

the

Natural Buzz

Concord Cooperative Market & Kearsarge Cooperative Grocer November 2011



What's Inside...

- 2 - Renovation Update
- 3 - Hoop House Update
- 4 - News Bites
- 5 - Bottled Water
- 6 - Traditional Thanksgiving
- 7 - Holiday Spice Recipe
- 8 - Anticancer
- 9 - Interview with Meg Hirshberg
- 10 - Take Action: Farm Bill 2012
- 11 - Stress, the Culprit
- 12 - November Calendar

Letter from the General Manager -

THANKSGIVING: Thanking Our Farmers

Thanksgiving in North America originated from a mix of European and Native American traditions where festivals were often held before and after the harvest cycles to give thanks for a good harvest and to rejoice together after much hard work with the rest of the community. Though this tradition has evolved over the years, it remains a time of coming together to give thanks and celebrate with family, friends, and neighbors. It is only fitting, then, to also think of this holiday as an opportunity to recognize and support our local farmers who often work year round with incredibly long hours while enduring some pretty harsh New England weather conditions just to make it possible for our Co-op to offer an array of natural and organic products in almost every grocery category including produce, meat, dairy, eggs, bread, and even dessert!

This year we challenged ourselves to come up with a way to bring this Thanksgiving tradition even closer to home. After some serious brainstorming, we decided the best way to honor this tradition and support our local farmers was to make our popular Thanksgiving dinners – the tantalizing pre-cooked dinners available by order from our award-winning chefs in our Celery Stick Café – using as many locally sourced ingredients as possible.

Now we want to challenge you. Help us support our local farmers by setting your own personal challenge this Thanksgiving: Make it a point to purchase all or most of the

ingredients necessary for your Thanksgiving meal that have been grown or raised as close to home as you can, ideally from identifiable farmers. We have introduced you to our large family of farmers through our numerous "On the Farm" newsletter articles, and you will find portraits of many of them proudly displayed in our produce aisle.

Over the years our member and non-member customers have come to depend on the Co-op for all of their holiday needs. The demand for fresh, all-natural, local turkeys is astounding, and typically more than 700 fresh turkeys make their way into the Co-op and onto your holiday dinner table each year. We source our fresh turkeys from Stonewood Farm in Vermont because we know you care about quality and understand your concern for the humane treatment of animals. The Stone family has operated their thousand acre farm for three generations and pride themselves on raising turkeys naturally. Stonewood Farm turkeys are never treated with growth hormones or antibiotics, and they are prepared without using any preservatives or artificial ingredients. The turkeys are kept inside spacious, open-sided barns which provide plenty of fresh air and natural sunlight. These un-crowded structures also shelter the birds from the weather extremes prevalent in northern New England.

Due to the high volume of fresh turkeys ordered and our limited space within the Co-op to hold them, this year a non-refundable deposit of \$25.00 per turkey is required upon order.

This year our much sought after Thanksgiving dinners will be available with a choice of two meal options: **The Bountiful Feast** and **The Celery Stick Classic**. Please refer to the enclosed Thanksgiving Special Order Form for a complete listing of Thanksgiving menu options. Here are just a few of the local delights that will be featured in our Thanksgiving dinners:

- Potatoes from the Vegetable Ranch (NH) and Harvest Hill Farm (VT).

Continued on page 2



MAD Weekend!

Member Appreciation Days

Members Receive
10% Off!*

November 12 & 13
Regular Store Hours

Can't Make the Weekend?
Savings Starts at 4 pm Friday, November 11

* Buying club orders, gift cards, membership shares, beer and wine, and products receiving special order case discounts are not eligible. See page 12 for store hours.

Find us Online at www.concordfoodcoop.coop and on...





Letter from our General Manager

THANKSGIVING: Thanking Our Farmers

Continued from page 1

- Carrots from Harvest Hill (VT), Brookford Farm (NH), and Snow Dragon Mountain Farm (NH).
- Winter squash from Middle Branch Farm (NH) and Brookford Farm (NH).
- Onions from the Vegetable Ranch (NH).
- Milk, cream, and yogurt from Bartlett Farm Dairy (NH) and Brookford Farm (NH).
- Local and regional artisan cheeses from Boggy Meadow (NH), Agape Homestead (NH), Neighborly Farms (VT) and the Vermont Butter & Cheese Company (VT).
- We will have many smaller farms contributing to our vegetable offerings as well.

We have your favorite desserts covered as well. Imagine ending your holiday feast with an irresistible fresh berry and white chocolate tart? Mmmmmm.. delicious! This, along with an assortment of fresh, homemade pies, all prepared by our award-winning pastry chefs, will be available to complete your holiday meal. A credit card is required for all complete meal orders.

For those of you making your own Thanksgiving dinner, you know you can depend on the Co-op for all of the natural and organic ingredients you need

for a deliciously healthy meal. We began contracting with our local farmers in late summer to ensure an abundant supply of those fruits and vegetables which are most sought after during this holiday season. These include local carrots, potatoes, winter squashes, sugar pumpkins, cranberries, and even oyster mushrooms! The options are bountiful! And this year we are achieving a new and exciting milestone by offering, for the first time, local greens and other hardy, early winter vegetables grown in our own hoop house which is expertly managed by the Vegetable Ranch for the specific purpose of offering you more local and sustainable food choices.

So, as you gather with your family and friends to enjoy your own bountiful feast this Thanksgiving, take a moment to remember our local farmers. And while you're at it, give yourself a pat on the back for seeing to it that your holiday meal proudly features healthy, locally sourced ingredients.

The entire Co-op team and I also want to extend a big thank you to you, our members, for your continued support of our Co-op. We wish you a wonderful, safe and delicious Thanksgiving holiday!

Co-operatively speaking,
Paula Harris, General Manager

Co-op News

HELP US RENOVATE THE CO-OP! Member Loan Drive

As construction begins this fall, we invite you to take part in supporting this important renovation project at your Co-op. An important source of that money will be member loans. Our Board of Directors has launched a campaign to raise member loans. You may recall a similar loan campaign back in 2004 and 2005 for our previous expansion at the Concord store. Back then, we successfully raised approximately \$400,000 from our members.

Our Board of Directors has voted to raise the same amount, or more, through member loans for our current renovation. Please consider the pivotal role you could play in our Co-op's future, and remember that a loan is not the same as a donation. These loans will be interest-bearing over a term of years and will be unsecured. The Board has organized a Loan Committee and will be providing more information to members in the future.

Renovation Update!



If you're interested in supporting the Concord Co-op renovation, please call our Finance Manager, Pete Delault, at 603-227-9696 or email him at admin@concordfoodcoop.coop. He will provide you with more information, materials, and the Co-op's Business Plan. Loans can only be accepted from members whose principal residence is in New Hampshire. ■

Your Co-op in the Community

HOOP HOUSE UPDATE: It's Up & Things Are Growing!

by Shane Smith, Outreach Coordinator

What began as a dream and an agreement is now a reality: Here's a photo of our newly constructed Co-op hoop house* in partnership with the Vegetable Ranch in Warner! The site work began in earnest at the farm in late April by bringing the land to the proper grade. Incrementally, during the busy growing season, our hoop house began to take shape. By the end of August, all of the soil, organic fertilizers, and amendments were applied to the planting beds. By the first weeks of September, spinach, pac choi, scallions, and mustard greens were all thriving in their rows, soon to be available in the Co-op produce aisle!

This unique partnership holds great promise and has even garnered the attention of New Hampshire's Commissioner of Agriculture, Markets & Food, Lorraine Merrill, who wrote



about our hoop house in a recent *Weekly Market Bulletin* column. New Hampshire farms now boast more than 200 hoop houses, but this is the first partnership of its kind in the state and will hopefully inspire other collaborations. Vegetable Ranch owner Larry Pletcher, his farm manager Stacey Cooper, and the farm hands have been tremendously supportive of both the hoop house and our joint community programs.

Keep your eye out for greens and other goods from our hoop house in the Co-op's produce aisle and in our precooked Thanksgiving dinners this season!

*Please see form on page 4 to help us name our hoop house. ■

Photography by Shane Smith at the Vegetable Ranch, LLC in August and September.



Concord Co-op Store News

RENOVATION UPDATE: Starting Soon!

We're thrilled to announce that our Concord store's renovation will commence shortly. After more than a year of conversation, planning, and lots of prep, we all are excited to see the work begin. Reconstruction will begin on the store's façade then move to our back receiving dock throughout the holiday season. Once the snow flies, we anticipate most of the work in our basement will take place. During the quieter months of the new year, more dramatic changes will begin to take shape on the store floor as we expand the deli, produce, bulk, and meat departments and relocate our registers to a central location.

We will remain open through all of the renovation phases, and we will do our best to minimize any disruption to your daily shopping. Products will likely need to shift around the store as construction warrants, so if you can't locate an item, be sure to ask a staff member for help. We are committed to keeping the Co-op a great place to shop for your holiday and everyday grocery needs.

We apologize for any inconvenience the renovation process may cause, and we want you all to know how much we value you as members and customers of the Co-op. Without you there would be no Co-op! Please continue to shop at our store through this transition period, and you'll be rewarded with a gloriously renovated store with a greater selection of healthy food and educational offerings, as well as improved, green design.

For regular updates, visit our website at www.concordfoodcoop.coop. ■

Upcoming Events

- Holiday Tapas Bar
- Order your Holiday Turkeys, Pies and Dinners
- MAD Weekend Annual Holiday Open House
- 12 Bites of Christmas
- Co-op Cookie Swap
- Santa Visits Co-op

Come visit us during our renovation for these great events you won't want to miss!



NEWS BITES: Natural & Community News

Co-op News:

A Crunchy Way to Support the Home Team

We're pleased to soon stock Concord Crimson Crunch Cereal in our cereal aisle. One hundred percent of the profits from this all-natural cereal benefits Concord High School students and their Crimson Tide sports teams. You'll see the Concord Co-op's logo on the top of the box because we not only sell the cereal, but we're also a "Team Captain" sponsor.

Natural News:

Look Closely at Common Chemicals

Americans are taking a closer look at potentially dangerous chemicals that are ubiquitous in our environment like cleaning products and plastics. A new bill called the Endocrine-Disrupting Chemicals Exposure Elimination Act of 2011 seeks to expand research and review of the suspected worst offenders. Endocrine-disrupting chemicals are absorbed by the body and mimic or block hormones, messing with normal body functions. Meanwhile, one of our favorite watchdogs, the Environmental Working Group, has begun research to compile a database of cleaning products similar to its popular and enlightening Skin Deep Database for cosmetics and body care. Expect to hear more about how these common compounds act as endocrine

disrupters, cause cancer, and damage the nervous system. On the plus side, it should become easier to find "safe" products and make the switch. Learn more at www.ewg.org.

30-Year Study Shows Organic is Better

Organic opponents often claim that organic agriculture is expensive, inefficient, and unable to feed the world. The results of a 30-year study comparing side-by-side organic and conventional crops proves them wrong. The Rodale Institute's Farming Systems Trial (FST) had some pleasant news for organic proponents. (For the full report, visit www.rodaleinstitute.org/fst30years.) Compared to conventional, organic systems...

- Produced nearly the same yield as conventional systems.
- Outperformed conventional in years of drought by approximately 30 percent. ("Drought tolerant" genetically engineered varieties only improved performance by 6.7 to 13.3 percent!)
- Required 45 percent less energy and was more efficient.
- Produced 40 percent less greenhouse gasses.
- Sustainably built rather than depleted soil organic matter.

- Was nearly three times more profitable. Organic farms made significantly more income with slightly fewer expenses and significantly more returns – an important advantage considering that approximately 70 percent of New Hampshire farmers aren't profitable.

GMO: Just Label It

As we reported in previous newsletters this year, the anti-GMO campaign is fierce across the country. GMOs (Genetically Modified Organisms) are increasingly prevalent on American farms and in the grocery stores. Non-organic crops like corn, canola, sugar beets, and soy are almost guaranteed to be GMO, and many other foods may contain genetically engineered (GE) organisms, but you'd never know it to look at the label. A recent study shows that 93 percent of Americans want mandatory labeling for GE and GMO foods. The Center for Food Safety submitted a legal petition to the Food and Drug Administration this past September, and many states have introduced GMO food label regulations. Join the campaign at www.justlabelit.org.

Visit Our Facebook Page for more Co-op, Community & Natural News! ■

It's time to... **Name our Hoop House!**

We need your help to name our Hoop House! Please list your name ideas on the lines below, bring this into the Co-op, and give to a cashier. We will pick three of the best names, and then the Co-op staff will have the final vote to pick the best one. Thank you for your input! Please have your name ideas in by November 30.

Name Idea 1: _____

Name Idea 2: _____

Name Idea 3: _____



The Board Bulletin

MY POINT OF VIEW: Should the Co-op Sell Bottled Water?

Any controversial topic will have plenty of views for and against. Bottled water is a hot topic for opposing views in the natural foods world, and it has been chosen by our Board as the debut topic of this “My Point of View” article, a new feature of our *Natural Buzz* newsletter. We want to provide our customers with all points of view in order for them to make an informed decision.

Against Bottled Water

I feel that the Co-op should remove bottled from its shelves because it is inconsistent with the Co-op’s mission to “satisfy the grocery needs of most health and ecologically conscious households.” Even though bottled water is marketed as pure and safe, 60 to 70 percent of these products are not monitored under FDA regulations due to exemptions. Even when monitored, the standards for bottled water contamination are more lenient than requirements for city tap water, and it is tested less frequently. Some bottled water has tested positive for arsenic and potentially cancer causing synthetic organic compounds.

The bottle in “bottled water” is a major source of concern: from the petroleum used in the production of the bottle, to phthalates leaking into the water, and finally the 3,900 million pounds of bottles that were put into the landfills in 2008 alone. The transportation of the water from the bottling plant to the store adds additional pollution that is avoided by utilizing the free-flowing water on tap at home. The Co-op makes decisions to not sell products that have significant environmental impact and possible health risks particularly when more appropriate alternatives are available. In the case of bottle water, the negative environmental impacts are clear, and the potential health impacts are concerning. Moreover, the alternative, tap water, costs \$0.00002 per ounce while the bottled alternative is thousands of times more expensive. Conveniently transportable water is available by placing tap water in reusable stainless steel bottles that are sold at the Co-op.

- by Dr. Gail Fayre, Board Member

In Favor of Bottled Water

People buy bottled water for safety, taste, health, and convenience – all of which are legitimate reasons. Many people believe that tap water contains impurities or toxins, or they simply do not like the taste of chlorinated, treated tap water. Not everyone thinks municipal water treatment is effective, or they may be opposed to the added fluoride. Some people think pure water is so critical that they want the extra assurance of distillation or ozonation.

Naturally flavored and/or carbonated bottled water has an increased advantage over tap for many people. It comes

with fizz and flavor, without calories or sweeteners of soda, juice, and other convenience beverages. I don’t drink sodas or fruit juice. To me, they’re all nicely packaged sugar water or poisoned by sweeteners. I like to have my mint-flavored water or some San Pellegrino as my drink treat. In my mind, the bottled water provides a healthy and tasty alternative to other packaged drinks.

Convenience is also a factor. We’re on the run, we forget our nice stainless steel bottle at home, so we grab a few bottles of water for the day.

Personally, I’m a perimeter shopper even at the Co-op. Most processed foods raise my eyebrows, even organic ones. But that doesn’t mean I think the Co-op shouldn’t sell them. Food choices are very personal, and bottled water is a legitimate, healthy choice that many of our customers want to have. We shouldn’t be aggressive food police. Our customers are entitled to have that choice.

- by Anne Renner, Board Member

The Co-op’s Point of View

In keeping with our mission statement, we believe it is our responsibility to provide choices for our customers. Water is the most popular beverage for our shoppers, with bottled water preferred by our lunchtime customers. Our buyers go to great lengths to provide a variety of each kind of product we sell in order to satisfy the many preferences of our customers. To meet our customers’ needs, we offer water in a variety of forms: plain, flavored, distilled, local, sparkling... Bottled water poses no greater health or environmental concern than, say, our juice-based soda, kombucha, milk, bottled tea, or juice, so it does not make sense for us to pull water from availability.

That said, the Co-op supports the idea of filtered drinking water from the tap and makes this option equally accessible to our customers. You can refill your jugs with reverse osmosis tap water at the store. For a quick glass, just use the bubbler by the Café for free. Or, if a hot beverage is your preference, we have a machine available by our bakery case. We also sell reusable stainless steel and BPA-free water containers.

The simple fact is that our customers purchase lots of water, both bottled and bulk. In the past twelve months, the Concord store alone has sold an impressive 16,042 units of bottled water and 8,435 gallons of bulk fresh water. Perhaps these statistics alone answer the question of whether or not the Co-op should offer bottled water. The Co-op strives to offer a variety of healthy, environmentally sound choices - not to limit them.

- by Nick Schneider, Assistant Store Manager ■



Focus on Food

THE FIRST THANKSGIVING MENU: Dinner for 142

Ever wonder how closely the Thanksgiving feast you relish each year resembles that first celebration shared by about 90 Wampanoag Indians and 52 colonists at Plymouth in 1621? Our ancestors' feast was limited by food availability, of course, and was quite different from the Thanksgiving spreads we know today. There were no hollows of mashed potatoes to fill with gravy, no bread stuffing, no cranberry sauce, no pies, maybe not even a turkey! But there was still an abundance of fresh and freshly preserved food – grown and harvested, caught and hunted by the people who gathered around the table to share their good fortune. (In fact, the first Thanksgiving wasn't called a "thanksgiving" – a word used by the colonists for a special day of prayer – but a "harvest celebration," the kind of festivity Native Americans had celebrated long before the Europeans arrived.)

Historical sources tell us that fowl was on the menu. That could mean there was turkey, but it might just as well refer to duck, goose, crane, swan, or partridge. We also know from these accounts that the Indians killed and brought to the colonists five deer for the occasion. And that's all we know for sure. Food historians can guess what else might have been on the menu, though:

Meat, Fish & Shellfish: This was definitely not a vegetarian spread. In addition to venison and fowl, rabbits might have been served. If turkey appeared, it would have been wild turkey – smaller and more intensely flavored (with more dark meat) than the turkey we're used to. While the colonists brought hens, historians don't know if any were left or still laying eggs by the time of the harvest celebration. Whatever meat was served was roasted for hours on spits over an open fire. The Wampanoag were skilled fisherman as well as farmers; lobster, mussels, clams, eel, oysters, cod, bass, herring, shad, and bluefish were all commonly eaten. Because there was no refrigeration, fish (as well as corn and herbs) was often dried. Fresh fish was often covered with leaves and baked in coals.

Vegetables & Legumes: Native vegetables included leeks, wild onions,

Jerusalem artichokes, and several varieties of winter squash. (Squanto, the Native American who graciously served as interpreter for the event, had shown the colonists how to grow the nutritionally complementary "three sisters" – squash, beans, and corn.) While pumpkins were one of the native squash, pumpkin pies didn't grace the table. For one thing, there were no ovens; for another, butter, flour, and sugar were scarce. Instead, pumpkin was baked whole in coals, then served or made into pumpkin pudding. The English probably grew turnips, radishes, lettuce, cabbage, parsnips, onions, garlic, and carrots. Collards, spinach, and peas (though reportedly scarce that year) were also grown. Potatoes didn't show up in the northern part of the New World until around 1719, so there were no white potatoes. Nor were there sweet potatoes or yams for the feast.

Grains: Barley was grown in 1621, as well as a hard-kernelled variety of corn. The corn was eaten as a vegetable and ground into meal for use as a thickener and to make a kind of cornbread, which was baked in coals.

Seasonings: The food was lively, not bland, with the abundant use of spices like cinnamon, ginger, nutmeg, and pepper. Herbs used in cooking included sorrel, yarrow, brooklime, liverwort, watercress, parsley, sage, rosemary, and thyme. Salt – but not pepper – was used at the table.

Beverages: Water was the most likely mainstay. The colonists did bring some wine with them on the Mayflower, though we don't know how much there was or how long it lasted. Some barley was harvested, but not in time to brew beer before this celebration. And while New England colonists had cider in the mid 1600s, in 1621 there weren't apples yet at Plymouth. Some historians believe the colonists may have served beer made from maize, which they learned to brew from the Native Americans.

Desserts, Nuts & Fruit: It's a good bet that puddings were on the menu. While sugar was expensive and scarce, some honey and maple syrup were available and could have been used as sweeteners. Walnuts, hickory nuts, chestnuts, and acorns were all available and often roasted, and ground nuts were used for cooking. Native fruits like black and red plums, melons, and white and red grapes were likely menu candidates. Raspberries, strawberries, and cherries may have appeared, too. But because sugar was very expensive and the supply was diminishing,





cranberry sauce wouldn't have been an option. Instead, the tart berries were probably used for color and punch. Dried fruit, including gooseberries, strawberries, raspberries, cherries, and blueberries were used to season meats and other dishes. And stewed dried fruits may have provided a sweet treat.

The first Thanksgiving guests ate off wooden plates with just spoons, knives, and fingers (no forks). There were no courses; everything was served at once, including meat dishes and sweets. People ate what was placed next to them rather than passing food around the table, and the best food was placed next to the most

important people.

If you're looking for more authenticity at Thanksgiving, you might incorporate a few foods enjoyed at that first feast that are new to you like pumpkin pudding, roasted acorns, venison, or a new dried fruit. But even if you stick with turkey, mashed potatoes, and candied yams, you can share in the spirit of that first Thanksgiving – in gratitude for the food (and the farmers who produced it) that's been harvested for your nourishment. ■

Reprinted from the National Cooperative Grocers Association.

Focus on Food

SWEET SPICE: Top Five Spices for Holiday Baking

It's hard to imagine a festive winter holiday without the aroma of baking wafting through our homes.

Certain spices – such as allspice, cinnamon, cloves, nutmeg, and vanilla – claim the holidays as their own.

- **Allspice** - Many people believe allspice is a mixture of cinnamon, cloves, and nutmeg, hence the name, but it is actually the dried fruit of a small evergreen tree. It is especially delicious in cakes, cookies, and pies.
- **Cinnamon** - One of the oldest and most widely used spices, cinnamon has a variety of uses and is a staple in most household spice racks. It is made from the bark of a cinnamon tree, which rolls up into what is commonly known as a cinnamon stick during the drying process. Easily recognized by its aroma, cinnamon adds warm sweetness to fruit pies – it pairs especially well with apples.
- **Cloves** - One of the earliest spices to be traded, cloves are native to Indonesia and are actually dried flower buds. Ground cloves are used in baking, and they are most often found in gingerbread, spice and fruit cakes, and raisin or nut bars. Cloves add a kick to pumpkin pie, a traditional holiday favorite.
- **Nutmeg** - Historically a prized spice, nutmegs are the dried seeds of the nutmeg tree. Nutmeg's sweet taste is excellent in puddings and custards, and it's delicious mixed in with French toast batter! Try freshly grating a whole nutmeg for even more flavor.
- **Vanilla** - Introduced to Europe by the Spanish conquistador Hernando Cortés, vanilla has a rich history and a richer flavor. It comes in three forms: whole pod, powder, and extract. It is one of the most widely used ingredients in baked desserts and icings.

These spices can be used independently or as a complement to each other to produce rich and interesting flavors. The key is to buy high-quality spices that contain robust flavors and aromas.

Honey Spice Cake

Try this cake and fill your home with spicy holiday aromas.

Cake:

- 1/2 cup butter (1 stick)
- 1 cup honey
- 2 eggs
- 3/4 cup buttermilk or yogurt
- 2 1/2 cups whole wheat flour
- 1 tsp baking soda
- 1 tsp baking powder
- 1 tsp cinnamon
- 1/4 tsp cloves
- 1/4 tsp nutmeg
- 1 cup raisins that have been softened by soaking, drained

Preheat oven to 350°F. Beat butter, honey, and eggs together. Add buttermilk, mix well. Sift dry ingredients together, and add them to the butter mixture. Mix well. Stir in the raisins. Bake for 30 minutes or until done. Frost with delicious cream cheese frosting.

Cream Cheese Frosting:

- 1/2 lb cream cheese, softened
- 1/4 cup unsalted butter (1/2 stick)
- 1 tsp vanilla extract
- 3 cups powdered sugar

Make cream cheese frosting by combining cream cheese, butter, and vanilla in a mixing bowl. Beat with an electric mixer until smooth. Add powdered sugar and continue beating until smooth. Spread frosting over top and sides of cake. ■

Reprinted with permission from the National Cooperative Grocers Association and Frontier Coop.



Focus on Wellness

ANTICANCER: Making Changes that Last a Lifetime

by Maria Noël Groves, Clinical Herbalist & Co-op Wellness Educator

When I look at my family's history, cancer weighs heavily on my mind. It's almost the only cause of death in my family, with many relatives having fought (or currently fighting) cancer of the colon, prostate, breast, brain, lungs, skin, and blood. I'm not alone in my concerns: Cancer rates are rising by leaps and bounds in all industrialized countries, with greater numbers of young people affected. Even in healthy France, the cancer rate climbed 60 percent over the last 20 years.

That's why I was inspired to hear about the new series offered right down South Main Street at the Center for Health Promotion, run by the Concord Hospital Payson Center for Cancer Care.

Based on the book *Anticancer: A New Way of Life* by Dr. David Servan-Schreiber, M.D., Ph.D., the program looks at the many controllable risk factors of cancer.

The Anticancer Lifestyle Program is a 12-week intensive and interactive program for adult cancer survivors. The pilot program is underway with plans to run it again in April. If you'd like to learn more, contact Sherry Gamble at 603.230.6031 or sgamble@crhc.org.

In fact, we can do a lot to reduce our risk of cancer in spite of genetics. Up to 80 percent of cancer can be influenced by lifestyle and behavior changes including diet, exercise, stress management, and reducing exposure to environmental pollutants. So, fear not your genes, and strive to make improvements in these key areas. As a bonus, you'll also lower your risk of other diseases like heart disease and diabetes and simply feel better. ■

	FIGHT CANCER	FEED CANCER
FOOD	<p>Eat Ethnic Cuisine: Mediterranean diet, Indian & Asian cuisine</p> <p>Low-Glycemic Foods: Natural sweeteners in moderation, whole grains, beans, lentils, fruit</p> <p>Beverages: Water (plain or naturally flavored), green tea, one glass of red wine with a meal</p> <p>Healthy Fats: More omega 3s from fatty fish, flaxseed, canola oil, grass-fed meat, dairy & eggs; olive oil</p> <p>Anti-Cancer Foods: Garlic, onions, shallots, leeks, Brussels sprouts, cabbage, beets, spinach, kale...</p> <p>Clean Food: Organic food; low-mercury seafood; grass-fed meat, dairy & eggs</p>	<p>Standard American Fare: Traditional Western diet</p> <p>Sugar & High-Glycemic Foods: Sugar, refined carbohydrates, potatoes, sweetened breakfast cereal, fruit juice, jams & jellies</p> <p>Beverages: Sweetened drinks, soda, alcohol (except during meals)</p> <p>Dangerous Fats: Excess omega 6 fatty acids (vegetable oils, factory-farmed meat, dairy & eggs)</p> <p>Contaminants: Pesticides, preservatives, artificial ingredients, pollutants, hormones</p>
BODY MIND	<p>Regular Physical Activity: ie: 30-minute walk six times a week</p> <p>Social Connections: Support from family & friends</p> <p>Happiness & Peace: Stress management, laughter, lightheartedness, serenity, facing one's difficulties</p>	<p>Sedentary Lifestyle: Less than 20 minutes of physical activity a day</p> <p>Social Isolation</p> <p>Stress & Negative Thoughts: Anger, depression, frustration, despair</p>
ENVIRO	<p>Clean Air: Avoiding air pollution & cigarette smoke, reducing use of cell phones with air-tube headset</p> <p>Clean Personal Care: Natural and organic products free of parabens, phthalates & estrogens; natural perfumes</p> <p>Clean Kitchen: Use glass, ceramic, stainless steel, etc. for cooking, reheating, serving</p> <p>Clean Cleaning: Natural cleaners, vinegar, baking soda, soap</p>	<p>Pollution: Exposure to smog and air pollution, cigarette smoke, excessive exposure to cell phone EMFs</p> <p>Body Care Toxins: Conventional products containing parabens, phthalates and estrogens, fragrance, etc.</p> <p>Leaching Containers: scratched Teflon, plastic</p> <p>Home Chemicals: Common cleaning products, herbicides & pesticides</p>



Focus on Wellness

ANTICANCER HOPE: Interview with Meg Hirshberg

by Shane Smith, Outreach Coordinator



Anticancer
LIFESTYLE PROGRAM

A program of  CONCORD HOSPITAL
Payson Center for Cancer Care



When Meg Cadoux Hirshberg asked us to lend a hand to provide healthy food for the Anticancer program she helped launch at Concord Hospital, we were happy to join forces. Meg, a cancer survivor and picture of good health, is a long-time supporter of the Co-op and organics. She formerly chaired our Board of Directors, and both she and husband Gary (“CEYo” at Stonyfield Farm) shop here regularly. Professionally acclaimed as a journalist, author, educator, and

organic businesswoman, Meg now balances her time with her family, gardening, long walks, and teaching nonfiction.

How did you become involved with the Anticancer Program?

I believe that most cancer survivors are like me: They want to know how they can help themselves during and especially after their treatment program is completed. Friends and family are often full of ideas, based on anecdote and hearsay. Physicians, however, usually remain silent, except to recommend regular checkups and keeping one’s stress level down. I found evidence-based answers to how I could increase my odds of not getting a cancer recurrence in the remarkable book, *Anticancer: A New Way of Life*.

The book changed the way I look at disease and gave me the guidance I needed to be effectively proactive on my own behalf. I was no longer a passive victim, waiting for the axe to fall again, but instead felt empowered by the book to work in concrete ways toward a healthy future. *Anticancer* made such a difference in my life that about 18 months ago I decided to approach Concord Hospital with a donation and an idea: to create an Anticancer “boot camp” for cancer survivors to learn not only what lifestyle changes were important, but how to effect change, and, importantly, why they should make the effort to do so. Learning “why” creates motivation. For example, now that I understand the role of exercise in cancer prevention, I’m much more apt to climb on my elliptical for 30 minutes on a lazy Sunday morning than I used to be.

While the idea for the program germinated with me, it owes its existence to the talent and imagination of many nurses, physicians, and staff at Concord Hospital, as well as to the dedicated faculty who have put together a fantastic course. Once we get the kinks ironed out, we hope to disseminate this program to other interested hospitals.

What are the goals for the program?

Our primary goal is for participants to achieve measurable, positive, and sustainable lifestyle changes including increased physical activity, improvements in dietary habits, reduction in exposure to environmental pollutants, and an overall increase

in quality of life.

The Anticancer

program recognizes that patients are the CEOs of their own bodies. They have the ability to maximize the competitive advantage they bring to the table to help their bodies resist disease. The 12-week course (consisting of weekly 2-hour meetings) will be followed by monthly meetings for six months.

Why is this program important? Who is it for?

More than 120,000 New Hampshire residents are cancer survivors – that’s 8.6 percent of the population! Each year in our state approximately 7,000 people are newly diagnosed. We are starting our program with groups of cancer survivors, but eventually our vision is to expand this program to individuals who are at high risk for cancer. Ultimately we see this as a terrific prevention program for the broader population considering that less than 15 percent of cancers are caused by genetics; the vast majority are caused by the way we live.

How can others help to support this program?

We will need philanthropic support to keep the program going. For information about this, contact Concord Hospital Trust at 603.415.6624 or email ch-trust@crhc.org. We also seek community partners to support our participants. For example, several restaurants (including our Celery Stick Café!) have stepped forward to provide healthy food for our class sessions. We’d love to offer our participants discounted rates or coupons for massage, pilates, gym memberships, and other health-promoting activities available in our community.

Who are some of the facilitators for the classes?

We recruited local experts to serve as our faculty. They use a variety of interactive teaching methods including group, paired, and individual discussion and activities, videos, peer coaching, mindfulness practice, cooking demonstrations, various exercises, product demonstrations and reviews, and online tools. Our faculty includes...

- **Margaret Fletcher** from Living Yoga Studio and WellAware: Yoga philosophy meditation, and Mindfulness Based Stress Reduction educator
- **Dr. Bill Gunn** from NH/Dartmouth Family Practice Residency and Dartmouth Medical School: Licensed psychologist, Dartmouth faculty member, and clinician
- **Megan Ryder** from the Payson Center: Registered dietician specializing in nutrition for cancer prevention
- **Lynne Avery** from the Center for Health Promotion: Registered nurse, educator, and certified Health Fitness Specialist and instructor
- **Deb de Moulpied** from Bona Fide Green Goods: Green living advocate and athletic trainer
- **Paula Plona** from the Payson Center: Oncology social worker and our group facilitator ■

On the Farm

TAKE ACTION: Local Food & the Farm Bill

“It’s been said that we vote for a new food system with our pocket books. Buying local and organic foods over industrialized foods sends a message to the market place but not to our political leaders,” says organic farmer Roger Noonan from Middle Branch Farm in New Boston. As we reported in our September newsletter, Roger flew to Washington, D.C., in collaboration with the New England Farmers Union (NEFU) and the Concord Co-op to meet with members of Congress about why it is important to create policies that support agriculture throughout New England in the 2012 Farm Bill. He traveled with a delegation of 11 NEFU members – comprised of farmers and buy-local activists – and met with Senators Jeanne Shaheen and Kelly Ayotte, and Representatives Frank Guinta and Charlie Bass.

“If I was cynical about our federal government prior to my trip to D.C., I came away even more cynical. I also got angry and determined to do what ever I can to see that agriculture in New England is not put at a competitive disadvantage due to federal policy,” says Roger. “I was surprised at how uninformed some members of our congressional delegation were on the Farm Bill and its importance to New Hampshire and the region in general. Farmers may make up only 1 percent of the population, and perhaps to our leaders do not represent a significant voting block, but 100 percent of all voters do eat.”

The Farm Bill contains “titles,” sections devoted to aspects of agriculture where federal money (i.e.: subsidies and grants) is allocated. For example “Commodity Programs” for grains, “Nutrition” for the Supplemental Nutrition Assistance Program, and “Energy” for biofuels. A key goal for Roger and the NEFU is to strengthen the provisions that support small-scale agriculture. Conservation, Farm and Ranch Lands Protection, and Environmental Quality Incentives Program are key titles that can benefit our local farmers through programs like hoop house

grants. Current Farm Bill-related grants have allowed many of our farmers to build high tunnels to allow three- or four-season farming.

We’re also jazzed up about a new proposed title within the Farm Bill called the Local Foods Title, sponsored by Rep. Chellie Pingree from Maine, which would consolidate local foods programs currently spread throughout the Farm Bill titles and give them a home and increased financial support.

How can you lend a voice to support local agriculture?

Contact your federal congressmen by phone, mail, or email and let them know how important this is to you! If you don’t know how to reach them, visit www.nh.gov/government/nhcong.html.

“Our congressional delegation needs to hear from you directly. In a small state like New Hampshire we are fortunate to have excellent access to our leaders. We need to take the message directly to them,” urges Roger.

You can also play a role in shaping local agriculture by attending the New England Farmers Union’s Annual Meeting right in Concord on December 9 at the McLane Audubon Center on Silk Farm Road. NEFU members and friends are invited; non-members must pay a small fee. Following a light dinner from our Co-op Celery Stick Café chefs, the evening program will educate those present about the state of agriculture in New England and introduce the audience to our region’s participants in the National Farmers Union Beginning Farmer Institute. For more details, go to www.newenglandfarmersunion.org or email info@NewEnglandFarmersUnion.org. ■

Thank you to Roger Noonan, Local Harvest CSA, and the New England Farmers Union for their contributions to this article.



At the Fly-In: Organic Farmer Roger Noonan of Middle Branch Farm in New Boston (right) with Tim Wenrich of Meadowstone Farm in Bethlehem (left) and Senator Kelly Ayotte (center)



Third Stone Christmas Tree Farm
106 GARLAND ROAD
BARNSTEAD PARADE, NH
603-269-4012
Organically grown trees
OPEN NOV. 26, 27
DEC. 3, 4, 10, 11
OPEN 9-4 PM



bonafide
GREEN GOODS



Join us Nov 25 for
Green Friday
Sales, Samples & Raffles • Open 10-6
35 S. Main Street, Concord, NH • (603) 224-9700
www.bonafidegreengoods.com

Focus on Wellness

STRESS: A Culprit in Weight Gain & Hormone Imbalance

by Dr. Laura Riley Jones, N.D., Naturopathic Doctor & Co-op Wellness Coordinator



Our fast-paced lifestyles could be doing more than just stressing us out. Chronic stress elevates certain hormones and can cause a chain reaction of mayhem throughout the body. Cortisol is released as part of your daily hormonal cycle and circadian rhythm. However, this hormone can be released in a much larger amount in reaction to any physical or emotional stressor. This is part of the body's fight-or-flight response that is essential for survival and a main reason why humans are still alive as a species today.

Classic, short-lived, fight-or-flight stress isn't thought to cause hormone imbalances. In these situations, a stressful event is quickly resolved, and the cortisol released is absorbed into our systems, aided by the increased circulation provided by a beating heart. Instead, some experts report that the origin of hormone imbalances for many of us is being in a constant state of stress, for various reasons. This leads to a constant state of excess cortisol production. Excess cortisol stimulates glucose (sugar) production, which is then typically converted into fat and ends up as stored fat and weight gain.

Along with the weight gain associated with chronic stress and elevated cortisol is the correlation of overworked adrenal glands and hormone imbalances. Women are able to make adequate amounts of both stress hormones and sex hormones under normal circumstances. However, many of us are under such a high state of perpetual stress that we are continually in a fight-or-flight response. This leads to tiring of the adrenal gland and hypo (reduced) function of the associated hormone pathways.

Upon perceiving a situation as stressful, our adrenal glands produce stress hormones such as cortisol. But cortisol and sex hormones (estrogen, progesterone, and testosterone) share a precursor hormone that is the "limiting factor" for production of these hormones. Due to the fact that cortisol is needed to get us out of danger and maintain our survival, its production always takes precedence over sex hormone production. This is the common culprit resulting in the growing rates of fatigue, moodiness, sleeplessness, weight gain, uterine fibroids, difficult menopause, and even some cases of breast cancer. All of the above have some or several roots in the sex hormone imbalances that are a result of our fast-paced and often stressful lives.

Reducing the amount of emotional, dietary and environmental stressors on the body is the first step to improving adrenal gland health and addressing hormonal imbalances. Exercise and meditation are both great outlets for stress. A "cleaner," whole-foods, healthy diet rich in B and C vitamins and essential fatty acids serves as a source of nutrients for the adrenal glands. Limiting exposure to environmental toxins is also very helpful. Adequate sleep each night is a must. Unfortunately, high cortisol levels from chronic stress can prevent restful, restorative sleep. This can be improved with nutritional supplements like the amino acid l-theanine and the fatty acid phosphatidylserine. I see the best results with these supplements, and they are very safe. Calming herbs like valerian (*Valeriana officinalis*) and kava (*Piper methysticum*) may also help with sleep. In addition, there are many ways to nourish and strengthen the over-worked adrenal glands and to protect them from becoming as tired out going forward. A category of herbs called adaptogens – which includes popular herbs like eleuthero (*Eleutherococcus senticosus*), rhodiola (*Rhodiola rosea*), and holy basil (*Ocimum sanctum*) – can be used to protect and restore strength and wisdom to the stress pathways in the body. If you're unsure where to start, a local naturopath or herbalist may be helpful in designing a treatment plan to meet your individual needs. ■

Dr. Jones runs Whole Health Concord. To learn more, visit www.NaturalMedicineNH.com.

Quentin Lauradunn, L.Ac

ACUPUNCTURE CENTER
of Concord

603.568.9979 • www.concordacupuncture.com
155 Pleasant Street • Concord, New Hampshire 03301

 **GONDWANA**
Divine Clothing Co.

Concord's
Award Winning Boutique!

APPAREL, JEWELRY & GIFTS

EILEEN FISHER, FLAX, SIMPLY SILK,
& MORE... PLUS SIZES, TOO



13 NORTH MAIN STREET • CONCORD

 **COMMUNITY
CHIROPRACTIC**

Dr. Sam Sanzone

85 Manchester Street
Concord, NH 03301
ph 603.229.0021

Assisting in lifetime wellness
www.mycommunitychiro.com

FSC

FORM ENCLOSED

PRSR-STD
US Postage
PAID
Concord, NH
03301
Permit # 1685

Concord Cooperative Market & Kearsarge Cooperative Grocer

24 South Main Street
Concord, NH 03301
Return Service Requested



DON'T FORGET TO ORDER YOUR TURKEYS!

Our Board of Directors

Nancy Girard, President
Steven Hengen, Vice President
John Warner, Treasurer
Andy Duncan
Dr. Gail Fayre
Anne Renner



Management

Paula Harris, General Manager
Christy Carafa, Store Mgr., Kearsarge
Nick Schneider, Asst. Store Mgr., Concord
Joshua Bourassa, Cust. Service Manager
Scott Bardier, Grocery Manager
Chef Mike Cook, Kitchen Manager
Peter Deleault, Finance Manager
Beverly LaPage, HR Manager
Lori Myers, Health & Beauty Manager
Lloyd Pickering, Produce Manager

Newsletter

Paula Harris, Executive Editor
Maria Noël Groves, Managing Editor
Alicia Dymnt & Torin Judd, Design
Carolyn Robillard, Copy Editor
Len Bomba, Photography

Wellness Educators

Audrey Burghard, Wellness Coordinator
Dr. Katherine Evans, D.V.M., C.V.A.
Maria Noël Groves
Dr. Wendy Jensen, D.V.M.
Dr. Laura Riley Jones, N.D.
Quentin Lauradunn, L.Ac.
Jim Readey
Dr. Jacqueline Rho, N.D.
Dr. Sam Sanzone, D.C.
Dr. Tobi Sheiker, D.C.
Dr. Jilian Stogniew, D.C.
Hilary Warner, R.D., L.D.
Jennifer Woolf, L.Ac.



Concord Cooperative Market
24 South Main Street, Concord
603.225.6840

Monday - Saturday: 8 am to 8 pm
Sunday: 10 am to 6 pm



Kearsarge Cooperative Grocer
52 Newport Road, New London
603.526.6650

Monday - Saturday: 9:30 am to 5 pm
Sunday: 11 am to 4 pm

November Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Community Partner All Month: The Friendly Kitchen		November 1 Delicious Beans w/Hilary Warner		November 3 Holiday Tapas Bar 6-8 pm		
6	7	November 8 Holiday Survival Strategies w/Dr. Sam Sanzone	9	November 8 Healthy Holiday Chocolate w/Carolyn Kelley	November 11 & 12 Member Appreciation Days MAD WEEKEND! Starts at 4 pm on Friday	November 12 Downtown Concord Shop Hop
November 13 MAD Weekend!	14	15	November 16 Member Linkage Meeting 6:30 pm	November 17 Community Spelling Bee Capitol Center for the Arts	18	19
20	21	22	November 23 Board of Directors Meeting 6 pm	November 24 STORES CLOSED for Thanksgiving	November 25 Green Friday Downtown Concord	26
27	28	29	30			

- Concord & Kearsarge
- Concord Co-op
- Co-op Community

Visit our website,
www.concordfoodcoop.coop for details.

Preregistration required for all classes.

Register at the store or...

Concord: Call 225.6840 or email classes@concordfoodcoop.coop

To advertise in the Natural Buzz, please contact marketing@concordfoodcoop.coop.

This newsletter is published monthly and is mailed free to members. The opinions shared within do not necessarily represent the views of the Concord Food Cooperative, Inc., its board of directors, management, staff or membership. We reserve the right to refuse and/or edit submissions. Concord Food Cooperative, Inc. is a community-owned and community-controlled business primarily dedicated to the retail sale of natural foods and related products and consumer education. Member or not, anyone can shop at the Co-op. Members are joint owners of the business, each sharing in the benefits of local ownership. Anyone can join and reap the benefits of cooperation. The statements made in our newsletter have not been evaluated by the FDA and are not intended to diagnose, prescribe, recommend, or offer medical advice. Please see your health care practitioner for help regarding choices. We will be glad to try to accommodate their suggestions. Though we try our best to find them, we occasionally miss typographical errors. We apologize in advance for any inconvenience.