

# Spring Cleaning & Environmental Awareness

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April 2010  
Newsletter

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The term locavore can be as confusing as gourmand or gastronome. The meanings of these words change with our needs and expectations. The verbage doesn't matter so much as our ideas about these words. For me it's blueberries and the fact that no berry ever matches the taste of the blueberries from Cliff Island.

As a kid, I spent nearly all my summers on Newfound Lake in New Hampshire. And at least twice during the summer I would overnight on Cliff Island, a small island adjacent to Bell Island located in Wellington State Park on the southeast perimeter of the lake. There's nothing extraordinary about the islands other than that they have remained exactly the same, have a few small but decent cliffs for jumping and they have blueberries. The berries are small, sweet and stain purple perfectly.

Whenever enough fruit had been scavenged and the bellies of everyone in my expedition were filled to capacity, the remaining cache of berries would be saved for blueberry pancakes for the following day. Blueberry for me carries the weight of gourmand or locavore. It resonates dirty fingers, specific lightening storms, swan dives and lots of laughter. And thus in my mind, if something is as good as a Cliff Island blueberry—well that food would be incredibly special.

Making food incredibly special is at the heart of JWG's mission. Your dinner table should be sacred space where you enjoy unmatched tastes and the company of people you care about. Carlo Petrini, founder of the Slow Food Movement, considers today's gastronome or gourmand (these words only mean someone who knows and recognizes good food) "is a pivotal figure in helping us understand critical discussions about the ecological and global economic context of food." This "finely tuned sense of taste is accompanied with knowledge of food production" which leads a person to care a great deal more about the world he lives in.

At JWG, it's important that you not only know what your food is (grain, whole grain, root vegetable, dairy, dairy free and so on) but where your food has come from, the farmers who have taken care to bring it from seed to fruit, and the communities that have been built around that food. This is why we strive to bring as much local and regional food as possible into the store. Our Faces of Food program and our in store Farmers' Market are not just about sup-

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## Reflecting on the Local

by, Tibby Plasse

plying you with great food but about knowing the greatness of your food, your produce, natural care products, meat, dairy and beverages. Maybe your milk will taste better because you have met the cows or you find that the best way to describe home to your friends is by sending them loose leaf tea. All and every reason is perfectly yours.

April has many wonderful chances for you to reflect on how important your food is. So if you haven't thought about recycling or reusing your bags or even riding your bike to work, consider it for no other reason than making sure someone else gets the chance to pick blueberries on an uninhabited island with loud laughing loons in the background first thing in the morning.

### upcoming events

April 1  
April Fool's Day

April 5  
Power Breakfast Demo, 12-2

April 9  
Duke Castle's Natural Step  
11-1pm, Library

April 12  
Snake River Farms Pork Demo, 12-2

Clear the Toxins Cleanse  
KA Formulas, 12:30-2:30

April 16  
Bottleneck Wine Tasting, 4pm

April 19  
Low Carbon Footprint Demo, 12-2  
Nordic Naturals' New Products, 4-6

April 20  
Locovore's Night Out, 5-9pm  
Wild Wood Room, Victor

April 22  
Skin Food Demo, 4-6

April 24  
EcoFair, 11-4  
Powderhorn Park on Alpine Lane

April 26  
Bruschetta Demo, 12-2

**The Natural Step Network**  
Provides A Scientific Framework For Sustainability Initiatives.  
Learn How To Apply These Concepts Locally!



# ECO-FAIR

## 2010 Schedule of Events



**Saturday, April 24, 11am-4pm**

Powderhorn Park on Alpine Lane,  
behind Jackson Whole Grocer  
(Rain Back-up: Jackson Whole Grocer Parking Lot)  
Suggested donation at the entrance is \$3

**Volunteers Are Still Needed For ECO Fair**  
Please contact Steve at 307.733.0450 or  
stevem@jacksonwholegrocer.com or if you're  
available to volunteer on April 24!

## Live Music

11-11:45am	<b>Matti Cotois Music</b>
12:00-1:00pm	<b>Melody Pushers</b>
1:20-2:30pm	<b>Dahvi &amp; The Dropouts</b>
2:50-4:00pm	<b>Ooh La Lahs</b>

## Raffle Drawing

**4pm Drawing:** Need not be present to win this year's amazing prizes. \$1-1ticket, \$3-5tickets, \$5-8 tickets.

## Workshops

## Kids Activities

### All Day Events

**Cookie Decorating:** Featuring organic ingredients from Jackson Whole Grocer's Bakery

### Face Painting

**Seed Planting:** Featuring several herb and vegetable choices, with recycled containers for transport. Children will take seeds home to tend throughout the spring and summer.

### Eco-Friendly Ornament Making

This winter, Bridger Teton National Forest has the honor of providing the White House with its "Capitol Christmas Tree." Choose from a variety of recycled materials to create ornaments that will be sent with the tree to Washington, DC!

11:45am-12:05pm and 1:45-2:05pm

### Recycling Avenger

A superhero "born of trash!" Jackson's own Recycling Avenger will led fun and interactive games centering around the question "What can be recycled in Jackson Hole?" The games are for kids, but adults are encouraged to listen in and take notes!

12:50-1:20pm and 2:20-2:50pm

### Maypole

Celebrate spring by partaking in the centuries-old Maypole tradition! Local artist Lucinda Abbe will discuss the origins of this practice, then lead the group in erecting a Maypole and performing traditional dances. Don't miss this longstanding Eco-Fair family favorite!

12-12:45pm

**Eating Local on a Budget** led by Cara Liberatore Eating locally can be seen as a luxury that few can afford. From farmers markets to work-trades, this workshop will explore the various ways to infuse local, fresh food into your weekly menu. Cara will demonstrate that eating locally can be easy on your budget, easy to cook, and delicious for the whole family.

1-1:45pm

**The Dirty Half Dozen** led by Jessa Smout Deciphering the labels on personal care and supplement products can be confusing and overwhelming. From what to avoid in lotions to your daily multivitamin, there are hidden facts we should know about all personal care products – even the organic ones.

2-2:45pm

**Planning Your Teton Garden** led by Ted Wells Growing your own vegetables, herbs and flowers may seem like a daunting task in the high altitude of the Tetons. Veteran gardener Ted Wells of Alpenglow Farms will show you that growing food in your backyard is both possible and fun. You will explore seed and site selection, when to plant your garden, inside versus outdoor starts, harvesting how-to, and more!

3-3:45pm

**The Wonders of Worm Composting** led by Jen Jacobsen Worm composting is a great option for those with little yard space who are interested in composting kitchen scraps. Learn the specifics of composting with worms in a contained bin and watch a demonstration on how to do it yourself.

# EARTH WEEK EVENTS AROUND TOWN

THURS 4/15

**7-9:00 AM**

Green Business Over Breakfast at the Wort Hotel sponsored by the Chamber of Commerce. \$15/JHCC Members; \$20/nonmembers. The Green BOB will be a kick-off event for the Eco Fair and include discussion about Spring Earth Week events and RRR phase VI "One Less Bottle" campaign. For more information please contact April Hankey at the Chamber of Commerce, 733-3316.

**9-11:00 AM**

Paperless Workshop at the Wort Hotel sponsored by the Chamber of Commerce. Free. The Chamber of Commerce will be holding a paperless workshop to help businesses learn how to go paperless. For more information please contact April Hankey at the Chamber of Commerce 733-3316.

**5:00 PM — 7:00 PM**

Green Drinks Jackson Hole at the Snake River Brew Pub sponsored by the Chamber of Commerce & Buy Local Campaign. Green Drinks are for community members to get together and collaborate on sustainability issues. For more information please contact April Hankey at the Chamber of Commerce 733-3316.

FRI 4/16

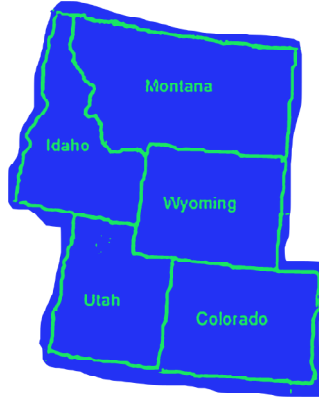
**5:30-7:30PM**

Art Association Hosts the Opening Reception for their 2010 Members' Only Exhibition in the Artspace Main Gallery. Free. Art Association Member's Only Exhibitions have been an integral part of our exhibition schedule, representing an eclectic and extensive body of work by hundreds of our talented members. The work will be shown in the gallery from April 9th, 2010 to April 30th, 2010. For more information call Amy Larkin at 733.6379 or visit <http://www.artassociation.org/exhibitions/future.html>.

SAT 4/17

**1-4:00 PM**

How to use renewable energy at your house. Presentation takes place at the Teton County Library. Presenters are Andy Tyson from Creative Energies & Charlie Woodward from Natural Resource Co. Free. Come to a solar workshop provided by Teton County's renewable energy experts Andy Tyson and Charlie Woodward. Topics covered will include, How renewable energy works, View the equipment that make solar energy possible, and set up solar in your house.



**10 Reasons  
For Eating Local**

**Eating Local Means More  
For The Local Economy**

**Locally Grown Produce  
Is Fresher**

**Local Food Just Tastes Better  
(anything picked within 24 hrs  
tastes better)**

**Locally Grown Fruits & Vegetables  
Have Longer To Ripen**

**Eating Local Improves  
Air Quality & Pollution**

**Buying Local Food is Fodder  
For A Wonderful Story**

**Eating Local Protects Us  
From Bioterrorism**

**Local Food Translates  
To More Variety**

**Supporting Local  
Providers Supports Responsible  
Land Development**

SUN 4/18

**12PM**

Wildlife Film Festival Presents an Earthfilm Festival at the Center for the Arts. \$10 ticket for entire day. Come enjoy feature length films and shorts all day about environmental issues including, the use of plastic, local foods, alternative fuels and clean energy & a family block of films. For a full list of films please go to [www.jhfestival.org](http://www.jhfestival.org) or call Carrie Richer Noel at 733-7016.

TUE 4/20

**5- 9:00 PM**

A Locavore's Night Out! at the Wild Wood Room in Victor sponsored by Slow Foods of the Tetons & Teton Wellness Institute. Free. A Locavore's Night Out celebrates your efforts in bringing food production home. Come learn more about our local farms, ranches, canners, breweries, bakeries, CSA's, florists, etc while enjoying a dinner prepared with local ingredients by Bill Boney. By supporting local food producers you are supporting our local economy, preserving our cultural heritage and landscape, conserving our land and sustaining our community.

TUE 4/21

**12-1:00 PM**

Conservation Alliance's Monthly Info Lunch Topic is Idle Free Jackson Hole Initiative at the Conservation Alliance Office, 685 S. Cache. Free. Brian Schilling, Pathways Coordinator for the Town of Jackson, has joined several dedicated community members and organizations in spearheading an Idle-Free Jackson Hole initiative. Come hear as they explain the educational arm of the campaign and answer questions about unnecessary versus necessary idling, wear and tear on engines, community and environmental health, and the economic benefits of an idle-free community. Bring your lunch and your questions; we'll provide drinks and snacks. Please contact Becky Tillson at (307) 733-9417 or [rebecca@jhalliance.org](mailto:rebecca@jhalliance.org) for more information.

THUR 4/29

**7-9:00 PM**

Northern Rockies Conservation Cooperative Hosts Wolverine Night at the National Museum of Wildlife Art. Free. Join NRCC for an exclusive preview of PBS NATURE documentary, Wolverine: Chasing the Phantom and night with Douglas Chadwick, author of The Wolverine Way. Learn about wolverine research and conservation in the Rockies. Reception with producer and author. For more information call Jason Wilmot at 733.6856 or go to <http://www.nrccooperative.org/wolverinenight.html>.



# Street Cleaners

*Equinox has passed and as spring time does every year, the melt unveils all the dirt from this winter. The street cleaners are out sweeping up all the trash and muck that's been building up. Now the Natural Care Department doesn't use heavy machinery but we do have all the necessary equipment for ensuring your body makes a healthy transition into the new season. It's time to clean out the mucky intestinal tracts of your body and the buildup of the cold winter. We have herbal cleanses varying from "light and easy" to "intense and difficult". Visit NCD and let us find the right set of cleaning supplies for you.*



## NCD's Picks For Cleanses

Renew Life cleanses are on sale while supplies last! Renew Life offers a wide range of cleanses. A great one to start with is the Organic Total Body Cleanse, a 14 day complete internal cleanse. It is a 3 part program that includes detoxifying herbs, organic fiber and a colon cleanse (a great base for any supplemental cleanse). Other Renew Life Cleanses include: the Total Body Rapid Cleanse (7 day), First Cleanse (14 day), Cleanse Smart (30 day), and the Diet Start Cleanse (14 day). All five of these cleanses are sold as a hypoallergenic product with no "yeast, wheat, soy, gluten, salt, sugar, dairy, animal products, binders, fillers, or artificial ingredients". All cleanses include a packet of informative literature with recommendations for diet and lifestyle choices during your cleanse as well as a toll free phone number to reach a "personal digestive health advisor".

Another favorite and easy to use cleanse in Natural Care is KA Formulas. Locally owned by David Johnson, this product gets a lot of demo time on the floor so we know a few of you have tasted it. The cleanse was recently reformulated with a new blend that is more delicious than ever! Sold as a 10 or 20 day cleanse, it is not only great for first timers but can be utilized by the more seasoned cleanser as well. The diet and lifestyle choices are spelled out in a detailed pamphlet that David has put together. He provides an email address so if you have any questions, you can contact David directly. This cleanse can be tailored to your needs and is a great fit for every lifestyle.



**These questions** may help narrow the choices down as there are so many different cleanses to choose from. The decision to cleanse can be as easy as eating vegan for a few days to as complicated as buying the many supplements on the market to support you during this time. There is a wealth of knowledge out there, just let us know how we can help! Here are a few important questions to ask yourself when considering a cleanse:

**What results am I looking for?** (colon cleanse, liver cleanse, weight loss, joint repair, etc.)

**How long do I want to cleanse?**

**Do I need to exercise and work during this time period? If so, how hard?**

**How much money do I want to spend?**

## Did You Think About the JWG Juice Fast?



Drinking green juice fills your body with living enzymes, vitamins, oxygen, and phytonutrients. Because of this, green juice feeds your cells the necessary nutrients, allowing your cells to uncover the body's innate healing power, thereby boosting your body's ability to fight infection and heal chronic diseases. Since the juicer eliminates the fiber that keeps you from being able to eat 3 pounds of green veggies in one sitting, green juice allows you to consume more veggies and provides your digestive tract with much-needed rest. Since your body doesn't have to break down the vegetables in order to absorb the nutrition, it allows the body to focus on repair, healing, detoxification, and renewal. And as long as you use organic produce, the nutrition you introduce to your body via green juice has very few, if any, of the chemicals and toxins we Americans usually put into our bodies. It adds enzymes to your body, and your body's aging process is indicative of how many enzymes are in your body. So by adding green juice to your diet, you may even add years to your life. Green juice helps your body return itself to a state of healthy alkalinity. SUFFICE IT TO SAY GREEN JUICE IS GOOD FOR YOU. FIND OUT ABOUT OUR 3 & 5 PACKAGES TODAY!