



974 WEST BROADWAY
JACKSON, WY 83001
307-733-0450

www.jacksonwholegrocer.com

open everyday
7am - 11pm

JWG News & Views - September 2009

Autumn is around the corner and it seems unbelievable that summer has passed so quickly! This month our main focus is our Harvest Festival on Saturday the 26th. It is a time to celebrate the end of the harvest and all the hard work our local producers have put into their products. We invite you to come out, try local products and celebrate! It is also back to school time and we have information on healthy breakfast habits and some great ideas and products to help get you ready for the coming fall and winter! But for now - Hooray for the Harvest!



Why have a Harvest Festival?

What is "green"? Is this product "environmentally friendly?" Where does this product come from? What's in it? As we answer one question, more arise. Is it a packaging issue? Production? Transportation? With the large amount of marketing and propaganda being thrust upon us in a mad rush by the corporate world to convince us of their environmental worthiness, it's easy to become overwhelmed. With so many competing claims and points of view, how do we know what we are really buying, or what went into bringing it to us? Simple answer: Buy Locally. The Jackson Whole Grocer Harvest Festival is a showcase for this simple answer.

When we buy locally, whether from farmers, ranchers, brewers or anyone else that makes their living producing local products, you have a chance to actually see things for yourself. You can go to Cosmic Apple Gardens, see the rows of veggies, ask questions about how things are done, and judge the answers for yourself. You can stop by Mead Ranch, look a cow in the eye, see where your beef comes from, and speak to those who bring it to you. Local production offers you the opportunity, and responsibility, to find out for yourself where your money goes, and what you are purchasing and consuming. Does Big Corporate offer the same? Most likely not. And your dollars are more likely to stay in the area, strengthening our local economy and enriching our friends and neighbors. In a complex and often confusing world, Buying Local offers a simple, effective alternative.

September Events Calendar

Sept 7 - Happy Labor Day! Join Slow Foods at Miller Park in Jackson from 4 to 7 pm for a community "eat-in" in support of school lunch reform! Bring a picnic - cutlery & beverages will be provided.

Sept 9 - Demo of KA Formulas "Clear the Toxins" with David Johnson 4 to 6 pm

Sept 14 - Demo of KA Formulas "Clear the Toxins" with David Johnson 4 to 6 pm

Sept 14 - Food demo with Maureen Molinari, RD from 12- 2pm. Healthy, quick & delicious breakfast ideas.

Sept 21 - Food demo with Cara Liberatore from 12 to 2 pm. The importance of eating a good breakfast with tasty samples.

Sept 26 - HARVEST FESTIVAL - Come celebrate in the JWG parking lot from 11a-4p

Sept 28 - Food demo with Maureen Molinari from 12 to 2 pm. Creative ways to use left-overs.

**Come Visit Our NEW Website
www.jacksonwholegrocer.com**

Order sandwiches online ♦ find out the soups of the day ♦ visit our community calendar ♦ place special orders ♦ read the weekly sales flyer ♦ read the monthly newsletter ♦ get to know the staff better ♦ visit our interactive cookbook ♦ send us a note - we'd love to hear from you!

Break Your Overnight Fast! By Cara Liberatore

As summer daylight hours wane and the kiss of autumn presents a new school year, let's consider the important role of breakfast...



Overnight, our bodies drastically diminish their available energy reserves. By morning, our fasting bodies are seeking to replenish depleted energy stores with intention to optimally fuel our physical, mental and emotional capacities. A well balanced breakfast “breaks this energy fast”. It offers proteins, carbohydrates and fats as both quick start and long term energy sources. A flood of research and testimonials suggest that both children and adults who routinely eat breakfast benefit in numerous ways:

Higher tendency to maintain a healthy weight

- ◆ Breakfast serves to jump start our metabolism in the morning. Once our systems are up and running, calories are burned rather than stored.
- ◆ A fueled body is more apt to participate in physical activities which subsequently burn more calories.
- ◆ Breakfasts with high fiber content provide a feeling of fullness. Consequently, they effectively decrease tendencies to overeat at lunch.
- ◆ Eating a nutritious morning meal satisfies hunger pangs and encourages healthy eating habits that are typically practiced throughout one’s life. For example, breakfast eaters tend to spontaneously snack less on high-calorie conveniently packaged foods, and instead choose healthful lighter snacks because they are not “starved of calories”.

Notable increase in ability to learn

- ◆ Breakfast offers the human brain fuel required to think and learn. Studies repeatedly demonstrate a correlation between eating breakfast – especially ones rich in whole grains, fiber and protein and low in added sugars – and increases in attention span, concentration, memory, alertness and focus.
- ◆ Including the students of 6 schools, the 3-year State of Minnesota Breakfast Study (1997) monitored notable trends for breakfast eaters versus non-breakfast eaters. Student bodies who ate breakfast demonstrated an increase in math and reading scores, an increase in attention, improved behavior (40-50% less disciplinary action), and a decrease in nurse visits. Without breakfast, individuals – especially kids – feel tired, restless, irritable and unable to focus.

Improves development and growth

- ◆ Healthful breakfasts offer a substantial percentage of the recommended daily allowance (RDA) of essential vitamins and nutrients, i.e. fiber, iron and calcium, needed for healthy growth and development.

Below, some practical and easy suggestions to address common sentiments regarding breakfast.

Not enough time for breakfast?

- ◆ Go to bed 10-15 minutes earlier, and set your alarm 10-15 minutes earlier to allow time for breakfast every morning.
- ◆ Prepare breakfast the evening before: bake quiche; cook pancakes or French toast and pop them in a toaster the next morning; prepare sushi rolls; soak grains overnight in fruit juice with dried fruits, nuts, seeds and spices
- ◆ Maximize morning “task time” by minimizing distractions, i.e. keep television off, involve kids in planning and preparing breakfast

Not hungry early in the morning?

- ◆ “Night owls” (as opposed to “morning doves”), tend not to have an early morning appetite. So, pack a healthful breakfast to be eaten on bus/transit, or between classes/work

I don’t like cooking.

- ◆ Stock your home weekly with “grab n’ go” healthy breakfast options: fruits, yogurts, granola/cereal, bean dips, sliced veggies

I don’t like breakfast foods.

- ◆ Try eating leftover dinners for breakfast – typical for many cultures worldwide!
- ◆ If you prefer sweet, try: fruit smoothies, leftover grain (i.e. rice, quinoa, millet, kamut) with fruit, nuts, cinnamon and fruit juice; sweet potato hash browns; muffins
- ◆ If you prefer savory, try: whole wheat pita with hard cooked eggs; whole grain waffles with ricotta cheese, peanut butter or cottage cheese; hummus and raw sliced veggies; lean turkey on English muffins; brown rice and sautéed veggies, or a hearty soup

Hope you feel more energized this fall!

Enjoy Your Fruits And Veggies All Winter Long! By Maureen Molinari, RD

The thought of home canning was very mysterious and daunting to me until I attended a home canning workshop taught by Jen Jacobsen at our local University of Wyoming Cooperative Extension Service (UW CES). Home canning is a process that allows us to enjoy the freshest fruits, vegetables, and even meats well into our winter months. Imagine spreading some home canned strawberry jam on your toast in mid January...delicious!

Our University of Wyoming Cooperative Extension is a great place to start for up-to-date and trustworthy information. The staff at UW CES can answer your questions, help dispel myths and focus on the facts about home canning.

Home canning is more about science than art, you should follow the recipes exactly. There are different methods of home canning depending upon what you are planning to preserve. There is water bath canning for high acid foods such as fruits, jams, tomatoes and pickles, and pressure canning for foods such as meats, vegetables and stocks. Each method requires different tools so it's important to gather the appropriate apparatus prior to starting the process. If you are using the pressure canning method make sure you bring it to UW CES yearly to have the pressure gauge checked for accuracy.

An excellent resources is, www.uwyo.edu/cesnutrition/Food_Preservation.htm, the University of Wyoming Cooperative Extension Service's Food and Nutrition webpage. It links to the online version of the USDA's Complete Guide To Home Canning. Also check out www.homecanning.com, for recipes and other canning ideas.

Come to the JWG Harvest Festival on September 26th and watch Jen Jacobsen as she demonstrates home canning and answers your all of your questions!

New From The Tonic Bar...

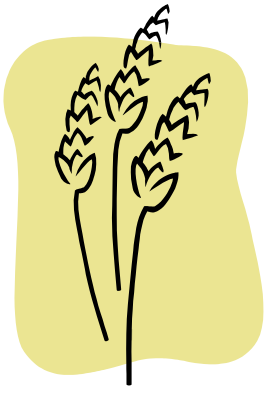
On Saturday the 26th for our second annual Harvest Festival, the Tonic Bar will feature the newest addition to our menu: **The Raspberry Shrub**. This delicious beverage originated in the 18th century when food preservation was a more difficult issue. There are many ways to make a "shrub". Traditionally concocted with any type of liquor this recipe uses **Bragg's Apple Cider Vinegar** as well as some tasty frozen raspberries. Served hot or cold, this stimulating cordial is not only delicious but also has strong therapeutic qualities. With the natural mood boosting effects of vinegar and the combined warming and circulation effects of **ginger, raspberries and honey** you will be sure to feel the effects of this drink immediately. The Tonic Bar staff will be serving free samples at Harvest Festival. We hope to see you there!

From The Natural Care Department - The Love Of Whole Food (Vitamins)!

As autumn begins, we have some great specials this month in the Natural Care Department. One exciting development is the expansion of the *Mega Food* line of vitamins. We have 5 new products including a once daily multi for men and a once daily for women over 40. We have new sizes in existing product as well - all are 20% off. **This line is a favorite with the Natural Care Staff due to the fact that it is a whole foods based supplement.** When a supplement is made from whole foods instead of synthetic sources there are many benefits such as the absorption rate of nutrients is higher, and there are fewer reported issues of stomach upset. Synthetic forms tend to have higher rates of toxicity (similar to the difference between organic and conventional produce). Customers and staff alike report increased energy and feeling of well being while taking these vitamins.

Mega Food's makes a difference!





JWG Harvest Festival

Saturday, September 26, 2009

11 am to 4 pm



Come meet Teton County's local and regional farmers and enjoy this year's harvest at the Jackson Whole Grocer for our 2nd annual Harvest Festival. Enjoy local produce, beer, wine, mead and prepared foods. Purchase produce from our local farmer's last harvest of the season. Watch free demonstrations. Participate in kids activities. Listen to local musicians and celebrate the end of another growing season.

Harvest Festival Vendors

Farmers

Alpenglow Farms
Blueflax Farms
Cosmic Apple Gardens
Evergreen Farms
Morgan Gourmet Gralic Farm
Mountain Meadow Farms
Robinson Family Farms
Wyomatoes

Ranchers

Country Natural Beef
Jackson Hole Natural Beef
Mountain State Lamb Co-op

Beer, Wine & Meads

Grand Teton Brewing Co
Hidden Legend Winery
Snake River Brewing Co
Ten Spoon Vineyards

Non-Food Vendors

Dreamseeds Organic
Jackson Hole Farmer's Market
Kaycee's Naturals

Mulligan Stew
Reduce, Reuse, Recycle
Slow Foods

Food Producers

Ballard Cheese
Dragon Lady Teas
Great Northern Coffee
Homeslice Artisan Bakery
Snake River Roasting Co
Tram Bar

Terrafirma
Teton Wellness

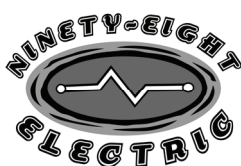
Local Music by: Matti Contois, The Outskirts, King Street Stringers and Rotating Superstructure

Local Artists: Lyndsay McCandless and Artlab



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