

A New Year & Fresh Start with Three Rivers Market

It's 2012—a clean slate, a fresh start, and the chance to be better versions of the people we were in 2011. We've got a list of suggestions to help support some common resolutions. If you have other ways you've used our products or services to help make and keep resolutions, please let us know on our facebook page: facebook.com/threeriversmarket

Eating More Whole Foods



When we talk about eating whole foods we mean foods that are as close as possible to their "natural" state. Examples include fresh fruits and vegetables, whole grains like brown rice, oats, rye, whole wheat, quinoa, and millet as well as beans, nuts, seeds. Animal based whole foods include eggs, small fowl, crustaceans (i.e. shellfish), as well as eating more parts of larger animals (muscle, organs, etc.) and using the bones to make stock. Not only do whole foods deliver loads of the vitamins and minerals we seek in pills and supplements, but they contain phytochemicals, a general name for the nutritional compounds found in plants that are stripped out in most processed foods. An added bonus is that whole foods often cost less than their processed counterparts.

Check out Cynthia Lair's cookbook **Feeding the Whole Family: Whole Food Recipes for Babies, Young Children, and Their Parents** (\$21.95) for some good recipes. We also like the traditional recipes in **Nourishing Traditions** by Sally Fallon and Mary G. Enig (\$27.00).

Eating Humanely Raised Meat

Our Quality Standards stipulate that we only sell "natural or organic meat products from farms and companies committed to humane farm animal care. All Three Rivers Market meat is from pastured or free-range animals. All meat products must meet the following criteria to be sold by Three Rivers Market:

- No use of antibiotics or growth-promoting hormones*
- No feed containing animal by-products*
- No artificial food coloring or preservatives*
- No meat or dairy from cloned animals or their offspring*



For more great information on the topic our Meat Manager Robert Birkholz recommends Joshua and Jessica Applestone's attractive book, **The Butcher's Guide to Well-Raised Meat** (\$27.50).

Going Vegetarian

Michael Pollan succinctly summarized his book **In Defense of Food: An Eater's Manifesto** thusly, "Eat food. Not too much. Mostly plants." If you're looking to eat mostly or entirely plants, Three Rivers Market can help. Not only do we carry a great variety of quality whole foods and pre-made vegetarian food, but we've got lots of good cookbooks. Some staff favorites include Mark Bittman's

popular **How to Cook Everything Vegetarian** (\$35.00). Bittman offers very thorough instructions and a wide variety of recipes. Come into the store to browse our selection and find one that works for you.

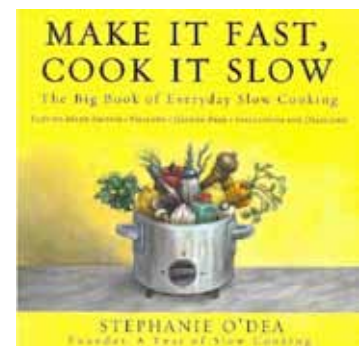
Going Vegan



Our General Manager Jacki likes the cookbook **Ten Talents** by Rosalie and Frank J. Hurd (\$34.95). It has a wide variety of whole food recipes (some vegetarian, most vegan) and full-color photos. She also recommends the **Post Punk Kitchen** (theppk.com/) an active website full of good recipes and a lively community. Marin, our resident vegan-baking expert likes the blogs **Vegan Crunk** (vegancrunk.blogspot.com/) and **Vegan Baking** (veganbaking.net/). **Vegan Soul Kitchen** by Bryant Terry (\$18.95) is another great title and includes a recommended song to listen to for each recipe.

Eating Out Less, Cooking More

Not only is it easier to be healthy when you do more cooking at home, but you can save a lot of money. One of the most helpful things to do as you prepare to eat at home more often is to spend time menu planning. Before you go to the store take a look at what you have on hand, decide what you'll make for the week (considering what will make good leftovers or good packed lunches for work or school), and make a list of what to buy. Slow cookers are great for busy people who want to eat home cooked meals. Prep your recipe the night before and turn your cooker on before you go to bed or before you leave the house in the morning. Look to Stephanie O'Dea's book **Make it Fast, Cook it Slow** for healthful slow cooker recipes. In addition to being delicious and affordable, O'Dea's recipes are also gluten-free.



Detoxifying the House

Many ingredients in common household cleaners are known or suspected carcinogens, endocrine disruptors, reproductive toxins, or neurotoxins. Conventional scented cleaners use a proprietary mix of "fragrances" which means that the producers don't have to disclose the particular ingredients. Not only do these toxins amass in our homes, but they travel down the drain and into our water stream where they can disrupt, damage, and destroy natural life and fragile ecosystems. Fortunately, there are a number of cleaning products on the market that don't use toxic ingredients or mysterious manufactured scents. **Look for products that are:**

- Non-toxic*
- Biodegradable*
- Septic-tank safe*
- Scented with essential oils and botanical extracts instead of "fragrances"*



The more information a product provides about its ingredients the better. A good rule of thumb is to avoid products with any warning stronger than "Caution." Products labeled "danger", "poison", and "warning" are harmful even in small doses.



You can get many smaller cleaning jobs done with homemade combinations of baking soda, vinegar, borax, and lemon juice, among others. If you don't feel like making your own, we carry non-toxic, bio-degradable, septic-tank safe, and naturally scented products by **Seventh Generation**, **Ecover**, and **biokleen**. This link has more detailed information on the topic from the Organic Consumers Association: <http://tinyurl.com/2sqe2j>

Cleansing the Body

After the excitement and indulgences of the holidays, it's easy to see the appeal of diets that emphasize cleansing, raw foods, juices, and/or fasting. These programs can be a great way to mentally and physically kick start your commitment to healthier choices. **The Master Cleanse** (\$6.50) is a popular book to accompany the ten-day program. We also carry **The Seasonal Detox Diet** by Carrie L'Esperance (\$16.95) and **8 Weeks to Optimum Health** by Andrew Weil, MD (\$21.00) – both of which include detailed information and recipes to support your cleanse. We carry herbal cleansing products by RENEW LIFE and Yerba Prima. As with most new things, it's important to proceed slowly and gently and listen to your body.



Quitting Smoking



We're all smart enough to know the physical dangers of smoking, but that doesn't make it any easier to kick the habit. If you're serious about quitting, you'll need to address not only the physical addiction but also the cultural associations of smoking. We recommend substituting something for the cigarette. We've got **tea tree oil or cinnamon flavored chewing sticks** (\$3.89) and **Ricola Cherry Cough Drops** (\$3.49).

Exercising More

Whether you want to lose weight, build endurance, blow off steam, or simply enjoy the endorphins, physical activity is good for mind and body. The trick to exercise is that it's easier when it's enjoyable. Find an activity and time that works for you. Gyms and fitness studios can be helpful in that trained staff can work with you to design a plan and demonstrate proper technique, but you don't have to spend a lot of money to get a good workout. Make an exercise date with a friend. It will be easier to force



yourself to go running/cycling/yoga-ing if you know someone else is waiting on you...and it will be more fun with a partner. As with many of these categories, it's important to ease into new activities and to listen to your body. Give yourself time to warm up beforehand and to stretch after. We recommend checking out a class with one of our neighbors like **the Glowing Body** (glowingbody.net/class-info/), the **Broad way Academy of Performing Arts & Event Center** (broadwayacademyknoxville.com/), the **Taoist Tai Chi Center** (tennessee.usa.taoist.org/knoxville/html/course_schedules.html) or the **YMCA** (ymcaknoxville.org/).

Driving Less

Three Rivers Market is currently the only business participating in KAT's **Shop and Ride** program. Spend \$10 or more with us and get a free bus pass. Additionally, our store is located along KAT Bus Routes 20 and 24. If you ride your bike to Three Rivers Market you can enjoy riding down the newly striped bike lanes on Three Rivers Market is the only business participating in KAT's **Shop and Ride** program. Spend \$10 or more with us and get a free bus pass. Additionally, our store is located along KAT Bus Routes 20 and 24. If you ride your bike to Three Rivers Market you can enjoy riding down the newly striped bike lanes on Central St. When you arrive, lock your ride to our green bike racks and tighten some bolts or pump up your tires at our **free fixit-station** sponsored by Tennessee Valley Bikes.



Building Community



In addition to the great selection of food and products you'll find at Three Rivers Market, buying a share and becoming an owner gives you a stake in an honest, open and fair, accountable, and community-minded business. Over 3,000 friends and neighbors own Three Rivers Market, which means that our profit returns to our immediate economy. All of our profits are returned to our owners, donated to our community, or used to strengthen and improve Three Rivers Market. **When you become an owner of Three Rivers Market you help ensure the continued existence of a truly locally-owned and community-rooted business in your area.**

THREE RIVERS MARKET

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