People’s O.B. Garden Café!

by Jim Kase, General Manager

Have you been to People’s O.B. Garden Café lately? It’s been just over a year since Ocean Beach People’s Organic Food Market expanded its operations to include a beautiful new vegan and vegetarian café with spacious indoor seating, as well as an outdoor patio and rooftop deck which caters to sun lovers and dog owners alike. Many of you have dined at the café, and if you haven’t yet, you’re missing out on something special. Since our grand opening in March of 2018, the café staff has been refining the menu, polishing customer service skills, and holding some fun events that make People’s O.B. Garden Café the new in-spot for local dining and community fun.

Do you like to play trivia? Come on a Friday evening at 6 p.m. with friends or solo and join the competition to win prizes that are sure to make you smile. Want to treat yourself to a healthy yoga class and follow it up with a fresh, organic juice or smoothie? Check out the café’s website at www.obgardencafe.coop for days and times.

There you’ll also find information on café specials . . .

People’s O.B. Garden Café now offers house-made vegan doughnuts and fritters!

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San Diego’s Best Selection of Organic Produce

People’s Market
Spring Arts & Crafts Fair

Saturday, May 4
11 a.m. – 4 p.m.

Celebrate World Fair Trade Day with Dr. Bronner’s Saturday, May 11, 4:30 p.m. - 8:30 p.m.

Stop by People’s on Saturday, May 11th and visit with the friendly folks from Dr. Bronner’s. They’ll be sampling and demonstrating their line of Fair Trade virgin coconut oil along with their Fair Trade body care products including organic castile soaps, hand and body washes, silky smooth lotions, lip balms, shaving gels, hair rinses and crème’s, and more!

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People’s Market
Board of Directors

Meeting Notes for March 18, 2019

Board of Directors Present: Stephanie Mood, Andi Briceno, Steve Myrick, Sarcla Bonilla, Lynn Wade, Derek Casady, and Jamie Decker.
Staff: Jim Kase, Will White, Brenda Winkle, and Gloria Isschard.
Guests: Judith Starker, Shannon Longanecker, Paul Maschel, Sarah Tipple, and Phillip Gianopoulos.

Board Study – Financial Definitions
Jim and Jamie went over the Financial Ratio Definitions and NCG recommendations for goals to determine where help is needed and what the indicators mean.

Outreach and Education Committee
Andi asked which committee members had applied for scholarships for the upcoming Consumer Cooperative Management Association meeting. Sarcla, Merrin and Lynn said that they had.
Andi said the committee plan to attend the California Center for Cooperative Development’s California Co-op Conference, which will take place in April in Sacramento.
Andi asked for opinions regarding the best way to handle board messages and updates. Stephanie felt that the committee should get more co-op owners to participate and that facilitating this could be part of Policy Governance. Also, messages about what the board does could be put in the newsletter.
Jim reported that People’s Membership Dept. will use new owner forms starting in April. If an owner refers someone who joins the Co-op, the owner will receive 10% off their next shopping trip. There will be a membership drive in June that Sarcla will present at a new ownership meeting.

Governance Committee
Stephanie reported that the Planning Committee has been disbanded, and that henceforth it will now be the Governance Committee. She said that the Governance Committee is intended to be a way for the board and the General Manager to collaborate on what needs to be done and to engage more with owners. Stephanie made a motion to adopt Policy Governance and work on it over the next year. Derek seconded. Vote: in favor – 6; abstained – 1. Motion passed.

Nominating Committee
Jamie reported that two applications have been received for appointments to the two vacant Board of Directors’ seats. The two applicants will be interviewed before the Annual Meeting.

General Manager’s Operations Report
Sales were up 3.1% at the store compared to March of last year, and cafe sales down 19.1% over the same period. The grand opening of the cafe was held last March, which contributed to the sales differential. The combined revenue for March was $1,185,527, an increase of 1.8% over last year. Before depreciation, our organization posted a net income of $27,542 as opposed to a loss of $26,090 last March.

Market

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$1,131,196</td>
<td>$1,097,185</td>
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<tr>
<td>Basket Size</td>
<td>$27.32</td>
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<tr>
<td>Customer Count</td>
<td>39,622</td>
<td>40,738</td>
<td>-2.7%</td>
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Café

<table>
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<th></th>
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<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$54,332</td>
<td>$67,137</td>
<td>-19.1%</td>
</tr>
<tr>
<td>Avg. Order Size</td>
<td>$20.89</td>
<td>$11.60</td>
<td>80%</td>
</tr>
<tr>
<td>Customer Count</td>
<td>2,571</td>
<td>5,676</td>
<td>-55.4%</td>
</tr>
</tbody>
</table>

Personnel costs at the store were 24.5% of gross sales, while personnel costs at the cafe were down 40.1% from the same period last year, and were 71.5% of cafe sales.
March was the close of our first fiscal quarter, with sales for the quarter up 4.1% at the store and down 8.7% at the cafe. The combined revenue was $3,483,987, an increase of 3.5% over last year. Combined net income before depreciation was $65,718 for the quarter, compared to a net loss of $256,009 last year. A physical inventory was conducted store-wide at the end of March. The count showed an inventory reduction of 9.1%.

New carts and shopping baskets arrived in March and spring cleaning projects were completed throughout the store. The reset of the produce department is proceeding, and a grab and go cooler for the front of the store has been ordered and will be delivered in April. The cafe hosted the Ocean Beach Mainstreet Association’s monthly sundowner mixer and continued its Friday night trivia event.

Food from the cafe is now available through Grub Hub and the warmer, sunnier weather is bringing an increase in patronage.

People’s owners are welcome and encouraged to join or attend one or more committee meetings. For information visit www.obpeoplesfood.coop and then click on the Board of Directors link from the homepage menu.

Next Board Meeting
Monday, May 20, 6 p.m.

Board Committees

- Outreach & Education Committee
  - Chair, TBD
  Meeting: May 13, 5:30 p.m.
- Finance Committee
  - Chair, Steve Myrick
  Follows Outreach & Education meeting

Meetings are held in People’s Community Room
Make Mom a Mother's Day Card
Saturday, May 11, 12 – 2 p.m.
People’s Market Community Room
We’ve got all the art supplies you’ll need to make your Mom a card for her very special day! Hosted by People’s - all ages welcome and encouraged to attend. Free of charge.

Healing Touch for Your Health
People’s Market Community Room
Tuesday, May 14, 7 – 8:30 p.m.
Healing Touch is an energy medicine therapy, which activates a person’s natural energy flow to enhance and support physical, emotional, mental and spiritual health and healing. Come learn and experience some gentle, noninvasive and effective techniques. Attendance is limited to 18; to RSVP call (619) 582-2350. To ensure that there are parking spaces for shoppers, please do not park in People’s parking lot while attending this workshop. Free of charge.

Healthy Shoulder
Wednesday, May 15, 7 - 8:30 p.m.
People’s Market Community Room
For the past six years, Dr. Kino’s self-care protocol has helped 80% of attendees at his Healthy Shoulder workshops feel less pain and more shoulder range of motion with his self-care protocol. Attendance limited to 18; to RSVP call (619) 866-4545. To ensure that there are parking spaces for shoppers, please do not park in People’s parking lot while attending this workshop. Free of charge.

Bemer Electroceutical
Thursday, May 16, 7 – 8:30 p.m.
People’s Market Community Room
Informational meeting with free demos. Learn how to increase your blood flow, reduce stress, enhance cardiac function, and improve sleep. Bring a guest or two for a special gift. Attendance limited to 18; RSVP call (218) 779-6145. To ensure that there are parking spaces for shoppers, please do not park in People’s parking lot while attending this workshop. Free of charge.

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The Spice of Life

Ginger
Ginger’s root-like stem, called rhizome, contains oils and phenol compounds, such as gingerols and shogaols, which are rich sources of antioxidants. Ginger is well known to help those experiencing nausea and vomiting from motion sickness or chemotherapy. To take advantage of this property, liquid ginger can be combined with tea and a bit of honey or lemon to bring out a sweeter taste.

When using ginger for meals, note that the fresh root has more flavor than dried, so add half at the beginning of cooking and the rest at the end to bring out the complexity of your dish and enhance its flavor.

Cayenne Pepper
While fresh cayenne pepper can be used similarly to fresh jalapeños in dips, sauces and main courses, dried cayenne pepper is more versatile and works as well as fresh peppers in most dishes. A few studies suggest cayenne peppers and cayenne supplements can help support satiety and a balanced immune system. This may be due in part to capsaicin, the ingredient responsible for cayenne pepper’s spiciness. Capsaicin reduces the levels of substance P, a chemical that carries pain messages to the brain. When there is less substance P, fewer pain signals reach the brain. Dried, powdered and fresh cayenne pepper can be added to stews, pastas, eggs and vegetables. Start with a small amount, then work up to a spicy kick that can be handled.

Turmeric
When using turmeric as a culinary spice, choose dried turmeric rather than curry powder for the highest concentration of curcumin. Curcumin, the pigment that gives turmeric its yellow-orange color, is well known for its powerful antioxidant and anti-inflammatory properties. Studies suggest curcumin may lower the levels of enzymes that cause inflammation and prevent platelets from clumping. In one study, turmeric worked as well as Buprofen...
Fresh Recipes for the Table

Our Cooperative Community

Disco+ver Summer Savings!

People’s Organic Food Market has plenty of budget-friendly products that are just right for long hikes, leisurely picnics or parties on the patio! Get ready to hike, bike and picnic with the May-June edition of the Disco+ver coupon book. Stop by People’s to pick up your copy today, and save big on brands like Annie’s Homegrown, Garden of Life, Biokleen, Health Force, Field Roast, and more. Beat the heat with a cool treat, fuel up after some fun in the sun or prepare lunches for a family barbecue. Look for coupon books beginning May 1st. Coupons are valid through June 30, 2019.

Give a People’s Market or Café Gift Card!

Looking for the perfect gift? People’s Market and People’s O.B. Garden Café offer rechargeable gift cards—you decide the amount and your gift recipient chooses the treats that appeal to him or her. Whether it’s for a delicious meal from the People’s Deli or the O.B. Garden Café, a shopping cart filled with the freshest organic produce, or herbal remedy from People’s Wellness Department, rechargeable gift cards make it simple.

People’s Offers

Store Tours for Children!

Dear teachers and homeschoolers, did you know that People’s offers store tours for students? The goal of the store tour is to teach children about the importance of good nutrition, organic foods and sustainable living practices.

An ideal environment for learning about healthy nutrition, People’s offers a large variety of 100% organically grown products with an emphasis on minimally refined pure food, which use environmentally sound production processes. Additionally, the products offered at People’s are free of artificial colors, preservatives and additives.

On the tour, children will receive healthy snack samples as well as a take-home activity book that contains games and puzzles to reinforce what they learn on the tour. Important reasons to eat organic food and other nutritional information are also included for families to read.

Store tours are available free of charge and are approximately one hour long. To schedule a tour, please call People’s at (619) 224-1387 and ask for Jamie or Amber.

Want More of People’s Market & People’s O.B. Garden Café?

Visit Ocean Beach People’s Organic Food Market on Facebook (facebook.com/oceanbeachpeoples) and Instagram (instagram.com/obpeoplesorganicfoodmarket) and visit People’s O.B. Garden Café on Facebook (facebook.com/obgardencafe) and Instagram at (instagram.com/obgardencafe) for up to the minute news and action alerts, as well as reminders of market and café events and groovy pictures of staff, owners, and the Co-op’s fresh food!


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Serve this flavorful bowl with extra condiments, like Sriracha or kimchi for some Pan-Asian street food flavor. Or mix it up by serving the sautéed tofu and vegetables over hot soba or udon noodles. Serves 5. Prep time: 25 minutes.

Egg Roll Bowl with Brown Rice

1/2 block extra-firm tofu, drained and patted dry
1 tsp. vegetable oil
2 cups shredded cabbage
1 large carrot, halved and thinly sliced
4 ounces button mushrooms, sliced
1 large yellow onion, slivered
4 ounces medial grain brown rice
1-1/2 cups vegetable oil
2 cups cooked medium grain brown rice
3 cups cooked medium grain brown rice
2 large scallions, diagonally sliced

Slice the drained tofu into cubes. In a large sauté pan, over medium-high heat, drizzle the vegetable oil. Add the tofu and stir, and then add the cabbage, carrots, mushrooms and onions. Stir frequently, scraping the pan to keep the vegetables from sticking, for about 4 minutes, until the cabbage is browning and the vegetables are crisp tender. Add the ginger, garlic, tamari and sesame oil and stir for a minute, until the pan is nearly dry. Serve over brown rice, topped with scallions.

Carrot-Pea Fritters

Explore Indian cuisine by pairing these fritters with dal — a traditional lentil soup or stew with countless regional variations — and a side of naan bread. Substitute non-dairy yogurt for a vegan-friendly version of the raita. Serves 3. Prep time: 30 minutes.

Fritters:
3 cups finely shredded carrots
(about 4 medium carrots)
1 cup frozen peas, thawed
1/2 cup finely chopped onion
1 Tbsp. minced fresh ginger
1 cup chickpea flour
1/2 tsp. each of turmeric, ground cumin, cayenne, sea salt
1 Tbsp. vegetable oil

For the raita, place the yogurt in a medium bowl and stir in the honey or agave, mint, scallions, salt and pepper. Refrigerate.

Heat the oven to 200 degrees F and line a large, heat-safe plate with a double layer of paper towels. In

continued on page 10 . . .
**Grocery**

**Asian Organics – Organic Chili Hot Sauce:** This authentic spicy Thai sauce can be used as a dip for your favorite appetizer or as an excellent accompaniment to almost any dish.

**Westbrae Natural – Organic Sweet Peas:** Packed in water with organic dehydrated cane juice and sea salt, these canned peas would be great for bringing on your next camping trip. Just remember to pack the can opener!

**Lundberg Family FARms – Organic Basil & Thyme Thin Stackers:** A puffed rice grain cake that is light, crunchy, flavorful, and thin. Great alone or with your favorite topping. Sorghum, Black Rice, and Crushed Red Pepper varieties new, too!

**Siete – Chipotle Hot Sauce:** This chipotle hot sauce accentuates the chile’s flavor profile with morita and puya peppers and a hint of orange peel. Traditional, Jalapeno, and Habanero varieties new, too!

**Vermont Village – Malt Vinegar:** Made from 100% Vermont craft beer. Raw and unfiltered, which will help to please your gut as much as your palate.

**Plant Snacks – Lime Cassava Root Chips:** Naturally grain free, gluten free, and nut free, the cassava root flour used in these chips is sustainably grown and harvested in Brazil. Contains no added sugar. Salt & Vinegar variety new, too!

**Perishables**

**Forager – Organic Dairy Free Half and Half:** For an extra-creamy splash, this organic creamer is made with cashew milk and coconut cream, but without carrageenan, soy, and added sugars. Just a touch of dates and a pinch of sea salt is added to balance the flavor.

**Organic Horseradish Company – Organic Volcanic Horseradish:** Grown in the fertile soils of Tulelake CA, in the Lower Klamath Basin, this variety of horseradish flourishes where the cold winters and warm dry summers are ideal for its cultivation.

**Dave’s Killer Bread – Organic 21 Whole Grains and Seeds Bread:** With a hearty texture, subtle sweetness, and a seed-coated crust, “21” is great for toast, sandwiches, or even by itself. Organic 100% Whole Wheat variety new, too!

**Luna & Larry’s Coconut Bliss – Organic Dark Chocolate Ice Cream Sandwich:** A non-dairy ice cream alternative made from coconut milk that’s ridiculously delicious and sandwiched between two gluten-free chocolate chip cookies.

**Body Care**

**Eco Lips – Sugar Plum Lip Tint:** Moisturize lips and provide a sheer tint! Perfect for that switch from work to evening, or any time to freshen up. Fair trade and organic oils and plant butter harmonize with natural earth minerals to provide a smooth glide and a beautiful shimmering glow. Mocha Velvet, Rose Quartz, Moonstone, and Plush Red varieties new, too!

**Acure – Incredibly Clear Charcoal Lemonade Cleansing Clay:** This gentle cleansing clay revives dull skin with charcoal, volcanic lava ash, and lemon, leaving behind an ultra-smooth finish. You’re going to love it.

**Acure – Seriously Soothing Blue Tansy Night Oil:** A concentrated blend of nourishing botanicals and antioxidant-rich blue tansy oil will soothe and refresh thirsty skin. Can be used in place of a night cream.
**Co-op Deals**

**May 1 - 15**

**Deli/Bakery**

- Southwest Mac Salad
  - $7.49 per pound
  - reg. 8.49

**Deli items feature Organic ingredients**

- Go Take a Hike Cookies
  - $7.99 per pound
  - reg. 8.49

**Bulk**

- Q. Real Organic White Quinoa
  - $2.99 per pound
  - reg. 3.65
  - You Save .66

- Pecan Halves
  - $13.99 per pound
  - reg. 16.99
  - You Save $3

- Tri-Color Quinoa
  - $2.99 per pound
  - reg. 3.65
  - You Save .66

- Yellow Split Peas
  - $1.49 per pound
  - reg. 1.85
  - You Save .36

- Crystalized Ginger
  - $5.99 per pound
  - reg. 7.49
  - You Save $1.50

**Grocery**

- Lesser Evil - Organic!
  - Paleo Puffs
    - Assorted varieties
    - 5 oz.
    - $3.49
    - reg. 4.79
    - You Save $1.30

- Honest Tea Organic Tea
  - Assorted varieties
  - 4 for $4
  - 16 oz.
  - reg. 1.75 each
  - You Save .75 each

- Eden Kombu
  - Wild and hand harvested
  - 2.1 oz.
  - $6.99
  - reg. 8.99
  - You Save $2

- So Delicious Organic Coconut Milk
  - Assorted varieties
  - 2 for $4
  - 32 oz.
  - reg. 3.15 each
  - You Save $1.15 each

- R.W. Knudsen - Organic
  - Just Tart Cherry Juice
    - Unsweetened
    - 32 oz.
    - $5.99
    - reg. 7.99
    - You Save $2

- Equal Exchange - Organic & Fair Trade
  - Chocolate Bar
    - Assorted varieties
    - 2 for $5
    - 2.8 oz.
    - reg. 3.75 each
    - You Save $1.25 each

**Perishables**

- So Delicious Coconut Yogurt
  - All varieties
  - $1.50 - $4.99
  - reg. 1.99 - 6.69
  - 5.3 - 24 oz.
  - You Save .49 - $1.70

- Cascadian Farm Organic Vegetables
  - Assorted varieties
  - $2
  - 10 oz.
  - reg. 2.99
  - You Save .99

- Siete - Vegan!
  - Grain Free Tortillas
    - Almond, Cassava + Coconut, Cashew
    - $6.99
    - 7 oz
    - reg. 3.99
    - You Save $2

- Emerald Valley Organic Salsa
  - Mild, Medium, Hot
  - $2.99
  - 14 oz.
  - reg. 3.99
  - You Save $1

- Vital Farms - Organic!
  - Large Pasture Raised Eggs
    - $6.99
dozen
  - reg. 7.99
  - You Save $1

**Prices on Sales While Supplies Last**
### Deli/Bakery

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>per</th>
<th>reg.</th>
<th>Save</th>
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</thead>
<tbody>
<tr>
<td>Fig and Fennel Salad</td>
<td>$7.49</td>
<td></td>
<td>8.49</td>
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</tr>
<tr>
<td>Lemon Date Bars</td>
<td>$7.99</td>
<td>per pound</td>
<td>8.49</td>
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Deli items feature Organic ingredients

### Grocery

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<th>Price</th>
<th>per</th>
<th>reg.</th>
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</thead>
<tbody>
<tr>
<td>Go Raw - Organic! Sprouted Flax Snax</td>
<td>$3.49</td>
<td>3 oz.</td>
<td>4.59</td>
<td>$1.10</td>
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<tr>
<td>Bionaturae - Organic! Strained Tomatoes</td>
<td>$2.99</td>
<td>24 oz.</td>
<td>3.75</td>
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<tr>
<td>Back to Nature Organic Crackers</td>
<td>$2.99</td>
<td>6 oz.</td>
<td>3.75</td>
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</tr>
<tr>
<td>Santa Cruz Organic Organic Agua Fresca</td>
<td>$2.99</td>
<td>32 oz.</td>
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<tr>
<td>Nutiva Organic Coconut Manna</td>
<td>$6.49</td>
<td>15 oz.</td>
<td>10.79</td>
<td>$4.30</td>
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<tr>
<td>MadeGood - Organic! Crispy Squares</td>
<td>$2.79</td>
<td>4.68 oz.</td>
<td>3.45</td>
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</table>

### Bulk

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<th>per</th>
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</thead>
<tbody>
<tr>
<td>Equal Exchange - Organic &amp; Fair Trade Midnight Sun Coffee</td>
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<td></td>
<td>12.49</td>
<td>$2.50</td>
</tr>
<tr>
<td>Black Mission Figs</td>
<td>$4.99</td>
<td>Organic!</td>
<td>6.49</td>
<td>$1.50</td>
</tr>
<tr>
<td>Hullled Millet</td>
<td>99¢</td>
<td>Organic!</td>
<td>1.29</td>
<td>$0.30</td>
</tr>
<tr>
<td>Rye Berries</td>
<td>$1.19</td>
<td>Organic!</td>
<td>1.49</td>
<td>$0.30</td>
</tr>
<tr>
<td>Navy Beans</td>
<td>$1.99</td>
<td>Organic!</td>
<td>2.25</td>
<td>$0.26</td>
</tr>
</tbody>
</table>

### Perishables

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>per</th>
<th>reg.</th>
<th>Save</th>
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</thead>
<tbody>
<tr>
<td>Bitchin’ Bitchin’ Sauce</td>
<td>$4.49</td>
<td>8 oz.</td>
<td>6.49</td>
<td>$2.00</td>
</tr>
<tr>
<td>Beyond Meat</td>
<td>$4.99</td>
<td>8 oz.</td>
<td>7.29</td>
<td>$2.30</td>
</tr>
<tr>
<td>Harmless Harvest - Organic! Coconut Water</td>
<td>$2.29 - $7.99</td>
<td>8 oz.</td>
<td>3.19 - 10.99</td>
<td>$0.90 - $3</td>
</tr>
<tr>
<td>Alden’s Organic Organic Ice Cream</td>
<td>$6.49</td>
<td>1.5 quart</td>
<td>7.79</td>
<td>$1.30</td>
</tr>
<tr>
<td>Luna &amp; Larry’s Organic Coconut Bliss</td>
<td>$4.99</td>
<td>pint</td>
<td>6.49</td>
<td>$1.50</td>
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</tbody>
</table>

Prices on Sales While Supplies Last
Eat Your Naturally Colorful Foods!

The rich hues of fresh fruits and vegetables are not only aesthetically pleasing; they’re good for you, too. Most yellow, orange and red pigments synthesized by plants are called carotenoids, and are essential to a healthy diet. These fat-soluble antioxidants are made by plants to protect themselves from free radical damage and they help the body in countless ways.

Common Carotenoids

Of the more than 600 identified carotenoids, the ones most commonly found in the North American diet are beta-carotene, alpha-carotene, lycopene, lutein, beta-cryptoxanthin, zeaxanthin and astaxanthin. It is important to note that different carotenoids form different pigments, which can perform a variety of functions. For example, alpha-carotene, beta-carotene and beta-cryptoxanthin are found in orange fruits and vegetables, such as carrots, apricots, mangoes, peaches, squash and sweet potatoes. Dark green vegetables, like spinach, kale and collard greens, are good sources of beta-carotene and lutein. Lycopene compose the red tints, mostly in fruits and vegetables such as watermelon, tomatoes, guava and grapefruit. If a food is naturally colorful, it most likely contains carotenoids.

Vitamin A Connection

About 50 carotenoids are categorized as provitamin A carotenoids. These carotenoids can be converted by the body to retinol, one of the most useful forms of vitamin A, and include alpha-carotene, beta-carotene and beta-cryptoxanthin. Vitamin A is essential for normal growth and development, immune system function and vision. Often, we’ve heard that eating carrots (which are good sources of vitamin A and beta-carotene) will help our eyesight, which is true, as the vitamin A helps convert light into readable signals for the brain. In addition, beta-carotene has been found to have its own unique antioxidant actions.

Why We Need Them

Carotenoids are important for a wide range of functions, including bone health, eye health, cancer prevention, prostate health, infections and more. Extensive research is being performed on the use of carotenoids to reduce the risk of cardiovascular disease and some cancers.

An important function of all carotenoids is their ability to facilitate intercellular communication by stimulating synthesis of connexin proteins. This communication is particularly important as researchers believe poor communication between cells may partly cause cell overgrowth, which is a condition that can eventually lead to cancer.

In addition, two carotenoids, lutein and zeaxanthin, may benefit eye health, particularly for slowing the development of age-related macular degenerations and cataracts. The macula is at the center of the retina, and its breakdown is the leading cause of blindness among Americans over the age of 65. Together, these carotenoids form the yellowish macular pigment that efficiently absorbs blue light. This protects critical, delicate eye structures from harmful ultraviolet light and light-induced oxidative damage.

In and of themselves, carotenoids contain powerful antioxidant properties. They protect from oxidative stress damage (which increases the body’s risk of disease) by quenching the single oxygen molecule and dissipating the energy as heat and scavenging radicals to prevent or terminate chain reactions. Although beta-carotene is one of the most well-known carotenoids, astaxanthin has demonstrated superior antioxidant capabilities.

When There’s Too Much

Experts say that it is not possible to consume too much of any of the carotenoids through diet. The only negative effect consuming large quantities of carotenoids may produce is carotenemia, which is a slight orange coloring of the skin—and is completely harmless. In reality, it is a sign that the body has converted as much beta-carotene to active A as it can.

Cornmeal Crusted Veggies

These are kind of like having veggie french fries. The cornmeal makes them super crunchy, and they’re great with a dipping sauce. The breading process can be done with almost any vegetable, including zucchini wedges, bell peppers, cauliflower florets, broccoli florets, and carrot sticks.

1/2 lb. green beans, stems cut off
1/2 cup all-purpose flour
2 eggs
1/4 cup dairy or non-dairy milk
1 cup cornmeal
1 tsp. salt
1 tsp. black pepper
1 tsp. paprika
1/2 tsp. garlic powder

Veggies of your choice

Heat the oven to 450 degrees F. Set up your breading station! On one plate, spread out the flour. Crack both eggs into a bowl, add the milk, and mix lightly with a fork. On another plate, spread the cornmeal, salt, black pepper, paprika, and garlic powder. Mix the plate with your fingers.

Spread a small amount of oil or butter across a baking sheet. A few at a time, take the green beans and dredge them in the flour. Next, transfer the flour-covered beans to the egg mixture. Cover the beans lightly with egg mixture, being careful to shake off any excess egg. Then transfer to the cornmeal mixture and coat them evenly.

Carefully spread the crusted green beans onto the baking sheet. Repeat this process until you’ve done them all. If you run out of any of the three mixtures, just mix up a bit more. Bake for 10 to 15 minutes, until golden and crispy. Enjoy hot with your favorite dipping sauce!

(recipe source: Leanne Brown)
99% of U.S. farmed animals live on factory farms

While 75% of U.S. adults believe they usually buy ‘human products,’ only 1% of farmed animals are raised on non-factory farms. An estimated 99% of farmed animals in the U.S. are living on factory farms at present, according to an analysis from the Sentience Institute. Using data from the 2017 USDA Census of Agriculture, which was released this year, it is estimated that 70.4% of cows, 98.3% of pigs, 99.8% of turkeys, 98.2% of chickens raised for eggs, and over 99.9% of chickens raised for meat are raised on factory farms. The Sentience Institute (an advocacy think tank) also claims that virtually all “U.S. fish farms are suitably described as factory farms - though there is limited data on fish farm conditions and no standardized definition.” (Plant-Based News)

Even small amounts of processed meat increase cancer risk

A single slice of bacon consumed daily can increase the risk for colorectal cancer by 20 percent, according to a study published in the International Journal of Epidemiology. Researchers compared processed meat consumption with cancer risk and found that adding 25 grams of processed meat per day, about one slice of ham or bacon, increased the risk for cancer by about 20 percent when compared to those who consumed the least. Adding 50 grams of red meat per day, or one serving of roast beef or lamb, increased the risk by 19 percent. Those who consumed more fiber from bread and cereals reduced their risk by 14 percent. The authors recommend lowering your red and processed meat intake to keep cancer risk low.

Fairtrade International increases minimum price for cocoa

Fairtrade International announced that fair trade minimum prices for both conventional and organic cocoa will increase 20% in October of 2019. These price increases are a timely step in the right direction, as global cocoa prices have plunged and deforestation price increases are a timely step in the right direction, as global cocoa prices have plunged and deforestation.

Healthy soils for sustainable cotton

The Soil Health Institute (SHI), a non-profit organization charged with safeguarding and enhancing soil health, has announced it will launch “Healthy Soils for Sustainable Cotton,” a continuous engagement project to help U.S. cotton farmers increase soil health on their farms. In addition, the project will seek to quantify and expand the productivity, economic, and environmental benefits of soil health systems for those farmers. The initial pilot program, which will be conducted during 2019, will include cotton producers in Arkansas, Georgia, and North Carolina. Participating farmers will learn how to evaluate the health of their soils and how to improve that health for greater sustainability. Scientists from SHI will assist growers in assessing and improving drought resilience, economic benefits, and environmental outcomes of their practices.

Rising temperatures threaten ‘doomsday vault’

The Norwegian town hosting the world’s “doomsday vault,” which was chosen for its consistently cool climate, is facing rising temperatures that could threaten the safety of the vault. The city of Longyearbyen has experienced a temperature increase of 3.7 degrees Celsius over the last century, which is more than triple the global average of around 1 degree Celsius. The vault stores nearly one million copies of the world’s seed supply, with seeds from almost every country. Longyearbyen was chosen to hold the seeds because the area isn’t prone to volcanoes or earthquakes and because Norway has a stable political system. Rising temperatures have begun to melt the permafrost the vault is built on, and the ground surrounding the vault’s entrance has failed to refreeze. (CNN, The Week)
recipes continued from page 4

In a large bowl, combine the carrots, peas, onion and ginger and toss to mix. In a small bowl, combine the chickpea flour, turmeric, cumin, cayenne and salt. Stir to mix, then stir into the carrot mixture, mixing until a thick dough forms. Use a quarter-cup measuring cup to scoop the carrot mixture and flatten each portion to a half-inch thick patty.

Place a large skillet over medium-high heat for about a minute, then drizzle in the oil, tilting the pan to cover the bottom. Place several portions of the carrot-pea mixture in the pan, leaving an inch of space between them. As they start to sizzle, reduce the heat to medium-low.

Cook for about 2 minutes, then use a thin spatula to carefully turn the fritters. Cook for 2 minutes on the second side, then turn and cook on the first side again for 2 minutes more, until the fritters are quite brown and crisp on the outside. Place on the prepared plate in the oven to keep them warm as you finish the remaining fritters.

Serve warm with raita.

spices continued from page 3

for reducing osteoarthritis pain.

For those who are looking to obtain curcumin’s antioxidant and anti-inflammatory properties but have never tried the spice, you may want to start by adding a teaspoon or two to a pot of soup or stew to disperse the flavor, otherwise the spice may taste bitter. Once your palate develops, turmeric powder can be used to season various dishes, as a tea, or mixed with salad dressings. For a more versatile approach, peel or mince the root of turmeric and cook it with side dishes such as vegetables or potatoes.

Fennel

All parts of fennel can be eaten, including the bulb, seeds and leaves. The bulb can be consumed raw, added to soups or used in salads. The leaves can also be added to meals or if dried, sprinkled on top of desserts. The seeds, which are best cooked when green in color, are commonly used in baked goods. As for fennel’s nutritional value, the most important property might be anethole, a component in fennel and an important immune health ingredient. A possible reason for this is that it prevents the activation of NF-kappaB, a gene-altering, inflammation-triggering molecule.

(WF Consumer Bulletin)
Dear People's, Please carry starter plants for the garden. Natalie

Dear Natalie, Currently in our Produce Dept. you'll find organic starter plants sourced locally from Page's Organics in Ramona, CA. Varieties vary and include chocolate mint, rosemary, sage, tarragon, large leaf basil, and lemon thyme. Thanks for asking! Amber, Editor

Dear People's, The Deli's Mario Bros. Soup is delicious! Please consider making more or just more creative soups. If I have one more serving of Moroccan Lentil I will turn into a lentil! Nicola

Dear Nicola, We're glad you enjoyed the Soup of Mario Brothers, a new creation from Josh, one of our cooks. I've asked all the cooks to give the Moroccan Lentil a break. We wouldn't want you to turn into a lentil! Mike, Deli

Dear People's, Please carry Chocolove chocolates. Wendy

Dear Wendy, Though Chocolove makes delicious chocolate, due to space limitations and our focus on making organic chocolate a priority, we do not carry this brand. We can special order Chocolove for you by the case. If that interests you, please let us know. Bryan, Grocery

Dear People's, The eggplant hoagies in the Deli today were delicious, but the German chocolate cake was incredible!!! Laura

Dear Laura, We agree, those scones were delicious and quite a hit with our diners that day. I'll share your comments with our baker. Mike, Deli

Dear People's, Would it be possible to wrap only one display sandwich in plastic wrap in the grab and go cooler on the sales floor and the others in parchment paper?

Dear People's, It would be great to do this with all of the Deli food that is prepackaged. Thank you, Marissa

Dear Marissa, The plastic wrap makes a tight seal that keeps the sandwiches from drying out. It also allows people to see the food that they are buying. If you order a sandwich upstairs in the Deli, we wrap it in parchment paper. We share your desire to go plastic-free and are hoping that with new technologies, we will be heading that way soon. For now, thank you for your feedback. We'll give serious consideration to other ways that we can serve our customers without plastic wrap. Mike, Deli and Amber, Editor

Dear People's, Thank goodness for Tommy in Wellness and Meg in the Deli. They are both on the ball and forward thinking to provide superb customer service to me and I'm sure many others. Jan

Dear Jan, Thank you for recognizing two of our longtime employees. They truly are a pleasure to work with. Their wisdom from their experience at People's is irreplaceable. We appreciate you, too! Tressa, Wellness

Dear Gladys, Thank you for your suggestion. Powdered soy milk is available! For now, thank you for your feedback. We'll give serious consideration to other ways that we can serve our customers. Mike, Deli and Amber, Editor

Dear Laura, The eggplant hoagies in the Deli last several weeks were delicious. We are doing everything we can to get this product back in stock. Bryan, Grocery

Dear Laura, We're glad you enjoyed the Soup of Mario Brothers a few weeks ago! Laura

Dear Laura, We made a little frosting that were offered in the Deli a few months ago were delicious! Laura

Dear Laura, We agree, those scones were delicious and quite a hit with our diners that day. I'll share your comments with our baker. Mike, Deli

Dear People's, Can you carry Langer's organic drinks? I've seen them in San Francisco, but not in San Diego. They are good, bubbly, and contain no sweetener. Ralph

Dear Ralph, I was unable to find this brand through any of our distributors. I'll continue to look for it or a comparable substitute. Bryan, Grocery

Dear People's, Please offer powdered soy milk. You used to have it and now you do not. Gladys

Dear Gladys, Thanks for your suggestion. Powdered soy milk has been out of stock by the manufacturer for the last several weeks. We are doing everything we can to get this product back in stock. Bryan, Grocery

Please consider making more or just more creative soups. If that interests you, please let us know. Bryan, Grocery

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