complaining about the inequities that plagued our society, here were people growing an alternative that was positive and empowering. How could one NOT get excited about that? Reality has a nasty way of imposing itself upon ideals. The co-ops were fraught with internal fighting as each involved person felt that their opinion was the only correct idea and thwarted consensus – a goal embraced by the movement. That was not fun. As co-ops grew, commercial businesses recognized an evolving market and started competing directly. Using the democratic structure of the co-ops, other groups tried to "take over" our businesses and much energy was spent combating those forces. By the early to mid 2000's, many co-ops were in decline or had actually failed.

For various reasons, since the mid 2000's, there has been a resurgence of consumer food co-ops across the country. They're more business minded and more organized than before but are still concerned with the fundamentals that motivated the movement through the 60's, 70's and 80's. Our Co-op is a great success. It has grown greatly both in members and in the amount of food it moves over the last decade. Though there have been turbulent years which mimicked the growing pains of others, we have evolved to a place that is effective, vibrant, dynamic and, well, cooperative. For an old co-op dude such as myself, to be part of this is downright fun.

Which brings us back to the people who are part of this Co-op, or, as I should say, ARE this Co-op. Co-ops don't just happen by themselves. No one comes into town and plops a co-op down the same as when a Walmart emerges. They are hard work. They lack resources. But they have people who believe in them and strive to create an alternative to the mega-corporations that dominate our landscape. The people here are fabulous. What has been accomplished in this tiny town is incredible.

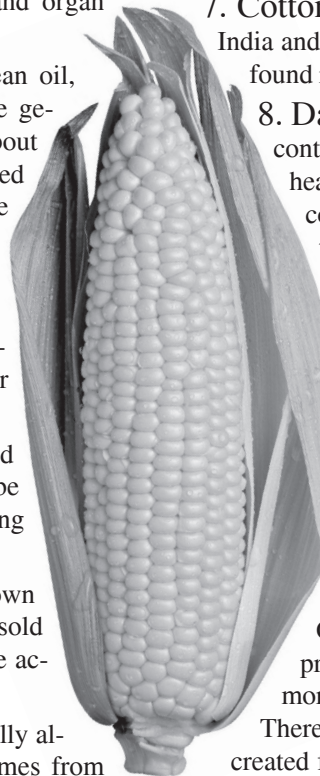
We still have competitive forces looking to grab our market share. More and more large corporations are pretending to be greener and more concerned about their social responsibilities. That probably can be a good thing overall but we are the real deal. And physically – can we really expand more without losing the qualities that make us unique and attractive?

Being here has been invigorating, exciting and energizing. This place is a gem. And I'm having fun! ✨

## Did you know?...

### 10 of the Worst GMO Foods

- 1. Corn** Several food documentaries cover how corn is highly modified and much of it is intended for human consumption. Monsanto's GMO corn has been tied to numerous health issues, including weight gain and organ disruption.
- 2. Soy Tofu**, vegetarian products, soybean oil, soy flour, and numerous other products are genetically modified to resist herbicides. About 90 percent of all soy is genetically engineered to resist Monsanto's herbicide Roundup. The use of this dangerous herbicide is greatly increasing as a result.
- 3. Sugar** Genetically modified sugar beets have been altered by Monsanto to resist herbicides. Sugar beets are a common sugar source in the US and other countries.
- 4. Aspartame** This is a toxic additive used in numerous food products and should be avoided for several reasons such as it's being made with genetically modified bacteria.
- 5. Papaya** GMO papayas have been grown in Hawaii since 1999. Though they can't be sold to countries in the European Union, they are accepted in the U.S. and Canada.
- 6. Canola** This is one of the most chemically altered foods in the U.S. diet. Canola oil comes from rapeseed through a series of chemical actions. Even the "organic" version of this product is bad fat compared to



olive oil, coconut oil and butter. The so called "health" grocery stores like Whole Foods, Central Market and Natural Grocers should stop using and selling this product.

- 7. Cotton** Cottonseed oil, especially that originating in India and China, has serious risks. This unhealthy oil is found in many fast food products such as potato chips
- 8. Dairy** Dairy products have several issues. Many contain growth hormones such as Monsanto's health-hazardous rBGH. It has been banned in 27 countries, but is still in most US cows. Some of the "organic products" are even contaminated. For your health, demand raw milk and cheese.
- 9. Squash** Squash, zucchini and other related crops have been modified to artificially resist viruses and other diseases.
- 10. Wheat** This grain has been altered and made less healthy in a dramatic fashion over the years. The GMO addition is the latest assault.

Some of the dangers of some of these foods are well-known - for example, Bt toxin in GMO corn has been detected in the blood of pregnant women and their babies. But perhaps more important are the risks that are still unknown. There's no way to be certain what risks these lab-created foods have hidden and are waiting for us. The best advice is to steer clear of them altogether – but that is almost impossible. ✨



# STAFF PICKS



## Carolyn Smith Lacinato Kale

Carolyn Smith, our outreach coordinator, has worked at SCFC for nine years and serves as the Co-op representative in the community. Dino Kale is her pick for May because, “it’s delicious, especially with a little garlic, olive oil, lemon and red pepper flakes. I’m from the South and we love our greens.”

Dinosaur (Dino) Kale, also known as Tuscan, Lacinato, and Black Kale, is a hearty green with dark blue-green leaves. The name refers to its bumpy, reptilian surface, reminiscent (we imagine) of dinosaur skin. Kale belongs to the species Brassica oleracea which includes broccoli, cauliflower and Brussels sprouts.

Kale is a descendent of the wild cabbage which is thought to have originated in Asia Minor and brought to Europe around 600 B.C. by groups of Celtic wanderers. Today

it remains an important part of the traditional cuisines of the continent. Ancient Romans consumed a significant amount of Curly Kale. English settlers introduced kale to the New World in the early 1600s and, later, it was listed among the plants that Thomas Jefferson recorded growing in his 1777 garden. Dino Kale may look prehistoric but it is, actually, a more recent variety, having first been eaten in 19th century

Italy. Dino, like all kales, is extraordinarily nutritious. One cup provides substantial amounts of vitamins K, A, and C. Considered a modern super-food, kale is also a rich source of organosulfur compounds that have been linked to cancer prevention. Kale is a productive plant in the garden. This was certainly true for me last year when my own sporadic efforts at gardening produced an abundance of Dino Kale that flourished, deliciously, well into the summer. This versatile green powerhouse is particularly well-suited to soups, stews, pasta dishes, and salads. Of course, nowadays, many folks choose to take their kale in green smoothies and juices.



by Judith Kenney

## Doug Smith 505 Southwestern Red Chile Sauce



The second staff pick comes from Doug Smith. He’s been working here for 5 years as a produce processor, so he’s one of the people responsible for making sure that our fruits and veggies stay as vibrant and fresh as possible for our customers. Doug is a seasonal employee, working at SCFC during the colder months of the year. During the growing season he’s owner and head farmer of Townside Farm, just a few minutes from downtown. Soon we will all be able to buy Townside’s own produce here at the Co-op and, starting May 11th, at the farmer’s market on Saturday mornings.

A self-described purist, Doug chose 505 Southwestern Red Chile Sauce as his favorite product because of the simplicity of its ingredients and fresh, flavorful taste. 505 is owned by the Treasure Valley Food Group, based in Boise, Idaho, but all of 505’s products are made in Albuquerque, NM and all their chiles come from the Hatch Valley. Guess where the name “505” comes from? The company’s website (www.505chile.com) says it is the area code for the state of NM! Obviously, they haven’t gotten the message that the majority of New Mexicans now use 575 for their phone numbers. I’ll bet they picked the name before the new code became effective in 2007. The label on the red chile jar suggests heating and pouring it over enchiladas, burritos, eggs, and potatoes, and their website has some very delectable-looking recipes to try using their sauces. This full-bodied sauce has a pleasant, medium heat that could compliment any dish that needs a bit of zing.



## THE RHYTHM OF SPRING: ENERGY MEDICINE & ESSENTIAL OILS FOR HEALTH & WELL-BEING

By Allee Anabal RN, EEM-AP

May is a welcome time of emerging green growth and the blossoming of renewed energies that were dormant during the colder months. At the midway point between spring Equinox and summer solstice the weather is consistently warmer. It is a perfect time for spring cleaning to “clear the cobwebs” from our homes and our bodies.

Spring is associated with the rhythm (or element) of Wood in Eden Energy Medicine (EEM, based in part on techniques found in traditional Chinese medicine). The meridians (energy pathways) associated with the Wood rhythm are Liver and Gall Bladder, which affect the liver and gall bladder organs. Meridians are like rivers that carry Chi (aka Qi or life force similar to electromagnetic energy), and each meridian has corresponding physical functions and emotional themes.

Someone with a healthy, strong Wood rhythm is like a bendable, flexible willow tree. They can let strong emotions roll and flow through them, be fearless leaders, take initiative, have appropriate boundaries, and release the past with forgiveness and ease. On the other hand someone with an out-of-balance Wood rhythm can seem as stiff and inflexible as a board. They may feel high levels of frustration with shocking outbursts of anger and judgment towards others. Or they may suppress their anger and turn it inwards as self-judgment and guilt.

Physically, a healthy liver works continuously to filter blood, fight off invading organisms, remove harmful chemicals, process hormones, and produce bile, among other functions. The gall bladder stores and periodically releases bile after meals to help digest fats. If an organ works poorly there is too much or too little Chi in the meridian, then physical issues develop (Wood rhythm imbalance)... for example: allergies, arthritis, digestive problems, gall stones, eye problems, high blood pressure, low energy, menstrual problems, PMS, migraines and headaches, sleep problems, and strains of the muscles, joints and tendons, among others. Ideally each rhythm is expressed in the body and emotions in a balanced and healthy manner. If not, these easy self-help energy medicine techniques and essential oils are a great starting point in restoring your physical health and emotional harmony.



Photo by Silver Imaging

### EEM exercises to balance Wood rhythm meridians and organs

1) Vigorously massage points called Neurolymphatics (if they’re tender, you need this!)

~Under the breasts or chest directly in line with the nipples for Liver

~Between the ribs (both sides) toward the base of the breastbone for Gallbladder

Massaging Neurolymphatic points energizes you, gently removes toxins, clears stagnant hormonal, emotional, and physical energies, and balances meridians and related organs.

**CAUTION:** avoid during chemotherapy, and with fibromyalgia, auto-immune disease, or extreme toxicity without supervision of an experienced practitioner

2) “Expel the Venom” (“Blow Out”) exercise. Breath in through nose and out through mouth throughout this exercise

~Stand with hands on thighs

~Make fists and swing high over head

~Fists facing you, quickly pull them down front of body straight into the ground, while making a “S-h-h-h-h” sound (this specific sound physically squeezes the Liver and Gall Bladder to release emotional and physical toxins)

~Open hands at the bottom to release the energy (careful to avoid sending it toward someone)

~Repeat twice

~Repeat one last time very s-l-o-w-l-y

~Trace palm up hand up front of body to lower lip

This exercise releases tension in the torso and extremities to calm you. Do when you feel frustrated, irritated, annoyed, angry, impatient, argumentative, judgmental or critical (of self or others). This works well after challenging encounters with clients or customers, or before bedtime, if you’ve accumulated too much energy. THINK: “It’s healthier to do a Blow Out than to Blow Up”.

### Essential oils to balance emotional themes of Wood rhythm

Before using essential oils, it’s important to know how to use them safely, as well as their source and testing used to determine safety and purity. Many commercial oils are neither 100% pure therapeutic grade, meaning they can have toxic chemical residues, making them unsafe for use, even if they are “Generally Regarded As Safe” (GRAS) by the FDA. Come to a free oils class to learn how to use oils safely and effectively (see schedule below).

Reactive Emotions	Balancing Essential Oils	Balanced Emotions
<b>Liver:</b> anger & judgement against one’s self, guilt	Geranium/ thyme	Kindness, love
<b>Gall Bladder:</b> Rage or anger against others/ the world, Irritable, annoyed	Calming Blend (lavender, margoram, roman chamomile, ylang ylang)	Forgiveness toward self and others
	Lemon & peppermint	Calmness, peace
	Soothing blend (wintergreen, camphor, peppermint, blue tansy, blue chamomile)	Positive outlook
		Letting go
		Tolerance

### Essential Oils to detoxify Wood rhythm

Physical Level	Balancing Essential Oils	Balancing Effect
Symptoms associated with wood imbalance	Metabolic blend (grapefruit, lemon, peppermint, ginger, cinnamon) – add to smoothie with leafy greens	Detoxification Alleviation of physical symptoms Weight management

These exercises and essential oils complement each other, can help you feel your best, and prepare for a happy summer season... because a strong spring Wood rhythm feeds a vibrant summer Fire rhythm! Here’s to your health and happiness!

Allee is certified as an Eden Energy Medicine Advanced Practitioner, authorized instructor of EEM, & dōTERRA™ Essential Oils Consultant. Call 575-388-3786 or e-mail EnergyMedicine@gilnet.com for information on private EEM sessions, safe use of essential oils, and upcoming energy medicine and essential oil classes.

[May Classes: Energy Medicine 101, May 18-19 (CE credit for nurses & massage therapists); Essential Oils, May 5, 8 & 29 (Free); Energycise & Dance, May 11 & 25 (Call (575) 388-3786 for information). ✨



# KITCHEN MEDITATIONS

## ALKALINE SALAD

- 1 onion, chopped
- 2 TB olive oil
- 1 pound broccoli, cut up
- almonds or hazelnuts, soaked

Fry onion in olive oil. Lightly steam broccoli for 5 minutes, add to onion. Stir in Alkaline Salad Dressing and top with soaked almonds or hazelnuts (soaking instructions follow).

## HOW TO SOAK NUTS

Place nuts in a container, cover with water and place in the refrigerator overnight. In the morning, drain and use as you like.

## ALKALINE SALAD DRESSING:

- 1/3 cup fresh lemon/lime juice
- 1 cup olive oil
- 1/2 tsp each ground oregano, cumin, cayenne, and garlic powder
- 1 TB Bragg's Aminos

Mix all ingredients together and keep in fridge until ready to use.

## HOT MILLET W/AVOCADO & ALMONDS

- 1/2 cup millet
- 2 cups water
- 3 TB olive or flax oil
- 1 avocado
- 1 tomato
- handful sunflower sprouts
- handful raw almonds, sliced
- Bragg's Aminos

Bring millet and water to a boil, cover, and simmer 25 minutes. Place cooked millet in bowl and drizzle oil over the top, then spray lightly with Bragg's Aminos. Place chopped avocado and tomato on millet, break sunflower sprouts and sprinkle on top with the almonds. Spray lightly again with Bragg's Aminos.

## ALKALARIAN STIR FRY

- 1 package Soba noodles
- 1/2 package extra firm tofu, cubed
- 1 cup vegetable broth
- 1 red pepper, chopped
- 1 onion, chopped
- 1.5 pounds broccoli or asparagus, cut
- 2 TB olive oil
- garlic and ginger powder to taste

Break noodles in fourths and cook according to package directions, drain.

Sauté tofu in 1/2 cup of broth for 5 minutes in large pan, remove from pan. Place red pepper, onion, broccoli or asparagus in remaining broth and stir fry for 5 minutes, add tofu and noodles. Drizzle olive oil over everything, sprinkle garlic and ginger powder and lightly stir everything together.

## GAZPACHO ANDALUZ

- 2 slices wheat bread, crusts removed
- 2 TB olive oil
- 3 TB fresh lemon juice
- 3 cloves garlic, minced
- 1 1/2 pounds large tomatoes, chopped
- 1 large red bell pepper, chopped
- 6 green onions, roughly chopped
- 1/2 cucumber, roughly chopped
- 2 cups tomato juice
- sea salt and fresh ground black pepper
- 2-3 TB mayonnaise, optional

## GARNISHES:

- pitted black olives
- finely diced cucumber
- chopped green bell pepper
- small cubes of toasted bread
- finely chopped red onion
- finely chopped tomatoes
- minced parsley

Soak the bread in the olive oil, lemon juice, and garlic, while the vegetables are prepared. Place everything, except salt, pepper and mayonnaise (if using) into the blender and run until smooth. Season to taste with salt and pepper and add mayonnaise, if using. Chill thoroughly, serve with garnishes.

[Recipes from [www.balance-ph-diet.com](http://www.balance-ph-diet.com)]



## Concentration – The Art of Starting Over

by Sharon Salzberg

Imagine reclaiming all the energy that could be available to us but isn't because we scatter it, squandering it on endlessly regretting the past, worrying about the future, berating ourselves, blaming others, checking Facebook yet again, throwing ourselves into serial snacking, workaholicism, recreational shopping, recreational drugs.

Concentration is a steadying and focusing of attention that allows us to let go of distractions. When our attention is stabilized in this way energy is restored to us—and we feel restored to our lives.

Sometimes distractions are internal—the continuous replaying of old mistakes and regrets (Why didn't I listen to my dad? or If only I'd married Jeffrey) or the nursing of past injustices (How could she have accused me of disloyalty? I was the one who stuck up for her!). We focus on things we can't undo. Or we through our energy into obsessively fantasizing about a future that may never happen (What if I tell the committee my ideas and they put me down? Or what if they steal my ideas, and don't give me credit? I'll quit!) and then getting terribly agitated about it, as if the woes we're imagining had already come to pass. "I've been through some terrible things in my life, some of which actually happened," Mark Twain once said. Or we live in a state of perpetual postponement that blinds us to the potentially fulfilling moment in front of us: I'll be happy when I graduate, we tell ourselves, when I lose ten pounds, when I get the car/the promotion/the proposal, when the kids move out.

And plenty of the distractions are external: the familiar competing tugs of home and work; the twenty-four-hour media matrix; our noisy consumer culture. We often try to buy our way out of pain, regarding material possessions as talismans against change, against loss

and death. "Getting and spending, we lay waste our powers," the poet Williams Wordsworth wrote. And not just getting and spending; also texting, Web surfing, tweeting, Skyping, digitally recording.

Relearning how to concentrate, says the writer Alain de Botton, is one of the great challenges of our time. "The past decade has seen an unparalleled assault on our capacity to fix our minds steadily on anything," he wrote in the 2010 essay "On Distraction." "To sit still and think, without succumbing to an anxious reach for a machine, has become almost impossible."

Linda Stone, a former executive at both Apple and Microsoft, has coined the term Continuous Partial Attention to describe a pervasive and exhausting condition you're likely to find familiar. Simple multitasking—it seems almost quaint—was, she says, motivated by the desire to be more productive and to create free time for friends, family, and fun. "But Continuous Partial Attention is motivated by a desire not to miss anything," she writes. "We're talking on the phone and driving; carrying on a conversation at dinner and texting under the table. . . . Continuous Partial Attention involved an artificial sense of constant crisis, of living in a 24/7, always-on world. It contributes to feeling stressed, overwhelmed, overstimulated, and unfulfilled; it compromises our ability to reflect, to make decisions, and to think creatively."

Not that there isn't a place for video games or shopping or watching the news avidly. It's moderation and conscious deployment we're after—knowing what we're doing when we're doing it, rather than being on automatic pilot and turning to these activities out of habit. The point is not to hate the stuff we've bought, or berate ourselves for being a news junkie, or with-

draw from modern life, but to be willing to experiment with our time and attention, connecting more fully with our life as it happens. Concentration lets us put on the brakes and spend time just being with what is, rather than numbing out or spinning away into excess stimulation. The larger effect of distraction is a disconcerting sense of fragmentation. We often feel uncentered; we don't have a cohesive sense of who we are. We find ourselves compartmentalizing, so that the person we are at work is different from the one we are at home. We might be confident in the office and fragile at home, or vice versa; withdrawn with our spouse but the life of the party when we're out with our friends. Our best self, the one who values patience and compassion, isn't the same self who snaps at the kids. Or as a student said to me recently, "I'm filled with lovingkindness and compassion for all beings everywhere—as long as I'm alone. Once I'm with someone else, it's really rough." For some of us, it's the other way around; we're fine when we're with others but ill at ease in our own company.

Each of us is, of course, a combination of many traits, states of mind, abilities, and drives; they're all part of us. Some qualities are paired opposites, and we can spend a lifetime resolving and integrating competing characteristics and needs—for both intimacy and independence, for vulnerability and strength. When our attention is tuned in, when we're aware of ourselves, these different parts of us work in concert and in balance; when we're distracted, they don't, and that's when we feel fragmented and compartmentalized. Meditation—training our attention—allows us to find an essential cohesiveness. ✦

[From *Real Happiness – The Power of Meditation*. Reprinted with Permission]



# May Sales

To Our Co-op Members & Customers: Please note that sales run for a **two-week period**. Please stop by the Co-op and take advantage of all the great offerings each month. A few sale items are listed below.

## May 1-May 21

					
Bulk Flax Seeds reg \$1.99# <b>SALE \$1.59#</b>	Organic Valley Sour Cream, LF reg \$3.39 <b>SALE \$2.79</b>	Rice Dream Bars Assorted reg \$1.59 <b>SALE \$1.19</b>	Annie's Homegrown Cheddar Bunnies reg \$4.99 <b>SALE \$3.49</b>	Earth Friendly Free & Clear Detergent reg \$12.49 <b>SALE \$10.49</b>	Hyland's Arnica Therapy gel, 3 oz reg \$7.49 <b>SALE \$6.29</b>

## May 22-June 4

					
Bulk Whole Raw Cashews reg \$11.59# <b>SALE \$10.39#</b>	Brown Cow Yogurt, 6oz assorted reg \$.99 <b>SALE \$.75</b>	Cascadian Farms Blueberries reg \$4.19 <b>SALE \$2.79</b>	Back to Nature Organic Stoneground Wheat Crackers reg \$4.39 <b>SALE \$2.79</b>	Badger Lip Balm assorted reg \$2.49 <b>SALE \$1.99</b>	Alacer Emergen C 30ct reg \$15.99 <b>SALE \$8.99</b>

## Member Only Specials May 1-June 4

	
Equal Exchange Whole Bean Decaf reg \$12.19 <b>SALE \$10.99</b>	High Country Kombucha reg \$3.19 <b>SALE \$2.89</b>
	
Dr. McDougall's Noodle Cup assorted reg \$1.99 <b>SALE \$1.79</b>	Equal Exchange Hot Cocoa Mix reg \$8.49 <b>SALE \$7.69</b>
	
Ines Olive Oil Tortas assorted reg \$4.99 <b>SALE \$4.49</b>	Mount Hagen Reg & Decaf Freeze Dried Instant Coffee reg \$10.99 <b>SALE \$9.89</b>

# Kids' Corner FREE FRUIT FUN

Now Kids, color in this here picture, bring it on down to the Co-op and get your free piece of fruit.  
(Produce Staff Selection)



NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

### PRODUCE COMPOST GUIDELINES

This is a free service provided for our customers. We are not able to honor "special" requests for specific produce in bags and keep this service free. Please note:

- First come, first served
- One bag per person, please
- Scraps are bagged randomly as produce is processed
- Best days for compost are Tuesday & Thursday

### GROCERY SPECIAL ORDER POLICY

Members receive a 10% off shelf price discount on special orders of case quantity in ALL departments. HABA and Supplements will receive the 10% discount when the quantity ordered is at least six (of the same item). Cases of local meat must weigh 10 pounds or more to receive the discount. All CAP and Essentials Program items will no longer be excluded from receiving the discount; however, a case MUST be ordered to receive the special order 10% discount. Membership Matters items sold in cases on the shelves will now receive a 10% discount (instead of 20% discount).

### PRODUCE SPECIAL ORDER POLICY

Produce special order deadline is Thursday at 7 pm. The pickup date is conveyed to the customer by the buyer. The only exception of this deadline is when the Co-op is closed on Thursday due to a holiday. Check with the produce managers if this occurs.

### CO-OP COMMUNITY ROOM POLICY

Individuals, groups & organizations are welcome to use the community room, as long as one organizer is a co-op member. Seating capacity is 24. Room is not intended for commercial use or events where a fee is charged. Contact Margarita: margarita@silvercity-foodcoop.com or call the Co-op at (575) 388-2343. Please allow 7 days to receive confirmation of your request. Thank you!

Hangin' out  
at  
the Co-op





# From Your Board...

## FOOD FOR THOUGHT *by Susan Van Auken*

Almost every time I walk into our co-op, I am impressed with what I see. The grocery shelves are usually well stocked with a diverse selection of foods; the produce corner brims with colorful fresh fruits and vegetables; the supplement selection contains an amazing variety of nutritional products; most or all the bulk bins and herb jars are full; the coolers and freezers often have every inch of space used; the store seems full and clean; and the ambiance feels welcoming to me.

This amazes me - our small store looks so good! How does this happen? The answer might be easy but it surely is not simple. Because the answer is, of course, that our employees make sure our co-op runs so smoothly. It is a complex dance in which they all partake. Since many of the employees work behind the scenes, I thought for my own enlightenment, as well as to share with you, I would mention each one of our staff members and the multiple jobs they do. It might give us all a better picture of what it takes to run our beloved co-op so successfully.

Before mentioning our staff and all their jobs, here's a basic layout of the store. In the back warehouse which is across an alley behind the storefront building, we have a large office, a tiny office, a walk-in freezer, a walk-in cooler, a large open area that is partially filled with shelves, and the community room (with which many of you are familiar). In the back part of the storefront building, we have an office, a walk-in produce cooler, a walk-in dairy cooler, a kitchen, and various back-stock shelves.

In the warehouse building, Judith Kenney, Carolyn Smith, and Margarita Courney work in the large office. Judith is a buyer for body care products, serves as the new "inreach" coordinator (reaching "in" to co-op members), writes articles for this newsletter, the GG, and helps Carolyn with monthly educational forums. Carolyn is the outreach coordinator (reaching "out" to various community groups), serves as the volunteer coordinator, plans the monthly educational forums, and writes a GG article. Margarita is the co-op's operations manager, and so she does many jobs in the store. She creates the staff work schedule, edits and writes for this newsletter, assists the general manager, manages the front end (the check-out part of the store), provides human relations and employment support to staff, provides logistical support for the board, and is the mercantile buyer. Two employees work in the tiny office of the warehouse and provide a very big function in the co-op. Jeanné Miller and Erin Toney both work with product pricing and the POS system (the scanning system at the check-out counters). Prices need to be checked and perhaps refigured with each new delivery of product, and then entered into the POS system and posted on the shelf tags. Jeanné and Erin also process most of the special orders.

Six employees regularly work in the office at the back of the storefront building. Carol Young and Meggie Dexter both do bookkeeping, marketing, layout for the GG, and provide cashier relief during breaks. In addition, Carol coordinates membership and Meggie also manages our website, is a cashier, and the buyer for garden seeds and water filters. Vicki Gadberry does bookkeeping and works with the POS to scan the bar codes on prod-

ucts in the store for accuracy in the POS pricing. The employees who do bookkeeping are responsible for verifying the cashiers' drawers, reconciling the daily money, and making the daily bank deposits.

Kevin Fast is the co-op's finance manager and is responsible for all aspects of the finances: payroll, accounts payable, inventory counts, margin control, data entry, and reports. Marguerite Bellringer is the financial assistant. Joe Z is our general manager, so his job is to see the big picture, while also making sure every little detail that needs to happen actually does happen.

Eleven employees are "buyers" and this means that they order the products found on the shelves. This is a tricky job to do. They must order enough product to keep the shelves well stocked with each item until the next order arrives, but not order too much more than that or there won't be room to store it.

Lennie Buckingham is the grocery buyer and therefore probably orders more product than anyone else. The produce buyer and also the produce manager is Jake Sipko. Bob Lee buys the food that comes in bulk; you can also see him regularly filling all the bulk bins. Kate Stansberger purchases all the nutritional supplements and provides the customer service in that area. Angie Carr is buyer for all the frozen foods and some of the body care products. Becky Carr is fondly known as the "dairy queen." She is the buyer for all the dairy products; she cuts the cheese, and also is a grocery stocker. Tyrone Wright buys all the bulk herbs, keeps them stocked, and is also a long-serving cashier.

At all times while the store is open one person is designated the "manager-on-duty." The MODs are responsible for opening and/or closing the store; taking care of any manager questions or problems throughout the day, approving (or denying) situations at the register (returns, checks, paid outs) and generally keeping an eye on the flow of the store. We have 4 MODs Lennie, Bob, Jake, and Angie and 5 back-up MODs Carolyn, Margarita, Kate, Jeanné, and Jenny.

Misha Engel works mainly in the warehouse and is the co-op's receiver. Her job is to process all the big grocery orders we receive and make sure we receive everything on the invoice. She is also a grocery stocker and the buyer for products from independent vendors. Glenn Thayer and Carol Kay Lindsey stock the grocery shelves. Carol Kay also cleans the store. Tracey Franco does all the repacking of bulk foods and much of the product sampling.

One of the most important jobs in our store, in order to keep it looking as wonderful as it does, comes in two forms - grocery stocker and produce stocker. Because we have high sales volume for our limited shelf space employees must constantly keep restocking the shelves and the produce. The attention to these details is necessary for the produce corner to look fresh and inviting to every customer, and for each grocery product, no matter how small, to be available on the shelves for purchase. Joseph Patrick, Dougan Hales, Brian Bates, Melissa McDermott and Kim Barton keep the colorful bounty in the produce looking beautiful by stocking it throughout each day.

The employees who are seen most regularly by all customers are the cashiers. Because of this they are

sometimes referred to as the "face" of the co-op. They are at the check-out counters whenever the store is open. In addition to cashiers mentioned above, Jess DeMoss, Mary Giardina, Richelle Price, Jarrod Swackhamer, Dan Jameson, Jessie Gauthier, and Jenny Morgan are all cashiers. In addition to being a cashier, Mary is a store cleaner, Jessie is a store cleaner and grocery stocker, and Jenny is a bookkeeper and assistant front end manager.

I hope this helps all of us understand what it takes to operate our co-op, keep it smoothly running, looking beautiful, and feeling good. Next time you visit the store with shopping list in hand, think about all that happened to have the product in place for you to purchase. I, for one, really appreciate our employees! If you'd like to connect a face with any of the names I've mentioned in this article, visit the staff page of our co-op website: <http://www.silvercityfoodcoop.com/our-co-op/staff/> ❖



### Volunteer Discount Policy

Members who volunteer for 3 hours of work receive a 15% discount on all purchases for one day. Discounts must be used within the same calendar year of their volunteer work.

If you are interested in volunteer opportunities at the Co-op, email or call Carolyn: [carolyn@silvercityfoodcoop.com](mailto:carolyn@silvercityfoodcoop.com) (575) 388-2343.

### Board Meeting Schedule

The SCFC Board of Directors meets the second Wednesday of each month in the Co-op Community Room, 4:30-7:30 pm, the agenda for the meeting is posted in the store at least one week prior to the meeting.

Ten minutes is set aside at the beginning of every board meeting for member comments. The time will be divided evenly among those member who would like to speak. If ten minutes is insufficient, a special meeting may be called on another day. If a member wants more time, they can contact the president and ask to be added to the agenda. Please make this request at least one week before the meeting.

### Silver City Food Co-op Board of Directors

Susan Van Auken/President  
Board Term: 2013-2016  
[susanvanauken@gilnet.com](mailto:susanvanauken@gilnet.com)

Carmon Steven/Vice-President  
Board Term: 2013-2016  
[yankiecarmon@gmail.com](mailto:yankiecarmon@gmail.com)

Gail Rein/Secretary  
Board Term: 2011-2014  
[rein.gail@gmail.com](mailto:rein.gail@gmail.com)

Jerry Boswell/Treasurer  
Board Term: 2012-2015  
[gboswell5275@msn.com](mailto:gboswell5275@msn.com)

Meadow Clark  
Board Term: 2012-2015  
[meadow@conflictmediation.net](mailto:meadow@conflictmediation.net)

Lynno Aldin  
Board Term: 2012-2015  
[lynno@peacemealcoop.com](mailto:lynno@peacemealcoop.com)

Lita Furby  
Board Term: 2011-2014  
[luddite555furby@montana.com](mailto:luddite555furby@montana.com)



# Outreach Report

by Carolyn Smith

The March 16th, LandLink/Local Investment Forum held at the Grant County Administration Building was a great success! The focus of this forum was to encourage the expansion of local agriculture by linking farmers and ranchers with landowners and local investors. 35 people attended, an even distribution of farmers/ranchers, landowners, local investors and interested persons.

The forum was sponsored by the Silver City Food Co-op, Healthy Kids Healthy Communities, The Volunteer Center, the Grant County Extension Service, the Grant County Food Policy Council and the Southwest New Mexico Green Chamber of Commerce.

The first forum presenter was Tiffany Terry, a planner with the Mid-Region Council of Governments (MRCOG) working with the LandLink of Central New Mexico, a program to get "the next generation of local

farmers onto the land with the support they need to succeed." Their staff maintains a database of landowners who want to sell or lease their land and folks who are looking for land to farm, with the aim of linking landowners with farmers based on "their respective needs and goals."

The program also provides information about available internships, mentorships and trainings on "business planning, financing, technical field assistance and management training" for aspiring farmers and templates for "tenure, sales, and lease agreements" for both farmers and landowners. [www.localfoodnm.org](http://www.localfoodnm.org)

Next up was Doug Smith, farm manager and owner of Townside Farm. Doug recently purchased the farm business from Peter Day who still owns the land, and Doug explained their mutually beneficial arrangement. Doug also waxed poetic about his chosen career. His

enthusiasm and love of farming was inspiring, an important asset when teaching the joys of growing food to local school children visiting the farm on a field trip.

Finally, Gordon West, President of the Southwest New Mexico Green Chamber of Commerce and co-chair of the Grant County/Gila Local Investment Opportunity Network (GCG-LION) spoke about the possibilities of local investment in agriculture. The GCG-LION is an organization that looks at different ways people can invest in local businesses and helps connect people in need of capital with people who have money to invest.



## MEET A LOCAL PRODUCER

Just under 60 miles north of Silver City on Highway 180, you will find the picturesque community of Pleasanton nestled in the Williams Valley along the San Francisco River. Originally settled by Mormon settler George C. Williams who arrived in 1879, the town was named, not for its very pleasant location along the river, surrounded by fields and orchards but for an Army officer named Pleasanton.

The originator and master mind of Frisco Farm is Kyle Skaggs who grew up in Glenwood just three miles farther up the road. After graduating from Evergreen State College in Washington where he studied environmental science and working at several seasonal farming jobs, Kyle found that he loved the work and, five years ago, moved back to start Frisco Farm which, you might have guessed, takes its name from the San Francisco River that runs next to the land that he owns with his family. The river provides an abundant source of water for all agriculturalists in the area, most of whom are growing grass and raising cattle. The farm is made up of about five acres of vegetable fields on which Kyle and partner, Meggie Dexter, grow a wide variety of produce that they sell at the Silver City Farmer's Market, the Silver City Food Co-op, and other health food stores around New Mexico.

Most of the big field at Frisco is flood irrigated using river water rich in nutrients which feeds into a community operated acequia (irrigation ditch) and then onto the crops. An ample supply of water is a great boon for the farm and, with the exception of the use of a pump to run a few sprinklers, watering is accomplished using gravity, without an outside energy source. Kyle and Meggie have a team of two Belgian draft horses that they use to cultivate the land, which is not necessarily cheaper than a tractor, but animals eliminate the need for petrole-

um-based fuel for machinery. The horses are fueled by grass, so I guess you could say that they're solar powered. They use all the manure that their horses can produce, plus more from other horses in the valley. This is the only fertilizer that they add to their already fertile river valley soil. Another method they use, sometimes called "green manure," is cover cropping, a technique



frequently used in sustainable agriculture. The primary use of cover cropping is to increase and manage soil fertility. In the fall, when the food crops are out of the field, Kyle and Meggie plant a cover crop of winter rye and Austrian field peas (a legume that helps to introduce nitrogen into the soil), let it grow as long as they can, and when it's time to plant the next food crop, the rye and field peas are plowed back into the soil. They try to keep all the fields cover cropped when not in use for field production. Frisco Farm also uses crop rotation, a tried and true practice that benefits the soil and assists resistance to various pests. Historically, crop rotation methods are mentioned in Roman literature and evidence suggests that it was a highly developed system used by Asian civilizations.

Kyle and Meggie do as much as they can with their horses but much work is done by hand, and planning ahead to make sure that weeding and irrigating will be as efficient as possible is a crucial part of their planting strategy. Everything is planted and harvested by hand. There is a lot of manual labor. Last winter, they built a big root cellar that will hold beets, carrots, turnips, cabbage, celery root and other root veggies that love a cool, humid storage area, enabling them to sell veggies well into the colder months of the year.

Each year the two of them learn more about farming and how to stay on a small scale while maxi-

mizing production. An important part of the equation for them is getting variety crops and short-storage veggies to a size that's just for the farmer's market and the Co-op and the rest of their yield for a bigger wholesale market. They are continually working on finding a balance and honing in on practices that can be sustained over the long haul, perhaps for a lifetime. They have worked hard at developing good a relationship with their customers and have huge support at the farmer's market for their produce where there is a demand for everything that they grow. Speaking with customers face to face, they are able to explain their responsible, chemical-free growing practices. Taking a principled, values-based approach to their work, Kyle and Meggie have made a commitment to sustainable farming practices and, hence, to healthy people and a healthy planet.

Besides Kyle, Meggie, and their two horses, they have one full-time hired person who works all season. Another woman who trades for her CSA share comes to work four hours a week in exchange for a weekly box of food. Kyle's mother also helps out on the farm. Frisco Farm welcomes visitors. If you'd like to get your hands in the ground and help out, it can be arranged or perhaps just a walk about the farm to learn about growing healthy food in healthy soil is more your style. It's just an hour's drive from Silver City. If you decide you'd like to visit, please email first to set up a time at [friscofarm@gmail.com](mailto:friscofarm@gmail.com).



by Judith Kenney





# May 2013



*New Moon 5/9/2013 at 5:31:40 pm (MST)*  
*Full Moon 5/24/2013 at 9:27:03 pm (MST)*



## Plant Your Medicine

**PEPPERMINT** – (*mentha x piperita*). Peppermint is a potent stomach-soother; studies have found it to relieve digestive distress in sufferers of chronic indigestion. A mild anesthetic, peppermint can also help ease the pain of sore throats. Menthol, its active ingredient, helps treat colds and congestion.

**GROW IT:** Peppermint is among the hardiest plants in the garden. It can grow in partial sun and will grow well indoors from seed, provided it gets at least some sun each day. Peppermint does not need much water; allow soil to dry between watering. Peppermint needs room to spread. Plant seeds in a large pot, then thin to one plant every 12 inches once plants reach about 2 inches tall. Even one strong seedling will quickly spread to fill an entire pot.

**EAT IT:** Peppermint makes a delicious hot or iced tea, and can also be muddled and mixed with soda water (and sugar, if desired) for a refreshing beverage. Mint is common in Thai dishes such as spring rolls and Middle Eastern dishes such as tabbouleh salad. You can also make a simple mint sauce to complement lamb or other meats by combining fresh mint with sugar and vinegar.

## Staff Celebrations

### Anniversaries

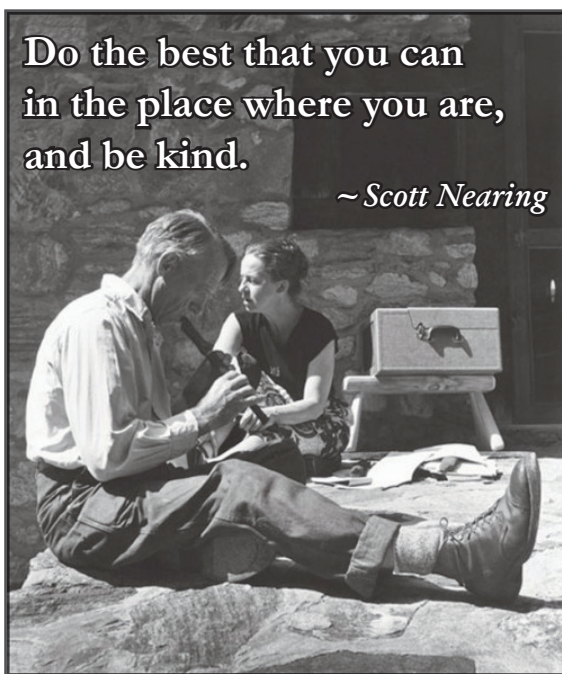
May 4 Dougan Hales  
May 5 Judith Kenney  
May 5 Meggie Dexter  
May 30 Bob Lee  
May 30 Carol Kay Lindsey

### Birthdays

May 5 Jeanné Miller  
May 13 Lennie Buckingham

Do the best that you can  
in the place where you are,  
and be kind.

~ Scott Nearing



## Co-op Events

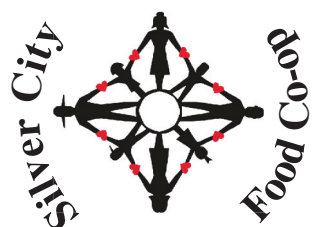
### May 2013

8 Monthly Board Meeting 4:30-7:30pm  
12 Mother's Day!  
14 Community Forum:  
& *Energy Medicine & Essential Oils*  
16 Noon-1:00 pm both days  
23 MEMBER APPRECIATION DAY!  
27 Memorial Day- CO-OP CLOSED  
30 Member Linkage Committee Meeting  
10:00-11:00 am

### June 2013

12 Monthly Board Meeting 4:30-7:30pm  
11 Community Forum:  
& *Topic tba*  
13 Noon-1:00 pm both days  
16 Father's Day!  
27 Member Linkage Committee Meeting  
10:00-11:00 am

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