



March 2005

# Views from Bluff Country

## Blossoms Ahead

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**Board Meeting**  
**Monday, March 7th**  
**6:30 at BCC**

*"When we contemplate the whole globe as one great dewdrop, striped and dotted with continents and islands, flying through space with other stars all singing and shining together as one, the whole universe appears as an infinite storm of beauty."*  
John Muir, 1879  
from *Travels in Alaska*

The new season doesn't make its official debut until the vernal equinox later this month, but its harbingers have been raising hopes and creative energies for at least several weeks already.

A spate of mild, sunny days in February set the stage for a number of community events that provided inspiration, celebration, warnings and challenges for those focused on food politics and ecological balance.

Author and activist Frances Moore Lappé, in an appearance co-sponsored by Land Stewardship Project and BCC on February 11th, gave a poetic overview of global food concerns and exhorted her listeners to stay active and strive for strong community connections and social progress.

Evidence of serious ecological damage due to farm chemical use was presented the following day at the annual meeting of the Sustainable Farming Association of Southeast Minnesota. Professor Tyrone B. Hayes of the University of California at Berkeley shared his

research showing links between atrazine and frog malformities and aberrant sexual development.

Those who heard Hayes called him a powerful speaker with a compelling message, and predicted a larger audience for his return to Winona for a talk April 8th at St. Mary's University Page Theater.

Several co-op members traveled to Houston that same February weekend for a potluck and gathering to celebrate the ordering of an Environmental Impact Statement for the proposed Preston tire burning plant.

Pursuing economic and environmental stability in our local context was the focus for a February 15th roundtable discussion and video presentation. Co-sponsored by the co-op and Sustain Winona, the meeting was televised by local cable stations.

Thanks for the evening's success go to BCC directors on the education/outreach committee and to panelists Jim Riddle, Linda D'Amico, Toby Dogwiler, Michael Rupprecht and Rhys Williams. -Bob Copeland, General Manager-

## A Quick Look at Junk Food Ads

- ✓Ireland: All television commercials for fast food and candy are banned.
- ✓Sweden/Norway/Austria/Luxembourg: All television advertising to children is banned.
- ✓Belgium/France/Portugal/Vietnam: All marketing is banned in schools.
- ✓United States: Spending more per child than any other nation in the

world, the U.S. plugs \$15 billion per year into marketing food to kids, which is more than what it would cost to provide health insurance for all uninsured children.

*New York Times 1/12/2005 & Children's Defense Fund 5/14/2003*

# Have Faith - Things Will Get Better

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Catholic leaders around the world are standing up against the biotech industry's claim that the Vatican endorses genetically engineered (GE) crops. Biotech proponents have enjoyed a major public relations boost by trumpeting a portion of a report released by the Vatican last year. In one part, the report stated that it is the Catholic Church's stance that God gave humans the right to manipulate and control the natural environment on any level, including genetic engineering. The biotech industry has failed to mention that the report also states that GE crops should not be spread unless they are conclusively proven to be safe for human health and the environment. The Vatican report elaborates on that point, indicating that the Catholic Church does not believe adequate testing of GE crops has been done, saying, "available scientific data are contradictory or quantitatively scarce. It may then be

appropriate to base evaluations on the precautionary principle."

The Church of England is seriously discussing making major changes in its practices, in order to exercise the type of stewardship towards the earth that they believe is commanded by God in the Bible. The changes include serving fair trade coffee, providing organic bread and wine, increasing recycling, using natural fibers in clergy robes, and pressuring the UK government to take a stronger stance on global climate change. Archbishops will meet in late February to discuss these changes as well as a new report by the Church of England entitled "Sharing God's Planet," in which Christians are urged to take much more active roles in protecting the environment, in order to "celebrate and care for God's creation."

*from the Organic Consumers Association*

## Iraqi Farmers Aren't Celebrating

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When the Food and Agriculture Organisation (FAO) celebrated biodiversity on World Food Day on October 16th, Iraqi farmers were mourning its loss. A new report by GRAIN (an international non-governmental organization) and Focus on the Global South has found that new legislation in Iraq has been carefully put in place by the US that prevents farmers from saving their seeds and effectively hands over the seed market to transnational corporations. This is a disastrous turn of events for Iraqi farmers, biodiversity and the country's food security. While political sovereignty remains an illusion, food sovereignty for the Iraqi people has been made nearly impossible by these new regulations. "The US has been imposing patents on life around the world through trade deals. In this case, they invaded the country first, then imposed their patents. This is both immoral and unacceptable", said Shalini Bhutani, one of the report's authors. The new law in question heralds the entry into Iraqi law of patents on life forms - this first one affecting plants and seeds. This law fits neatly into the US vision of Iraqi agriculture in the future - that of an industrial agricultural system dependent on large corporations providing inputs and seeds. In 2002, FAO estimated that 97 percent of Iraqi farmers used saved seed from their own stocks from last year's harvest or purchased from local markets. When the new law - on plant variety protection (PVP) - is put into effect, seed saving will be illegal and the market will only offer proprietary "PVP-protected" planting material "invented" by transnational agribusiness

corporations. The new law totally ignores all the contributions Iraqi farmers have made to development of important crops like wheat, barley, date and pulses. Its consequences are the loss of farmers' freedoms and a grave threat to food sovereignty in Iraq. In this way, the US has declared a new war against the Iraqi farmer. "If the FAO is celebrating 'Biodiversity for Food Security' this year, it needs to demonstrate some real commitment", says Henk Hobbelink of GRAIN, pointing out that the FAO has recently been cosyng up with industry and offering support for genetic engineering. "Most importantly, the FAO must recognise that biodiversity-rich farming and industry-led agriculture are worlds apart, and that industrial agriculture is one of the leading causes of the catastrophic decline in agricultural biodiversity that we have witnessed in recent decades. The FAO cannot hope to embrace biodiversity while holding industry's hand", he added.

For more information, see [www.grain.org](http://www.grain.org).

### **Check out Dr. Hauschka Cosmetics in the Body Care Department**

- ◆ Natural, Pure Ingredients grown biodynamically, organically, or ethically wildcrafted
- ◆ Raw Materials obtained by ecologically and socially responsible means (plant & mineral origin)
  - ◆ No animal ingredients or testing.

## Yet Another Reason to Eat Local Foods

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My goal in working on this newsletter has been to present informative articles while seeking an upbeat approach. I've hesitated to print the following info because who needs more bad news when you're trying to stay healthy? But since I'll be taking leave of this position after this issue, I wanted to put the article out there. So here goes...

The National Academy of Sciences (NAS) has released its long anticipated report on the human health effects of perchlorates, a byproduct of rocket fuel. Perchlorates, which are a common pollutant near military sites, have recently been found in drinking water in 35 states as well as in 93% of sampled lettuce and milk.

The government funded NAS report reveals that perchlorates are roughly 10 times more toxic to humans than the Department of Defense has been claiming. Perchlorates can inhibit thyroid function, cause birth defects and lower IQs, and are considered particularly dangerous to children. Monitoring wells across the U.S. have found perchlorate levels as high as 30,000 times what the NAS report indicates would be safe exposure.

According to an article in the newsletter of the Wedge Community Co-op in Minneapolis, irrigated greens from California are particularly hazardous, and earlier studies conducted by the Environmental Working Group, while small and far from conclusive, contain some shocking evidence that begs further research. Eating lettuce or other vegetables grown in fields irrigated by the Colorado River may expose consumers to a larger dose of toxic rocket fuel than is considered safe by the U.S. Environmental Protection Agency. The report claims that four of the heads of lettuce contained contamination levels that could cause thyroid disruption. Yep, even in organic lettuce. In fact, organic produce in the small sampling had the highest levels of perchlorate, the key ingredient of rocket and missile fuel.

The EWG report goes on to say "Sworn depositions and other courtroom documents show that the giant aerospace and defense contractor Lockheed Martin, a major user of perchlorate, knew as early as 1997 that vegetables stored high concentration of the chemical, but said nothing to the EPA or state health officials."

The Wall Street Journal reported in late April that the Bush Administration issued a gag order preventing the EPA from discussing the perchlorate issue, while simultaneously proposing a bill in Congress, citing military readiness, that would spare

the defense industry from perchlorate contamination clean-up.

How big is this issue? If the federal government doesn't pay for a costly seven-state-wide perchlorate study of the Colorado River Basin, consumers have every right to doubt the integrity of veggies grown in that vast region in California, that means the cornucopia of the Imperial Valley, which provides America with 90% of its lettuce in the winter. And for organic buyers, it means questioning the integrity of organic produce from that region too.

This issue is still so new that organic certifiers are scrambling to find the right tools to deal with contamination. Oregon Tilth reported that their group is working with labs on defining what tests need to be conducted on organic produce to verify they are not contaminated, and are also considering spot inspections of farms once they determine which tests to employ.

Now then. Let's pull back from the fearful tone I've struck for a moment. Yes, the implications are staggering. But it's important to remember that the studies looked at a pretty meager sampling of products - hardly enough to cause a nationwide panic at this time. Meanwhile, local veggies will soon be available. Ever more reason to support local growers who use sustainable methods.

In my own quest for healthy food, I've been wintering over lettuce for continual harvest for my salad bowl. It can be done - even in Minnesota! Eating Year-Round from the Garden is a workshop I've been teaching at the Midwest Renewable Energy Fair the past few years and a big part of my gardening endeavors. It's clear to me, from the food that my garden provides, that we can do more on a local level. Rather than panic, let's strengthen and expand our local food resources. We can, and must, better adapt to our seasonal cuisine. And we need to have some of our local products processed into the foods that we love to buy, such as canned salsa, pasta sauces, and fruit juices, etc. (especially for the winter season when fresh veggies are less available). All of these aspects of our food system will take commitment, diligence, and some financial investment. Can we each pledge to make an additional step in this direction each season? The more we do in our community to make this happen, the healthier we will be (physically and financially). Let's celebrate our own regional abundance of healthy foods.

*Keep Growing, Larisa Walk*

| Wellness | Size | Regular Price | Save | Sale |
|----------|------|---------------|------|------|
|----------|------|---------------|------|------|

|   |          |         |     |                |
|---|----------|---------|-----|----------------|
| BCC   |          |         |     |                |
| <b>Cal-Mag-Zinc</b>   | 100 tabs | \$9.19  | 20% | <b>\$7.35</b>  |
| <b>Alpha Lipoic Acid</b><br>100 mg.   | 60 tabs  | \$13.35 | 20% | <b>\$10.69</b> |
| Nutrex  |          |         |     |                |
| <b>Bio Astin with Lutein</b><br>Antioxidant Astaxanthin                           | 60 gels  | \$20.79 | 45% | <b>\$10.99</b> |
| Now   |          |         |     |                |
| <b>Multi-Mineral</b><br>Amino Acid Chelates<br>Iron-Free<br>(while supplies last) | 120 caps | \$9.99  | 20% | <b>\$7.99</b>  |
| <b>Multi-Mineral</b><br>Amino Acid Chelates<br>with Iron<br>(while supplies last) | 100 tabs | \$7.99  | 20% | <b>\$6.39</b>  |
| <b>Ester-C 1000</b><br>+200 mg.<br>Bioflavonoids<br>(while supplies last)         | 60 tabs  | \$8.25  | 20% | <b>\$6.59</b>  |
| <b>Borage Oil</b><br>240 mg. GLA  | 60 gels  | \$14.95 | 35% | <b>\$9.69</b>  |

| Household | Size | Regular Price | Save | Sale |
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|  |        |         |     |                |
|--|--------|---------|-----|----------------|
| Andes Gifts  |        |         |     |                |
| <b>All In-Stock Alpaca Clothing</b>                                      | varies | varies  | 20% | <b>20% Off</b> |
| Down To Earth  |        |         |     |                |
| <b>All In-Stock Beeswax Candles</b><br>Votives, 12" Tapers,<br>"Rootman" | varies | varies  | 15% | <b>15% Off</b> |
| Aloha Bay  |        |         |     |                |
| <b>All In-Stock Palm Wax Candles</b><br>Votives, 9" Tapers, Jars         | varies | varies  | 15% | <b>15% Off</b> |
| Earth Friendly Products  |        |         |     |                |
| <b>Toilet Bowl Cleaner</b><br>Cedar Scented                              | 24 oz  | \$4.09  | 15% | <b>\$3.45</b>  |
| <b>ECOS Liquid Laundry Detergent</b><br>"Free & Clear"                   | 128 oz | \$17.49 | 15% | <b>\$15.69</b> |
| <b>Shower Cleaner</b>  | 22 oz  | \$6.49  | 15% | <b>\$5.49</b>  |
| <b>Stain &amp; Odor Remover</b>  | 22 oz  | \$6.75  | 15% | <b>\$5.69</b>  |

| Grocery | Size | Regular Price | Save | Sale |
|---------|------|---------------|------|------|
|---------|------|---------------|------|------|

|   |                  |        |     |               |
|---|------------------|--------|-----|---------------|
| Tree of Life  |                  |        |     |               |
| <b>Organic Crackers</b><br>Herb & Garlic, Sesame &<br>Flax Seed, Toasted<br>Onion, Garden Vegetable,<br>Cracked Pepper              | 5 oz             | \$2.49 | 15% | <b>\$2.09</b> |
| <b>Sugars</b><br>Dehydrated Cane Juice,<br>Turbinado, Fructose  | 2 lbs            | \$3.99 | 15% | <b>\$3.39</b> |
| Barbara's Bakery  |                  |        |     |               |
| <b>Cereals</b><br>Crunchy Corn Puffins,<br>Shredded Oats, Shredded<br>Spoonfuls, Shredded<br>Wheat, Vanilla Almond<br>Shredded Oats | varies           | \$4.75 | 15% | <b>\$3.99</b> |
| Garden of Eatin   |                  |        |     |               |
| <b>Chips</b><br>Cantina White, Chili &<br>Lime, Pico de Gallo   | 9 oz             | \$2.99 | 15% | <b>\$2.49</b> |
| Knudsen   |                  |        |     |               |
| <b>Juice 3 Packs</b><br>Apple, Grape, Pear  | 3- 8 oz<br>boxes | \$3.09 | 15% | <b>\$2.59</b> |
| <b>Spritzers 6 Packs</b><br>Black Cherry, Cranberry,<br>Grape, Raspberry,<br>Jamaican Lemonade,<br>Strawberry, Tangerine            | 6- 12 oz<br>cans | \$6.55 | 15% | <b>\$5.55</b> |

| Bulk | Size | Regular Price | Save | Sale |
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|------|------|---------------|------|------|

|                                |  |           |        |                  |
|--------------------------------|--|-----------|--------|------------------|
| Cafe Fair                      |  |           |        |                  |
| <b>Organic Nica Sol Coffee</b> |  | \$7.39/lb | \$1/lb | <b>\$6.39/lb</b> |
| Fantastic Foods                |  |           |        |                  |
| <b>Falafil Mix</b>             |  | \$2.89/lb | 15%    | <b>\$2.45/lb</b> |
| <b>Hummus Mix</b>              |  | \$4.19/lb | 15%    | <b>\$3.55/lb</b> |
| <b>Instant Black Bean Mix</b>  |  | \$3.99/lb | 15%    | <b>\$3.39/lb</b> |
| <b>Tabouli Mix</b>             |  | \$2.95/lb | 15%    | <b>\$2.49/lb</b> |

| Bakery | Size | Regular Price | Save | Sale |
|--------|------|---------------|------|------|
|--------|------|---------------|------|------|

|  |             |                   |     |                           |
|--|-------------|-------------------|-----|---------------------------|
| Rudi's Organic Bakery                      |             |                   |     |                           |
| <b>All Assorted Sliced Sandwich Loaves</b> | 19-24<br>oz | \$3.95-<br>\$4.39 | 15% | <b>\$3.35-<br/>\$3.65</b> |

| Frozen | Size | Regular Price | Save | Sale |
|--------|------|---------------|------|------|
|--------|------|---------------|------|------|

|                          |        |        |     |               |
|--------------------------|--------|--------|-----|---------------|
| Van's                    |        |        |     |               |
| <b>Blueberry Waffles</b> | 9.5 oz | \$3.09 | 15% | <b>\$2.59</b> |

|   |         |                |     |                   |
|---|---------|----------------|-----|-------------------|
| Quorn Foods   |         |                |     |                   |
| <b>Vegetarian Chicken Tenders</b>                     | 12 oz   | \$4.69         | 15% | <b>\$3.99</b>     |
| Rising Moon Organics                                  |         |                |     |                   |
| <b>Member Special Assorted Ravioli</b>                | 8 oz    | \$4.19         | 20% | <b>\$3.35</b>     |
| Tamale Molly  |         |                |     |                   |
| <b>Black Bean Tamales</b>                             | 10 oz   | \$5.19         | 15% | <b>\$4.39</b>     |
| Ecofish   |         |                |     |                   |
| <b>Member Special Mahi Mahi</b>                       | varies  | \$14.39/<br>lb | 25% | <b>\$10.79/lb</b> |
| Enjoy Life  |         |                |     |                   |
| <b>Gluten Free Bagels</b>                             | 17 oz   | \$5.29         | 15% | <b>\$4.49</b>     |
| Health is Wealth                                      |         |                |     |                   |
| <b>Munchees</b>                                       | 6 oz    | \$3.29         | 15% | <b>\$2.79</b>     |
| Pizza Tofu & Spinach Tofu                             |         |                |     |                   |
| Natural Sea   |         |                |     |                   |
| <b>Member Special Salad Shrimp &amp; Bay Scallops</b> | 12 oz   | \$7.49         | 20% | <b>\$5.99</b>     |
| Wild, Not Farmed!                                     |         |                |     |                   |
| <b>Member Special Organic Tuna Noodle Casserole</b>   | 10.5 oz | \$4.89         | 20% | <b>\$3.89</b>     |
| Morningstar Farms                                     |         |                |     |                   |
| <b>Okara Patties</b>                                  | 9 oz    | \$4.39         | 15% | <b>\$3.69</b>     |
| Woodstock Farms                                       |         |                |     |                   |
| <b>Organic Blackberries &amp; Dark Sweet Cherries</b> | 10 oz   | \$3.85         | 15% | <b>\$3.25</b>     |
| <b>Organic Mixed Mushrooms</b>                        | 10 oz   | \$2.99         | 15% | <b>\$2.55</b>     |
| Julie's   |         |                |     |                   |
| <b>Organic Ice Cream</b>                              | 16 oz   | \$3.99         | 25% | <b>\$2.99</b>     |
| Life Stream   |         |                |     |                   |
| <b>Toaster Waffles</b>                                | 11 oz   | \$3.39         | 15% | <b>\$2.89</b>     |
| Applegate Farms                                       |         |                |     |                   |
| <b>Turkey Bacon</b>                                   | 8 oz    | \$4.09         | 15% | <b>\$3.45</b>     |
| All Natural   |         |                |     |                   |
| <b>Turkey Hot Dogs</b>                                | 12 oz   | \$4.39         | 15% | <b>\$3.69</b>     |
| All Natural   |         |                |     |                   |
| <b>Organic Turkey Burgers</b>                         | 16 oz   | \$5.29         | 15% | <b>\$4.49</b>     |
| <b>Chicken &amp; Apple Sausage</b>                    | 8 oz    | \$5.99         | 15% | <b>\$5.09</b>     |
| All Natural   |         |                |     |                   |

| <b>Body Care</b>                        |          | Size    | Regular Price     | Save           | Sale                      |
|---|----------|---------|-------------------|----------------|---------------------------|
| Alba                                    |          |         |                   |                |                           |
| <b>Suncare Products</b>                 |          |         | \$7.59-<br>\$8.55 | 20%            | <b>\$5.99-<br/>\$6.79</b> |
| Common Sense                            |          |         |                   |                |                           |
| <b>Lotion</b>                           | 8.5 oz   | \$12.35 | 15%               | <b>\$10.49</b> |                           |
| Chamomile Primrose,<br>Jojoba Rose      |          |         |                   |                |                           |
| Desert Essence                          |          |         |                   |                |                           |
| <b>Blemish Touch Stick</b>              | .33 oz   | \$8.95  | 15%               | <b>\$7.15</b>  |                           |
| Giovanni                                |          |         |                   |                |                           |
| <b>L.A. Hold Hair Spray</b>             | 8.5 oz   | \$7.59  | 20%               | <b>\$6.45</b>  |                           |
| Jason                                   |          |         |                   |                |                           |
| <b>Deodorant</b>                        | 2.5 oz   | \$5.75  | 25%               | <b>\$4.29</b>  |                           |
| Apricot E, Tea Tree                     |          |         |                   |                |                           |
| Peelu                                   |          |         |                   |                |                           |
| <b>Toothpaste</b>                       | 7 oz     | \$6.29  | 10%               | <b>\$5.65</b>  |                           |
| Peppermint                              |          |         |                   |                |                           |
| <b>Refrigerated</b>                     |          | Size    | Regular Price     | Save           | Sale                      |
| Brown Cow                               |          |         |                   |                |                           |
| <b>Whole Milk Yogurts</b>               | 8 oz     | 99¢     | 15%               | <b>85¢</b>     |                           |
| Earth Balance                           |          |         |                   |                |                           |
| <b>Natural Buttery Spread</b>           | 16 oz    | \$3.29  | 15%               | <b>\$2.79</b>  |                           |
| Lightlife                               |          |         |                   |                |                           |
| <b>Tempeh</b>                           | 8 oz     | \$2.49  | 15%               | <b>\$2.09</b>  |                           |
| Flax, Wild Rice,<br>Garden Veggie       |          |         |                   |                |                           |
| Lisanatti                               |          |         |                   |                |                           |
| <b>Rice Cheese</b>                      | 11 oz    | \$4.69  | 15%               | <b>\$3.99</b>  |                           |
| Cheddar & Mozzarella                    |          |         |                   |                |                           |
| Nancy's                                 |          |         |                   |                |                           |
| <b>Organic Lowfat Cottage Cheese</b>    | 16 oz    | \$3.79  | 10%               | <b>\$3.39</b>  |                           |
| <b>Organic Whole Milk Plain Yogurt</b>  |          |         |                   |                |                           |
|   | 32 oz    | \$4.29  | 10%               | <b>\$3.85</b>  |                           |
| Rice Dream                              |          |         |                   |                |                           |
| <b>Member Special Organic Rice Milk</b> | 64 oz    | \$3.59  | 20%               | <b>\$2.85</b>  |                           |
| Original & Vanilla                      |          |         |                   |                |                           |
| Stonyfield                              |          |         |                   |                |                           |
| <b>Whole Milk &amp; Lowfat Yogurt</b>   | 6 oz     | \$1.09  | 15%               | <b>89¢</b>     |                           |
| All Varieties                           |          |         |                   |                |                           |
| Zen Soy                                 |          |         |                   |                |                           |
| <b>Organic Soy Pudding</b>              | 4 - 4 oz | \$3.49  | 15%               | <b>\$2.95</b>  |                           |
| Banana & Chocolate                      |          |         |                   |                |                           |

## Beyond Organics - To Bliss

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With organics the original plan was to stop the application of scary petrochemical poisons to the land, the food that grows on it, and the animals that roam it. A great idea, but people can hardly be blamed for wanting a little more than to be handed their cup of morning coffee with a cheery "Poison-free, honey!"

Hence the recognition that there *is* more to organic food-growing - from eating locally and reducing the use of polluting truck transport to the humane treatment of animals and knowing the farmer who grows your food.

What, after all, are organic eaters really in search of? Not just a sense of responsibility fulfilled, but a taste of honesty, of reality. A mouthful of the truth about land, water, and growing things. And the leading edge of that quest is called *terroir*.

*Terroir*, a French word that literally means "land" or "soil," refers to a wine - or, these days, a food - that expresses the taste of the land, the very rocks, sun, wind, and rain patterns the food grows within, whether the land in question is a sizable region or a tiny microclimate. The grower who grows his or her product with an eye toward expressing *terroir* is saying: We have land here for which we have a long-standing reverence, and over generations we've figured out some things about it, and here is an agricultural product that communicates the soul of the land as we have come to understand it.

For *terroir* as it applies to wine, the first thing the cultivator does is match vine with land - for example, gewürztraminer grapes and grenache grapes thrive in very different sorts of sites. The first step to farming a parched mountainside in a hot section of California is finding a grape that wants to grow there - Zinfandel, let's say.

Using winemaking skills to "extract" the *terroir* is the next step, and a really precise awareness of the territory is called for. Zinfandel from a particular site in Sonoma County's Dry Creek Valley that has, say, a dusty, dry volcanic soil, a direct marine breeze, and adjoining ridges of scraggly vegetation and eucalyptus trees might taste bright and concentrated (because of the California sun and quick-draining soil), brambly and mint (because of the surrounding botany), with a sea-mist edge (because of the minerals coming in on the breeze). It will taste unlike any other Zinfandel in the world, because that particular microclimate is found only there.

Meanwhile, on the other side of the world, a Chardonnay grape planed in the limestone and oyster fossils that make up the ground of Chablis, France, will taste steely, mineral-rich, and stony. In the best case, it will be so stony that tasters will use a characteristic term of Chablis *terroir*; gunflint. Gunflint is considered a very good taste and its most majestic expression is found only in those Chardonnay grapes planted on the ocean-fossil soils of Chablis. Flinty Chablis could never come from warm, fertile Northern California; lush fruity, buttery, Napa Valley Chardonnay could never grow from the stark, cold vineyards of Chablis.

So in various vineyards, the land is most eloquent when it speaks through the Chardonnay grape. But on a certain Illinois farm, the land might express itself most beautifully through a Brandywine tomato. Somewhere in Pennsylvania, it might be most clearly heard through a fresh chèvre. And on a certain California river delta, that voice might sound best in a Suncrest peach.

Or consider artichokes. They love to grow by the sea, where it's in the 70s, sunny, and mistily breezy all day, and in the 50s and mistily breezy all night. If it's too cold, they'll die. If it's too hot, they'll die. Which is to say, they grow best right next to the sea in Southern California and in various places in Italy. Get an artichoke from Castroville, California, or from fields near Rome, and you'll experience the nutty, woody, grassy, meaty divinity of the artichoke. Unfortunately, scientists have lately been breeding artichokes that will grow in greenhouses and deserts. Try one of these and you will know what an artichoke would taste like if it were made of watery cardboard.

Note also, please, that pasture-raised dairy cows in Iowa make the magnificent Maytag Blue cheese, and nothing too thrilling comes out of Arizona factory dairies.

*Terroir* is the voice of the land as sung through agriculture. It is care for the land that sets certain delicious essences free. *Terroir* is where ethics and land stewardship grow together to produce sensual bliss. Watch for it in markets, restaurants, and fields near you.

*by Dara Moskowitz*

*City Pages, an alternative weekly in Minneapolis.  
Printed in the September-October 2004 Utne Reader*

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## Fresh Foodie is a Mover & Shaker

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The November 2004 issue of Organic Style featured an article "Environmental Power List - Meet 50 influential Americans, from Capital Hill crusaders to Hollywood activists, who are fighting for a cleaner, healthier world - and inspiring the rest of us to follow their lead, one step at a time." So I was glancing through the article, peppered with names like Robert F. Kennedy, Jr., Barbara Kingsolver, Leonardo DiCaprio (you know, the usual glamour and fame bit), when suddenly my eye was drawn to a familiar name from our region.

Person #26 was "Fresh Foodie" George Siemon. According to the article, "I want food to become people's love and passion," says George Siemon, the CEO of Organic Valley Family of Farms,

the largest organic cooperative in North America. What started in 1988 as a group of seven farmers is now a \$156 million business of more than 600 farmer-owners from 16 states selling organic milk, eggs, juice, and meat to shoppers across the country. But Siemon, 52, wants natural foods to be just the starting point for Organic Valley's customers. "They need to be concerned about local foods, family farms, the number of miles their food travels, and the packaging," he says. "My greatest belief is that consumers are the ones who can change the world by their purchases."

Way to go George - not bad for a barefoot, dairy farmer from Viroqua, Wisconsin!

*Larisa Walk, BCC Staff & Board Member*

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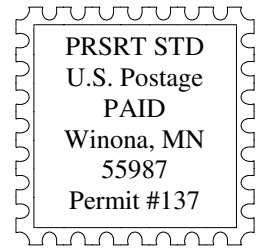
## Worst Corporations of 2004

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The Multinational Monitor has released its annual list of the "10 Worst Corporations of 2004." Among the "winners" of this prestigious award are Coca-Cola, Wal-Mart and Hardees. Coca-Cola made the list when documentation surfaced revealing the company was involved in 179 human rights violations at its bottling plants in Colombia, including allegations of involvement in nine murders of union leaders. Wal-Mart was caught manipulating the tax

system, with each of its 1000+ stores costing taxpayers nearly half a million dollars per year. Hardees made its debut on the list for its overtly aggressive advertising of its new product, the "Monster Thickburger." The 2/3 pound sandwich is 1,420 calories and equivalent to eating five standard-sized hamburgers.

Learn more at [www.organicconsumers.org](http://www.organicconsumers.org)



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## **ADDRESS SERVICE REQUESTED**

### **2% Sunday for Family Service of Winona**

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Family Service Of Winona is a private nonprofit United Way funded agency serving individuals in Winona and the surrounding area. The agency provides outpatient mental health services through its Counseling Program and conflict resolution services through its Mediation Program. The Counseling Program provides professional mental health therapy, psychological evaluations, consultation services, and community education. All Counseling Program services are provided by Masters or Doctorate level Minnesota State licensed therapists. The Mediation Program provides alternative dispute resolution services for divorcing or divorced couples, civil dispute situations and conflict in the workplace. Mediation Services are provided by a trained paralegal and mediator who is a Qualified Neutral under Minnesota Rule 114.

The agency's overall mission is to provide affordable professional counseling and mental health services for the purpose of advancing the

emotional well-being of all who are in need; to strive to fill gaps in service; and to remain steadfast in their commitment to the organizational values and professional standards while maintaining a healthy work environment for staff and volunteers. Over 350 individuals were served during 2004. Approximately, 50% of these individuals were near or below poverty level. United Way Funding and donations help subsidize the cost of services, which enables the agency to offer a sliding fee allowance to therapy clients. The need for additional funding grows as increasing budget cuts in health insurance coverage continue on both State and Federal levels.

Support the efforts of Family Service of Winona by shopping at the co-op on Sunday, March 27th when 2% of sales will be donated to their cause. Donation cans will also be at the checkout counters during the month.