



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

www.jacksonwholegrocer.com

open everyday
7am - 11pm

JWG News & Views - April 2009

April brings to mind spring cleaning, planting seeds, Arbor Day and of course, Earth Day. The saying "Earth Day is every day" is used in advertising for everything from alternative energy and hybrid cars, to natural foods and cleaning products. It seems that on a daily basis we are bombarded with "directions" on how to "Be Green". This month Jackson Whole Grocer is partnering with Pursue Balance to bring you Earth Week 2009 and the ECO Fair. ECO Fair provides an opportunity for individuals to learn more about simple and sustainable living in the Tetons through informational booths, local food vendors, music, activities for kids and adults, and much more!

April Events Calendar

April 13 & 27 - Sample local foods at cooking Demo with Mary Ryan from 12 to 2 pm at the store.

Events Calendar - Earth Week 2009

Tuesday, April, 21 - A Locavore's Night Out

The Wildwood Room, Victor, Idaho, 5:00 - 9:00 pm Free Event, Dinner available for purchase

Spend an evening with your local food producers - farmers, ranchers, bakers and brewers - along with music, a raffle and more. A dinner prepared by Bill Boney from local ingredients will be available.

Wednesday, April 22nd - Moving Sustainability Initiatives into Action – An ICLEI Community Conversation, Teton County Fair Building, 12:00-4:30pm, FREE- RSVP requested

The economy, climate change, jobs and energy are issues that define our future. Jackson is one of just 10 communities specially selected out of hundreds of participants to host a Spotlight Conversation on Climate Action. Come listen, learn and join in on the discussion.

Thursday, April 23rd - Green=Green Panel Series: The Outdoor Industry

1st Interstate Bank, 12:00 - 1:30pm- FREE

Come hear businesses in the Outdoor Industry talk about the challenges, successes and lessons learned from "going green." Bring your questions and your lunch.

Green Drinks, Lyndsay McCandless Contemporary, 5-7pm Cash Bar

Friday, April 24th - Film Screening: The Thin Green Line with Filmmaker Allison Argo Center for the Arts Theatre, 7:00 pm- FREE

Saturday, April 25th

2009 ECO Fair: Simple and Sustainable Living in the Tetons

Jackson Whole Grocer's Parking Lot, 11:00 am - 4:00 pm- suggested donation of \$3

Where Do We Go From Here?

Center for the Arts Theater, 7pm- Suggested donation of \$5

Keynote Speaker K.C. Golden, author of the Mayor's Climate Change Agreement speaks to us about making the right changes at the right time. Panel discussion to follow speaker.

Throughout the Week

Bag 2 Differ will be providing every child in every school with one canvass grocery bag. This will launch the beginning of a Ski Town Plastic Bag Reduction Challenge. **JH Wildlife Film Fest** brings amphibian programs & film screenings with filmmaker Allison Argo to the elementary and middle schools.

Visit www.pursuebalance.org or call 307-734-8600 for more information on any of the events.

Interview: Sarah Mitchell from Pursue Balance

What is the mission of Pursue Balance?

Pursue Balance provides leadership for personal transformation and environmental stewardship. We believe in sustaining ourselves and sustaining our community so our programs are divided between these missions. For our personal transformation mission, throughout the year we offer a variety of opportunities for individuals to attend workshops or guest speaker presentations. We also give out **Growth Grants** which are given to individuals seeking an opportunity to live better lives, lead by example, and create a healthier community.

In the community stewardship realm, we are partners with The Town of Jackson, Teton County, and 1% for the Tetons on the **10 x 10 Initiative**. The Teton Area 10x10 Initiative asks residents and businesses to participate in an energy reduction program. The goal is to reduce 10% of the participant's energy use 10% by 2010. In the **We Can Be Idle Free program**, we are partners with Willie Neal, a local youth, to provide signs to local businesses reminding drivers to save on gas and contribute to environmental stewardship. Our other programs include Kill Your Watt, Solar 4R Schools, Lights Off Radio Show and 10x10 Book Club to name a few. We work with the Jackson Hole Chamber of Commerce to host a **"Green Drinks"** with local businesses committed to sustainable business practices. Our big event this month is **Earth Week 2009**. You can read more about all of our programs at www.pursuebalance.org



What organizations will be featured during Earth Week 2009?

We are fortunate in Teton County and the surrounding areas to have dozens of environmentally conscious organizations and sustainable businesses. Throughout **Earth Week (April 21-25)** we'll be partnering with the RRR Campaign and their Bag 2 Differ program, Slow Foods in the Tetons, Bank of Jackson Hole, The Wyoming Inn, the Town of Jackson and Teton County. We are also drawing attention to businesses with sustainable practices like Grand Targhee Resort, Lyndsay McCandless Gallery, Fitzgerald Bikes and of course, Jackson Whole Grocer. **We're all on the same highway to sustainability following many different routes.**

What are you trying to accomplish with ECO Fair?

ECO Fair is an opportunity. This year our focus is **sustainability in tough economic times** and the effects of the decisions we make. We're showcasing businesses, producers, farmers, ranchers, etc that continue to choose the sustainable route, while offering a chance to connect with these individuals and entrepreneurs from our community. We believe that spending your money wisely and supporting your local and regional producers will strengthen and create a more solid community. ECO Fair will be a resource to meet local, "green" community members and businesses, to learn about sustainable living, engage in conversations about how to take action in our community and to have fun. **It's about small changes and individual choices, and spring is a time for new beginnings.** If people can walk away from ECO Fair with a few new ideas - great! Take the ways that work for your life and leave the ones that don't. **If each individual takes this approach the cumulative effect will be very powerful.**

For the complete Earth Week Schedule check out the Pursue Balance website, call 734-8600 or email info@pursuebalance.org





Herbs & Spices for Health and Taste by Mary Ryan, MS, RD

Herbs and spices have been used by cultures around the globe for centuries, first for medicinal and then for culinary reasons. In addition to being a great way to flavor food without fat, salt or sugar, herbs and spices have many beneficial effects on health. Many common herbs and spices are chock full of compounds with anti-oxidant, anti-inflammatory, and anti-microbial effects as well as the ability to lower cholesterol, improve insulin sensitivity, and destroy cancer cells. Though we have much to learn about how various plant compounds enhance good health, we already know how to make food taste better with these **NUTRITIONAL ALLSTARS!**

General suggestions for adding herbs and spices to food:

- Use fresh herbs after cooking or in uncooked foods such as salads, sandwiches, etc.
- Rotate dried herbs and spices to keep fresh
- Use half the salt and add 25% more of the spices and herbs in recipes
- Crush dried herbs prior to using to release more flavor
- Add roughly ¾ of herbs & spices in beginning of cooking and add the remainder in the last 5-10 min of cooking
- If replacing salt w/herbs and spices marinate longer for more flavor

Basil

In addition to magnesium, iron, calcium, potassium, and vitamins C and K, basil is a rich source of phytonutrients that may help lower cholesterol and protect cells from damage due to free radicals. Volatile oils found in basil have antibacterial and anti-inflammatory properties.

Cinnamon

In addition to providing calcium, iron, potassium, manganese, zinc, and vitamins B3, A and C, cinnamon contains essential oils and phytonutrients with anti-inflammatory, anti-microbial (bacteria, yeast and fungi), and cholesterol and triglyceride lowering effects. Cinnamon may also help with blood sugar imbalances, decrease unwanted clotting factors and some research shows just the smell of cinnamon can boost brain activity.



Dragon Lady Teas

The Faces Of Food - How does Jackson Whole Grocer's Faces of Food Program Work??

Get to know the people who produce your food through their faces and their story. Support the local farmers, ranchers and producers by looking for blue shelf/price tags around the store to indicate our local and regional products, and help to reduce the amount of food miles in the food you eat.

We have split our local products into two categories, **local** products within 200 driving miles of Jackson and **regional** products that are produced outside of the 200 mile range in WY and our neighboring states of MT, CO, ID and UT.

To learn more about these local and regional products we have collected short stories and pictures that detail the history, mission and goals of who the people are behind these wonderful products. Through these stories we hope to connect you to faces of these foods. Please keep your eyes out for these stories as you shop in our store.



April 25, 2009 **ECO Fair** 11am-4pm

Sponsored by Jackson Whole Grocer & Pursue Balance

Music

Pastiche, Members of Jet Black Ninja Funkgrass Unit and More!

Kids Activities

Face Painting, Bring Your Own Reusable Bag To Decorate, Cookie Decorating, May Pole and a Kid's Wildlife Film on Amphibians

Food, Beer & Wine

Food from the JWG Deli, food, beer & wine samples from regional producers

Raffle Prizes

Cruiser Bicycle, Dinner for Two at Signal Mountain Lodge, 4 Hour ECOTour of Grand Teton National Park for Two, 1 Hour Massage, Gift Certificate to Blue Spruce Cleaners, Gift Baskets and many more!

Education

Oodles of Information on Sustainable Living in the Tetons!

Alliance Against Climate Change
Allow Me

Animal Adoption Center

Attuned Healing Massage & Bodywork
Ballard Cheese

Beyond Broccoli

Bliss Bodywork & Natural Therapeutics
Blue Flax Farm

Blue Spruce Cleaners

Carney Architects

Creative Energies

Dragon Lady Teas

Dream Seeds Organics

ECOTour Adventures

Fish Creek Gardens

Fitzgerald's Bicycles

Friends Of Pathways

Grand Teton Brewing Co.

Habitat For Humanity

Hidden Legend Winery

Jackson Cake Company

Jackson Community Recycling

Jackson Hole Community Housing Trust

Jackson Hole Conservation Alliance

Jackson Hole Mountain Resort

Jackson Hole Natural Beef

Jackson Hole Visitors Center

Jackson Hole Weed Mgmt. Assoc.

Jackson Hole Wildlife Film Festival

Jackson Hole Wildlife Foundation

Jackson Whole Grocer

Living Green

Lower Valley Energy

Native Ecoscapes, Inc.

Neighbor Creations

Paradise Springs Farm

Pridigicom

Pursue Balance

Red Top Meadows

Rocky Mountain Hydronics, LLC

Rocky Mountain Organic Meat

Signal Mountain Lodge

Slow Foods in the Tetons

Snake River Brewing

Teton Motors

Ten Spoon Vineyards

Terra Firma Organics

Teton Conservation District

Teton County Mosquito Abatement

Teton Group of the Sierra Club

Teton Science School

Teton Valley Mustard

Teton Wellness Institute

The Cougar Fund

Tram Bars

UW Cooperative Extension

Valley Bookstore

Western Wolf Coalition

Wilson Acupuncture

Winter Wildlands Association

Wyoming Wilderness Association

Yellowstone Bees

GROUPS

&

BUSINESSES

ATTENDING

ECO FAIR

2009

**Come One
Come All
Come Rain,
Snow or
Shine!**