



March - April 2016

Your Neighborhood Natural Foods Store

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Announcements

• **Share your story, help others, and save 10%.** If you have been using any supplements from The Market that have helped you, please ask for a testimonials form and share your story! Your feedback can help others facing similar issues. Please accept our thanks by using the completed form at the counter as a 10% off coupon on your next supplements purchase.

• **The Live Happy, Be Pure Organic Festival and Dinner Gala** is happening in Eureka Springs at the Inn of the Ozarks on May 6th through the 8th. Go to livehappybepur.com for more information.

Get Moving!

Check out these local outlets for ways to increase your activity level:

- The Fire Om Studio offers belly dancing, yoga and Tai Chi. www.fireomearth.com
- Dawn and Amanda have a strong following with Zumba classes six days a week! A current schedule is on their Facebook page at Z-Crew at Forest Hill. They call it “exercise in disguise” because it’s so fun.
- Our talented neighbors at Melonlight offer a variety of dance and yoga classes in their beautiful studio in The Quarter. melonlightdance.com
- The Berryville Community Center has aqua aerobics twice a week, Gentle Yoga with our local favorite, Jack Kroeck, and Silver & Strong exercise classes five times a week.
- The school track has been refurbished and offers smooth footing for a brisk walk, and locals are welcome there.



Lighten Up & Get Out!

March means spring! The season that is so easy to love is almost upon us. We begin to forgo the heavy comfort foods of winter in lieu of lighter fare. Spring greens fulfill a natural desire for foods that assist in cleansing body systems. Welcome the cool and refreshing salad back to center stage!

If you you’ve melted into your favorite chair watching Netflix throughout the winter, spring weather begs you to get moving! Regular physical activity is vital to maintain a healthy body weight, retain muscle, keep our cardiovascular system in shape, and support positive mood and cognitive function.

There is no superfood or supplement that can counteract the effects of a sedentary lifestyle. We *have* to be active, or suffer the consequences. Few of us work in physical jobs—quite the opposite— many of us sit too much and have to be *intentional* about getting exercise. We focus on the food part of the good health equation here at Eureka Market, but

in honor of spring we give a shout out to exercise!

It can be as simple as a walk around the block or a hike at one of the beautiful natural locations around Eureka. *Schedule* physical activities into your week, make it a *habit* and meet-up with friends that will hold you accountable. Find something you enjoy and make it happen!

Simple Citrus Salad Dressing From Carrie Marry

- Juice of one lemon, lime, or orange
- Whisk in about the same amount of olive oil as citrus juice
- Add following ingredients and whisk or shake in jar to blend well:

1 clove garlic, minced
1 tsp. mustard
½ tsp. sea salt
Several twists of fresh black pepper



Connect, Read, Listen, Learn

Here is more great info for our curious customers. Treat yourself to some time to learn. Knowledge is power.

You may have heard of Dean Ornish, the holistic MD who champions the low-fat vegetarian diet for prevention and treatment of coronary artery disease. He gives a four-minute Ted Talk called "Your Genes are not your Fate". He discusses the relationships between gene expression and lifestyle. Find out what six things have been shown to encourage neurogenesis (growth of new brain cells). You will like them. www.ted.com/talks/dean_ornish_says_your_genes_are_not_your_fate

We live in a carbolicious world and most of us need more protein than we are getting. In the book, "**The Ultimate Protein Powder Cookbook: Think Outside the Shake**", Anna Sward teaches how to use a variety of protein powders (whey, hemp, rice, pea) to replace flour in a wide range of recipes. All recipes are gluten and soy-free.

Our Education Department (Jae & Megan!) has been cranking out **Education Guides** for the past several months. Heavily researched and up-to-date information consolidated into one-page handouts, they are free for the taking! Our newest guides discuss Heart Health, Cholesterol Helpers, Tart Cherry, Herbal Immune Support, Inflammation Reduction, and Gout

A funny and fascinating TED Talk titled "**The Power of Vulnerability**" has been viewed by more than 23 million people world-wide. Sociologist Brene Brown has studied vulnerability, courage, authenticity and shame for over a decade. She shares what she has learned in this insightful 20-minute talk.

The Big-Time Benefits of Berries

by Megan Kirk

We know that berries are good for us—actually they are *crazy-good for us*—and research is being conducted world-wide to figure out how and why they are so powerful. We are curious people and once we figure out a food can help us, we want to know *why*—to isolate the reason and stick it in a capsule for easy consumption— and that may be where berries end up.

But, in the meantime, while scientists scramble to get results, and dissect these beautiful gems in a lab— *just eat berries*—all kinds, fresh or frozen. Freezing them won't reduce their power, in fact, freezing them can boost availability of beneficial compounds when ice crystals form and disrupt the structure of the plant tissue.

As little as two servings a week of a ½ cup of berries can make a difference, with some studies yielding impressive results with just three to five servings a week.

This is what we currently know about the benefits of berries:

- The power is in the red, blue,

and purple flavonoid pigments called anthocyanins.

- Anthocyanins have been shown to cross the blood-brain barrier and become localized in various brain regions important for learning and memory. Once in the brain they may inhibit neuroinflammation, and protect and enhance the function of nerve cells.
- Berries reduce oxidative stress and inflammation, which are thought to be culprits in aging in general, but are specifically involved in cardiovascular disease, cancer, and neurodegenerative diseases like Alzheimer's.
- Berries work to prevent oxidative damage in the bloodstream which can affect cholesterol molecules and cause them to become stickier and create inflammation that impedes blood flow.
- A Nurse's Study that followed 93,000 women for eighteen years found that consuming more than three servings a week of blueberries or strawberries had an impressive 34% lowered risk of heart attack.



Get the Big Bag!

New in March, we will offer a two-pound bag of organic frozen blueberries from Earthbound Farms!

You'll love our everyday low price!

All Eureka Market Newsletters are intended for educational purposes only. The guides are not intended to substitute for professional medical consultation and as such, do not diagnose, prescribe or offer personal medical advice. Always consult with your health care professional before taking supplements with prescription medications.

Protein Powder Reviews

by Megan Kirk

Protein powders have surged in popularity in recent years and more choices than ever are hitting the shelves. I took a trip through the different products we offer, mixing a serving of protein powder with 12 oz. of almond milk and 1/3 C. of frozen fruit. Here's the scoop:

Whey is derived from milk. It has a smooth consistency in shakes and smoothies. Whey is a very effective muscle builder. It's a favorite of those that work-out or are very physically active.

On the shelf: **Bluebonnet Whey Protein Isolate** is a favorite, sitting pretty with the highest amount of protein on the shelf— 26 grams per serving. **Bob's Red Mill Whey** is a great value.

Hemp protein provides omega-3 fatty acids and a good hit of fiber, which is missing in other proteins. It can tend toward heaviness (that's the fiber talking) and 2-3 T. in a 12 oz. smoothie was as thick as I could handle. It's not as high in protein as others, but this uncomplicated powder with one ingredient has a lot to offer.

On the shelf: **Nutiva** or **Manitoba** hemp powder, with **Nutiva** being slightly higher in protein.

Rice or Pea Protein is a clean source of plant-based protein that doesn't involve cows or soybeans. It digests slowly and kept me full for the morning. There is a little *texture* to these proteins, but a frozen banana does a good job of smoothing it out.

On the shelf: **Garden of Life** dominates the plant protein camp and they are all organic and raw (low temp processed). The **Raw Fit** line can't be beat if weight management is on your agenda. The new **Garden of Life Proteins & Greens** gives you a healthy serving of greens, but **Vega's** similar product sneaks in with a smoother texture, although it is *not* organic.

Soy protein blends smoothly and offers complete plant-based protein. Some may have trouble digesting soy, or have concerns about the isoflavones it contains.

On the shelf: **Spirutein** has a corner on the soy-based powders. We offer packets of a dozen different flavors, so shop the single-serves to keep things interesting. They contain good old fashioned sugar so they are modestly sweet and my kids like them. They are GMO-free.

Super-Charge Your Smoothie with Healthy Additions

by Megan Kirk

Chia seeds are packed with omega-3 fatty acids, protein, antioxidants, calcium and fiber. The tiny seeds have the unique ability to absorb liquid and swell to many times their size and can contribute to a feeling of fullness. It may help people stretch the time between meals if weight loss is a goal. Ground chia seeds are available if your blender is not powerful enough to crush the tiny seeds.

Maca is an energizing root vegetable that has been used as food and medicine for centuries. It has a reputation for balancing hormones, and increasing fertility and libido in men & women. It's also used for strength and endurance. It is a rich source of manganese, potassium, iron and trace minerals.

Prebiotic Fiber will help curb the appetite, maintain

blood sugar, promote growth of healthy probiotics in the digestive tract, and support healthy digestion & elimination. **Garden of Life Dr. Formulated Prebiotic Fiber** comes from the Acacia Senegal tree.

White Mountain Bulgarian Yogurt is a whole milk fermented yogurt that provides a whopping 90 billion active probiotics per serving. Naturally low in lactose, its easily digested and provides 8 grams of protein per cup.

Cocoa is mineral-rich and energizing! Containing compounds that boost endorphins and serotonin, two of the "feel-good" chemicals in the body — cocoa can support a positive mood. Studies show that regular consumption of cocoa is related to decreased blood pressure, improved cholesterol levels

and overall reduced risk for cardiovascular disease. Studies that yield impressive results have used *sugar-free dark chocolate*. So, go for raw cocoa powder and add as little sweetener as possible.

Coconut Oil is touted with many benefits, one of which is being a "super-fuel" for the brain. It has antimicrobial properties, and contains medium chain fatty-acids that provide energy and are not easily stored as fat. It also increases the absorption of other nutrients in your diet. Add a tablespoon to a smoothie.

Nuts or nut butter: You can skip the scoop of protein powder and add some nut butter or a handful of raw nuts to boost protein and add healthy fats.

~ Megan Kirk

Feta Dressing *from Kate Graham*

4 oz. feta cheese
2 T. red wine vinegar
½ tsp. dried oregano
Salt and pepper to taste

- Combine ingredients in food processor or blender and run until smooth.
- Add 2-4 T. olive oil depending on desired consistency, and process again.
- Use immediately or cover and refrigerate.
- Serve over greens, steamed vegetables, or sliced tomatoes.
- Can also be used as a dip.
Makes about ¾ cup.



Lemon Kale with Parmesan - A Eureka Market Favorite

1 bunch kale

1/3 C. slivered or sliced almonds

3/4 C.-1 C. fine-grated parmesan - loosely loaded into measuring cup, not packed

1/3 C. minced shallot (can substitute white onion)

1/4 C. currants (or more to taste)

Wash and dry kale and remove heavy ribs. Cut or tear into thin ribbons and put in large bowl with minced shallot, almonds, and currants.

Dressing:

4 T. olive oil

3 T. lemon juice-fresh or bottled

2 T. white wine vinegar

1/2 tsp. salt & 1/2 tsp. pepper

Pour dressing over kale mixture and massage briefly to coat. Then, add grated parmesan and stir gently.

Salad can be served immediately but will get softer and more flavorful if it's left in the fridge for a few hours or overnight.

This salad is great topped with halved cherry tomatoes. It is delicious draped over fried or scramble eggs. It can replace lettuce on any sandwich or wrap.

How much do we love Eureka Market's Lemon Kale Parmesan Salad? Customers and staff consumed 200 pounds of it in the past year!



What Makes a Body Healthy?

Carry Marry, Integrative Health Coach

The abundance and variety of food available to most Americans year round is truly amazing. Studies in Food Science consistently contribute information about the nutrients in food and why our bodies need them. Yet, knowing what to eat to be "healthy" causes an alarming number of people (one study cited 87%) to be completely confused as to what they should be eating for a healthy diet.

Currently everyone is (again) terrified of carbohydrates and madly in love with protein. (Anyone remember the "South Beach Diet", "The Zone", "The Atkins Diet"?)

Now The "Paleo" diet is the most Googled diet in the country. We have everyone eating foods that are infused with extra protein — like bars, beverages, cookies, and crackers — all very processed foods.

Food is much more than the nutrients contained within.

Food defines cultures and traditions. It is the most important factor at every celebration everywhere in the world. People love to make

food and to share food with one another. The healthy experience of JOY when eating food with people you care about supersedes any other benefit your body may get from the nutrients in that food.

We seem to be losing the value of the pleasure of eating food; we are forgetting that food deserves respect. We eat snacks in packages that are labeled "meal replacements", we wolf down lunches standing up or simply grab something and eat it in our cars as we dash off to something important. We need to change our thought process about the valuable role of mealtimes, and of eating real food prepared with love plays in our lives if we are to be truly healthy.

There is great value in the wisdom of traditional diets. By this I do not mean a "diet" as in something done temporarily to achieve unsustainable results. Your diet is what you are eating on a regular basis. Think Mediterranean diet; eating a wide variety of fresh food, especially plant foods, eaten with joy and gratitude, which is the best ingredient for good health.



Kate, Carrie & Piper take a break on the patio

Staff Picks

Question: Do you make protein shakes? What do you put in your smoothie?

- **Ellen:** "I use **White Mountain Yogurt**, blueberries, a banana, a quarter cup of **Nutiva Hempseeds**, a handful of walnuts, a gob of fresh spinach, freshly ground nutmeg or cinnamon, a squeeze of honey, and unsweetened almond milk. I drink two big glasses every morning."
- **Kate:** "I use **Bob's Red Mill Whey Protein**. I add whatever greens I have and frozen fruits—usually mango or blueberry. Plus, half an avocado and plain unsweetened almond milk."
- **Carrie:** "I occasionally use plant-based protein powder. I add frozen berries, a handful of greens—usually kale—and nuts or seeds. If the powder is sweetened, I add a tablespoon of cacao powder and always a squeeze of citrus."
- **Terry:** "I don't do protein powders but I drink **Garden of Life Perfect Food** powdered greens. I mix it with orange juice—it takes the green taste away. I like that it is sprouted."
- **David:** "I use four scoops **Now Organic Pea Protein** mixed with fluoride-free filtered water. I keep it simple and get a third of my daily protein before I leave the house."
- **Piper:** "I like plain **Garden of Life Organic Raw Fit** protein mixed with vanilla soy milk—no blender needed. I also mix **Vega Protein & Greens** with plain Greek yogurt, frozen fruit and a banana added. You get twenty grams of protein from a cup of yogurt. The kids love it."
- **Megan:** "I love the **Garden of Life** plant proteins with vanilla unsweetened almond milk. I always add frozen berries, ice, and a couple teaspoons ground chia seeds to enhance fullness. My other favorite is to use a chocolate protein and add almond milk, a spoonful of almond butter, a tablespoon of cocoa powder, and a squeeze of honey. It's a powerhouse breakfast that provides energy all day long!"
- **Christine:** "I use all organic vegetables—kale, cucumber, chard, some Asian greens or spinach and lemon. I blend it with water and a little apple juice for a pure zap of energy. It helps my hair and fingernails too. For

protein, I drink **Orgain** pre-made protein drinks."

- **Sam:** "I mix unsweetened almond milk with **Garden of Life Organic Grain-free Protein**. I add any **frozen fruit** and a heaping spoonful of raw cocoa powder."
- **Jae:** "**Garden of Life Raw Fit Vanilla** is my favorite. It has 28 grams of protein per serving and is low carb and it tastes good. It has prebiotic acacia fiber and decaf green coffee bean extract. It minimizes my appetite and supports blood sugar. I add **Frontier coffee flavor extract** and it tastes like a yummy coffee shake."

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