

October 2020

MARIPOSA MESSENGER



**Sales Run From
September 25th
Until
October 30th**

Prices & availability are subject to change

500 South Main Street, Willits, CA (707) 459-9630

TOMATOES, A NUTRITIONAL POWERHOUSE

BY Mary Anne Trevey

If you are a tomato lover you so look forward to that first bite of a delicious, flavorful, vine-ripened fruit that signals high summer. Tomatoes continue to be in season in California until the first frost, so we have a long spell to appreciate this delicious treat. Tomatoes are not only tasty, but they also contain a powerful antioxidant called lycopene, which is found only in a few other fruits. Vitamin C and potassium are also part of the tomato nutritional complex.

Locally grown tomatoes are your best option for health and taste. Big Ag has accidentally bred out flavor in its attempt to create a perfectly round, pest-resistant fruit that can ship and keep well. Plus, grocery store tomatoes are often picked too early so that they can arrive at the store in prime condition and not overripe. Most local tomatoes are tops for flavor and nutritional value. Lycopene content is higher in local fruit.

Like all antioxidants, lycopene stomps on free radicals, which play a role in cancer, heart disease, and other ailments associated with aging. Men who eat tomatoes almost every day have a significantly lower rate of prostate cancer. Lycopene may also protect the skin from sun damage, and possibly helps women to maintain bone mass.

You get more lycopene, and absorb more of it, when tomatoes are cooked. One half cup of tomato sauce actually has three times as much lycopene as one large tomato. To enhance the absorption of fresh tomatoes, puree or crush them which breaks down cell walls. Also adding olive oil, avocado, or cheese to tomato dishes helps in the absorption of lycopene which is a fat-soluble carotenoid. Other colored tomatoes have health benefits too. Orange tomatoes pack beta-carotene, and yellow tomatoes contain lutein which benefits the eyes. Some people are allergic to tomatoes, especially the skin and seeds. This usually only occurs when large amounts are consumed.

Folks with arthritis, especially rheumatoid arthritis, often think that they should avoid tomatoes and other nightshade vegetables (potatoes, peppers, and eggplant) because they have heard that they cause inflammation that leads to joint pain. This fear comes from the fact that nightshade family veggies contain solanine, which can be toxic in large amounts. However, these plants have very low levels of solanine, and no real research has proven that these nightshade members cause inflammation. In fact, the phytochemicals in tomatoes actually have an anti-inflammatory effect.

So, before the season ends, indulge yourself in some of summer and fall's most desirable fruits. Besides eating out of hand, tomatoes star in such dishes as gazpacho, ratatouille, white bean dishes, and of course pasta and soups.

Information sourced from Consumer Reports on Health, Sept. 2020 Edition

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Bulk
Thompson Raisins
LB



Reg \$3.59/LB
\$2.89/LB

Honey Mama's
Nectar Bar
Assorted Varieties
2.5 OZ



\$5.39 Reg \$6.49

Amy & Brian
Coconut Water
Original
17.5 FL OZ



\$2.49 Reg \$3.19

Crofters
Just Fruit Spread
Assorted Varieties
10 OZ



Additional
Spreads
Also on
Sale

\$3.69 Reg \$5.49

Pacific Natural Foods
**Organic Chicken
Broth**
Free Range
32 FL OZ



Additional
Broth
Also on
Sale

\$3.59 Reg \$5.19

Bulk
**Roasted & Salted
Mixed Nuts**
LB



Reg \$16.09/LB
\$13.59/LB

Happy Tot
Organic Baby Pouch
Assorted Varieties
4.22 OZ



\$1.49 Reg \$2.49

R.W. Knudsen
Organic Juice
Assorted Varieties
32 FL OZ



Additional
Juices
Also on Sale

\$7.39 Reg \$9.99

Udi's Gluten Free
Gluten Free Bread
Assorted Varieties



\$5.59 Reg \$7.09

Tinkyada
Organic Pasta
Assorted Varieties



\$3.89 Reg \$4.99

Endangered Species Chocolate
Dark Chocolate Bar
Assorted Varieties
3 OZ



\$2.79 Reg \$3.89

Alter Eco
**Organic Dark
Chocolate Bar**
Assorted Varieties
2.82 OZ



\$3.39 Reg \$4.39

San Pellegrino
Sparkling Water
Assorted Varieties
6/11.15F



\$6.49 Reg \$8.19

Late July Snacks
Organic Tortilla Chips
Assorted Varieties



\$2.79 Reg \$3.69

Country Save
**Laundry
Detergent**
5 LB



10 LB
Sale \$16.89
Reg \$23.39

\$8.69 Reg \$12.39

It Runs in the Family

By Debbie Mac

I really love when I get to hear stories about the younger generation continuing in the footsteps of their family business. These are a few examples of products we carry here and, hopefully, we can keep adding to the list. We currently carry *Gowans* hard cider, which is the product of the younger generation after 140 years of growing and selling apples! We also have *Testa* wine from Calpella, where Maria Martinson acquired the property of her grandparents, and has continued to grow grapes and produce excellent wines. She even names the wine in honor of them. *Boeket* wine is another wine from Mendocino County that pays homage to their Dutch ancestors, who were the first to plant agriculture roots in the Northern California wine country back in the 1800's. We are excited here at Mariposa to add yet another great wine from Mendocino County. It is a Pinot Noir from *Elkfield* winery.



Gabi Khoury, who settled in Mendocino County to grow grapes in 1978, after looking for “the perfect spot” found a great location off of Highway 20, that is nestled in a unique microclimate, and surrounded by mountains and wildlife. He has 15 years of growing organically certified grapes and is the founder of *Elkfield* winery. His children, Jane and Nicholas, both followed in their fathers’ footsteps and are continuing with the winery but have moved forward with regenerative agriculture by becoming certified biodynamic.

Jane Khoury has a Bachelor of Science in Viticulture and Enology from U.C. Davis, as well as a Masters of Business Administration in Wine business from Sonoma State University. She has also studied under French wine-makers in the French wine regions of Champagne, Burgundy, and Bordeaux. To top that off, she is an Intensive Care Unit Registered Nurse.

Nicholas Khoury also studied at University of Davis Viticulture and Enology. He is also a practicing Dentist in Ukiah.

Together they are creating some wonderful wines and doing an amazing job! We currently carry the Pinot Noir, which is an elegant, fruit-forward wine, reminiscent of candied fruit and sweet oak. They will soon be releasing a Merlot and I am looking forward to having it here at the store.

Chicken Preparation Tips



Don't:

Wash the Chicken: Rinsing the chicken is an ideal way to spray pathogens all over your kitchen. It doesn't clean the pathogens off of the chicken anyway.

Use an Old Plastic Cutting Board: Plastic cutting boards must be run through a dishwasher to be sanitized. Wood can be equally cleaned with a good hand washing.

Forget to Wash Your Hands: You can't wash your hands too much in the kitchen, especially when handling meat. Be sure to get under the fingernails and jewelry too.

Take It Out of The Oven When It Looks Done: Check for doneness with a thermometer. It should read at least 165° F in the thigh and the thickest part of the breast.

Pick A Chicken from The Front of The Shelf: Check the sell-by dates, and choose the freshest bird possible

Let Your Chicken Sit Around: Cook your chicken within 2 days of bringing it home, unless you plan to freeze it. Your home refrigerator is not as cold as those in the store, and you open the door often, warming the interior.

Trim All of The Fat: Chicken fat is high in palmitoleic acid, which is thought to be an immune booster. It is also low in oleic acid, which is good for your cholesterol. Lastly, poultry fats are low in polyunsaturated fatty acids, making them more stable for higher heat cooking

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Gomacro
MacroBar
Assorted Varieties
2.3 OZ



\$2.49 Reg \$3.29

Zing Bars
Nutrition Bar
Assorted Varieties
1.76 OZ



\$2.29 Reg \$2.59

Manitoba Harvest
Natural Hemp Hearts
.9 OZ



Additional
Hemp Products
Also on Sale

99¢ Reg \$1.59

Lily Of The Desert
Organic Aloe Vera Juice
Inner Fillet
1 GAL



\$20.99 Reg \$29.49

Kyolic
**Cardiovascular Aged
Garlic Extract**
Extra Strength Reserve
60 CAP



\$12.99 Reg \$18.49

Child Life Essentials
**Liquid Vitamin C For
Children**
4 FL OZ



\$5.49 Reg \$7.99

Desert Essence
Mouthwash Refill
Tea Tree
16 FL OZ



\$5.99 Reg \$8.49

Desert Essence
Toothpaste
Arnica & Tea Tree
6.25 OZ



\$4.99 Reg \$6.99

Dr. Bronner's
Castile Soap
Assorted Scents
8 FL OZ



32 OZ
Sale \$12.49
Reg \$18.69

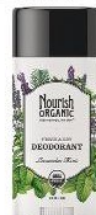
\$4.99 Reg \$6.99

Nourish
**Organic Hydrating
Body Lotion**
Lavender Mint or
Almond Vanilla
8 FL OZ



\$10.49 Reg \$14.99

Nourish
Organic Deodorant
Lavender Mint
or Unscented
2.2 OZ



\$8.49 Reg \$11.99

Host Defense
**Selected
Products
20% OFF**



Wild Carrot
**Face & Body
Products
20% OFF**



Life Seasons
**Selected
Products
15% OFF**



Mickelberry
**Entire
Selection
20% OFF**



Morocco Method



Mariposa Market's newest line of body care products *Morocco Method* is about as clean as it comes! For over 50 years, this company has been searching for the purest raw, paleo, wild crafted, and organic ingredients to utilize in their products. The products are all Non-GMO, gluten free, sulfate free, soy free, and cruelty free. *Morocco Method* specializes in hair care for adults and kiddos, but also has branched out to make clean, non-toxic products for your face and body.

The founder of the company is a hair stylist who ditched the toxic world of conventional salons for his health, and the health of the planet. By using only herbs, essential oils, and natural ingredients, you'll be amazed that you can actually achieve hairs goals. The line was designed with ancient Ayurvedic and Chinese herbalism in mind, and in addition, the moon and stars play a role as well. Just like plants and the oceans, the human body is influenced by the moon. There are times that are

better for stunting unwanted hair growth like unibrows (though I'd love to see someone rock a Frida brow fiercely), and other times of the lunar cycle for stimulating hair growth. There are five elements associated with five desired outcomes for your hair.

Earth Thickens ~ Ether Beautifies ~ Air Lengthening ~ Water Root Work ~ Fire Strengthens

Due to the purity of Morocco Method's shampoos and conditioners, they all have a wonderfully fresh herbal scent and rich caramel color. The shampoos do not contain any lathering agent (Sodium laureth sulfate), and if you're new to the more natural based shampoos here's a tip! *Rinse and repeat*. Unlike other shampoo, with harsher detergents that contain sudsing agents, these shampoos are concentrated, and are strong enough that even when diluted, still have incredible cleansing properties. The shampoos are best when used first to loosen the dust dead skin cells and excess oil, and then a second round to reach the scalp. For mid length hair, a quarter size dollop is recommended, mixed in your hand with a bit of water (1-1 ratio). Take the time to give yourself a scalp massage before you rinse to maximize the benefits of these healing herbal products.

The Diamond Crystal Mist is a leave in conditioner that can be sprayed on wet or dry hair. This natural spay conditioner contains crystals from the mountains of the Himalayas. It is highly energizing, and good for all hair types. This moisturizing mist will rejuvenate and invigorate the scalp and can be used on the whole body.

No one wants to use anything but the cleanest natural products, especially on infants and children. Even babies with minimal hair will benefit from scalp washing. This will help shed excess dead skin and create follicle health. We also carry the **Miracle Kids Detangler** that can be used on dry hair to make brushing a more pleasurable experience.

Apple Cider Vinegar Shampoo is the line's most clarifying shampoo. It is the one to choose for removing chemical build up left by toxic commercial products, although should be rotated with their other shampoos. It will restore hair and scalp to a healthy PH level while, encouraging blood flow to the scalp. Representing the element fire, the Apple Cider Vinegar Shampoo detoxifies, triggering the sebaceous glands to flush out debris, excess oil build-up, and unhealthy bacteria. It also doubles as a face wash that kills the evil bacteria that causes blemishes.

We also carry many of these products in small travel sizes. These are not only great for the minimalist and campers, but also allows for your budget to try two or three products at a time to reach all your hair goals. Follow the lunar hair chart and use the product that will enhance that aspect of the moons energy to get the best results from *Morocco Methods* amazing products!

Check out their lunar hair calendar here <https://shop.morroccomethod.com/Lunar-Hair-Care>.

Brown Cow
Cream Top Yogurt
Assorted Flavors
6 OZ



\$1.39 Reg \$1.59

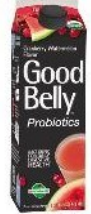
Organic Valley
Organic Ghee
Clarified Butter
7.5 OZ



13 OZ
Sale \$15.39
Reg \$19.79

\$9.49 Reg \$12.39

Good Belly
Organic Probiotic Drink
Assorted Flavors
32 FL OZ



\$3.39 Reg \$4.89

Lightlife Foods
Organic Fakin' Bacon
6 OZ

*Tempeh
*Gimme Lean
Sausage
& *Smart Dogs
Also on Sale



\$4.69 Reg \$6.39

Field Roast
Frankfurters
Vegetarian
16 OZ



\$6.59 Reg \$8.59

Field Roast
Celebration Roast
1 LB



\$8.19 Reg \$9.69

American Flatbread
Pizza
Tomato & Three Cheese
9.1 OZ

Pepperoni
& Bacon
Sale \$6.79
Reg \$9.79



\$6.19 Reg \$9.29

Jolly Llama
Sorbet Pops
Assorted Flavors
4 CT



\$4.49 Reg \$6.09

**It's Almost Time to
Order Your
Thanksgiving Turkeys**



Signup sheets will be
available at the end
of October

**Be Sure to Sign Up Early
to Get the Turkey
That You Want!**

Pan's Mushroom Jerky
A cool new item perfect for vegetarians and vegans. Made with all organic ingredients, this mushroom jerky has been taste-tested by our staff. We've tried other mushroom jerkies, and it's definitely the winner. It scored high with all of us who tried it. Plus, it's soy free!



**Don't forget!
Mariposa has
delicious
Organic Halloween
Treats
for children and
adults.**



October is Non-GMO Month

The Non-GMO Project Verified seal gives shoppers the assurance that a product has completed a comprehensive third-party verification.

The Checkmark Leaf symbolizes the approval process of the Non-GMO crops used in verified products

Our lifestyle website, LivingNonGMO.org, is a place for everyone who cares what's in the food they eat and feed to their loved ones. Filled with inspiring blogs, latest news, tasty recipes and more.



A GMO, or genetically modified organism, is a plant, animal, microorganism or other organism whose genetic makeup has been modified in a laboratory using genetic engineering or transgenic technology. This creates combinations of plant, animal, bacterial and virus genes that do not occur in nature or through traditional crossbreeding methods.



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