



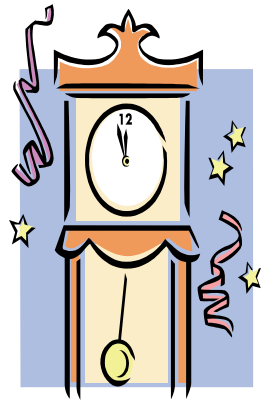
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[www.jacksonwholegrocer.com](http://www.jacksonwholegrocer.com)

open everyday  
7am - 11pm

## JWG News & Views - January 2010

Happy New Year and Decade! We want to thank you, our loyal customers, for making the past 5 years great ones. January is a great time to unwind after the hectic holiday season and the Natural Care Dept. is featuring some products perfect to help de-stress. In honor of National Tea Month, we have some musings on the benefits of tea from Jackson's own DragonLady. Beyond Broccoli's, Mary Ryan has sent us an update from Seattle and what she has experienced working at Bastyr University. Cheers to the new year!



### 2009 Jackson Whole Grocer Community Update

2009 has been a great year for the Jackson Whole Grocer's community efforts as we have become involved with many great activities that have helped to benefit the Town of Jackson and Teton County. We want to thank all of the wonderful people and organizations that have partnered with us over the year as well as our customers who continued to give us great recognition throughout the community. Here are some of the activities that we have been involved with during 2009.

**Eco Fair** - We partnered with Pursue Balance to host Jackson's Eco Fair. Over 1,500 participants came to the fair to learn about local eco-friendly organizations as well as enjoy local foods, and musicians. Over 80 vendors created environmentally focused booths to display what they have done for the planet over the past year.

**Celebrate the Harvest** - We hosted our Harvest Festival to celebrate Teton County's local foods and to enjoy our local farmers, food producers, brewers, musicians and more.

**Local Produce Day** - We started a local farmers' market every Wednesday in the store from July through December where we featured anywhere between 4 to 13 farmers each week.

**Uncommon Sense Sustainability Program** - We are currently in our first year of the Yellowstone Business Partnership's, Uncommon Sense sustainability program. Through this program we aim to work with fellow local and regional business to promote sustainable living in the Greater Yellowstone Area.

**Support For Local Non-profits** - By donating your 5 ¢ bag credit along with the 5 ¢ match from JWG, together, we have donated \$5,636 to 4 area nonprofits; 1% For The Tetons, Slow Foods, Jackson Community Recycling (RRR program) and The Community Foundation of JH.

**CAST Bag Challenge** - We participated in the ski town bag challenge with other mountain ski towns in CO, WY & ID. Our total bag count for the challenge Mar 1st to Aug 31st is 40,614 reusable bags used, go Jackson!

**Green-to-Green Award** - The Chamber of Commerce chose us as the business that has shown a commitment to the environment by prescribing to innovative and effective environmentally conscious business practices.

**Best of Jackson Hole - JH Weekly** - We won Gold for Best Produce, Silver for Best Green Business and bronze for Best Vegetarian spot.

**Don't forget to enter our online Recipe Contest!**  
Go to [jacksonwholegrocer.com](http://jacksonwholegrocer.com)  
enter a favorite recipe and have a chance to win a \$50 gift card to the store!

### January Events Calendar

**Jan 4** - Food demo with Cara Liberatore from 12-2pm. Foods that you relax you after the holidays.

**Jan 11** - Food demo with Jack from Hole Fish and Maureen Molinari, RD from 12-2pm. Sample delicious, sustainable fish.

**Jan 11** - Tea Tasting with the DragonLady 11:30-1:30pm

**Jan 18** - Food Demo with Cara Liberatore, 12-2pm - the incredible, edible egg!

**Jan 25** - Food Demo with Maureen Molinari, RD - foods to warm you on a cold winter day.

**Check the calendar on our website for upcoming wine tastings, and demos from KA Formulas and Kaycee's Naturals.**



**Why drink tea?  
Aside from the myriad of  
*physical* health benefits,  
tea offers health to our  
mental, emotional and  
spiritual selves  
as well.**

***Mentally***, tea can calm the mind and ease stress, allowing us to breathe in a new perspective.

***Emotionally***, tea can support thru change and transition and ease our resistance (flexibility is important).

***Spiritually***, tea can lift, open, transform, awaken and set free.

The simple act of combining the elements can have a powerful effect on our day. The water, the fire from our stove, the herbs from the earth, the vapors that rise & and the joy that comes from taking the first sip all combine to form a powerful ritual.  
Drink Tea. Be You. Be Free.

"Drink your tea slowly and reverently, as if it is the axis on which the whole earth revolves - slowly, evenly, without rushing toward the future. Live the actual moment. Only this moment is life."

- Thich Nat Hahn

Notes from the Jackson Tea Goddess:  
DragonLady xxxo

[www.dragonladyteas.com](http://www.dragonladyteas.com)  
drink tea. be you. be free.

### TEAS WE LOVE!

We carry the following caffeine free DragonLady Teas

Lady's Blend  
Raven  
Belly Rub  
Flow  
Be Well  
Chai  
Chill Me Out  
Peace  
Navigator  
Happy  
Morning Dew

Try our NEW  
Summit Tea Co.  
Blooming Teas

Green Tea Jasmine  
White

Jasmine White with  
Red Globe Amaranth

Gunpowder Green

Jasmine Pearl

Vanilla Mint Bliss  
Decaf Black

We also carry teas by  
Numi, Yogi Tea,  
Celestial Seasonings,  
Traditional Medicinals,  
Republic of Tea, Rishi,  
Harney & Sons, Stash,  
Bigelow, Tazo, PG Tips,  
Lipton & many more!

**"The 'art of tea' is a spiritual force for us to share." - Alexandra Stoddard**

## Here are some great products from the Natural Care Department to help de-stress after the holiday:

January 8th is Bubble Bath day and in accordance we are featuring some great products to help you relax after the holidays. We have some new bath salts and bubble bath products from our holiday stock that will help any bathtub become a sanctuary. Favorites include *Little Twig's* 17 oz Tangerine bubble bath and *Sunshine Spa's* Rosemary Peppermint Herb Salt Scrub.

A new favorite of the Jackson Whole Grocer staff is an herbal tonic by the name of *Koppla*. A natural drink made with lemon balm, flowering oats, linden, hawthorn, panax ginseng and lavender. Consumed hot or cold, this delicious beverage works as an adaptogen to help balance your mood and energy levels.

Vitamin B comes in many forms and is a wonderful tool for stress. It is recommended that a person use Vitamin B complex (the varied B's together) and a staff preference is *Now's* sublingual form.

Also, just in time for some much needed snow check out our sport recovery products such as *Sport Legs*, great tasting protein powders and many forms of Arnica!

## Eggs are EGGGGcellent!

You may have noticed the locally produced eggs we've been stocking on the shelves. We will be carrying eggs from Robinson Family Farm from Beford WY and weekly we've been carrying "Bird's Eggs" from Tetonia, ID. "Bird" is the nickname of 6 year old Gina who loves her chickens and along with her dad and mom raise healthy, happy chickens and delicious, fresh free range eggs. The once maligned egg is actually a nutritional powerhouse. Here are a few egg facts you may not know...

- ◆ Eggs are great for the eyes. According to one study, an egg a day may prevent macular degeneration and cataracts due to the carotenoid content, specifically lutein and zeaxanthin. Both nutrients are more readily available to our bodies from eggs than from other sources.
- ◆ **One egg contains 6 grams of high-quality protein and all 9 essential amino acids.**
- ◆ According to a study by the Harvard School of Public Health, there is no significant link between egg consumption and heart disease. In fact, according to one study, regular consumption of eggs may help prevent blood clots, stroke, and heart attacks.
- ◆ They are a good source of choline. One egg yolk has about 300 micrograms of choline. Choline is an important nutrient that helps regulate the brain, nervous system, and cardiovascular system.
- ◆ **They contain the right kind of fat.** One egg contains just 5 grams of fat and only 1.5 grams of that is saturated fat.
- ◆ New research shows that, contrary to previous belief, moderate consumption of eggs does not have a negative impact on cholesterol. In fact, recent studies have shown that regular consumption of two eggs per day does not affect a person's lipid profile and may, in fact, improve it. Research suggests that it is saturated fat that raises cholesterol rather than dietary cholesterol.
- ◆ **Eggs are one of the only foods that contain naturally occurring vitamin D.**
- ◆ Eggs may prevent breast cancer. In one study, women who consumed at least 6 eggs per week lowered their risk of breast cancer by 44%.
- ◆ Eggs promote healthy hair and nails because of their high sulphur content and wide array of vitamins and minerals. Many people find their hair growing faster after adding eggs to their diet, especially if they were previously deficient in foods containing sulphur or B12.



## Update From the Northwest by Mary Ryan, MS, RD

It's hard to believe I've been in Seattle for over six months already. We had the good fortune to arrive during an unusually dry year and I've had more glimpses of sun in the past few weeks than I'd hoped to see all winter! The summer was gorgeous and included an abundance of local farmer's markets, fresh fish galore, and lots of good restaurants with outdoor seating to take advantage of the nice weather.



Seattlites seem generally interested in health and wellness and strive to be good stewards of the environment. I still get excited about our curbside pick up for *all* recycling *and* compost, access to farmer's markets and locally caught fish year round, and no shortage of small, nice, independently owned grocery stores. The big thing missing from this food lover's paradise however, is all of your familiar faces at the Grocer! It is still strange to go to a market, including my neighborhood PCC, and not have at least a few chats in the aisles with customers, friends, and employees.

Though I miss the Grocer I love teaching at Bastyr University. The students and faculty are passionate about a more holistic approach to health and nutrition and share some core values with Beyond Broccoli and Jackson Whole Grocer with respect to the importance of whole, good quality foods, prepared well and enjoyed fully. All of their nutrition programs include whole foods cooking classes and there is an organic garden on campus where medicinal herbs and food are grown. The Bastyr campus is on the grounds of an old monastery, now also a State Park with wooded trails and access to Lake Washington. Not a bad work environment!

The highlight of my first quarter at Bastyr was teaching an elective I put together based on a class taught at Stanford called "Food & Society." The class explores nutrition and health in a broader social context and looks at a variety of environmental, political, biological, economical, agricultural, ethical, and psychological factors that influence what we eat, as well as current policies that affect our food choices. This class allowed me to share so much of what I learned through my involvement with the Cosmic Apple Gardens, Slow Food in the Tetons, and various community members and organizations committed to sustainability back in the Tetons. The challenges we face to improve both our food system and general health, while preserving the environment, seem daunting and I believe we need to bring people with a diversity of views and opinions together to solve these complex problems. I'm happy to say that my students really "got it" and the seeds of advocacy were planted.

As I welcome 2010, I look forward to sharing more of my discoveries here in the northwest through the JWG newsletter. If all goes well I will see you at Eco-Fair in April. Happy New Year!

