

# the Co-op

*the official newsletter of your community grocery*

A MONTHLY NEWSLETTER FROM THE DIXON COOPERATIVE MARKET

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WWW.DIXONMARKET.COM



## The President's Corner ~ Clark Case

Bad habits can be hard to break, especially if you don't even know you're addicted. But once you realize that, the habit may be affecting your life, and the lives of people all over the world, it's a little easier to break it.

Today, it seems that most Americans are addicted to Wal-Mart. I don't mean that they just shop there. I mean that even when they know why they shouldn't, they still decide to go there. There's the out and out Wal-Mart junkie, the people that can't drive by without pulling in, and there's the person who says, "I wouldn't ever go to Wal-Mart, except it's the only place I can get my..." as they push a cart filled with two hundred and fifty dollars worth of cheap plastic crap that they didn't really need and didn't know they were buying until they stopped in to buy that little widget that they actually could have bought at some other store, maybe for a little more money. "I can't afford to buy my groceries anywhere else," they'll say as they load a talking fish plaque that they bought on the spur of the moment walking down aisle 64 on their way to see if they had a blue plastic cover for their Tivo machine. The real habit that they can't break, especially when it's so easy to perpetuate, is the habit of overconsumption. It's the same reason why it's cheaper to shop at the Co-Op than it is to

shop at Wal-Mart or Wild Oats, with its seventeen varieties of organic Swiss chocolate and fourteen varieties of American made organic Swiss-style chocolate. I don't mean to say that choice is a bad thing, my point is that if you find yourself leaving a store with a hundred dollars worth of stuff you don't need, you might want to re-evaluate your shopping habits. It would be funny, if it wasn't so destructive to the entire planet. Our habit of overconsumption is creating slave labor, pollution, and worsening our other dirty little American habit of massive energy

consumption.

How does this relate to the Co-Op? Well, we are expanding our inventory every week. Those of you who shop here regularly know that already. What you might not have noticed is that when you buy fifty dollars worth of groceries at the Co-Op, you walk out with two or three heavy bags of things that you will use. This begs the question: Is it cheaper to spend twice as much on crap that you don't really need, or to spend your money locally for the things that you will actually eat with the satisfaction of knowing you did what's right?



Stevie the Dancing Chihuahua is our Dog of the Month. Yip, Yip Hooray! Stevie puts up a ferocious front... but he's really a pussy cat and he loves a good game of bocce ball every now and again, particularly if there's wagering involved.

Got a special dog that needs to be included in the Dog-of-the-Month Club? Send a photo and a few details to us here at the Co-op.

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## Schools, Soda and Obesity

by Robyn Seydel

*Editor's note: Coca-Cola products appear 4 times in our list of top 20 best sellers at the Co-op. The board spent a lot of time debating whether or not to even offer Coca-Cola products, due to the negative health and political implications related to the company and its products. In the end we decided to sell what people want... and obviously we want our Coke. Part of the Co-op's mission is education, and we feel that when the consumer is better informed, he or she is better equipped to make the decision about what to buy or not to buy on their own. The following article is reprinted from a La-Montanita Co-op newsletter.*

According to the USDA, the per capita soft-drink consumption has increased almost 500% over the past 50 years. Soft drinks include soda, fruit-flavored and part-juice drinks and sports drinks. Half of all Americans consume soft-drinks daily—most of which are sugar or corn syrup sweetened. Soda is the soft-drink most frequently consumed. Enough regular soda is produced to supply EVERY American with over 14 ounces of soda every day and the availability of soda in the U.S. now exceeds that of milk.

This is a growing concern for children and adolescents with ever increasing numbers of young people suffering from obesity. Children start drinking soda at a remarkably young age and consumption increases through young adulthood. Fifty-six percent of 8 year-olds consume soft drinks daily and a third of teenage boys drink at least three cans of soda a day. On average, adolescents get 11% of their calories from soft drinks. One reason for the increasing consumption of soft drinks is that the industry has steadily increased container sizes. In the 50's, a 6 1/2 ounce bottle was the standard serving. That grew into the 12 oz. can that contained from 9-13 teaspoons of sugar, those are now being replaced by 20 oz. bottles. Today teenagers are drinking twice as much soda as milk.

According to the 2001 Surgeon General's Call to Action to Prevent and Decrease Obesity, today there are nearly twice as many overweight children and almost three times as many overweight adolescents than there were in 1980.

When children and adolescents replace milk with soft drinks, they lose out on valuable nutrients needed for normal growth and de-

velopment. Only 36% of boys and 14% of girls are getting enough calcium. High soft-drink consumption is also correlated with low intakes of magnesium, vitamin A, vitamin C, and riboflavin, as well as high intakes of calories, fat and carbohydrates.

Low calcium intake contributes to osteoporosis, a disease leading to fragile and broken bones. The risk of osteoporosis depends in part, on how much bone mass is built in early life. For girls, 92% of their bone mass is built by age 18 and if they are not consuming enough calcium during their teenage years, they cannot catch up later.

Across the nation, schools and legislatures are struggling with soda sales to our children. Due to the increasing evidence that links soda to obesity in youth, battles are raging in state capitols and legislatures, including Louisiana, Oregon, Connecticut, New Jersey and North Carolina just to name a few. Bills on school nutrition have been proposed in 38 states this year, New Mexico among them, and 14 have passed, according to the National Conference of State Legislatures. The Journal of the American Dietetic Association estimates that 98% of all U.S. High schools have soft drink vending machines.

For soft drink giants, much is at stake beyond the quarters kids drop into school vending machines. After a lawsuit during the early part of the 20th century that alleged that Cokes caffeine content was dangerous to children, Coca-Cola has maintained a policy of avoiding using children younger than the age of 12 in any of its advertising. However, in recent times, that has not stopped the company from targeting young consumers. Ex

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## New Hope for Agriculture In Dixon

by Lynda Prim

This time last year I was feeling particularly discouraged by a second year in a row of working as "farmer for rent" off of my own farm and outside of Dixon. After losing a marriage and the non-profit I co-founded, and almost losing my property, came two years of devastating weather and the worst drought in recorded history for this area. I felt I had no recourse but to leave my farm to go and work full time for others. I had become kind of paralyzed, unable to see over the curve of earth to how it would ever be possible to be a farmer on my own land again. It was a lonely place to be, but fortunately, the highs and lows of life always give way to something else. Though I wasn't sure I had much energy left for what might come around the corner next.

And then came the most amazing phone call. Clark Case asked me to be on the board that would help to create the Dixon Co-Op. He explained to me that the focus for the coop would be to make food available to our local community and to help support agriculture in the Dixon area. This was just what I needed to renew my energy and enthusiasm for what I care about most — local agriculture and connecting people to the food they eat.

Farming can feel very isolating at times, but our community's efforts to create the Dixon Farmers' Market and the Dixon Co-Op made very clear that while we endeavor on our farms alone to try and make a living, small scale farmers are in fact part of a larger community. A community that not only nourishes our bodies, but also, at the end of the day, warms the heart and soul, allowing us to embrace the uncertainties of the next farming season. This year, amidst all the activity of planning and opening the Co-Op we had above average

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clusive deals with school districts is one way in which soft drink companies have marketed to our children. To under-funded public schools, the promise of hundreds of thousands of dollars looks like a sweet deal. But the cost to our children's health is causing parents, teachers and public officials to call for school soda bans.

Although schools account for less than 1% of Coke sales in North America, the critical aspect for the soft drink corporations is to keep a foothold in schools, one of their best marketing venues for the next generation of carbonated-drink consumers. Also, beverage companies fear school bans will send the message that sodas are bad for kids, which could affect sales more broadly.

Well nourished children have higher test scores, better school attendance and fewer behavioral problems. the National Association of State Boards of Education (NASBE) recommends that elementary school students not have access to food or beverages in vending machines. The recommendation for middle and high schools provides two options: 1) no access during school hours or 2) no access until 30 minutes after the last lunch period. Many middle/junior and high schools have employed strategies for limiting the sale of foods and beverages from vending machines. These include: Keep all vending machines turned off during regular school hours. •

Keep the machines off until the end of the last lunch period. • Prohibit the sale of "foods of minimal nutritional value" until 30 minutes after the last lunch period. • Prohibit the sale of soft drinks until the end of the school day. • Place vending machines in out-of-the-way to discourage their frequent use.

The Madison, Wisconsin School Board decided not to renew an exclusive vending contract with the Coca-Cola company. The board voted to continue selling soda in schools but with multiple vendors. It also pledged to add healthier beverages. A milk vending machine was installed at each of the four main high schools. Four flavors of milk are available: chocolate, chocolate-malt, reduced fat white and reduced-fat strawberry. The milk and juice machines stay on all day, while most of the soda machines are disabled during school hours. While there were many skeptics, the schools now struggle to keep the milk vending machines stocked.

In Miami-Dade County in Florida, in a pilot program of the dairy industry, school vending machines dispense colorful and re-sealable strawberry, chocolate and unflavored regular and low-fat milk for a \$1.00. The initial response exceeded expectations. Machines run out of milk almost daily. the machines are placed next to or near soda and snack vending machines. For information contact: The School Nutrition Action Committee at: SNAC@ncmail.net



Donal Kinney, CPA  
 Tax Preparation  
 & Planning  
[www.beanplanter.com](http://www.beanplanter.com)  
 Dixon: 579-4488  
 Santa Fe: 505-474-6733  
[donal@beanplanter.com](mailto:donal@beanplanter.com)

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snow pack bringing good water and a mild spring. The Dixon Farmers' Market grew and I think all of this brought about renewed enthusiasm and inspiration for farming and gardening throughout the community. All of this activity has brought back into focus agricultural ideas and practices that were on the verge of disappearing from our agricultural horizon. Slowly but surely the ideas and values that were once so much a part of everyday life in Dixon are resonating with communities in many place these days. And, if there is a movement happening in a little place like Dixon, New Mexico, you know that it's a movement with some momentum.

This is supposed to be a progress report on the Dixon Land Link project so I'll get to the point. The interest and generosity that has been shown for this project is very encouraging. There are some notable people in our community who are taking up the idea of getting agricultural land back into production. One of these people is Felicity Fonseca, a young farmer looking for land to produce food farm organically. Just this week, I received a call from Lebeo Martinez inquiring about the Land Link project which he learned about by a note on his acequia bill (thanks, Jeff Spicer). Lebeo has land on the Acequia de la Plaza that has been used for a number of years by Aaron Griego to grow alfalfa. Lebeo would like to see food production on the land when Aaron no longer needs it to grow alfalfa for his cattle. The three reasons Lebeo gave

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**Uncle Bob's Co-Op Haiku**  
**Checkers featuring**  
**Overheard Conversations**  
 Poetry by Bob Arellano  
 & Jeff Spicer

You'll need two Co-Op newsletters to make a complete board. Use bottle-caps for checkers. Each player starts with 12 checkers on the dark-colored squares. (You can cut out and choose your own checker color!) The object is to capture all the other player's checkers. Pieces are moved one at a time, and are always made on the diagonals. In the first part of the game, pieces are always moved forward (away from the player). Once a checker reaches the other player's home row, it is "kinged", and may then move freely in either direction. Capture the other player's pieces by jumping over them. If the other player's checker is adjacent to yours, and there is an empty space beyond it, then you must jump over the checker and remove it from the board. The first player to capture all of the other player's checkers is the winner.

**Marisa's Jambalaya**  
 submitted by René Disbrow

- 4 skinless chicken breasts cubed
- 1 lb. of Hot Louisiana Sausage
- 1 lb. of pre-cooked shrimp
- 4 cups Chopped sweet onion
- 2 cups chopped celery
- 2 cups chopped bell pepper
- 1 Tbsp. Fresh chopped garlic
- 3 cups long grain rice
- 6 cups chicken broth
- 1 12 oz. can spicy V-8
- 1 can chopped tomatoes
- Salt, pepper and cajun spice to taste.

Pre sauté chicken and sausage. In a separate stock pot, sauté onions, celery and bell peppers in vegetable oil. Add liquids, tomatoes, salt, pepper and cajun spice. Add chicken and sausage. Bring to a boil. Add uncooked rice evenly to pot and let settle to bottom. Bring back to a boil. Simmer 15 minutes then stir rice up from bottom. Simmer ten more minutes and add shrimp. Simmer 5 minutes then eat. Serve with a good crusty bread- very important! Serves 6-8. All ingredients (except shrimp) available at the Co-op.

|   |  |  |  |
|---|--|--|--|
|   | Those cans in Jeff's fence?<br>Evaporated milk, that<br>is what was in them. |  | Pack of cigarettes<br>What kind would you like today?<br>Give me GPC.              |
| The dogs know something<br>is gonna happen. The store<br>is gonna open.                 |  | It's just December<br>and I am already half-<br>through with my chile.               |  |
|   | That's what we all drank<br>all the time. This is before<br>refrigeration.   |  | Those are bad for you<br>I don't care what's bad for me<br>Then I suggest these.   |
| They'll wait outside for<br>handouts and arrivals, raid<br>the trash now and then.      |  | You'll have to roast more<br>next year. Now tell me again<br>why we light the fires. |  |
|   | We would open one<br>can at a time. I can still...<br>I still can taste it.  |  | Okay, I'll take them<br>That will be Five Oh-Three please<br>You got some matches? |
| Given the chance, march<br>right inside past the cash box,<br>check out bottom shelves. |  | Why do we light fires?<br>I'll tell you why. So people<br>know they are welcome.     |  |
|   | Now there are mountains<br>of them on the trails behind<br>the campo santo.  |  | How 'bout a lighter?<br>You got the naked girl kind?<br>No, we're all sold out.    |
| Three pictures I have<br>to get: this month's volunteer,<br>supplier, and dog.          |  | So if Mary came<br>tonight no one would tell her,<br>'No room at the inn.'           |  |

## Essential Remedios

by Linda Griffith

### GREEN HOUSEKEEPING

Every day we live in this world, we come in contact with a variety of toxins that can affect our health—be they products for cleaning, for our personal use or environmental toxins. One of these is DEA (Diethanolamine) formulated into soaps and detergents, etc. and is found in over 600 home and personal care products...and has led to carcinogenic (cancer-causing) activity. Propylene Glycol, the main ingredient found in anti-freeze has also been used in de-icers, floor wax, laundry detergents, pet food, and many personal care items. So I thought it would be interesting to relate some information about essential oils and cleaning.

Why use essential oils? 1) They inhibit environmental pathogens. 2) They can reduce or eliminate odors, mildew, and mold. 3) They encourage us to breathe more deeply. 4) They have been used to repel mice and ants. 5) They are much safer for children. (Supermarket cleaners are often extremely toxic and unfortunately, have sometimes been used in deadly ways.) 6) There are no side effects! Chemical cleaners can cause coughing, stuffy noses, sore throats, headaches, dizziness and various allergic reactions. 7) Essential oils are kind to the environment. man-made chemicals contribute to the destruction of our natural world. For instance, phosphates encourage growth of algae which can clog rivers and affect our precious water.

Recommended essential oils for general cleaning: Lavender, Lemon and Tea-tree. To get rid of odors: Two drops of Lavender, three drops of Lemon, or one drop of Peppermint. There is an essential oil blend called Purification which has eliminated many different odors. I put about 15-20 drops in a 2 oz. glass spray bottle (preferably dark blue or amber) with distilled water... and just spray it

wherever the odor is and it disappears. Purification is also good to put into laundry and/or on fabric softener sheets. For pest repellent: one drop of Peppermint, Clove or Eucalyptus. Ant repellent: One drop of peppermint, Spearmint or Patchouli. Degreaser: Four drops of Orange, two drops of Pine. Mold control: Four drops of Tea-tree, one drop of Clove, and one drop of Oregano. Dust mites: Eucalyptus.

Some tried and tested recipes; Dusting: 2 tsp. olive oil, 20 drops of Lemon essential oil. One quarter cup of white distilled vinegar. Add these ingredients to a 16 oz. spray bottle and then fill with distilled water. Floor cleaner: Almost equal amounts of distilled water and vinegar (a little less vinegar) with twenty drops of an essential oil. (Lavender or Lemon or Orange are lovely smells.) All-Purpose Cleaner: Mix together 2 tbsp. vinegar and 1 tsp. borax. (To prevent mold, increase borax to 1 tbsp.) Add one quarter cup of liquid soap. Add this mixture to a spray bottle filled with 10 oz. of

hot water and 10-15 drops of an essential oil. NOTE: Borax is a skin irritant. Avoid contact with eyes and with broken or delicate skin. Furniture Polish: Three quarter cup of olive oil (or other vegetable oil), one quarter cup of distilled vinegar, and 50 drops (1/4 tsp.) of essential oils (vanilla extract can also be used). You will need an 8 oz. flip-top bottle for this. Test on a small area of the object first to make sure there is no undesirable effect on the furniture due to the vinegar. Be careful NOT to add too much vinegar to your mixture. (Above recipes from Karen Logan in her book "Clean House, Clean Planet") Lemon oil, being antiseptic (as well as antiviral, astringent, invigorating and refreshing) is a good oil to use to disinfect chopping blocks. Make a mixture of 3 drops of Lemon oil to 3 oz. of water. Shake and rub on board. Be sure to use food or therapeutic grade essential oils.

If you have any questions, feel free to call me at 579-4678 or email at momasita@cybermesa.com. Have a wonderful holiday season!

**Members...**  
**Don't forget about**  
**your 10% discount**  
**the first Sunday of**  
**every month... And**  
**please come to the**  
**member appreciation**  
**party on Saturday,**  
**December 17th at the**  
**Embudo Valley**  
**Community Center**  
**from 4-7 PM.**  
**We're providing the main course,**  
**but bring a side dish or a dessert**  
**to share!**



**Volunteer of the Month**  
**Mark Dilg**

A tremendous thanks to Mark and all the volunteers who help keep the store alive and thriving!

## DECEMBER EVENTS

- 3rd- Taos Community Chorus  
3PM at the Embudo Presbyterian
- 4th- First Sunday ~ Members  
10% discount at the Co-Op
- 8th- Food Buying Club  
orders due
- 12th- All Donations to Mrs.  
Claus (Camille Gilbert) Due  
Call 579-4246 for more info
- 16th- Buying Club orders in
- 17th- Co-Op Volunteers Party
- 21st- First Day of Winter
- 25th- Christmas

## SUPPLIER OF THE MONTH **Johnny Martinez** of Martinez Distributing



hit home for me, he said: "I plant a garden for my health... and even when I had the store, we got most of our food from the garden." Secondly, "...we can't abandon the acequias" and his third reason, "I'm not a supporter of building houses on agricultural land." It was timely that

this week I also found out that a farmer named Salvador who farms across from Wal-Mart in Española will soon have to find other land to farm on because the land owner wants to sell the land for another big box store. I'm excited about introducing Salvador and his family to Lebeo.

If you have any land available for a prospective farmer or you are a farmer looking for land in Dixon to farm, please call Lynda Prim at 579-4386.



### Linda Griffith's Old Tyme Remedios

505.579.4678 or momasita@cybermesa.com

**Essential Oils** were mankind's first medicine. We know from Egyptian hieroglyphics, Chinese manuscripts, and the Bible that Essential Oils have been used therapeutically for thousands of years.

**Raindrop Technique** a sequence of anointing with oils and laying-on of hands in a relaxing and invigorating manner to promote health and well-being.

**Jin Shin Jyutsu** an ancient Japanese healing art, brings balance to the body's energies, which promotes optimal health and well-being, and facilitates our own profound healing capacity.

**ROCKY MOUNTAIN  
OYSTERS AVAILABLE  
AT THE CO-OP~  
DELICIOUS!**

**Got story ideas, photos, recipes or an angry letter to the editor?**

**Drop 'em at the Co-Op so we can share with everyone!**

505-579-9625  
Dixon, NM 87527  
PO Box 250  
Dixon Cooperative Market