



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

www.jacksonwholegrocer.com

open everyday
7am - 11pm



Local Health Facts

Teton County Public Health provided us with some interesting information. From 2001-2005, a combined study was conducted on health risk factors in all Wyoming counties. Teton county came out low in the areas of people with obesity, high blood pressure, smokers, diabetes & chewing tobacco. Teton County had the highest numbers of people who met physical activity guidelines, were least exposed to second hand smoke and had access to health care. However, Teton came out on top in heavy & binge drinking and in *not* having a personal physician or family doctor. 65.8% of Teton County residents surveyed didn't eat the minimum of 5 fruits or veggies a day. We tend to be a heart healthy community but we do have some areas in which to improve. Food for thought!



JWG News & Views - February 2009

February is a time of year when we are bombarded with images of hearts, flowers and little candies that say "Be Mine". This month is National Heart Month, so, we'll be looking at ways we can help our real hearts and boost our spirits at the same time!



February Events Calendar

Kangen Water Demo Every Tuesday from 11:30am to 1:30pm - in the Tonic Bar

Feb 9 - Book signing for Nancy Taylor's book "Go Green - How To Build An Earth Friendly Community" 4:30-6:30pm in the Natural Care Department. See coupon in our weekly ad flyer!!

Feb 9 - Cooking Demo with Mary Ryan, MS, RD 12 to 2 pm at the store. Black Bean Burgers and whole grains for your heart!

Feb 9 - Nordic Naturals Omega Supplement Demo With Kathleen - 3 to 6pm!

Feb 23 - Cooking Demo with Mary Ryan, MS, RD and Jack Goldstein from Hole Fish. Join us for a fish demo - taste Jack's delicious, heart-healthy wild salmon!

Feb 26 - Gluten Free Pot Luck 6-8pm at the home of Mary & Dave Ryan. Email Mary for more info - mary@beyondbroccoli.com

Slow Foods Sustainability Classes

Feb 7 - Soap Making w/ Kristina Roder - 1pm
\$25 - Class size limited. Class located in Jackson. Email dreamseedsorganics@gmail.com for more info.

Feb 21 - Vegetarian Specialties with Ralph Mossman 4-6pm at the Teton Valley Community School Kitchen.
\$10 - Email Ralph@heronglass.com fro more info.

Feb 28 - Homebrew 101 w/ Grand Teton Brewing Co.'s brewmaster, Rob Mullin. 1-5pm at the Wildwood Room in Victor, with bottling date tbd. \$15 - Email robmullin@grandtetonbrewing.com for more info.



By Mary Howley Ryan, MS, RD from Beyond Broccoli

As we enter February, National Heart Month, many of us here in the northern latitudes are also deep in the winter doldrums. The good news is that many of the heart health recommendation can help your mood too. Most of us know about eating more veggies, fruit, whole grains, legumes and fish for heart health. These foods are important sources of vitamins, minerals, plant compounds with antioxidant and anti-inflammatory activity and fiber. One nutrient that supports heart and brain health that many of us don't get enough of consistently is omega-3 fats.

Omega-3s

Whether you are trying to improve your memory, protect your heart, lower your triglycerides, or decrease chronic inflammation, you have probably been told to eat more fatty fish and perhaps even to include ground flaxseed in your daily regimen. The research in many areas is promising and as usual, the marketing of foods based on this research is often confusing or misleading.

So, a few things to know:

- ♥ The omega-3 fats in fish and plant sources such as flaxseed and walnuts are not the same. The omega-3s in fish or fish oil supplements are "ready to go" with EPA and DHA, the two compounds that have been widely studied for heart, depression, and inflammation benefits.
- ♥ Plant foods with omega-3s have ALA that our bodies must convert to EPA & DHA. This conversion process isn't very efficient and though we will get health benefits from the ALA too, if you are specifically trying to lower your triglycerides or fend off the seasonal blues you may need more than plant sources.
- ♥ Recommendations for EPA + DHA are between 500–1,800 mg/day and for ALA 1,000–3,000 mg/day.
- ♥ A good general approach is to eat 2-3 fish meals per week (a tuna sandwich counts) and include plant sources of omega-3s throughout the week (walnuts on oatmeal, ground flax mixed in yogurt).
- ♥ 3 ounces of Alaskan salmon has roughly 1,700 mg of EPA + DHA and 1 ounce of walnuts (14 halves) has 2,574 mg of ALA.
- ♥ Many foods that are now fortified with omega-3s are made with plant sources (such as soy, canola, algae, etc.) so they do not replace fish (or fish oil supplements). There are sea plant sources of DHA (good for brain and inflammation) but not EPA (heart benefits).
- ♥ In addition to ground flaxseed and walnuts other plant sources include hemp seeds, pumpkin seeds, purslane, soy foods, and canola oil.
- ♥ Foods from animals that have been allowed to forage natural grasses and seeds (wild bison, grass fed beef and poultry, eggs from grass fed chicken, etc.) will also be sources of omega-3s.



All Elixirs & Cordials ON SALE ALL MONTH in the Tonic Bar

The Subtle Heart

Stress, anger, fear, tension, worry, even love can affect your heart health. High blood pressure and other forms of heart disease have a direct correlation to our emotional well being (or subtle heart). To help address the emotional struggles of everyday life, Dr. Edward Bach, an English physician and homeopath developed flower essences in the 1930s. The Natural Care Department carries over a 140 flower essence formulas.

They are on sale all month - we would LOVE to help!

Select Omega Supplements ON SALE ALL MONTH in the Natural Care Department



Local is Where the Heart is!



The concept of buying local is simply to buy food (or any good or service) produced, grown or raised as close to your home as possible. Buying local has become a worldwide movement through organizations such as Slow Foods and Sustainable Table. These organizations encourage people to source locally produced foods in order to reduce the amount of miles food travels to their table and to strengthen their local economies.

As a locally-owned grocery store, the Jackson Whole Grocer has always been strongly committed to bringing in locally produced foods. Through our Natural Step sustainability program we are putting more emphasis on our local products to spread awareness about the wonderful locally produced foods that are available in our bio-region. Due to Jackson being in an isolated geographical area we are including our neighboring states, Montana, Idaho, Utah and Colorado in our bio-region.

While walking around the store you have probably noticed that we have different colored price tags under our products. Look for blue colored tags to identify locally produced items.

Why should you buy local foods?

They are Fresher and Tastier – Local foods arrive at the store shortly after being harvested or produced. Non-local foods make take 2 to 3 weeks to arrive.

Food You Can Trust – With concerns over food safety (salmonella, e-coli, etc), you can be assured you know the source of your purchases and that there is local accountability.

They are Environmentally Friendly – Local foods travel less miles to your plate than non-local foods, burning less oil.

It Supports Small Family Farms and Businesses – Small family farms and businesses then to be more eco-conscious when producing their products than big industrialized companies.

It Supports Your Local Economy – Buying local puts your money right back into the community by supporting other local businesses.

Change Your Water Change Your Life

Come fill up your jug! The Jackson Whole Grocer is now offering Ionized Kangen Water® daily in our Tonic Bar. Bring your own bottle or purchase one of our BPA free gallon jugs.

What is Kangen Water®?

In a nutshell, Kangen Water® is hexagonal water, the same as water formed by glacial ice or snow melt. These six-sided water molecules are approximately 1/3 the size of most water molecules making them highly absorbable by the body. As this hexagonal water flows down out of the mountains into rivers, streams, holding tanks, pipes and bottles, the chemical reactions caused by the rays of the sun and exposure to the elements turns it into a larger pentagonal molecule. Unfortunately, this is the water that most of us are drinking.

What makes Kangen Water® so good for you?

- ◇ It increase hydration due to the hexagonal molecule structure
- ◇ Balances the body ph with high alkalinity - Kangen Water® can be consumed at 8.5, 9.0 and 9.5 PH levels
- ◇ Increases blood oxygenation
- ◇ Neutralizes free radicals because of its' high negative ORP (oxidation reduction potential) and abundance of potent anti-oxidents.
- ◇ Hexagonal Kangen Water® is used in over one hundred hospitals and clinics in Japan as a certified medical device



Interview with Jack Goldstein from Hole Fish - Part One

Why did you start Hole Fish?

I wanted to bring high quality wild seafood to Jackson. When I started Hole Fish it was difficult to find quality, fresh seafood here. I really wanted to make the connection directly from the docks and fishermen harvesting the fish to the individual consumer.

How does sustainability play into the fish you sell?

From the start I worked with fisheries on both coasts, Alaska and the Gulf of Mexico that boast some of the best fish in the world. The U.S. easily has the most well-managed fisheries in the world and I believe in promoting seafood from our amazing and diverse fisheries. Hole Fish was concerned with offering customers sustainable seafood items before the idea went mainstream. Now we are seeing NGOs (non-government organizations) like the Marine Stewardship Council and the Monterey Bay Aquarium Seafood Watch program keeping tabs and rating the sustainability of how seafood is harvested and processed. Keep an eye out for our new labeling system this spring - we will be changing to a unique system so customers can easily identify the sustainability rating of fresh seafood items with a simple color coding system.

How do you deal with fish that are notoriously high in contaminants like methyl mercury and PCBs?

There is a lot we continue to learn about all of this and the research and technology for detecting these contaminants continues to evolve. This is a very controversial topic and I tend to side with many health experts who believe that the benefits of eating seafood outweigh the risks of mercury exposure for normal, healthy people. Just this week, there is talk of the FDA repealing their mercury warnings for seafood. Hopefully soon the seafood industry will have access to technology for directly measuring mercury in individual fish and gain better control over the supply to consumers. In the meantime, we always try to select smaller swordfish and tunas for our fresh seafood offerings in the market, in the hope of avoiding the larger fish found with higher levels of contaminants. Also, if you are very concerned, try our wild "Fishing Vessel" canned solid white albacore tuna. Made with only troll caught young albacore from U.S. waters, this company tests the mercury levels in their tuna and have non-detectable levels in their canned products.

**Join Jack for
"Fish Talk" and
ask your own
seafood
questions
every Friday at
the Jackson
Hole Grocer
from 4-5:30pm.
Also sign up
for Jack's new
Hole Fish
Seafood Blog
for recipes and
fish news at
holefish.com**

"Fish should smell like the ocean. If they smell like fish, it's too late."

- Unknown

