



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

www.jacksonwholegrocer.com

open everyday
7am - 11pm



We Accept The Challenge!

What is the challenge?? The Challenge is a competition between participating mountain towns to reduce the consumption of single-use shopping bags from March 1 - Sept. 1, 2009. The purpose is to raise awareness regarding the environmental and social costs of single-use plastic shopping bags and to promote the use of reusable shopping bags through a 'friendly competition' between the Colorado Association of Ski Towns (known as CAST). Ski towns in WY, ID & UT are participating too. The winning CAST town will be the community that tallies the most uses of reusable bags on a per capita basis. Alpine Bank of Colorado is contributing \$5,000 for a solar panel installation, which will serve as the prize to the winning town. Look for informational signs in the store and our ad in the newspaper. Need a reusable bag? A wide variety of reusable bags are available at the store. Please help Jackson Hole be the winning town by using a reusable bag each time you shop at Jackson Whole Grocer!



JWG News & Views - March 2009



March is National Nutrition Month. Eating well can help reduce the risk of chronic diseases like cancer, diabetes, obesity, and hypertension. This means eating a variety of healthy foods in the right amounts so your body gets the nutrients needed to maintain good health and work properly. As spring approaches, many of us feel the need to detoxify or "cleanse" our bodies. There is much confusion surrounding this issue and in this month's newsletter we'll address some truths and myths about detoxing.

March Events Calendar

March 9 - Cooking Demo with Mary Ryan, MS, RD
12 to 2 pm at the store. Quinoa and veggies for good health.

March 9 - Beat The Toxins demo with David Johnson

March 15 - Eco Fair registration due!

March 17 - Happy St. Patrick's Day!

March 21 - Nordic Naturals Demo with Kathleen
10 am to 1 pm - free samples!

March 23 - Cooking Demo with Mary Ryan, MS, RD
12 to 2 pm at the store. Plant foods that support your immune system and keep you healthy.

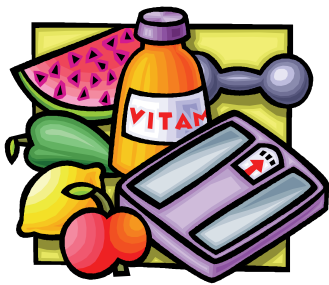
Slow Foods Sustainability Classes

March 7 - Making Hand and Foot Cream with Kelly Chadwick. At Kelly's home, 3 to 5 pm - \$20
Email info@kayceesnaturals.com for more info.

March 21 - 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 info.

Upcoming classes:

April - Dairy 101 with Erika Escholtz
May - Growing Fruit Trees in the Tetons with Ted Majors



Detox Diets by Mary Ryan, MS, RD

The idea of detoxifying, cleansing or “purifying” the body is not new. Concerns about the harmful effects of toxic substances common in our environment has spurred interest in various regimens claiming to “detoxify” or “cleanse” our bodies. Many people are not aware that humans are born with very elaborate systems to dismantle and eliminate harmful substances that we either produce internally or take in via food, air and water. There are several nutrients found in foods, beverages, and supplements that play key roles in our natural detoxification systems.

Foods That May Support Your Body’s Detoxification Systems

All high fiber foods – vegetables, fruit, whole grains, beans, legumes, nuts, seeds

Cruciferous vegetables – broccoli, cauliflower, cabbage, turnip, kale, brussel sprouts

Green and black tea

Fruits such as apricots, cherries, grapes, peaches, raspberries, apples, grapefruit, strawberries and pomegranates.

Artichokes – contain compounds that support healthy liver function

All **red, orange, yellow & dark green vegetables & fruits** are high in antioxidants.

Brown rice, buckwheat, quinoa

Onion & garlic families – onions, leeks, scallions, shallots, garlic, chives

Foods that promote beneficial bacteria in the gut – yogurt, kefir, sauerkraut, and other naturally fermented foods for **probiotics** and legumes, rye, and jerusalem artichokes for **prebiotics**.

Many **herbs and spices** but particularly rosemary, turmeric, oregano, curry powder, nutmeg, coriander, cumin

Omega-3 sources – fatty fish (salmon, tuna, lake trout, mackerel), ground flaxseed, walnuts, pumpkin seeds, hemp seeds, organic canola oil, olive oil

When considering a “detox diet” or “cleanse” there are some things you need to know...

- If your “detox” goal is to determine if some foods are causing your unwelcome symptoms then you may want to avoid the top eight allergens. These are milk, eggs, peanuts, tree nuts, fish, shellfish, soy and wheat. Note, these foods are not a problem for most people but are more likely than other foods to cause allergic and possible other inflammatory responses.
- Most detox diets do not consider where you live. Cold weather increases your need for various nutrients and is often not a good time to restrict calories and other nutrients. If you choose to “clean up” your diet during a cold time of year you may feel better if you choose a regimen with a focus on cooked foods versus raw foods. You may also need to include a small amount of animal protein.
- Many symptoms that nudge people to detox/cleanse (digestive issues, constipation, low energy levels, fatigue, poor sleep patterns, excess weight, stress, etc) may indicate health problems that need to be addressed with more long term solutions.

What you do most of the time is likely to have a more significant impact on your overall health and wellbeing than what you do for short periods of time throughout the year.



Diet and Detox in the Month of March by Jessa Smout, Natural Care Manager



March is here and with it comes spring fever!

Spring brings to mind sunshine and many different projects; painting the house, cleaning out the garage or planting a garden. Whatever it may be usually involves the sense of starting fresh. To help prepare for this need for renewal, **the Natural Care Department is running a special on many different products for all levels of cleansing.** Featured items include numerous cleanses and fiber products from *Renew Life*, *Futurebiotics'* Colon Cleansing Green Capsules, *Manitoba Harvest* Protein Powder and *Rainbow Light's* Protein Powder and Candida Cleanse, and *Nordic Naturals* select Omegas. Also available are *Abra* bath salts, *Thayers* astringent pads and witch hazel, and other personal care products to combat some of the side-effects of cleansing.

If you are planning on undertaking the task of "cleansing" or "detoxifying" the body with an outside force, I suggest doing research and finding the one that is best suited for you, as there are many different ways of aiding the body's cleansing ability. At one end of the spectrum there are extreme fasts where you don't eat food for days at a time, the other end, more subtle/gentle methods which include specific foods or supplements. To pick the one that is best for you, take into account the time of year, food allergies, your work schedule, etc. Ask yourself important questions such as, **"Am I trying to lose weight?"**, **"Do I want to continue exercising and at what intensity level?"**, **"What do I want out of this?"** and **"What is the end result that I am searching for?"**. The decision to cleanse should be thought through carefully and not taken lightly. If you go into a cleanse with the right intent and forethought, you will be more likely to be successful and be on your way to a healthy plan for the long term!

Good Luck, and know that the Natural Care Department is fully staffed to answer any of your questions regarding cleansing.



A Tasty Note!



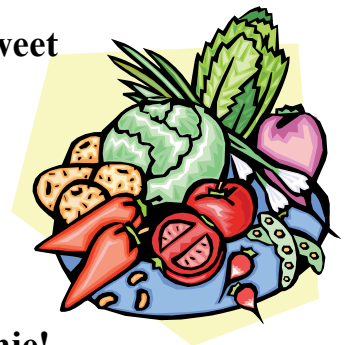
Sometimes it seems hard to get all those servings of fruits and vegetables that are recommended for good health. Fruit smoothies and vegetable juices are easy ways to get 2 or more servings at one time. It's easy to combine veggies and / or fruits from our list of detoxifying foods to make delicious drinks and shakes. **TRY THESE...**

A carrot, celery & cabbage juice blend. Carrots are naturally sweet and balance the flavors of the other two. This is an excellent nutritive tonic!

In a blender or food processor blend (approx.) 1 cup of orange juice, 1 small banana, 3/4 cup of yogurt, 1/2 cup (or more) of blueberries and a few teaspoons of flax seed oil. (You can use ground flax seed but the smoothie will have a grainier texture.)

Blend and enjoy for a delicious and nutritionally packed smoothie!

To try a variety of delicious juices and smoothies come visit the JWG Tonic Bar!



Interview with Jack Goldstein from Hole Fish - Part Two

I know Hole Fish features wild fish and seafood but what do you think about aquaculture?

The global demand for fish and other seafood continues to increase every year. This demand cannot be met with the current wild seafood supply alone. Aquaculture operations continue to grow at a staggering rate, despite the many problems that are caused to both the environment and wild fish populations. On the bright side, the increased pressure from consumers for sustainable seafood is affecting aquaculture. We are seeing many fish farms applying for both organic and sustainable certification. We may take a look at these fisheries at that point, but until then, I believe wild seafood has the farmed products beat on taste and quality, hands down.

How has the recent economic crisis affected the fish business?

Probably the biggest impact has been on farmed seafood prices – salmon, tilapia, farmed shrimp prices have increased dramatically because fish feed producers have faced severe economic problems. Meanwhile, wild seafood prices have remained fairly stable by comparison. For example, as the gap between the price of wild and farmed salmon closes, more people are switching to wild salmon. The reality is that food prices aren't going to go down anytime soon and choosing high quality, wild caught fish over poor quality, farmed products is going to be an easier decision for consumers to make, for their health and their wallet.

Providing affordable, healthy, delicious seafood to customers from sustainable fisheries, that's what I really take pride in doing here. When someone stops me in town and says "we had your fish last night – it was great!" that is what really gives me a kick and makes me happy to do what I do.

For more information on sustainable fishing and aquaculture visit the Monterey Bay Aquarium's website - www.mbayaq.org. Click on the Seafood Watch link for information on ocean issues like over fishing and habitat damage, to download a free regional seafood guide and to learn about the aquarium and the work it does to promote healthy oceans.

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

"Fish, to taste right,
must swim three
times - in water, in
butter and in wine."
Polish proverb

