

August /September 2007

This is Living Naturally

Cherries at Hoch Orchard
SEE STORY ON PAGE 8

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natural foods

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Published bi-monthly by Valley Natural Foods,
a community-owned co-op welcome to all.

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From the Editor

"Never doubt what a small group of people can do to change the world. Indeed, that is the only thing that ever has."

~Margaret Meade

When you look at Valley Natural Foods, it is easy to reconstruct Margaret Meade's famous quote: "Never doubt what a small group of cooperators can build."

From restaurant-sized pickle buckets to modern bulk bins, Valley Natural Foods grew from humble beginnings into its current location. What began with less than 100 people has grown into 6,000 member-owners. A store front that saw several leased locations has materialized into full ownership of the land and building at the corner of County Road 11 and McAndrews in Burnsville.

After 29 years of healthy cooperation, Valley Natural Foods thrives with its streamlined technology, trained staff and commitment to supporting locally grown food. It is a testament to the achievements a small group can make. As mega-corporations continue to saturate the grocery industry in the south metro area, localized cooperation remains relevant.

Cooperatives establish authentic relationships with local growers and producers, as well as with community members. Natural food cooperatives provide a wide variety of foods and products. Valley Natural Foods shares its profit with the membership, helping to maintain a strong local economy. It is upon that person-to-person scale that cooperation builds a meaningful enterprise.

As summer gives way to the abundance of the local harvest, so does it reveal the caring spirit of our community owned co-op. A small group of staff has set out to help families in our community as we face a mounting health crisis with our children (see Eileen Johnson's story on page 3 and other staff-developed tools on page 4). We hope this issue will inspire your entire family to eat healthy, shop local and go co-op. Together we can build a healthy community.

Naturally Yours,
Charli Mills

Co-op Principles



Co-ops are trusted for living up to their ethical values based on the following principles:

1. Open and voluntary membership.
2. Democratic member control.
3. Member economic participation.
4. Autonomy and independence.
5. Education, training and information.
6. Cooperation among cooperatives.
7. Concern for the community.



A Healthy Start for Children—Preventing Type II Diabetes

As a school nurse, I watch teachers and other staff members celebrate academic and personal growth. They also help children work through difficulties at school and home. A new concern that children face is childhood obesity and a possible future of type II diabetes. Help children develop habits and skills to prevent or rectify this situation.

Make exercise a priority—and a family event. Children have a natural tendency to be active and on the move. Adults are the ones who provide video games, movies, and televisions in the bedroom. In a study of preschoolers aged 1-4 (Dennison, et al. 2002), the risk for a child to develop obesity increased by 6% for every hour of TV watched per day. Discuss this as a family and use the “Fit Kids Star Chart” (see page 4) to mark progress.

Choose healthy foods. The American Diabetes Association suggests kids divide their plate at mealtimes—“Rating Your Plate.” One-fourth should be a healthy protein like meat, fish, eggs, cheese or tofu. One-fourth should be carbohydrates like whole grains or breads. Half should have vegetables and salad. Skip sugar when possible by avoiding pop or decreasing juice consumption.

Shun certain fats. Certain fats are inflammatory and promote cardiovascular disease and poor glucose control. These include saturated fats from animal sources, trans-fats from hydrogenated oils, rancid fats from fried foods, and even from consuming an over-abundance of omega 6 fats like sunflower oil. Include 3-4 servings of fish per week, consume fish oils and use olive oil for cooking.

Get your nutrients in. Although there are many nutrients missing in the Standard American Diet, certain ones are essential for preventing type II diabetes.

- **Magnesium**—High amounts found in whole grains, dark green leafy vegetables, figs, fresh raw nuts and avocados.

- **Selenium**—Found in Brazil nuts, fish, shellfish, meat, eggs, brewer's yeast and wheat germ.
- **Chromium**—High amounts found in Brewer's yeast, oysters, liver and potatoes with skins. Seafood, whole grains, chicken, meats, and fresh fruits and vegetables have intermediate amounts.
- **Manganese**—Found in whole grains, dried peas, fresh nuts, and dark green vegetables.

Increase anti-inflammatory fiber.

- It is recommended that kids eat a certain number of fiber grams according to age. To determine the ideal number of grams for a child, add 5 to the child's age. Good sources of fiber include bran, wheat germ or ground flax seed which are easily added to baked items, smoothies and yogurt.
- Increase consumption of fruits and vegetables. Place fruit salad, baby carrots, cut-up celery, cucumbers, broccoli and cherry tomatoes in the refrigerator, ready to eat. Finely grate veggies and add them to favorite dishes—including omelets, lasagna, grilled cheese sandwiches, meatloaf, soups and stews. Fruits make great desserts.
- Serve oatmeal and whole grains for breakfast and other meals. Look for cold cereals with 5-7 grams of fiber per cup.

Keep the home as a haven from stress.

- High, chronic stress levels increase blood sugar and decrease insulin sensitivity.
- Think twice about what adult issues you share with children. Worries seem 100 times larger to them than you (i.e. your health or troubles on the job). The best time to listen to a child is when they first come home from school or daycare. Don't wait too long to sit down with your child or they will forget or become too busy to talk.

- Set aside relaxed time to play with your children, prepare and enjoy a relaxed meal, exercise, or just listen to their concerns or worries.
- Eat family meals together. In our “run here, run there” world, plan to have at least 4 meals a week (more is better) together as a family. Keep meals positive (no arguing or difficult topics allowed) and add humor when appropriate!

Eileen Johnson, RN, CCN is on-staff at Valley Natural Foods for free 20- minute consultations. Call Customer Service at 952-891-1212, #221 for her availability.

Give Our Kids a Healthy Start

Tuesday, October 9th, 2007

6:30-8:30 PM

Class led by Eileen Johnson

Many of us are aware of the growing trend of childhood and adolescent obesity and type II diabetes in America. Have you been thinking about how you might help your children create a healthy path in life that will allow them to bypass these problems? Or do you have questions about how you can set them on a healthy path in general? Are you confused about:

- Nutrients that need to be included in your child's diet
- The amount of exercise your child needs and what options are available
- How stress plays a role in your child's health now and forever
- How you can help your child find her/his regulatory appetite controls naturally
- How to help your child understand how to pick a healthy balance of foods
- The impact of “screen time” on the health of children and how to help limit this
- Options for slowly replacing high fat, high sugar foods with healthy foods that are yummy (demos and samples available)

Register early before the class fills. Register in person at customer service or call 952-891-1212, #221.

Gearing Up for Back to School

In August we will feature a series of Fit Kids demonstrations to help you prepare for the school year. Making healthy snacks and lunches—even gluten-free options—are all on the co-op calendar on page 5.

Use the **Fit Kids Star Chart** to encourage your kids to learn good habits. Even less time on the computer and more time with the family can improve fitness. Exercise and good food choices are important, too. See the mini-menu ideas listed below.

FIT KIDS STAR CHART

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Eat Fish					
Eat 4 Vegetables					
Eat 3 Fruits					
Less Than 1 Hour Screen Time					
Exercise 30 for Minutes or More					
Family Time Together					

Fit Kids Mini-Menus

[by Naomi Lundberg, BS, DTR]

With today's snack-and-run schedules, meal planning is more important than ever. A few minutes set aside each week for food purchase and preparation will help you and your children eat nutritiously and for less money than those fast food stops! Here are a few mini-menu ideas to get you started:

- Top a whole wheat English muffin with tomato and a slice of your favorite cheese. Put in the broiler just long enough to melt the cheese. Serve with apple wedges, a flavored yogurt for dipping, and a glass of low fat milk.
- Chop a hard boiled egg and mix with a little mayonnaise. Place on a slice of whole grain bread with lettuce. Serve with peanut butter on celery sticks topped with raisins, strawberries or melon, and a glass of low fat milk.
- This is a fun idea that even the little ones can help assemble. Take a fresh or canned peach half, add celery sticks for arms and legs. Use half a hard boiled egg for a head and add raisins for eyes, a nose and buttons. A piece of dried cranberry works great for a mouth, grated cheese for hair, and a leaf of romaine lettuce for a skirt. Serve with rice cakes and hummus and a glass of low-fat milk.



Photo: Valley Natural Foods

Good nutrition doesn't have to be hard. Have fun with meal-times and let your imagination run wild.

Co-op Calendar

Food demonstrations are free and include samples and recipes, events are free and classes require pre-registration. Pre-register for a class by calling 952-891-1212, #221.

[Key: D = demonstration, E = free event, C = class]

Thursday, August 2

Corn Feed (D) 3:00-6:00 p.m.

Saturday, August 4

Juicing with Melons (D) 1:00-4:00 p.m.

Wednesday, August 8

Udo's DHA (D) 11:00 a.m.-1:00 p.m.

Thursday, August 9

Fit Kids: Exercise (E) 9:00-10:00 a.m. (4-6 year olds)

Fit Kids: Exercise (E) 10:00-11:00 a.m. (7-10 year olds)

Thursday, August 9

Hot August Night (E) 3:00-6:00 p.m.

- Sample the *hottest* summer foods and local juried art

Friday, August 10

Savor the Water (D) 10:00 a.m.-5:00 p.m.

Tuesday, August 14

Fit Kids: Eat Veggies! (C) 4:00-5:00 p.m.

\$5/FREE members (pre-registration required)

Thursday, August 16

Fit Kids: Diabetic Prevention (D) 3:00-6:00 p.m.

- Gluten-Free Day: School Lunch

Saturday, August 18

Fit Kids: Nutrition Control (D) 1:00-4:00 p.m.

- Diabetic Prevention School Lunch
- Udo's DHA Demonstration

Saturday, September 1

Juicing with Apples (D) 1:00-4:00 p.m.

Monday, September 3

CLOSED FOR LABOR DAY

Saturday, September 8

"The Raw Apple" (D) 1:00-4:00 p.m.

Sunday, September 9

Fall Meal Solution (D) 1:00-4:00 p.m.

Sunday, September 16

Squash Meal Solution (D) 1:00-4:00 p.m.

Thursday, September 20

Gluten-Free Day with Apples (D) 3:00-6:00 p.m.

Saturday, September 22

Apple Fest (E) 1:00-4:00 p.m.

- Meet Valley Natural Foods board of directors
- Book signing with Gary Holthaus
- Sample apples from Hoch Orchard

Valley Natural Foods is now displaying its

Annual Invitational Art Exhibit by local Apple Valley High School students. Awards presented August 9 at 5 p.m.



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Are You Smarter Than A 5th Grader?

TAKE THE MIDWEST FOOD CONNECTION QUIZ [By Ginger Pearson]

Are you smarter than a 5th grader? The first time I heard the title of that popular television quiz show I thought of some fifth graders I've met with lately who know quite a bit about food. Maybe more than many adults know. How about playing along with my version of the game?

1. Can you name a fruit native to Minnesota?
2. What does a chioga beet look like inside?
3. Why are ingredients in packaged foods listed in a certain order on the label?
4. What vegetables store well in a root cellar?
5. What is a root cellar?
6. What is a cover crop?

Oh, by the way, did I mention these particular 5th graders have had the advantage of participating in Midwest Food Connection Classes? It's likely these 5th graders would know not only the answers to these questions, but also many other interesting facts about Minnesota grown fruits, vegetables and grains. How well did you do? The answers are at the end of the article.

You might have a question of your own right now. What is the Midwest Food Connection? I can answer that one. The Midwest Food Connection is a non-profit program offering seasonal lessons in natural foods and sustainable agriculture to elementary school children. Funded by five Twin City Natural Food Co-ops, we have been teaching in metro schools for over 12 years.

This past school year Valley Natural Foods co-op joined in supporting our program. This allowed us to offer classes at Thomas Lake, C. Huddleston, Lake Marion, Westview, Sioux Trail, Sky Oaks and Greenleaf Elementary Schools which are located near the co-op. In the coming

year, we are hoping more schools in the Valley Natural Foods area will join our program.

The Midwest Food Connection curriculum aims to excite children about natural foods. Our fall lessons highlight the local harvest and teach the benefits of eating fresh locally grown produce. During the winter months our lessons focus on staying healthy in cold weather by cutting down on sugar and choosing healthy snacks. We also learn the history of traditional foods in our area and methods such as root cellars our ancestors used to preserve foods over long winter months. In our spring curriculum we study the importance of grains to people around the world and learn about the many staple foods people make from various grains.

For many kids, tasting is the best part of our classes! It is so great to see them enjoy the fresh flavor of a red bell pepper, for example, and greet me at the start of my next visit asking for more new taste experiences. We are able to bring all the colorful, healthy food directly into the classroom from the fresh produce department thanks to the generous support of the co-ops.

I think the taste of the fresh vegetables is the best lesson we offer, but the content of our curriculum is fascinating as well. Several of our lessons require each child to help make a salad or even fresh pasta. And all of our classes involve hands-on participation in activities related to the foods we are learning about.

In the fall and spring Midwest Food Connection is able to lead field trips to local



Photo: Midwest Food Connection

organic farms. Kids spend the day following farmers around learning about the crops and the work that goes into growing them. It's a great opportunity for the kids to discover the connection of their food to the soil, to see vegetable farming first hand and maybe even pull a real carrot out of the ground—which is quite a thrill if you haven't tried it.

Over the summer months teachers with the Midwest Food Connection will be making plans for the upcoming school year and scheduling lessons for the fall series. We are happy to be partners with Valley Natural Foods in bringing exciting natural foods classes to children in the south metro area. If you would like to know more about Midwest Food Connection or are interested in having our classes in your child's school you may contact us at (612) 871-3993 or email mfc@wedge.coop.

Answers: 1. Gooseberries or service berries. 2. Chioga beets look like a target sign on the inside. 3. Ingredients are listed in order of the amount found in the product; most to least. 4. Root vegetables like carrots or turnips, also potatoes and squash store well in a root cellar. 5. A root cellar is a cool, dry, dark area, usually underground set aside to preserve vegetables for later use. 6. A cover crop is a rotational crop such as clover or legumes grown to be plowed under in order to increase soil organic matter for the next crop grown in that field.



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Eat Local Challenge: 4 Good Reasons to Eat Local Food

1. It's good for you and tastes better, too

- Locally grown food tastes great and is packed with nutrition. Since it doesn't travel far, farmers can choose varieties based on flavor, rather than their ability to withstand a long journey to a regional or national distribution center.
- Local farmers can offer more choices, such as heirloom vegetables, heritage breeds of livestock, artisan cheeses and breads and other specialty products that aren't likely to be mass marketed.
- Knowing where your food comes from allows you to ask questions and make your own choices about how the food you purchase is grown or raised.
- By eating foods that are in season, you eat foods when they are at their peak taste, are the most abundant, and—typically—are the least expensive.

2. It's good for the economy

- A dollar spent locally generates almost twice as much income for the local economy. When you purchase food

from businesses that aren't locally owned, money leaves the community or surrounding area with every transaction.

3. It's good for the environment

- The average American dinner travels 1,300 miles before reaching the plate. When you eat local food, you reduce the consumption of fossil fuels, carbon dioxide emissions and wasteful packing materials.

4. It's good for family farms

- With each local food purchase, you ensure more of your money spent on food goes to a local farmer versus a corporation.

If these reasons convince you, try the Eat Local Challenge. You can join the 12 Twin Cities Natural Food Co-ops and their members as they explore what's available in our area.

Here's how it works: From August 15 through September 15, you try to base 80 percent of your diet—or four out of five items or ingredients—on food (fruit,

vegetables, meat/poultry/fish, eggs, dairy products, baked goods and grocery items) produced within the five-state region.*

No matter how you do the math, eating local food helps support the local economy, connects you with the food and family farmers in your region, and protects the environment by minimizing transportation fuel and emissions. Plus, local food just tastes better, because it's fresh and close to home.

Should you choose to accept, you'll find sample menus and plenty of tools to help ensure your success. At Valley Natural Foods, a special sticker designates local products, and our **Meal Solutions Program** incorporates local and in-season offerings into menus. See Local Alerts on page 15 to keep you up to date on what is fresh and in-season.

For more information, go to www.twincitiesfood.coop or visit www.valleynaturalfoods.com

*Minnesota, Wisconsin, Iowa and the Dakotas.

Minnesota Author Tells the Farm Story

From the Farm to the Table: What Every American Needs to Know about Agriculture, a new book by Gary Holthaus, will be available at Valley Natural Foods for a limited time.

"This began as a book about farming in southeast Minnesota," Holthaus says, "but it became a story of agriculture not only here, but globally." The first third of the book features the voices of local farmers talking about their farm practices and their values. "Everything is connected now: what the World Trade Organization does in Geneva

affects the farmer in Altura, Olivia and Wadena," according to Holthaus. "It became impossible to limit the story of farming to a small locale. It did become possible to show that our regional agriculture represents a microcosm of the larger picture of agriculture, wherever it is practiced."

There has been considerable advance praise for Holthaus' book. Donald Worster, Distinguished Historian at the University of Kansas and author of *Nature's Economy: A History of Ecological Ideas* says, "Rural America

is not somehow 'behind us,' a part of a past that is no longer central to our lives. For all of us, Holthaus shows, the thinking of rural people is relevant to the well-being of the nation and far more complex than we have realized. This book provides fresh insight into what is going on in the rural countryside and what farmers themselves have thought about those changes."

Book signing with Gary Holthaus at our Apple Fest held on Saturday, September 22, from 1:00–4:00 p.m.

Local Profile: Hoch Orchard

"Harry Hoch walks the windswept North Ridge near La Crescent in the furthest southeast corner of Minnesota, scanning the land that his father, Andrew, bought as a hobby orchard in the 1950s. Louise, an affable beagle mix, trots along ahead, briefly gnawing a previously discarded bone, then plucking a low-hanging green apple and dropping it, too.

Hoch grew up in nearby La Crosse, Wis., working and playing on the La Crescent farm weekends and holidays, learning how to grow apples in what many consider the best apple-growing climate and topography in Minnesota.

He and his wife, Jackie, are on their second round of living on and working the 95 acres here with their daughters, Angi, 19 and Missy, 18. Harry renovated the orchard in the 1980s, removing many of the trees that Andrew Hoch had planted in the 1950s and '60s and others planted by a previous owner in the 1940s. But the Alar chemical scare frightened the public away from apples in 1989 and the Hochs' packing shed burned down.

With two young children and a failing business, the family moved to Chaska so Jackie could pursue a career in medical technology at Hennepin County Medical Center in Minneapolis. Harry worked for eight seasons as a research plot technician at the University of Minnesota's research farm near Chanhassen. His father had passed away in 1983 and his mother, also named Jackie, remained at the farm.

When Angi and Missy were 9 and 8 years old, Harry and Jackie Hoch decided that their adopted suburban town was growing too much, its schools getting too crowded. "We wanted to



Photo: Charli Mills

Harry Hoch among his raspberries.

raise the kids down on our farm," Harry Hoch explains. They returned 10 years ago, and Harry Hoch brought with him years of knowledge about integrated pest management (IPM) and sustainable farming practices that he could now apply to his own land.

Acres of Hoch Orchard and Gardens are devoted to experimental varieties of wine grapes, as well as cherries, plums, apricots, peaches and of course, apples. Most of the farm is considered transitional organic as Hoch applies IPM and organic pest and disease controls to keep the trees and fruit healthy. The farm is certified environmentally friendly by the Midwest Food Alliance.

Hoch doesn't mention it, but colleague Deirdre Birmingham of the Upper Midwest Organic Tree Fruit Growers Network says growing apples organically is a challenge. "Apple production, no matter how you try to do it, is not easy,"

adds Birmingham, a beginning organic apple grower from Mineral Point, Wis. "Apples are very finicky. They're susceptible in the Midwest to several diseases."

Hoch uses data recorders that look like overgrown bars of soap, attaching them to branches to measure leaf surface moisture, an indicator of disease onset. He then downloads the data to a computer program that combines it with temperature information to predict when to take action. Although they're not as efficient as synthetics, Hoch uses traditional organic products such as sulfur and copper to keep the diseases at bay in most of his trees.

Hoch employs several tactics to keep harmful insects to a minimum. He hangs sticky traps containing pheromones and sticky apple-scented red spheres along the perimeter of his 20 blocks of trees to indicate when certain insects have emerged. He's also placed bird houses around the farm for swallows, bluebirds and wrens, which eat lots of insects.

While conventional growers may mow everything between their trees, leaving the insects nothing to eat but the fruit and trees, Hoch mows selectively, allowing weeds such as Queen Anne's



Photo: Charli Mills

Data recorder to monitor orchard moisture.

lace, vetch and red clover to grow and flower to attract beneficial insects. He uses geese to eat the weeds between the berry plants once the fruit is off and hopes to have the first blocks of apple trees and all the berry patches certified organic in 2008.

"I am developing an environment on the farm that is conducive to beneficial insects," Hoch says. "It's a whole concept of trying to build a balanced ecosystem on the farm."

Detecting pests before they can do damage makes sense to Birmingham, who says some conventional growers spray pesticides according to a calendar, whether insects are present or not. This not only wastes money, chemicals and time, but increases the risk of contamination to workers, the environment and the fruit, she says. "An organic fruit grower needs to be a good biologist and a good observer," Birmingham adds. "(Hoch) has a very science-based approach, if you will. He's using modern technology and he's using it wisely."

Hoch majored in horticulture and IPM as an undergraduate and got his Master of Science degree in scientific and technical communications with a graduate minor in sustainable agriculture. He's combined it all to use on the farm and spread the word that tree fruit may be grown organically in the Upper Midwest. "He's not out there promoting what he does, but he's happy to share what he's doing and where his thinking is at," Birmingham says.

Emily Hoover, a U of M professor of horticultural science and Hoch's undergraduate advisor, says Hoch isn't afraid to try new things. "In part, that's what he's kind of known for," Hoover says. "But that also fits in to his kind of system, so to speak, of what he wants to be able to do and demonstrate to other people what might be possible."

Hoch routinely employs interns from other countries and has held field days



Photo: Charli Mills

Hoch's geese provide weed control.

for other fruit growers to observe his methods. He also co-authored an apple IPM manual and wrote for an apple IPM newsletter for the Minnesota Department of Agriculture, according to Jeanne Ciborowski, the agriculture department's IPM coordinator. "He's got a real wealth of information," Ciborowski says. "He's interested in trying new approaches and seeing how they work. If they don't, that's fine. He moves on to something else. He's very flexible."

Although Honeycrisp is his best seller, Hoch grows more than 50 varieties of apples, including several summer apples that will be showing up shortly at food co-operatives around the Twin Cities. "I recommend having three to five varieties on the shelves throughout the season," Hoch says.

His many summer apple offerings include Redfree, Beacon, Paula Red and State Fair, and should be available from August through mid-September. They are followed in September by mid-season apples, including McIntosh, Honeycrisp and Cortland. Late fall apples such as Fireside, Haralson and Regent, will be available in October.

Ninety-five percent of his produce is sold through food co-ops, which he says are perfect for delicate summer apples because they have a shorter shelf-life

than fall apples and must be kept cold. Large apple distributors would rather deal in long-term storage apples, which ripen in the fall. "The food co-ops are more committed to local and fresh," Hoch says.

Hoch sells grapes to area wineries and home vintners and this fall plans to make cider. He also grows plums for eating out-of-hand, plus strawberries and raspberries. He'll freeze surplus stone fruit and berries to make into preserves after the apple harvest and plans to have blueberries available in the future. "We hope to be delivering to stores from June to January," he says.

Before he shows off his recently expanded processing facility, where Missy's artwork decorates the cooler walls, Hoch completes his brief survey of the land. He explains how the topography benefits apples by allowing spring frosts and moisture to run downhill and how he's eliminated harmful synthetic products such as organophosphates and carbamates, replacing them with "soft" new-generation synthetics in the blocks that are still conventional. He doesn't want to change everything, however.

"I don't have the heart to cut down all the old trees my dad planted," he says, "so we're keeping some of them."



Photo: Charli Mills

Louise patrolling Hoch Orchard.

Food and Friendship

Preparing fresh and healthy meals for a family that don't begin and end with five minutes in the microwave can be a trying task. Yet, through a turn of events involving brisket and ingredient swapping, two moms, who happen to be Valley Natural Foods member-owners, devised a solution to this dilemma.

"Initially it started as a way to make things easier for us. To make our lives simpler," tells Katen, one of the two moms participating in this meal plan.

Katen, along with friend and neighbor Kari, both mothers of three school-aged children, have worked out a symbiotic meal exchange.

Tracing back the origins the entire tale began over a conversation with one asking the other for advice on preparing beef brisket. They decided to split the ingredients, each cooking their own roast; serendipity did the rest.

Since last October, every week (with a rotation of bi-weekly responsibility), one mom will present an innovative meal to the nearby house of the hungry recipient family.

Thursday, is the day to anticipate an exotic home cooked meal. The two families, though, could never have maintained their meal exchange without a degree of malleability.

"We're flexible with each other for time," notes Katen. Both women in the throes of a fast-paced life allow for their shared meal to arrive on any day. "Instead of a meal to count on, it's something we just look forward to."

A common factor in this fellowship of the dish is both women's expectation of quality food worthy of their families.

"We wanted fresh ingredients," informs Kari, "fresh and natural meats." A

statement made evident with weekly appearances at Valley Natural Foods from either member-owner, enabling every meal to be comprised of fresh and diverse ingredients.

The diversity of the meals has become the highlight of the weekly trade-off; all of which can range from an Asian cuisine set around the Chinese New Year to Jewish Passover. "Both of us find new recipes," says Kari, "we just look at a dish and it spurs creativity."

Kari's own Passover meal included traditional haroset, beef roast, asparagus and chicken soup with matzo balls. The secret ingredient, though, was the inedible coloring books given with the meal that contained stories illustrating the history of the customary spread.

Katen, also, can give an imaginative meal, just as well as she receives one. In fact Kari credits her neighbor's stylish offerings to the flowering of her children's taste buds, "My kids, who are typically picky, are now open to try and enjoy new things."

When striving for originality that will pull in the kids and keep the task interesting for the cooks, the two homes will consult the calendar. For instance in February Katen fashioned a heart-shaped chocolate cake.

She halved the cake to share with Kari's family. Confused, would be the word when two sets of kids race to view their newly announced cake and lo and behold half of it's missing.

Laughing, Kari explains "I remember on Valentine's Day when you did a heart mold, the kids were disappointed because the heart cake was cut in half." The youngsters' attitudes altered upon enjoying their cake, explains Kari, which rivaled the sweetest tooth. Perhaps the cake's absolute decadence sated the



Photo: Chris Schneider

children's disappointment, or maybe the realization that sharing half a heart proves a person possesses a whole one.

When school lets out and home life becomes more frantic, the meal exchange can be more burden than blessing. The solution was a narrowed down criteria of themed meals. During the month of June, the focus was chilled pastas; July's theme: creative wraps.

"For August, we're trying things on the grill", informs Kari. The summertime themes allow for meals to be simple and straightforward, allowing more time for the rest of life.

Truly, this arrangement has a future. The fire of motivation burns with educational opportunities, zesty new palates, a ready-made meal, and something even more endearing.

"I think we're modeling a sense of community, cooperation, and sharing," Kari muses.

A sentiment both women hold; not necessarily because they deliver home-cooked meals wearing matching aprons with a smile from ear to ear, but because the two strive to maintain a bond among other fellow people, in an age where personal relationships often take a backseat to artificial substitutes.

At the heart of this enlightening and savory relationship lays a profound personification that begins as a project in the kitchen and ends with two different lives sharing something beautiful, and it's not just the food.

Relating to the Board

Gala Celebrates 30 Year History

In 1977, President Jimmy Carter presented the Martin Luther King's Medal of Freedom to King's wife, Coretta Scott King. Congress established the United States Department of Energy (DOE) responsible for energy policy and nuclear safety. Elvis died at Graceland. Star Wars was the top grossing film, introducing us to the villain Darth Vader.

Closer to home, 1977 was also a remarkable year. A small group of people set out into the community selling \$5 coupons to help open the south metro's first natural food cooperative. Each year saw positive growth until—as the years are wont to do—time sped by faster than the Millennium Falcon's hyperspeed.

While George Lucas is enjoying a 30-year anniversary of his mega-movie, the member-owners of Valley Natural Foods will be celebrating, too. In fact we are planning our own upscale gala event with a local twist.

Monday, Oct. 8, all member-owners are invited to dress up and attend our 30-Year Anniversary

Gala held in conjunction with our annual membership meeting. The International Chefs' Culinary Center of Burnsville will host a plated dinner based on our area's finest seasonal food. A cash bar will even feature local wine and beer. Tickets to the upscale event will be \$25 per person.

We expect Gala tickets to sell like Star Wars movie passes did 30 years ago. Advanced tickets go on sale Aug. 15 at customer service. Final ticket sales end October 1. Due to the preparation of fresh fare, we cannot sell tickets at the door. Plan ahead so you do not miss the event of the year!

Keep in mind that—as always—our annual meeting following the Gala dinner is open and free to all member-owners to attend. The registration will begin at 7:00 p.m. Please do not arrive earlier unless you have a ticket to the Gala dinner. Free dessert and coffee will be served to all during the meeting. Gala dinner tickets are not required to attend the annual meeting.

So what will we say about 2007 thirty years from now? Help us make history this October and celebrate in style.

Buy Gala Tickets Now!

\$25 per person

**Gala Dinner held Monday,
October 8 at 6:30 p.m.**

**Tickets must be purchased
no later than October 1.**

Cash bar serving local beer and wine
opens at 6:00 p.m.

MENU

- Field Green Salad (with dried fruit, cashews and poppy-seed vinaigrette)
- Roast Turkey Tenderloin with Supreme Sage Demi
- Squash Puree (or roasted seasonal veggie of choice)
- Caraway Sicilian Potato Cakes

Welcome New Member-Owners

Abram, Luanne & Butch
Adamson, Judy & Russ
Ahmed, Kristin & Hesham
Ahsenmacher, Roxanne & Robert
Albertson, Jeremiah
Altow, Coleen & Mark
Aman, Wayne
Anderson, Karl
Anderson, Marilyn & Brent
Arneberg, Gloria
Bain, Terra & Aaron
Bakke, Randee & Steven
Baumiller, James
Bergh, Stephanie & David
Bergsten-Benson, Donna
Boelter, Brian & Dinah
Bomsta, Robert & Nancy
Boulka, Kathleen & Michael
Boyum, David & Jan
Brehm, Patricia & Steven
Caulfield, Fran
Choit, Donna
Cole, Lisa & Yan
Cornia, Melissa & Kyle
Crowden, Peggy & David
Cusack, Catherine & John
Ebeling, Dawn & Patrick
Eide, Mary
Ellis, Rene & Mark
Engelbreton, Meili & Jeff
Fellows, John & Kristin
Felsenthal, Leah & Reiter, Dan
Gale, Cindy & Derek
Gallagher, Christi
Gardner, Anthony & Cynthia
Gibson, Dennis & Sandra
Ginter, Amy & Brad
Gohl, Patrick
Graves, Sonja & Horn, Emme
Gray, Darian & Jeanne
Hagens, Cynthia & Joe
Hagg, Ken & Nan
Hannah, Christine & Lovlie, Jan-Erik
Hedden, Liza & Jerry
Heggedahl, Mark & June
Heintz, Mark & Lorena
Hill, Michael & Barbara
Holmes, Terry & Ruth
Huck, Michelle & Del
Hurley, Jack & Kathleen
Johnston, DJ
Judd, Barbi & Farnan, Chris
Katzenmeyer, Kris & Paul
Koehle, Karen
Koepsell, Trudy & Keith
LaFavre, Kathy & Adam
Larsen, Troy & Gretchen
Leege, Ashleigh
LeJeune, Theresa
Lindeman, Ruth

Lodahl, Michelle & Dan
Luick, David & Sherri
Lusic, Lorna & Backhaus, Brent
Lyons, Michelle
Mahacek, Derek
Maifeld, Gail & Lester
Mathison, Ellen
McClintick, Thomas & Kyle
McElroy, Patrick & Marlene
Mead, Rose & Stephen
Meeh, Jennifer & Peter
Miller, Barbara & Richard
Nadav, Haggith & Carmel
Noblet, Cathy & Kenneth
Olejnick, Rose & Curt
Olsen, Anthony & Yuan Yuan
Olson, Amy & Gregory
Olson, Bjorn & Marie
Olson, Debbie
Olson, Melissa & Mike
Osland, Odd
Parks, Michelle
Peel, David & Julie
Pennington, Jon & Corcoran, Kelly
Peterson, Carie & Thomas
Peterson, Carol & Bryan
Peterson, Dawn
Philipp, Eric & Melissa
Polikowsky, Laura & Chris
Preachuk, Deborah & Bill
Rehborg, Mark & Sheri
Reinertson, Jude & Chris
Robertson, Amy & Gray
Rockvay, Melissa & Chad
Santiago, Heidie & Victor
Schmitz, Bradley
Schulze, Richard
Sherack, Jane & Jim
Sheridan, Robert & Ann
Shimota, Jill & Ken
Simi, Jerad & Auralie
Smeltzer, Kelly
Smith, Darlene & Greg
Smith, Marci
Smith, Michelle & Brad
Sood, Susan & Gerald
Sponheim, Eric & Diane
Taylor, Terry & Sue
Tepley, Gerry & Sandy
Tokar, James
Van Vliet, Frederik & Cynthia
Vandewege, Josie & John
Wachter, Kari
Walberg, Heather & Jeff
Warnke, Senia
West, Robin & Foslid, Chris
Williams, Robert & Sonia
Wright, Lisa & Biddiscombe, Callie
Yoder, Leslee & Michael
Zean, Jonathan & Gloria

All member-owners who attend the annual meeting (following the Gala) receive a 15% discount in November.

The Importance of DHA beyond Infancy [Information courtesy of Flora Health]

DHA is important for ongoing brain growth and development in children. It is also important for brain, eye and heart function throughout life. The body will continue to turn over DHA throughout the lifecycle and it is important to replenish the stores of DHA in our bodies. While the body can convert DHA from its precursor fatty acids, this process is inefficient and varies from person to person. It is therefore important for children (and adults) to obtain adequate amounts of DHA directly from their diet.

During the early childhood years (ages 2 - 6) the brain and eyes experience significant growth. In fact, between birth and 5 years of age, the human brain increases approximately 3.5-fold in mass and DHA content increases from 1 gram to approximately 4.5 grams. Due to the major growth during this time and because DHA represents up to 97% of the omega-3 fatty acids in the brain and



up to 93% of the omega-3 fatty acids in the retina, the brain and eyes have significant requirements for pre-formed DHA.

The body's production of DHA from other fatty acids, such as alpha-linolenic acid (ALA), is insufficient to support optimal DHA levels

in the human brain and other tissues.

Therefore, including DHA in the diet is the most reliable way to ensure that sufficient amounts of DHA are available to support optimal growth and development.

Children ages 1-5 years were shown to have DHA intakes ranging from 30-50 mg/day, a level that does not support the amount of DHA recommended for optimal growth.

DHA consumption in children is generally low because the primary dietary sources of DHA are fatty fish and organ meat, foods typically not popular with young children. Additionally, the FDA

and Environmental Protection Agency (EPA) have advised young children to limit the consumption of certain fish due to potentially harmful levels of contaminants.

DHA supplementation was shown to restore healthy blood vessel function in children with high cholesterol levels. These investigators also reported that DHA supplementation in these same children resulted in a favorable shift from small, dense LDL particles, known to be highly correlated with coronary heart disease, to large LDL particles.

One year old infants who received DHA-supplemented baby food since weaning showed improved vision compared to those who received baby food that did not contain DHA.

Numerous studies confirm that everyone, from infants to adults, benefits from an adequate supply of DHA. The wellness center at Valley Natural Foods is now carrying Udo's new DHA Oil Blend. Look for product demonstrations listed on the Co-op Calendar (page 5).

Acupuncture works!

It belongs to everyone and should be available to all.

Income	Acupuncture treatments	Add'l treatments within a week
Under \$20,000	\$15*	+ \$15 each
\$20,000-\$25,000	\$20*	+ \$15 each
\$25,000-\$30,000	\$25*	+ \$20 each
\$30,000-\$50,000	\$30*	+ \$20 each
\$50,000+	\$35*	+ \$25 each

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Newly Expanded Deli Counter

A new deli counter enables us to offer a larger selection of deli items. We now feature hand-crafted sandwiches and wraps (even breakfast varieties in the early morning) in addition to our pre-packaged and made-to-order ones. A variety of pre-packaged lettuce salads, deli salads, dips, and mini-meals grace the front of the new counter.

Our bakery delights have moved into a new case as well. There is now more space to display our decorated cupcakes alongside all other delectable bakery offerings. We offer fresh-baked muffins and scones every morning, as well as vegan and gluten-free bakery items.

The Juice and Java Bar has an updated menu, too offering new smoothies. Come check out Bunny Blues, Tropical Paradise, PB & J or any of other new smoothies. And, remember—our convenient drive-thru service opens at 6:30 a.m. Monday-Saturday (9 a.m. on Sundays).

Fresh Mozzarella-Pulling Demos

Stop by our deli to see how fresh mozzarella cheese is made and pulled into shape. Our experts will demonstrate their craft every Thursday from 11 a.m.–1 p.m. throughout August.

Special Occasion Cakes

Ask about our decorated cakes and cupcakes for your next event.

PARTY GREEN!

Want to go green for your next birthday, family reunion or picnic? Try the Eco-Party Pack. See the deli for details or call 952-891-1212, #228.



Photos: Valley Natural Foods

New Products



Bayfield Blues Blueberries from Michigan offer an extension to our own berry season. They arrive at the end of July, continue through August and into September.

Rejuvenative Raw Nut and Seed Butters may be found in the dairy grab and go cooler. These 16 oz. jars come in Pumpkin Seed, Almond, Chunky Almond, Cashew, Black Sesame, Pecan and Ambrosia.



Staff Picks: Late Summer Food

Brats Still in Season

Three Valley Natural Foods staffers all favor our own homemade Brats made with delicious Hidden Stream Farm naturally raised pork.

"The true flavor of naturally raised pork really comes through in the plain brats. It reminds me of how pork used to taste when I was younger—it's very flavorful."

—Kathleen B., Operations Manager

"I tend to favor brats that have a sweet side, so the pineapple brats do it for me. The lovely contrast of sweet, spice and smoky flavors from the grill adds to a perfect grill-out."

—Mindy F., Deli Baker

"The wild rice brats are my favorite because they taste fresh, and the wild rice brings out the true Minnesotan in me. You can really appreciate the texture and flavor of wild rice when included in a natural pork brat."

—Lisa H., IMS & Receiving



Photo: Valley Natural Foods

Local Alerts at Valley Natural Foods

Lorence Berry Farm

Raspberries

Gardens of Eagan

Watermelon

Melons

Kales

Chards

Peppers

Broccoli

Cauliflower

Tomatoes

Cabbages

Sweet Corn

Cucumbers



Featherstone

Lettuces

Collards

Potatoes

Squash

Z-Natures Crops

Tomatoes

Herbs

Garlic

Cucumbers

Zucchini

Living Waters

Tomatoes

Cucumbers

Jalapenos

Otto's Garden

Tomatoes

Driftless Organics

Cucumbers

Collards

Valley Natural Foods Staff

Basil

Monthly Savings

To discover great monthly savings, visit our website at www.valleynaturalfoods.com for:

- WEEKLY COUPONS
- WEEKLY DEPARTMENT SPECIALS
- MONTHLY MEMBER SPECIALS
- MONTHLY CO-OP ADVANTAGE SAVING

NEW! Local Businesses Partnering for a Stronger Community

Do you own a local business or provide local services? Then you may be eligible for our Community Benefits Program or our new Local Directory that will be published in each issue of *This is Living Naturally*. Contact Charli Mills at cmills@valleynaturalfoods.com or 952-891-1212, #239 to find out more.

Community Benefits Business Directory

The following businesses have offered benefits to member-owners of Valley Natural Foods. Be sure to present your Valley Natural Foods Membership Card and tell the business, "The co-op sent me!"

Cooperate for Community!

Do you know somebody who is working for more sustainable food in our community, while exemplifying an outstanding spirit of cooperation along the way? We want to know more about them! Valley Natural Foods is joining co-ops nationwide July 30 to host the "Cooperate for Community!" contest.

The "Cooperate for Community!" contest is being held in the months leading up to National Co-op Month in October. National Co-op Month is dedicated to celebrating the cooperative business model and informing communities about the purpose and values of co-ops. October is also Valley Natural Foods' 30th anniversary of healthy cooperation.

Valley Natural Foods is asking member-owners, shoppers and community members to nominate people deserving of recognition for their outstanding work. It could be anyone—a neighbor who started an organic garden for kids, a local farmer, or a parent who lobbied for school lunches made with local ingredients. Nominations of 500 words or less are

requested through Sept. 14, 2007.

For a nomination form, contest information and rules, visit the customer service desk at Valley Natural Foods or www.valleynaturalfoods.com.

Valley Natural Foods and other members of the Twin Cities Natural Food Co-ops (TCNFC) will select three judges to nominate two finalists and one winner. Local finalists will receive a \$100 gift card, and the winner a \$400 gift card good at any participating TCNFC store.

Winner will advance to the national contest, sponsored by the National Cooperative Grocers Association (NCGA) and Frontier Natural Products Co-op for a chance to win \$7,500 toward the non-profit of his or her choice. Two national finalists also will receive \$2,500 for their favorite non-profit. The national finalists and winners will be announced Oct. 8.

NCGA is a member services cooperative for 109 consumer-owned natural food co-ops located throughout the United States, including Valley Natural Foods.

Local Directory

Isis Yoga

13455 Nicollet Ave. S.
Burnsville, MN 55337
651-994-0124
www.isisyoga.com

Burnsville Shiatsu Center

12400 Pillsbury Avenue South,
Burnsville, MN 55337
952-882-7933
www.shiatsucenter.com

Solimar Wellness Spa

1121 Town Centre Drive, Suite 105
Eagan, MN 55123
651-686-6686
www.solimarspa.com

Minnesota Valley Naturopathic Clinic

702 Columbus Avenue South
New Prague, MN 56071
(952)758-5988

For a complete list of Community Benefits Program participants, visit www.valleynaturalfoods.com/benefits.shtml



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throughout the store!**



VALLEY natural foods

13750 County Road 11
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Store Hours

Monday–Thursday • 8 a.m.–9 p.m.
Friday & Saturday • 8 a.m.–8 p.m.
Sunday • 10 a.m.–8 p.m.

Java Drive

Monday–Saturday • 6:30 a.m.–8 p.m.
Sunday • 9 a.m.–8 p.m.

952.891.1212

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Ben Cohen	Tui Na, Craniosacral Therapy, Clinical Qigong	612-978-7364
Carol Cunningham	Massage: Relaxation, Swedish, Deep Tissue, Trigger Point; Reiki	612-825-2830
Barbara Ford	Master Herbalist	651-341-9465
Lorraine Goedde	Intuitive Energy Healing, Contact for Indigo Blooming	612-490-1053
Barb Jacobson	Massage: Relaxation, Pre/Post Natal, Lymphatic, Energy, Deep Tissue	952-239-6316
Andrea Moonen	Acupuncture, Acupressure, Chinese Herbs, Cupping, Moxibustion	952-926-0680
Tracy Phernetton	Intuitive Consultant/Medium	952-898-4901
Hope Scoles	Bio-Frequency Intuitive Energy Healing	612-382-7067

For more information, visit our web site at: centerforalternativehealing.com