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HEALTH HOTLINE MAGAZINE

APRIL 2019 VOL. 22

OVER  
**\$500**  
OF SAVINGS  
INSIDE!

# EARTH DAY DEALS

APRIL  
22<sup>ND</sup> - 24<sup>TH</sup>  
SEE PAGE 18

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BERBERINE: AN ANCIENT  
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SEE PAGE 17 FOR  
**A CHANCE TO  
WIN A \$500**  
NATURAL GROCERS GIFT CARD



# LADYBUG LOVE

## PROTECT OUR SPECIES!

***“The mole was bewitched... and when tired at last he sat on the bank, while the river still chattered on to him, a babbling procession of the best stories in the world, sent from the heart of the earth to be told at last to the insatiable sea.”***

—Kenneth Grahame, *The Wind in the Willows*

Nature does tell the best stories and we're excited for April because it's a month to celebrate those stories. Earth Day is right around the corner, and we feel energized by this time of global collaboration around healing our planet. The 2019 official Earth Day theme is “Protect Our Species,” because insects, birds, and other animals are in danger, facing rates of extinction much higher than what's considered “normal.” It's up to us to change the narrative, and we want to think about how to make it Earth Day every day so “the best stories in the world” will continue to be told. Here are some of the ways we can make an impact:

### OUR GROCERY CARTS:

Some of the primary causes linked to species decline lie in the tangled web of industrial agriculture: monoculture crops, synthetic pesticides, and habitat loss. The irony is that they happen because of one another. Monoculture cropping destroys biodiversity, getting rid of native plants and driving out native species. It weakens the soil, which results in increased use of toxic chemicals. The chemical cocktails leach into the surrounding environment through water, soil, and air. Habitats are destroyed. It's a vicious cycle, but organic methods practice the opposite—encouraging biodiversity,

prohibiting toxic chemicals, and preserving habitats. When you choose organic, you're voting for a more sustainable planet.

### OUR OWN BACKYARDS:

Our homes are the opening page in the saga of how to help the planet. Begin by taking the Ladybug Luv Pledge and committing to never use toxic chemicals in your home or garden again.

### OUR PLEDGE TO YOU:

Our commitment to making it Earth Day 365 days a year is woven throughout our founding principles. It's why we only sell 100% organic produce, pasture-based dairy, humanely raised meats, and sustainably sourced seafood. It's the reason for our bagless checkouts, stringent product standards, and choosing certified organic for our expanding house brand. Earth Day is a reminder that when we work together, big things can happen. Good things. Better-for-the-future things. Join us this April 22nd to take the pledge and enjoy some planet-loving fun. There will be prizes, and some of them involve ladybugs, so we'll leave you with a final ode to these adorable little creatures.

***“How brave a ladybug must be!  
Each drop of rain is big as she.  
Can you imagine what you'd do,  
If raindrops fell as big as you?”***

—Aileen Fisher  
References available upon request.

The Isely Family

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PRICING

COMMITMENT  
TO OUR  
COMMUNITY

COMMITMENT  
TO OUR  
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RECIPE OF THE MONTH

## STRAWBERRY LEMON COCONUT CREAM PARFAITS



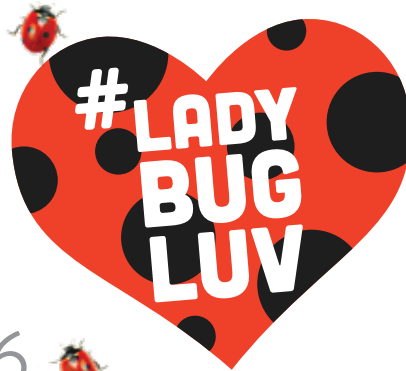
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## SAVE THE POLLINATORS!



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## BERBERINE: AN ANCIENT REMEDY FOR MODERN DAY DISEASE



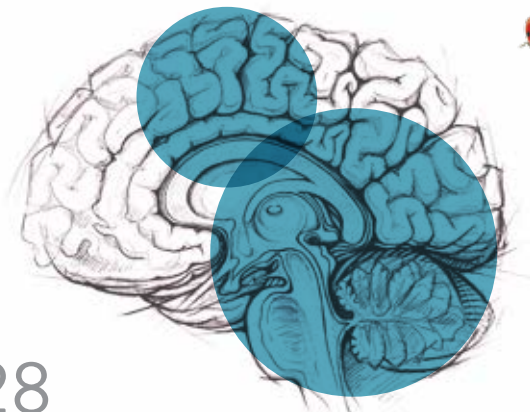
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## LADYBUG LOVE



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## MUSHROOM, BACON, AND SPINACH FRITTATA



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## INTRODUCING NUTRITION BYTES





## INGREDIENTS

1 (13.5-ounce) can Natural Grocers Brand Organic Full-Fat Coconut Milk, refrigerated overnight

¼ cup organic lemon juice

1⅛-½ teaspoon lemon extract

3 tablespoons Natural Grocers Brand Raw and Unfiltered Clover Honey

2 tablespoons butter, cut into small pieces

Pinch of salt

1 Natural Grocers Brand Organic Pasture-Raised Egg and 2 egg yolks

1 (10-ounce) package Natural Grocers Brand Organic Frozen Strawberries, thawed

2 tablespoons Natural Grocers Brand Raw and Unfiltered Clover Honey

½ teaspoon vanilla extract

Organic lemon slices or zest, for garnish



NATURAL GROCERS

## STRAWBERRY LEMON COCONUT CREAM PARFAITS

Total Time: 1 hour

Serves 4

## INSTRUCTIONS

1. At least one night before, place the unopened can of coconut milk in the refrigerator.
2. *To make the lemon curd:* Put the lemon juice, lemon extract, honey, butter, and a pinch of salt into a heatproof bowl set over a pan of simmering water, making sure that the bottom of the bowl doesn't touch the water.
3. Whisk together until the butter has melted and the ingredients are fully blended.
4. In a separate bowl, beat the egg and yolks lightly with a fork.
5. Move the bowl of lemon and butter off the heat and very slowly whisk the eggs into the warm lemon mixture.
6. Return to heat and cook, stirring regularly, until the mixture thickens and becomes custard-like, 3-5 minutes. The curd should be smooth and creamy. Remove immediately from the heat. (If you leave it on the heat longer, the curd will thicken too much and your curd may become lumpy.)
7. Allow to cool to the touch, stirring occasionally. Pour into an airtight container and refrigerate until ready to assemble.
8. *To make the whipped coconut cream:* Open the refrigerated can of coconut milk and scoop the solidified cream that has risen to the top into a pre-chilled mixing bowl, saving the remaining coconut milk for another use.
9. Beat on low using a whisk attachment with a stand mixer or a hand mixer until light and fluffy. Increase speed to high and continue beating until thick peaks form. Fold in cooled lemon curd, and beat briefly to fully incorporate.
10. *Make the strawberry filling:* Combine the thawed strawberries in a bowl with 2 tablespoons of honey and ½ teaspoon vanilla extract.
11. *To assemble the parfaits:* Evenly spoon the strawberry mixture among four glasses or bowls, followed by a layer of the lemon-coconut cream. Continue layering with the remaining berries and cream mixture, finishing with a layer of cream.
12. Top each parfait with slices of lemon or lemon zest for garnish, and serve immediately or hold in the refrigerator until ready to serve.



# EARTH DAY RESOLUTIONS

FROM THE ORGANIC CENTER

ORGANIC FARMING AND AN ORGANIC DIET CAN SAFEGUARD AND IMPROVE THE HEALTH OF THE ENVIRONMENT AND THE HEALTH OF YOUR FAMILY, WITH GROUNDBREAKING STUDIES CONTINUING TO YIELD PROOF OF THOSE BENEFITS. THIS EARTH DAY, MAKE A RESOLUTION TO MAKE ORGANIC A PART OF YOUR DAILY LIFE!

## ONE: CUT YOUR RISKS

A significant study from 2018 showed that eating an organic diet can reduce your risk of cancer. Researchers compared French adults who frequently consumed organic foods to those who never consumed organic foods and found a 25 percent reduction in overall cancer risk.

## TWO: KEEP IT COOL

More studies are investigating the impacts of organic farming on climate change, and show that choosing organic can help mitigate the release of greenhouse gases while sequestering carbon in the soil.

## THREE: SING LIKE A BIRD

If you love bird watching or just the sound of birds in the morning, choosing organic is a must. A recent study focusing on birds found that organic farms supported overwintering, and had more species of birds than conventional farms.

## FOUR: DON'T FORGET ABOUT THE BEES

Organic is good for the birds ... AND the bees. Researchers looking into how farming systems impact wild bees found more flowers around organic farms than conventional farms, likely due to the lack of herbicides used in organic production, and more species of solitary bees and bumblebees.

## FIVE: HELP LOCAL ECONOMIES

Organic farms can pump up local economies and improve livelihoods. Studies have found that organic hot spots positively impact local economies, and that organic farming not only creates more job opportunities but also more secure, long-term employment opportunities.

## SIX: SUPPORT FARMER HEALTH

Organic decreases the risk of pesticide exposure on food for you and your family, and also has some serious health benefits for farmers and farmworkers. The Organic Center brought it all together in a report that details the impacts of the conventional use of synthetic pesticides on farmers and farmworkers—and how organic can be used as a model to decrease this exposure.

## SEVEN: STAY DOWN TO EARTH

Choosing organic is still the best way to support healthy soils, and the organic food that you eat has a direct impact on the earth it was grown in. A recently published long-term study found that organic agriculture improves physical characteristics of soil compared to conventional farming. Another study showed that organic farming is linked to greater soil health and higher levels of micronutrients compared to conventional farming.

## EIGHT: THINK LONG-TERM

There has recently been a jump in the number of long-term research studies about the benefits of organic farming, and of how organic supports humans and the planet over many years. One study found that the environmental benefits of organic improve over time, and another study showed that as time under organic management increases, so do ecosystem benefits.

## NINE: IF YOU EAT MEAT, EAT ORGANIC

In general, eating meat has a higher impact on the environment than a vegetable-based diet. But, if you do decide to eat a burger, think about the best way to minimize your impact on our planet. A study this year looked at the environmental impacts of organic grass-fed beef and non-organic grass-fed beef production and found that organic grass-fed beef production has fewer environmental impacts.

## TEN: THINK OUTSIDE OF THE BOX

Organic forces us to think outside of the conventional agriculture toolbox. Instead of using toxic, synthetic pesticides and fertilizer, organic farmers have to use innovative solutions to challenges they face in the field. One recent study showed that organic farming promotes overall pest control by supporting beneficial predators.

# SAVE THE POLLINATORS!

Populations of pollinators are in serious decline worldwide. Here's how you can help.

By Suzanne Boothby

Imagine a day in the life of a healthy eater. Maybe you start with a bowl of Greek yogurt topped with chopped nuts and berries along with a hot mug of coffee. Lunch is a salad of mixed greens with avocado, cucumbers, and strawberries. You snack on some almonds and chocolate in the afternoon. Dinner is eggplant parmesan and a side of steamed broccoli with a squeeze of lemon juice.

Sounds delicious, right?

These foods wouldn't make it to your plate without the help of pollinating insects.<sup>1</sup> Yet for the last few decades, scientists have been reporting a steep drop in worldwide populations of pollinators, which include everything from hummingbirds, bats, butterflies, moths, and, of course, bees.<sup>2</sup>

More than 75 percent of the world's major food crops rely at least in part on pollination by insects while nearly 90 percent of all wild flowering plants depend on pollinators<sup>3,4</sup>, and it is estimated that honeybees are responsible for between \$12 and \$20 billion worth of crops in the United States each year.<sup>5,6</sup> Pollinators are also essential to alfalfa crops, a major food source for dairy cows and an important supplemental feed for grassfed cattle in winter months, so pollinators are important for foods like grassfed meat and pastured dairy as well.<sup>7</sup>

An often overlooked impact of the decline in pollinator populations is the potential loss of micronutrient-dense food. While staple crops such as corn, wheat, potatoes, and rice do not require insect pollination, they are poor sources

of micronutrients. A study published in the journal PLOS ONE estimated that 98 percent of vitamin C, 55 percent of folate, and 98 percent of the carotenoids beta carotene and lycopene come from animal-pollinated plants. "The yield increase attributable to animal-dependent pollination of these crops is significant and could have a potentially drastic effect on human nutrition if jeopardized," the researchers wrote.<sup>8</sup>

## CHEMICAL ASSAULT

American entomologist and Distinguished McKnight University Professor at the University of Minnesota, Marla Spivak,<sup>9</sup> discussed in a TED Talk how honeybees specifically have been in decline since World War II. In 1945, the population was about 4.5 million hives of bees and by 2007 that figure dropped to about 2 million. In 2018, the population was about 2.6 million, according to the U.S. Department of Agriculture (USDA).<sup>10</sup>

Spivak says the decline is in large part due to a change in farming practices. "We stopped planting cover crops. We stopped planting clover and alfalfa, which are natural fertilizers that fix nitrogen in the soil, and instead we started using synthetic fertilizers. And after World War II, we started using herbicides to kill the weeds on our farms. Many of these weeds are flowering plants that bees require for their survival."<sup>11</sup>

The use of synthetic pesticides, which covers a wide range of chemical compounds including insecticides, fungicides, and herbicides, took off

in the 1950s. Today, more than one billion pounds of synthetic pesticides are used annually in the U.S.,<sup>12</sup> with more than 20,000 such products on the market, according to the Centers for Disease Control and Prevention.<sup>13</sup> One class of insecticides that has proven to be particularly problematic for bees is neonicotinoids.

"Neonics" were first used commercially in the late 1990s and have become the most widely used synthetic insecticides in the world. They are most commonly sprayed onto seeds, where they are taken up and distributed throughout the plant as it grows. Research has found that neonics disperse into the environment—residues have been found in soil, honey, and in the pollen and nectar of garden flowers and wild flowers<sup>14</sup>—and can contaminate other crops, including cover crops that are planted to attract beneficial insects.<sup>15</sup> They are considered a major contributor to colony collapse, and studies have shown that chronic low exposure to neonics can harm honeybees, bumblebees, and wild bees by impacting bee navigation, reproduction, colony development, queen production, and increasing pathogen growth in bees. Chronic exposure can also harm other beneficial insects such as lady bugs, earthworms, butterflies, and beneficial wasps.<sup>16,17,18</sup>

Neonicotinoids aren't the only pesticides harmful to bees—glyphosate, the active ingredient in the herbicide Roundup, was recently found to alter honeybees' gut microbiota, increasing their susceptibility to pathogenic infection. Researchers at





the University of Texas at Austin exposed honeybees to glyphosate at levels known to occur in crop fields, yards, and roadsides. Within three days, exposure to the herbicide significantly reduced healthy gut bacteria in the bees, specifically, a species critical for processing food and defending against pathogens. When compared to bees with healthy guts, the bees with altered gut microbiota were more likely to die when exposed to a common bee pathogen.<sup>19</sup>

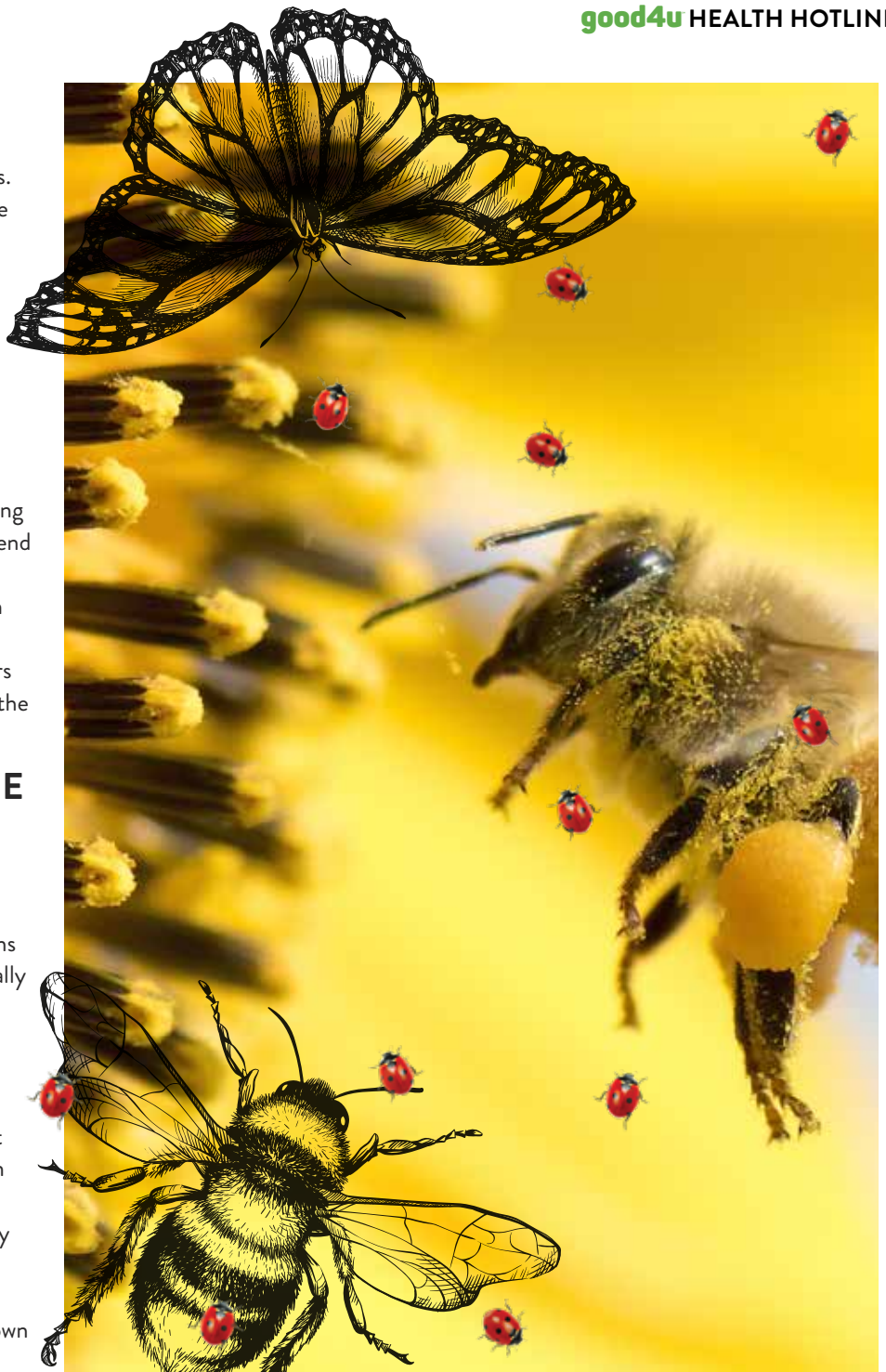
The widespread use of glyphosate and other herbicides such as dicamba are also destroying many of the wild plants that pollinators depend on for food. Research has shown that doses of dicamba similar to those that “drift” from treated fields to surrounding areas delayed flowering and reduced the number of flowers in wild plant species; the plants affected by the drift were also less visited by pollinators.<sup>20 21</sup>

## ORGANIC AGRICULTURE CAN AVERT DISASTER

A brand new review published this month in the journal *Biological Conservation* investigating the decline in insect populations revealed “dramatic” rates of decline, especially among butterflies, wasps, and bees. The authors listed habitat loss due to intensive agriculture and urbanization and pollution from synthetic pesticides and fertilizers as the top two drivers of the declines. “Habitat restoration, coupled with a drastic reduction in agro-chemical inputs and agricultural ‘redesign,’ is probably the most effective way to stop further declines,” the researchers wrote. “Unless we change our ways of producing food, insects as a whole will go down the path of extinction in a few decades.”<sup>22</sup>

Fortunately, the crisis can be averted. Organic farms, which do not use synthetic pesticides or fertilizer, and increase habitats and food sources, have been found to have a greater abundance and diversity of pollinators.<sup>23</sup>

A new study from Sweden confirms that organic farming methods support pollinator populations. Researchers from the Center for Environmental and Climate Research (CEC) at Lund University found that bumblebee populations thrived on organic farms and were more stable over time and space than on conventional farms.





“This is the first large-scale study over the course of several years to show that organic farming has a consistent, stabilizing effect on pollinator diversity,” said Romain Carrié, a postdoctoral researcher at CEC.

The researchers looked at bumblebees, butterflies, and flowering plants throughout the growing season in 10 organic and nine conventional farms in Sweden. Their study showed that both growing more flowers in the field (which provide food) and the absence of pesticides helped stabilize pollinator populations.<sup>24</sup>

Another study published earlier this year in *Agriculture, Ecosystems & Environment* found that organic wheat farms had about 30 percent more bees compared to conventional wheat farms, and a greater variety of wild bees.<sup>25</sup>

When you choose organic food, you are choosing to be part of system that prohibits the use of synthetic pesticides. Organic standards require producers to manage their farms in a way that fosters biodiversity and improves the environment. Organic farmers utilize integrative pest management to control problematic insects, which helps to promote environments that are beneficial to pollinators. They plant cover crops to suppress weeds rather than using toxic chemicals, which also provides food for pollinators. By supporting organic growers, you are also supporting a system that is actively working to protect pollinators and the long-term health of our food supply.

In addition to buying organic food, there are steps you can take to support pollinators in your own yard. Avoid using synthetic herbicides and other pesticides; plant a pollinator garden that will provide food to pollinators native to your area—just be sure to avoid plants that have been grown from neonic-coated seeds! Build a “pollinator hotel” (free DIY instructions are plentiful online). Additionally, contact your local city or county government and ask them to avoid using synthetic pesticides and flowers grown from neonic-coated seeds in public parks and public spaces; this goes for your local schools as well. And write and call your government representatives to ask them to support legislation that will protect our pollinators. After all, a healthy food system depends on the health of pollinators!



*References available upon request.*

## THE POISON ALL AROUND US

Synthetic pesticides are ubiquitous in our environments. According to the EPA’s latest numbers (released in 2017 for usage from 2008-2012) U.S. pesticide use totaled more than 1 billion pounds annually, with herbicides accounting for between 50 and 60 percent of all pesticides used.<sup>26</sup> While conventional agriculture uses the bulk of synthetic pesticides, they aren’t restricted to agricultural use, nor are their harmful effects limited to pollinators.

Glyphosate is a notorious example. This herbicide is used everywhere. In parks, schoolyards, backyards, roadways, apartment complexes, shopping centers, under powerlines, and of course, in conventional agriculture, especially on genetically-modified crops. A study published in 2016 analyzing glyphosate use in the U.S. since the 1970s concluded that, “In the U.S., no pesticide has come remotely close to such intensive and widespread use.”<sup>27</sup>

This popular weed killer, first registered for use in 1974, is now an ingredient in more than 750 products, including Monsanto’s bestseller Roundup. Its use is widespread in both urban and agricultural settings, and now, it and other glyphosate-based chemicals are being linked to non-Hodgkin lymphoma.<sup>28</sup>

The chemical is especially insidious because under current guidelines, it is said to pose no harm to humans; because of this perceived “no harm,” it is often used haphazardly. However, research indicates that glyphosate damages health by interfering with metabolic processes, disrupts a healthy balance of gut bacteria, is an endocrine disruptor, and damages DNA.<sup>29</sup>

Glyphosate isn’t the only pesticide we’re routinely exposed to. In fact, most of us are walking around with multiple synthetic pesticide residues in our bodies that are associated with adverse health effects, including impaired brain development in children, impacts on reproductive health, respiratory issues, and cancer. For most people, pesticide exposure comes from food. A study published earlier this year in the journal *Environmental Research* showed that switching to an entirely organic diet for just six days dramatically reduced the number of synthetic pesticide metabolites in the urine of the subjects, including neonicotinoids, organophosphates, pyrethroid, and 2,4-D.<sup>30</sup>

This study adds to a growing body of research demonstrating that eating organic food is one of the most effective ways to reduce our exposure to synthetic pesticides. Choosing organic also supports organic growers, environmental health, and long-term economic health.

## Body Care

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# BERBERINE:

An Ancient Remedy  
for Modern-Day Disease



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If you haven't yet heard of berberine, it won't be long until it's on your radar. Berberine is a plant compound with a long history of medicinal use in Ayurvedic and Chinese medicine, and now Western research has confirmed that the yellow-pigmented compound has some very unique actions in the human body. Research is focusing on its potential in diabetes, obesity, PCOS, fatty liver, and cancer, among others.



Berberine is found in the roots, stems, and bark of various plants, including goldenseal, barberry, and Oregon grape, and has potent anti-inflammatory, antioxidant, and antimicrobial properties. But one of its most exciting properties is that it activates an enzyme in our cells called adenosine monophosphate-activated protein kinase (AMPK). AMPK is sometimes referred to as a metabolic "master switch" and regulates how energy is produced and used in the body; activation of the enzyme increases glucose uptake, fat burning for energy, and mitochondrial biogenesis. Mitochondria are the energy-producing organelles of our cells, and increased production (i.e., biogenesis) of mitochondria is important to maintain overall health and wellbeing.



Because of AMPK's influence on metabolism, researchers consider it a potential therapy in controlling metabolic diseases like diabetes and cancer.<sup>iii iv</sup> As Jacob Schor, ND, writes in the *Natural Medicine Journal*, "activating AMPK can produce the same benefits as exercise, dieting, and weight loss—the lifestyle modifications considered beneficial for a range of maladies."<sup>v</sup> Berberine is one of only a handful of compounds that activate AMPK, making it a valuable tool in treating an array of modern-day diseases.



**Metabolic Disorders.** Rates of metabolic disorders such as type-2 diabetes, obesity, and metabolic syndrome have skyrocketed in modern times, and dysregulation of blood sugar, insulin, and triglycerides are hallmarks of these types of disorders. Much of the research conducted with berberine has investigated its role in blood sugar control, and the results are impressive. Berberine lowers fasting glucose and insulin levels, post-prandial glucose (glucose levels after eating), HbA1c (a marker of long-term blood sugar levels), and triglycerides.<sup>vi vii</sup> It improves insulin resistance, inhibits glucose production in the liver, stimulates the breakdown of glucose, and regulates lipid (fat) metabolism.<sup>viii</sup> Research has found that berberine is as effective as metformin (a common diabetic drug) at lowering fasting blood glucose and HbA1c, and even more effective than the drug at reducing triglycerides.<sup>ix x</sup> It has also been shown to be as effective as metformin in reducing insulin resistance in polycystic ovary syndrome (PCOS).<sup>xi xii</sup>

The bulk of berberine's positive effects on blood sugar are likely through its activation of AMPK, but there's another novel way that berberine may help—through its ability to modulate the gut microbiota. Negative changes in gut bacteria have been connected to metabolic diseases, including type-2 diabetes and obesity. Bacteroidetes and Firmicutes are two types of gut bacteria that play a role in regulating fat storage and metabolism, and some studies have found that obese individuals have more Firmicutes and less Bacteroidetes compared to lean controls. One animal

study found that berberine not only significantly lowered blood glucose, lipid levels, and body weight, but also significantly reduced the number of Firmicutes in the gut.<sup>xiii</sup>

**Cardiovascular Disease.** Cardiovascular disease (including heart disease, stroke, and hypertension) is the number one cause of death in the U.S., killing more than 800,000 people annually.<sup>xiv</sup> Along with its blood-sugar regulating abilities, berberine has also been found to have a positive impact on several other markers of cardiovascular health, including improving the ratio of LDL to HDL cholesterol, reducing triglycerides, improving endothelial function, and suppressing inflammatory cytokines.<sup>xv xvi xvii</sup> One study investigating berberine's effect on patients with congestive heart failure (CHF) found that supplementing with berberine, in addition to conventional therapy, significantly increased left ventricular ejection fraction (the amount of blood pumped out of the heart with each heartbeat), exercise capacity, and improved the dyspnea-fatigue index, a measurement of labored breathing and fatigue in CHF patients compared to those who received conventional therapy alone. In a two-year follow up, there was also a significant decrease in death in the berberine-treated patients compared to those only receiving conventional therapy.<sup>xviii</sup>



**Non-Alcoholic Fatty Liver.** Metabolic disorders like metabolic syndrome and type-2 diabetes are intricately linked with cardiovascular disease and non-alcoholic fatty liver disease (NAFLD). These often occur together, or one may be a precursor to another. With its antioxidant, anti-inflammatory, and AMPK-activating properties, berberine is proving to be a valuable multifunctional intervention. A recent randomized, controlled trial including 184 patients with NAFLD compared lifestyle intervention (diet and exercise), life style intervention plus pioglitazone (a diabetic drug, that should be noted, can cause or worsen heart failure), or lifestyle intervention plus berberine (500 mg, three times daily). Lifestyle intervention plus berberine resulted in a significant reduction in liver fat (57% compared to 36% in the lifestyle intervention group), a "remarkable" decrease in body weight, and better reductions in blood glucose, triglycerides, and cholesterol. Berberine was more effective than the drug in reducing body weight and improving triglyceride levels. To explore berberine's mechanism of action on NAFLD in humans, the researchers looked at an animal model of NAFLD and found that berberine favorably collects in the liver—with a concentration 50 times higher than in the blood—where they propose it directly affects genes related to energy metabolism, including activating liver AMPK.<sup>xix</sup> Previous research has found similar results.<sup>xx</sup>



Ancient practitioners knew there were special properties in the plant compound berberine, and now modern research is shedding light on just how remarkable this compound's effect is in the human body. With berberine's unique and multiple modes of action, it is looking to be a modern-day panacea when it comes to metabolic disorders. Berberine is rapidly metabolized, so it's best taken in divided doses throughout the day. Most studies have used between 1,000 and 1,500mg daily.

References available upon request.





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**\$10.39** **\$10.79**  
90 gummies 90 gummies

Alive! Premium Gummy multi-vitamins are gluten- and gelatin-free multi-vitamins that are sweetened with organic tapioca and cane sugar.\*

EDAP \$11.39 EDAP \$11.99

**Nature's Way®**

*Alive!® Calcium* *Magnesium Complex*

**\$21.59** **\$5.39**  
120 tab 100 cap

Plant-source calcium with vitamin D3, vitamin K2, magnesium and bone-supportive minerals.\* Calcium and magnesium are essential minerals for healthy bones, teeth and muscles.\*

EDAP \$23.99 EDAP \$5.99

**Natural Factors®**

*Organic Oil of Oregano* *Oil of Oregano*

**\$13.99** **\$6.99**  
1 oz. 30 sg

Oil of oregano supports a healthy immune system and immune response.\*

EDAP \$16.45 EDAP \$9.75

**Natural Factors®**

*Whole Earth & Sea Unflavored* *Fermented Organic Greens* *Tropical*

**\$35.99**  
13.8 oz. 14.3 oz.

100% fermented and certified organic formulas providing 6g of quality plant protein in every serving.\*

EDAP \$39.99

All items are available while supplies last; no rain checks. We reserve the right to correct errors. EDAP = Every Day Affordable Price.  
\*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

## Supplements

OFFERS VALID MARCH 29 TO APRIL 27, 2019

# Nutraceuticals Family of Products

**Life-flo®**  
Pure Rosehip Seed Oil



**4<sup>19</sup>**  
1 oz.  
EDAP \$6.99

**Ancient  
Healing Clay®**  
Deep Facial  
Cleanser



**4<sup>69</sup>**  
1 oz.  
EDAP \$6.99



**Acidophilus Probiotic**  
Assorted Flavors



**10<sup>39</sup>**  
16 oz.  
EDAP \$11.79-  
\$12.19

**9<sup>39</sup>**  
60 melt  
EDAP \$12.69

**D-3 K-2**  
1000 IU/45 mcg  
Raspberry ActivMelt



**Magnesium  
Glycinate 400**  
Soy Free



**10<sup>69</sup>**  
60 sg  
EDAP \$16.15

## 25% OFF

**Our Always Affordable Price<sup>SM</sup>  
on 50 Select Solaray® Products &  
Solaray Mycrobium Probiotics**



**Mycrobium Probiotic  
Women's**

Specific probiotic strains can support the whole body, including healthy levels of neurotransmitters, a healthy stress response, healthy immune system function and healthy inflammation levels.\*



**23<sup>96</sup>**  
30 vcap  
EDAP \$31.99

**Solaray®**  
Oil of Oregano



**6<sup>59</sup>**  
60 sg  
EDAP \$8.79

**Solaray®**  
Turmeric Root Extract



**9<sup>21</sup>**  
60 vcap  
EDAP \$12.29

**Solaray®**  
Berberine



**9<sup>99</sup>**  
60 vcap  
EDAP \$16.89

**Solaray®**  
Vitamin D-3 & K-2



**10<sup>34</sup>**  
60 vcap  
EDAP \$13.79

**Solaray®**  
Super Multidophilus 24



**15<sup>86</sup>**  
60 vcap  
EDAP \$21.15

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Breathe deeply and close your eyes. You're wandering through purple fields, under bright blue skies, sunshine warming your cheeks. The scent of lavender wafting from your diffuser has transported you to this paradise, somewhere in the south of France. You feel balanced and ready to re-focus on your day, even though the south of France is still a million miles away, because

you've just experienced the uplifting power of aromatherapy. Whether it's clarity, calm, or invigoration that you seek, the benefits of aromatherapy are expansive, but the key that unlocks their potential is the quality of your essential oils. So, how do you choose?

Choice. It's where the story of NOW® Foods begins. In 1968, Elwood Richard, NOW's founder, was on a mission to bring his customers natural products of uncompromising quality at affordable prices, so he chose to rewrite the narrative between quality and price. Over the last 50 years, NOW has been sustaining that choice throughout its business practices. Instead of fancy advertising and high-profit margins, they have chosen to invest in relationships, in science, and especially in you—the consumer. Their extensive collection of non-GMO and organic essential oils and blends is the definition of this founding choice. Steam distilled or cold pressed (with a handful of noted exceptions), it delivers unadulterated purity for an exceptional value. How? Relationships. Science. You. NOW has built a network of the best suppliers around the globe—experts in the field who know where to grow and when to harvest their botanicals to achieve peak oil content and aroma. As an industry leader in Good Manufacturing Practices (GMP), the company has invested in the technology and expertise that provide comprehensive in-house testing capabilities. Every essential oil undergoes a spectrum of tests before it reaches store shelves to verify identity, purity, and potency. Finally, it's priced with you in mind, because you're the reason for NOW's mission. All that's left is for you to find your favorite NOW ultrasonic diffuser and discover your version of aromatic paradise.

P.S. That's not the end of the story! While we're on the subject of "you," have you experienced NOW's wide-ranging selection of personal care products? Formulated to the same premium standards that are their hallmark, they're cruelty free and certified for quality and safety. With options from XyliWhite™ dental care to moisture-enriching Hyaluronic Acid Crème facial care, NOW is the time to make choices that will level up your personal care routine.

**SPECIAL NOW OFFERS!**

**\$5 OFF**

our always affordable price

**NOW ESSENTIAL OIL DIFFUSERS**



**SPECIAL OFFER**

**SAVE 25% OFF**

our always affordable price  
**ON NOW ESSENTIAL OILS!**



**OFFERS VALID MARCH 29 TO APRIL 27, 2019**

All items are available while supplies last; no rain checks. We reserve the right to correct errors. EDAP = Every Day Affordable Price.

## Supplements

OFFERS VALID MARCH 29 TO APRIL 27, 2019

CoQ10  
400mg27<sup>99</sup>

60 sg

EDAP \$31.99

PQQ  
Energy15<sup>79</sup>

30 vcap

EDAP \$22.59

Organic  
Spirulina  
Powder26<sup>49</sup>

1 lb.

EDAP \$33.85

Organic  
Spirulina  
1000 mg11<sup>99</sup>

120 tab

EDAP \$16.59

Curcumin  
Softgels27<sup>99</sup>

120 sg

EDAP \$37.59

Double Strength  
Hyaluronic Acid14<sup>79</sup>

60 vcap

EDAP \$22.59

Double Strength  
DHA-500  
500 DHA/250 EPA14<sup>79</sup>

90 sg

EDAP \$20.35

Ultra  
Omega 3-D27<sup>99</sup>

180 sg

EDAP \$37.59

Elderberry  
Liquid  
Concentrate10<sup>79</sup>

8 oz.

EDAP \$14.99

Vitamin D-3  
5000 IU6<sup>49</sup>

120 sg

EDAP \$8.79

Extra Strength  
Astaxanthin  
10 mg21<sup>49</sup>

60 sg

EDAP \$29.99

NAC  
600 mg19<sup>79</sup>

250 vcap

EDAP \$26.89

Probiotic-10  
25 billion14<sup>79</sup>

50 vcap

EDAP \$22.59

Oregano Oil  
Enteric Coated9<sup>49</sup>

90 sg

EDAP \$13.59



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JOIN THE  
NATURAL GROCERS



# LADYBUG LOVE<sup>SM</sup> Pledge!

SORRY!  
DON'T  
COUNT ME!

STARTING THIS EARTH DAY, APRIL 22<sup>ND</sup>,  
I PLEDGE TO NEVER USE CHEMICALS THAT  
HARM LADYBUGS OR OTHER BENEFICIAL  
INSECTS ON MY LAWN OR GARDEN AND TO  
SUPPORT 100% ORGANIC PRODUCE.

## JOIN NOW

[naturalgrocers.com/ladybugluv](http://naturalgrocers.com/ladybugluv)



BEYOND  
PESTICIDES



HELP US RAISE \$25,000 FOR BEYOND PESTICIDES

FOR EVERY PLEDGE, NATURAL GROCERS WILL DONATE 10¢ TO BEYOND PESTICIDES

PLEDGE MUST BE MADE BETWEEN APRIL 1, 2019 AND APRIL 30, 2019. MAXIMUM DONATION \$25,000.



# WHY NATURAL GROCERS IS SHOWING THE LADYBUG AND ALL BENEFICIAL INSECTS LOVE ON EARTH DAY!

The beauty of our ecosystem is most vibrant in its connectedness. The animals, the plants, the oceans... all of it, from insects to birds to our food supply, is harmoniously dependent on one another. The intricacy of connection means that the decline of any piece can have a ripple effect so impactful that we can't predetermine the consequences. We can, however, take note of correlating factors starting in our own backyard and begin to make a difference.

This Earth Day, Natural Grocers is focusing on a seemingly abundant creature that we may often take for granted: insects. They may seem insignificant at best, and annoying pests at worst, but insects play an essential role in the productivity of our food supply and their recently noted decline cannot be ignored.

Recent studies indicate that insect populations are down more than 75% over the past 3 decades. Natural Grocers is dedicated to supporting regenerative farming practices that use ladybugs and other beneficial insects instead of harmful chemical pesticides to control pests. This provides them a healthy and safe environment in which to thrive, thereby supporting the integrity of our ecosystem, food supply and economy.

Join us by pledging to do the same and never use chemical pesticides/herbicides on your lawns and gardens this Earth Day and every day!

learn more at [naturalgrocers.com/earthday](http://naturalgrocers.com/earthday)

## WIN \$500 OF LADYBUG LOVE

### WIN A \$500 NATURAL GROCERS GIFT CARD!

Count all the ladybugs in this good4u Health Hotline Magazine, complete the form below and return it to your local Natural Grocers by Earth Day, Monday April 22, 2019, for a chance to win! A drawing among all entries with the correct number will determine the winner. If no entrants state the correct number, a drawing among all entries closest to the actual number (without going over) will determine the winner.

For complete details, see Official Rules at: [www.naturalgrocers.com/sweepstakes](http://www.naturalgrocers.com/sweepstakes).



### \$500 GIFT CARD ENTRY FORM



LADYBUG  
TOTAL

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

All Fields Required for Complete Entry

#### WANT TO HEAR FROM NATURAL GROCERS? CHECK THE BOXES BELOW TO RECIEVE:

- ☐ The good4u Health Hotline Magazine mailed to you for free! ☐ The good4u Health Hotline Newsletter emailed to you weekly for free!

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. Sweepstakes begins on April 1, 2019 and ends on April 22, 2019. Maximum of one entry per person. For Official Rules and complete details, visit: [www.naturalgrocers.com/sweepstakes](http://www.naturalgrocers.com/sweepstakes). Sponsor: Vitamin Cottage Natural Food Markets, Inc.

NO LADYBUGS WERE HARMED IN THE MAKING OF THIS ISSUE



# APRIL 22<sup>ND</sup> - 24<sup>TH</sup> EARTH DAY DEALS

learn more at: [naturalgrocers.com/earthday](http://naturalgrocers.com/earthday)

## Endangered Species Chocolate™ Chocolate Bars



**1<sup>99</sup>**  
3 oz.  
EDAP \$2.89

## Tanka® Buffalo Cranberry Bars



**1<sup>79</sup>**  
1 oz.  
EDAP \$2.69



**2<sup>69</sup>**  
22-25 oz.  
EDAP \$3.99



**11<sup>49</sup>**  
95-100 oz.  
EDAP \$13.99

## Seventh Generation® Dish Liquids or Liquid Laundry Detergents

**99¢**  
5.4 oz  
EDAP \$1.49



**1<sup>49</sup>**  
13.5 oz  
EDAP \$1.99

**2<sup>99</sup> - 4<sup>59</sup>**  
3 oz.  
EDAP \$4.29 - \$5.59



## Niman Ranch® Sliced Charcuterie

## Natural Grocers® Organic Coconut Cream or Light or Full Fat Coconut Milk

Limit six (6) items per customer. Quantity limited to stock on hand; no rain checks. Offer is valid only from April 22-24, 2019. Offer void where prohibited by law. We reserve the right to correct errors.



**18<sup>99</sup>**

48 oz.  
EDAP \$21.99

**11<sup>99</sup>**

32 oz.  
EDAP \$15.95

**6<sup>99</sup>**

17.5 oz.  
EDAP \$8.99



**Natural Grocers®**  
Organic Extra Virgin Coconut Oil

**1<sup>59</sup>**

4.4 oz.  
EDAP \$2.49



**Wild Planet®**  
Select Wild Sardines or  
Wild Mackerel Fillets

**1<sup>79</sup>**

4.4 oz.  
EDAP \$2.89

**5<sup>99</sup>**

10-12 oz.  
EDAP \$8.79



**Equal Exchange®**  
Select Bagged Organic Coffee

**JOIN US**  
**APRIL 22<sup>ND</sup>**  
**FOR THESE**  
**EXCLUSIVE DEALS!**

**DOUBLE POINTS**

for {N}power® customers

**FREE BAG WITH**  
**PURCHASE\***

(this version or similar)



**\$25 & \$100 GIFT**  
**CARD GIVEAWAY**

One \$25 gift card randomly given away  
at checkout, every hour at each store.  
Plus, enter for a chance to win a \$100  
gift card at all stores.\*\*

\*Limit one per customer. Valid 4/22/19 only while supplies last. No rainchecks.

\*\*No purchase necessary. A purchase will not increase your chances of winning. Open only to legal residents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. Sweepstakes starts and ends on April 22, 2019. For Official Rules and complete details, visit: [www.naturalgrocers.com/sweepstakes](http://www.naturalgrocers.com/sweepstakes). Sponsor: Vitamin Cottage Natural Food Markets, Inc.



OFFERS VALID MARCH 29 TO APRIL 27, 2019

## Natural Factors®

Grape Seed Extract

Apple Cider Vinegar  
500mg**\$9.49**  
90 vcap

Contains a standardized extract no less than 95% polyphenols. The result is a leading-edge free radical scavenger with optimal potency and purity.\*

EDAP \$14.99

**\$7.99**  
180 cap

Promotes good blood circulation, supports digestion and helps lower the body's storage of fat.\*

EDAP \$11.99

## Natural Factors®

Glucosamine  
Sulfate  
500 mgMSM  
1000 mg**\$7.99**  
180 cap

Stimulates the manufacture of glycosaminoglycans (GAGs) which are key components of cartilage and connective tissue.\*

EDAP \$11.99

**\$9.49**  
180 cap

Known for its diverse health-supportive benefits, including support for healthy hair, skin, nails and joints.\*

EDAP \$13.99

## Garden of Life®

mykind Organics Men's or Women's Once Daily

**\$30.99**  
60 vtab

A whole-food multi from real, honest, nutritious foods—certified USDA organic and Non-GMO Project Verified.\*

EDAP \$36.99



## Natural Factors®

WellBetX  
Berberine  
500 mg**25% Off**  
Our Always  
Affordable™  
Price

Modern evidence shows berberine plays a role in blood sugar metabolism, and supports cardiovascular health by maintaining healthy blood lipid levels.\*

60 vcap

EDAP \$21.19



## Enzymedica®

Berberine

**25% Off**  
Our Always  
Affordable™  
Price

60 cap

EDAP \$24.75



Berberine is an alkaloid found in many plants, but most notably in goldenseal, barberry, Oregon grape, and goldthread. This formula is unique as it's completely renewable and sustainable, produced from the seeds of barberry.\*

## Jarrow Formulas®

Jarro-Dophilus  
+ FOSFem  
Dophilus®**\$11.59**  
100 cap

Contains strains that help protect and maintain a balanced intestinal microflora and support immune system function.\*

EDAP \$14.39

**\$24.49**  
60 cap

Contains Lactobacillus rhamnosus, GR-1® and Lactobacillus reuteri, RC-14®. Research supports the oral use of these strains to promote vaginal and urinary tract health.\*

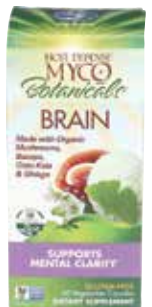
EDAP \$37.79

## Host Defense®

MyCo Botanicals  
Brain or Liver**15% Off**  
Our Always  
Affordable™  
Price

60 vcap

EDAP \$22.59



## Source Naturals®

DIM  
100 mgMagnesium  
Malate**\$14.59**  
60 tab

DIM (Diindolylmethane) is a natural metabolite of compounds found in cruciferous vegetables such as broccoli, Brussels sprouts and cabbage.\*

EDAP \$16.99

**\$14.39**  
180 tab

Supports proper muscle function, cardiovascular health and energy production.\*

EDAP \$16.59

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## Supplements

OFFERS VALID MARCH 29 TO APRIL 27, 2019

**Garden of Life®**  
Plant Iron & Organic Herbs  
Cranberry-Lime

**\$18.49**  
8 oz.

Made only from whole foods, delivering whole-food vitamin C to help iron absorption, along with vitamins B6 and B12.\*

EDAP \$23.25




**Vitamin Code**  
Raw Iron

**\$9.99**  
30 vcap

Contain gentle whole-food iron and whole food vitamins C, B12 and folate to support iron absorption and utilization.\*

EDAP \$12.75

**Boiron®**  
Sinusalia

**\$8.69**  
60 tab

Temporarily relieves nasal congestion, sinus pain and headache due to the common cold or allergies.

EDAP \$10.59



**Similasan®**  
Dry Eye Relief or Allergy Eye Relief™  
Eye Drops

**\$9.39**  
.33 oz.

Formulated with natural active ingredients that stimulate the body's natural allergy defenses.\*

EDAP \$11.79




**MRM®**

**Digest-ALL®**

**\$11.99**  
100 vcap

A full spectrum of enzymes and herbs to support overall digestion.\*

EDAP \$16.49



**Alpha Lipoic Acid**  
300 mg

**\$11.99**  
60 vtab

Promotes healthy blood glucose metabolism and supports eye and liver health.\*

EDAP \$23.59



**American Health®**  
Probiotic Acidophilus  
Blueberry or Strawberry

**\$9.49**  
16 oz.

Probiotics promote intestinal health, create a favorable digestive environment for nutrient absorption and aid in the support of the immune system.\*

EDAP \$12.75






**Vital Proteins®**  
Collagen Peptides  
Unflavored

**\$19.79** **\$33.99**  
10 oz. 20 oz.

This powerhouse is sourced from grass-fed, pasture-raised bovine hides to ensure a natural, high-quality and sustainable source of collagen peptides.\*

EDAP \$22.79 EDAP \$38.99

**Smarty Pants®**

**Organics Kids Complete Multi**

**\$17.79**  
120 gummies

**Organics Women's Complete Multi**

**\$20.99**  
120 gummies

Premium, thoughtfully selected nutrients all together in one complete gummy.\*

EDAP \$26.29 EDAP \$32.39




**Lakewood®**  
Organic Pure Aloe Juice with Lemon or  
Organic Pure Aloe Whole Leaf with Lemon

**\$5.49**  
32 oz.

Fresh Pressed®, not from concentrate, Kosher Certified and non-GMO.\*

EDAP \$8.15




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## Nature's Plus®

Source of Life  
Garden  
Vitamin D3Source of Life  
Garden  
Vitamin K2**\$11.99**  
60 vcapFeel the remarkable benefits of  
obtaining essential nutrients from  
all-natural, organic whole foods.\*

EDAP \$13.99

**\$13.99**  
60 vcap

EDAP \$15.99

## Terry Naturally®

CuraMed  
375 mgCuraMed  
750 mg**20% Off**  
Our Always  
Affordable™  
Price60 sg  
EDAP \$28.7560 sg  
EDAP \$50.05**ALWAYS AFFORDABLE™ • 100% ORGANIC PRODUCE™****{N}power**  
good4u**REWARDS PROGRAM****SIGN UP NOW & RECEIVE****\$2 OFF****YOUR NEXT PURCHASE**Enter your phone number every time you  
checkout and points are automatically  
added to your account.**FREE  
LOYALTY  
PROGRAM****WEEKLY  
OFFERS****EXCLUSIVE  
{N}POWER  
PRICING****CLUBS**Earn Extra Rewards  
by Shopping in Select  
Departments**TEXT\***

organic

TO: 41411  
AND FOLLOW THE LINK  
**TO JOIN****SIGN UP ONLINE**  
NATURALGROCERS.COM/JOIN**QUESTIONS? VISIT NATURALGROCERS.COM/CONTACT**

\*See naturalgrocers.com/privacy/ for our Privacy Policy and naturalgrocers.com/terms for the (N)Power Terms of Use. Message and data rates may apply.





## INGREDIENTS

1 (8-ounce) package bacon

12 Natural Grocers Brand Organic Pasture-Raised Eggs

1 ½ cups shredded Natural Grocers Brand Organic Sharp Cheddar, divided

¼ teaspoon each salt and pepper

1 (8-ounce) package organic mushrooms, sliced

1 ½ cups Natural Grocers Brand Organic Frozen Spinach

## NATURAL GROCERS MUSHROOM, BACON, AND SPINACH FRITTATA

The winning combination of bacon, mushrooms, spinach, and cheddar make this frittata a welcome treat for breakfast, lunch or dinner. It's hearty, protein packed, and sure to please!

Prep Time: 45 min. Total Time: 18 min.

Serves 4-6

## INSTRUCTIONS

1. Preheat oven to 350°F.
2. Heat a heavy-bottomed, oven-safe skillet (such as cast iron) over medium heat. Cook the bacon, in batches if necessary to prevent overcrowding, until cooked to your liking. Transfer the cooked bacon to a paper towel-lined plate and set aside.
3. While the bacon is cooking, add the eggs to a large bowl and whisk until well combined. Add 1 cup of the cheese, salt and pepper to taste, and whisk again. Set aside.
4. There should be between 1–2 tablespoons of bacon grease left in the pan after the bacon has been cooked. If there is significantly more, remove some, and if there is not at least a tablespoon, add a little olive oil or butter to the pan. Add the mushrooms to the skillet and cook over medium heat until they just start to soften, about 3 minutes. Add the spinach and continue to cook, stirring frequently until the mushrooms are cooked through, the spinach is thawed, and some of the excess moisture has cooked away, about 5 more minutes.
5. Cut the bacon into small bits, add to the mushroom-spinach mixture, and stir to combine. Add the eggs and cook for about one minute. Using a heat-proof spatula, firmly scrape along the bottom and sides of the skillet every thirty seconds, moving the formed curds and allowing liquid egg to run into the empty spaces. Continue for about two minutes before using the spatula to evenly distribute the frittata in the skillet, lightly smoothing the top if necessary. Top with the remaining ½ cup of cheese and place in the oven.
6. Bake for 10 minutes, or until the center is just set and the cheese is lightly browned. Remove the frittata from the oven and allow it to rest for 5 minutes before cutting into wedges and serving.



good4u<sup>SM</sup>

# NEW PRODUCTS OF THE MONTH

OFFERS VALID MARCH 29 TO APRIL 27, 2019

## Inspired Start<sup>®</sup>

Allergen Introduction Baby Food

**\$14.99**

8 pk.

EDAP \$19.99

New Inspired Start is the only baby food designed for parents to introduce the eight most common allergens to their babies in a convenient, easy-to-follow format.

## Justin's<sup>®</sup>

Organic Dark Chocolate Cashew or Almond Cups

**\$1.49**

1.4 oz.

EDAP \$1.99

If you love Justin's Peanut Butter Cups, you are going to love these two, new nut-butter cups filled with creamy almond or cashew butter.



## Wild Planet<sup>®</sup>

Wild Pink Salmon Pouch

**\$2.49**

3 oz.

EDAP \$3.29



Wild Sockeye Salmon Pouch

**\$3.69**

3 oz.

EDAP \$4.89



Wild Planet Salmon Pouches are perfect for travel, outdoors, school or office. Simply tear open and enjoy on a sandwich, on top of a salad or as a protein-packed snack on-the go!

## Grandpa's<sup>®</sup>

Apple Cider Body Wash

**\$5.59**

9.5 oz.

EDAP \$6.99

A new body cleanser tradition begins with the hard-working heritage and on-trend ingredients of apple cider vinegar and organic apple juice. An innovative body cleanser that purifies and cleanses to leave skin glowing.



## Garden of Life<sup>®</sup>

Grass-Fed Collagen Beauty

Strawberry Lemon or Cran Pomegranate

**\$19.99**

9.52 oz.

EDAP \$25.59

Grass-Fed Collagen Beauty brings together the best plant-derived building blocks for beauty and a unique grass-fed bovine collagen.\*



## Jarrow Formulas<sup>®</sup>

Yum-Yum dophilus<sup>®</sup>  
1 Billion Chocolate

**\$9.49**

60 chew

EDAP \$14.49

The friendly bacteria in Yum-Yum dophilus help maintain a balanced intestinal microflora, support immune function and promote health.\*





# good4u<sup>SM</sup> CREW PICKS OF THE MONTH

OFFERS VALID MARCH 29 TO APRIL 27, 2019

## Koia®

Plant-Powered Protein Beverages

**\$3.19**

12 oz.

EDAP \$3.99



"Koia protein shakes taste amazing, are packed with plant-based protein, and only have 4g of sugar per bottle."

—Annie

good4u crew since 2018



## Health-Ade®

Organic Kombuchas

**\$2.49**

16 oz.

EDAP \$2.99



The flavor of this kombucha is unbeatable. It's refreshing and gives me a great pick-me-up midday when I need it most!"

—Rocio

good4u crew since 2018



## Annie's Homegrown®

Organic Cheddar Squares

**\$2.99**

7.5 oz.

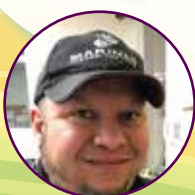
EDAP \$4.15



"Cheez-It's were my favorite snack until I had Annie's Cheddar Squares. They taste differently but in a very good way!"

—Rubio

good4u crew since 2018



## Schmidt's®

Charcoal Magnesium Deodorant

**\$7.49**

3.25 oz.

EDAP \$9.99



"It smells so fresh! Definitely one of the freshest scents around! Plus, it contains no aluminum!"

—Karen

good4u crew since 2016



## Ancient Nutrition®

Keto Fire  
Caffeine Free

**\$34.99**

180 cap

EDAP \$44.99



"With an immediate usable source of exogenous ketones, MCTs, organic and energizing adaptogenic herbs with antioxidant properties—KetoFIRE Caffeine Free is designed to take your performance to the next level!"

—Erika

good4u crew since 2018



## Atrantil®

Digestive Health

**\$28.49**

90 cap

EDAP \$34.99



"Atrantil is suited to provide everyday digestive support and balance with a daily dose."

—Helen

good4u crew since 2017





OFFERS VALID MARCH 29 TO APRIL 27, 2019

## Sausage Links

Mulay's®


**\$5.39**  
12 oz.

EDAP \$6.69

Mulay's only uses the highest quality, antibiotic free Heritage pork. No fillers, no sugar—just spices that enhance the great flavor of superior pork raised with sustainable and compassionate farming practices.

## Ground Sausage


**\$6.79**  
15 oz.

EDAP \$8.09

Cannon Fish Company®

Skin On  
Sockeye Salmon  
Portion
**\$5.35**  
5 oz.


EDAP \$6.15

Skin On  
Keta Salmon  
Portion
**\$3.49**  
5 oz.


EDAP \$3.99

Niman Ranch®  
Sliced Charcuterie
**\$3.69-**  
**\$4.99**  
3 oz.

Niman Ranch uses old-world charcuterie techniques to create their sliced products and they never use artificial ingredients.

EDAP \$4.29-\$5.59



Rumiano®

Organic Cheese Slices

**\$2.89**  
6 oz.

These organic cheeses are the world's first non-GMO verified cheeses. Made from carefully selected organic ingredients, these cheeses are fresh and flavorful!

EDAP \$3.95

Amy's®  
Select Pizzas
**\$5.89-**  
**\$7.15**  
12-15 oz.

These select varieties of Amy's pizzas will curb any pizza craving pronto!

EDAP \$7.25-\$9.15



Applegate®

Gluten-Free Uncured  
Beef Corn Dogs
**\$6.19**  
10 oz.


EDAP \$6.99

Gluten-Free Family  
Size Chicken Tenders  
or Nuggets
**\$9.65**  
14-16 oz.


EDAP \$10.65

Flax4Life®

Gluten-Free Muffins or Mini Muffins

**\$4.99**  
14 oz.

Flax 4 Life delicious and nutritious products are made without gluten and without the risk of cross contamination from other gluten-containing products.

EDAP \$6.65



Dolcezza®

Gelato Pints

**\$4.39**

Old-world gelato crafted with locally sourced ingredients.

EDAP \$5.59



## Grocery

OFFERS VALID MARCH 29 TO APRIL 27, 2019

**Earth Balance®**

Vegan Buttery Sticks or Spreads

**\$3.49**  
10-16 oz.

Their creamy, spreadable texture and rich, buttery taste come complete with a proprietary blend of oils.

EDAP \$4.29-\$4.65

**Califia Farms®**Almondmilk  
BeveragesSelect Dairy-Free  
Cold Brew Coffees**\$3.29**  
48 oz.**\$3.59**  
48 oz.

EDAP \$4.29

EDAP \$4.79

**Evolution Fresh®**

Cold-Pressed Juices

**\$2.99**  
15.2 oz.

Evolution Fresh offers cold-pressed juices and smoothies in pursuit of the most delicious, most nutritious juice experience.

EDAP \$3.19-\$4.69

**Graziers®**

Whole Milk Yogurts

**\$2.29**  
24 oz.

EDAP \$2.79

Graziers yogurts are non-homogenized allowing a delicious layer of cream to form on top of every cup.

**69¢**  
6 oz.

EDAP 89¢

**Wholesome® /Surf Sweets®**

Candy

**\$1.35-**  
**\$1.65**  
2-2.75 oz.

Wholesome/Surf Sweets is allergy-friendly candy that's full of flavor.

EDAP \$1.75-\$2.15

**Justin's®**

Organic Peanut Butter Cups

Organic Mini Peanut Butter Cups

**\$1.35**  
1.4 oz.**\$3.99**  
4.7 oz.

EDAP \$1.75

EDAP \$5.39

**Endangered Species Chocolate®**

Chocolate Bars

**\$2.29**  
3 oz.

With unique flavor varieties, a commitment to high-quality ingredients and a mission that promises a better future—Endangered Species Chocolate is more than just a treat for your taste buds.

EDAP \$2.89

**Tanka®**

Buffalo Cranberry Bars

**\$2.15**  
1 oz.

The Tanka Natural Buffalo Cranberry Bar is a tasty, whole food meat bar with a smoky, slightly sweet flavor.

EDAP \$2.69



# NUTRITION BYTES

## ANTIBIOTICS ON CITRUS FRUIT? ANOTHER REASON TO CHOOSE ORGANIC

You've likely heard of antibiotics being used prophylactically in conventional livestock and poultry production, which has led to an increasing number of antibiotic-resistant infections in humans, but did you know that antibiotics can be used on conventional fruit crops as well?

In late 2018 the Environmental Protection Agency (EPA) approved the maximum level of oxytetracycline to be sprayed on citrus fruits, just days after the agency approved residues of the antibiotic on fruit. Oxytetracycline is a medically-important antibiotic used to treat respiratory infections, including bronchitis and pneumonia, and other bacterial infections in humans. Small amounts of antibiotics have previously been used on conventional pear and apple crops, but this is the first time that large amounts have been EPA-approved.

The approval comes after the conventional citrus industry requested to use the antibiotic as a pesticide to combat citrus greening disease. While the disease does pose a serious threat to citrus crops, the antibiotic won't actually cure the disease—it only keeps trees living longer with the disease so they can continue to produce fruit until the disease finally kills them.

The EPA's own risk assessment report acknowledges that there is the potential for "human health to be adversely impacted by the selection or emergence of antimicrobial resistant bacteria associated with this use of oxytetracycline in citrus." Experts

warn that heavy use of antibiotics in crop fields can also adversely affect soil health and the health of small mammals and pollinators.

"Spraying this antibiotic on millions of oranges could blunt an important weapon against harmful disease in people," Nathan Donley, a senior scientist with the Center for Biological Diversity, said. "As researchers push to curb nonmedical antibiotic use, the EPA is approving a 20-fold increase in oxytetracycline use on citrus farms. That's bad news for human health and wildlife."

The Organic Center recently completed a project to provide guidance to citrus growers on organic-compliant methods to combat citrus greening disease, including strict disease prevention, natural control of the insect that carries the disease, nutritional support of healthy and infected trees, implementation of biological controls, and planting cultivars resistant to the disease.

What can you do? Choosing organically grown citrus is a good start. And make your voice heard by contacting your representatives in Congress and ask them to urge the EPA to reject the use of antibiotics in food production, including citrus. You can take direct action on the Center for Food Safety's website at [centerforfoodsafety.org/actions](http://centerforfoodsafety.org/actions).

**EXPERTS WARN  
THAT HEAVY USE OF  
ANTIBIOTICS IN CROP  
FIELDS CAN ALSO  
ADVERSELY AFFECT  
SOIL HEALTH AND THE  
HEALTH OF SMALL  
MAMMALS AND  
POLLINATORS.**





## PROBIOTICS, STRESS, AND DEPRESSION

The gut microbiota is a core component of the gut-brain axis and can alter behavior through neurotransmitter production, inflammation modulation, hypothalamic-pituitary-adrenal axis (HPA axis) activation, and neurogenesis. In recent years, a burgeoning body of research has revealed multiple links between depression and the gut microbiota, leading to the therapeutic use of probiotics for stress-related depressive and anxiety disorders.

In a recent study published in the journal *Frontiers in Behavioral Neuroscience*, researchers explored the potential antidepressant efficacy of a multi-strain probiotic treatment in an animal model of chronic mild stress-induced depression. Mice exposed to chronic stress showed symptoms of depression and

anxiety, inflammation in the hippocampus, and a reduction of *Lactobacillus* species in their guts. Treatment with the multi-strain probiotic (including *Lactobacillus helveticus*, *L. plantarum*, and *Bifidobacterium longum*) significantly increased *Lactobacillus* species in the gut, reversed inflammation in the hippocampus, and decreased the stress-induced anxiety and depressive symptoms.

The study highlighted the magnitude in which the gut microbiota, immune system, and nervous system are inextricably connected, underscoring the importance of supporting mood and emotional wellbeing, and our ability to cope with stress, with supporting the health of the gut microbiome.

**TREATMENT WITH  
THE MULTI-STRAIN  
PROBIOTIC ... REVERSED  
INFLAMMATION IN  
THE HIPPOCAMPUS,  
AND DECREASED THE  
STRESS-INDUCED  
ANXIETY AND  
DEPRESSIVE SYMPTOMS**

**THE COMBINATION  
OF BEET ROOT JUICE  
WITH EXERCISE  
RESULTED IN  
NEUROPLASTICITY  
THAT SUBSTANTIALLY  
EXCEEDED  
EXERCISE ALONE**

## EXERCISE AND BEET ROOT JUICE FOR THE AGING BRAIN

A recent study conducted at Wake Forest University has demonstrated that beet root juice in combination with exercise can have significant impacts on neuroplasticity in the aging brain. Neuroplasticity refers to the brain's ability to undergo structural and functional changes that promote stronger connections between brain cells, ultimately supporting greater cognitive functioning.

In this randomized, double-blind study design, twenty-six older adults (55 years or older) underwent a six-week aerobic exercise intervention combined with either a beet root juice (BRJ) supplement or placebo. The exercise intervention involved a moderately intense walking program where participants were asked to walk for fifty minutes three times per week. Participants were given seven days of BRJ containing

560mg of nitrate, or a placebo. Subjects were instructed to consume one 70 mL beverage each day at least one hour before they exercised.

Results of the study revealed that exercise plus BRJ promoted cognitive efficiency by strengthening connections between neural pathways in the motor cortex, promoting increased mobility. More specifically, compared to exercise alone, adding a beetroot juice supplement to exercise resulted in brain connectivity related to mobility that closely resembled that seen in younger adults. Researchers concluded that the combination of BRJ with exercise in aging adults resulted in neuroplasticity that substantially exceeded exercise alone, yielding greater improvements in motor-based tasks involving mobility.

OFFERS VALID MARCH 29 TO APRIL 27, 2019

**TERRA®**

Select Vegetable Chips

**\$2.79****5-6 oz.**

Opening a bag of TERRA chips is the first step towards a unique snacking experience. Eating your veggies has never been easier!



EDAP \$3.49

**Vermont Smoke & Cure®**

Select Meat Sticks

**\$1.19****1 oz.**

Low-sugar, high-protein meat sticks consciously crafted in a Vermont Smokehouse to insure delicious flavor in every bite. The perfect snack on-the-go!



EDAP \$1.49

**Garden of Eatin'®**

Select Tortilla Chips

**\$2.89****5-8.1 oz.**

Made with non-GMO corn, Garden of Eatin' Tortilla Chips are simply delicious and loaded with authentic corn taste that will reaffirm your love of wholesome snacking.



EDAP \$3.49

**Kettle Brand®**

Select Potato Chips

**\$2.15****4.2-5 oz.**

When you open a bag of Kettle Brand potato chips, you know you're getting the best-tasting, natural chips made with real ingredients.



EDAP \$2.69

**Annie's Homegrown®**

Select Natural Mac &amp; Cheese Mixes

**\$1.19****5.25-6 oz.**

Meet the NEW, Yummier than Ever®, Classic Cheddar Mac & Cheeses! Now made with creamier, cheesier-tasting recipes.



EDAP \$2.35

**Annie's Homegrown®**

Bunny Crackers, Organic Bunny Grahams or Organic Fruit Snacks

**\$2.99****4-7.5 oz.**

EveryBunny loves Annie's Homegrown snacks. Discover these delicious varieties today!



EDAP \$4.15-\$4.59

**Simple Mills®**

Select Gluten-Free Cookies or Crackers

**\$3.89****4.25-6.8 oz.**

Nutrient-dense, whole-food ingredients in every product. Soy free. Grain free. Paleo-friendly.



EDAP \$4.79

**Maker Oats®**

Organic Overnight Oats

**\$4.99****2.29 oz.**

EDAP \$6.99



An amazing breakfast YOU make the night before. THEY make sure everything's organic, non-GMO, and that it tastes great without any added sugar.

**\$7.99****11.4 oz.**

EDAP \$10.99



# good4u™

## deals of the month

OFFERS VALID MARCH 29 TO APRIL 27, 2019



**\$3.49**

8 oz.

Discover the world's first non-GMO verified cheeses. Made from carefully selected organic ingredients, these cheeses are fresh and flavorful!

EDAP \$5.15



**Rumiano®**

Select Organic Cheese Blocks

**Stevia-Sweetened Chocolate Bars**



**\$2.79**

2.8-3 oz.

EDAP \$3.79

**Stevia-Sweetened Baking Chips**



**\$4.49**

9 oz.

EDAP \$6.25

Lily's Stevia-Sweetened Chocolate is a no-sugar-added option for baking and snacking.



**Lily's Sweets®**



**\$2.99**

16 oz.

EDAP \$3.49

Our apple cider vinegar is bursting with flavor—the crisp tang of 100% organic apples straight from the tree and never from concentrate.



**\$3.99**

32 oz.

EDAP \$4.99



**Natural Grocers®**

Organic Apple Cider Vinegar

Most energy drinks are a cocktail of hard-to-pronounce chemicals. Runa Clean Energy drinks are a natural source of caffeine from a single, hard-to-pronounce leaf: guayusa.



**\$1.79**

12 oz.

EDAP \$2.29



**Runa®**

Organic Clean Energy Drinks



Try our new

# NATURAL GROCERS<sup>®</sup> BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE<sup>SM</sup>



## Coconut Milk

OFFERS VALID MARCH 29 TO APRIL 27, 2018

SALE  
**\$1.29** each  
5.4 oz  
EDAP \$1.49



**NEW**



SALE  
**\$1.79** each  
13.5 oz  
EDAP \$1.99



Snow white mounds of fluffy cream tantalize your taste buds. You plop a spoonful into your coffee, and as you savor it slowly, you can't believe it's not dairy. Your morning indulgence is Natural Grocers Coconut Cream, chilled and whipped into a velvety treat that even a dairy lover will crave, and that's just one way our canned coconut products will make your day more delicious! The clean, rich taste is from young Thai coconuts, chosen for their vibrant flavor. The full-bodied, creamy texture will deliver excellence to all your favorite recipes, with less separation between water and fat thanks to a super homogenization process. They're certified organic, which is also non-GMO, because that's a MUST for our brand, along with being artificial free and produced by companies who excel at environmental and social responsibility. Every silky spoonful is vegan friendly, and there aren't any added sweeteners in the recyclable, BPA-free cans. Come experience this cream of the crop selection for yourself. We know you'll want it in time for tomorrow's morning coffee, and there's a variety to suit every mug, whether Original, Lite or Cream is your thing.

All items are available while supplies last; no rain checks.  
EDAP = Every Day Affordable Price. We reserve the right to correct errors.



**NATURAL GROCERS<sup>®</sup>**  
By Vitamin Cottage



Try our new

# NATURAL GROCERS<sup>®</sup> BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE<sup>SM</sup>

## Coffee

P.S. Lydia the Llama says,  
"The best stories hide in unexpected places."



EDAP

\$**6.99**  
each  
10 oz

**NEW**



**USDA  
ORGANIC**

The aroma is as good as the first time you noticed it, but now it takes you places, and it brings you back. It's those Sunday mornings at your grandparents' house, as they divided up the comics over steaming mugs of coffee. It's the beginning of a crisp fall day when you have time to walk in the park and go exploring. It's faraway places where the coffee berries grow plump beneath tropical mists. It's a fresh cup of Natural Grocers' own gourmet coffee, waking up our neighborhood in creamy, citrusy, milk-chocolatey fashion. It comes in BPA-free bags, and is certified organic and fair trade, from an employee-owned company who has the same enthusiasm for taking care of their neighbors as they do for making great coffee. It's six delicious varieties from classic blends like French Roast and Breakfast to single-origin beans. It's your new daily habit at a price so good that it won't hurt your budget. Gramps and gram may have had better comics, but we have better coffee... and now you're old enough to try it!

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**NATURAL  
GROCERS<sup>®</sup>**  
By Vitamin Cottage

OFFERS VALID MARCH 29 TO APRIL 27, 2019

**Cascadian Farm Organic®**

Organic Cereals

Organic Boxed Granolas



Their love of delicious, uncomplicated food comes from what Mother Nature has already perfected: wholesome, organic ingredients. Open a box of nature today!

**\$2.75**8.6-14.6 oz.  
EDAP \$4.75**\$2.89**12.5-16 oz.  
EDAP \$4.89**Blue Diamond®**

Select Almond Breeze Beverages

**\$2.19**

32 oz.



Their almonds are carefully blended to produce a rich, creamy non-dairy beverage.

EDAP \$2.85

**Wholesome®**

Organic Cane Sugar

Organic Honey



Wholesome organic cane sugar and organic honey on sale make for sweet treats and sweet deals.

**\$4.59**32 oz.  
EDAP \$5.99**\$6.59**16 oz.  
EDAP \$8.59**Natural Grocers®**

Grade A Organic Dark Maple Syrup



We adore organic maple syrup, so we searched deep in the north woods for the perfect bucket full. We knew it was the one the moment we tasted its dark, robust drops, with a strength of flavor like no other syrup class.

**\$5.49**8 oz.  
EDAP \$5.99**\$7.49**12 oz.  
EDAP \$7.99**Simply Organic®**

**20% Off**  
Our Always  
Affordable Price<sup>SM</sup>  
on Select  
Simply Organic  
Products



Bring robust organic flavor to your everyday meals!

**Crofter's Organic®**Organic Just Fruit<sup>®</sup> Spreads

Select Family Size Fruit Spreads

**\$2.89**  
10 oz.**\$3.85**  
16.5 oz.

EDAP \$3.89

EDAP \$4.85

**MaraNatha®**

Select Almond Butters

**\$7.99**

12 oz.

The perfect way to enjoy the great taste and natural goodness of almonds.

EDAP \$9.75

**Santa Cruz Organics®**

Organic Fruit Spreads

Organic Peanut Butters

**\$3.15**  
9.5 oz.**\$4.85**  
16 oz.

EDAP \$3.59

EDAP \$5.85

All items are available while supplies last; no rain checks. We reserve the right to correct errors. EDAP = Every Day Affordable Price.



Try our new

# NATURAL GROCERS<sup>®</sup> BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE<sup>SM</sup>

## Frozen Fruit

P.S. Pebbles the Polar Bear says, "Ice is nice, and when you buy organic, you're helping out the planet."



EDAP  
**\$4.59**  
each  
16 oz

**NEW**

Your Choice of:  
Mixed Berries,  
Raspberries,  
Blueberries,  
Mango or  
Strawberries.



Who's ready for the Natural Grocers family to add our name to another fun, good4u food? It's time to move over "cherry on top," because we now have Natural Grocers mixed berries on top! So we can get a little cheesy about things when we're excited, but when you've brought home the juiciest frozen berries and mangoes around, excitement is bound to happen. Our frozen fruit has that tangy, spot-on sweet flavor that you're looking for when it's in-season fresh. It's certified organic because we don't put our name on anything less, and it's also non-GMO because organic standards make sure that GMOs are left out. There aren't any extra sweeteners or other junk hiding inside the BPA-free bags, simply fruit that's loaded with fiber and vitamin C. It's sourced from a company who gives back to the community and the environment, and it's the sweetest definition of everything about our family brand—excellence for a family friendly price!

Raspberries, strawberries, blueberries or mixed, along with heavenly bites of mangoes to boot—it's summertime anytime in our freezer section. Sure, you can add them to smoothies, but with flavors like these, you're going to want to do so much more!

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**NATURAL GROCERS<sup>®</sup>**  
By Vitamin Cottage

OFFERS VALID MARCH 29 TO APRIL 27, 2019

**Santa Cruz Organics®**Organic Apple Sauce  
JarsOrganic Apple Sauce  
Cups**\$3.29**  
23 oz.**\$3.55**  
6 pk.

EDAP \$4.19

EDAP \$4.45

**Orgain®**

Organic Vegan Shakes

Organic Complete Protein Shakes

**\$2.29**  
11 oz.**\$8.99**  
4 pk.

EDAP \$2.99

EDAP \$11.79

**San Pellegrino®**  
Sparkling Mineral Water**\$1.75**  
25 oz.Enhance your moments  
with the subtle bubbles and  
fine taste of San Pellegrino  
sparkling mineral water.

EDAP \$2.15

**R.W. Knudsen Family®**  
Select Organic Juice Blends**\$3.49**  
32 oz.Discover organic fruit  
and vegetable juices  
made with your family  
in mind.

EDAP \$4.39

**C2O®**

Coconut Waters

**\$1.59**  
17.5 oz.Pure coconut water made from  
young, green coconuts. A delicious  
taste that is hydrating and packed  
with electrolytes.

EDAP \$1.99

**Zevia®**

Organic Zero Calorie Teas

**\$1.55**  
12 oz.Naturally sweetened  
teas made with stevia  
and zero sugar.

EDAP \$1.75

**Organic India®**  
Organic Tulsi Teas**\$3.59**  
18 ct.Discover genuine  
organic Tulsi infusions  
with each cup of tea.

EDAP \$4.69

**Rudi's®**

Select Organic Sandwich Breads

**\$4.59**  
22 oz.Rudi's bakes delicious  
organic breads.

EDAP \$5.59

All items are available while supplies last; no rain checks. We reserve the right to correct errors. EDAP = Every Day Affordable Price.



## Grocery

OFFERS VALID MARCH 29 TO APRIL 27, 2019

## Seventh Generation®

Dish Liquids

Liquid Laundry Detergents

**\$2.99**  
22-25 oz.**\$12.49**  
95-100 oz.

Redefining clean. Join them in nurturing the health of the next seven generations, and beyond.



EDAP \$3.99

EDAP \$13.99

## Kettle &amp; Fire®

Bone Broths

Bone Broth Soups

**\$5.29**  
16.2 oz.**\$5.69-**  
**\$6.49**  
16.9 oz.

Made from slow-simmered, collagen-rich bones for a body-loving broth and soup that makes you feel good.



EDAP \$6.79

EDAP \$7.19-\$7.99

## Lotus Foods®

Rice Ramen

Organic Rice Ramen

**\$1.35**  
2.8 oz.**\$4.15**  
10 oz.

Organic, heirloom and fair-trade specialty rice grown on family farms with respect for women, water, soils and communities.



EDAP \$1.69

EDAP \$5.15

## Maya Kaimal®

Organic Everyday Dal Pouches

**\$2.99**  
10 oz.

Modernized traditional Indian flavors bring homemade Indian flavor to your table.



EDAP \$3.99

## Natural Grocers®

Organic Extra Virgin Coconut Oil

**\$7.99**  
17.5 oz.**\$14.45**  
32 oz.

Discover our high-grade, unrefined and premium edible Organic Extra Virgin Coconut Oil obtained from the first cold-pressing of organic coconut kernels.



EDAP \$8.99

EDAP \$15.95

## Natural Grocers®

Organic Coconut Milks  
Light or Full Fat

Organic Coconut Cream

**\$1.79**  
13.5 oz.**\$1.29**  
5.4 oz.

Snow white mounds of fluffy cream tantalize your taste buds. You plop a spoonful into your coffee, and, as you savor it slowly, you can't believe it's not dairy.



EDAP \$1.99

EDAP \$1.49

## Muir Glen®

Organic Canned Tomatoes

**\$2.19**  
28 oz.

Muir Glen was founded on the belief that there must be a way to grow a better-tasting tomato—it must be grown organically.



EDAP \$3.09-\$3.29

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Try our new

# NATURAL GROCERS<sup>®</sup> BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE<sup>SM</sup>

P.S. Cassie  
the Cow says,  
“Whatever  
you do, be  
sure and keep  
it grassy.”

## Cheese

EDAP

**\$3.79**  
each  
6 oz

Sharp Cheddar, Pepper Jack  
or Havarti Slices

**NEW**

EDAP

**\$3.99**  
each  
6 oz

Italian Blend, Mexican Blend,  
Mozzarella or Parmesan Shreds

USDA  
ORGANIC

EDAP

**\$3.99**  
each  
8 oz

Mozzarella, Pepper Jack or  
Sharp Cheddar Blocks

How do you say cheese? On a platter? In a homemade lasagna? Grilled with tomatoes? A quesadilla perhaps? There are hundreds of ways to say cheese, pretty please, but if it's Natural Grocers cheese you're talking about, certain things must be true before we bring it to the neighborhood. The standards that put our cheese on a platter of its own are an unparalleled union of quality and price. Our cheese is pasture based and certified organic, without a hormone or antibiotic to be found. Each bite is silky smooth with nothing artificial to smother its natural flavor and color. When it comes to rennet, we use an organic-approved alternative to the animal kind. When it comes to the planet, our cheese-making partners excel at recirculating water and recycling cardboard. Havarti Slices or Parmesan Shreds, Mexican Blend or Sharp Cheddar—we have all your favorite ways to say, “cheese.” Now smile for the camera, it's time to party because Natural Grocers just put its name on the best cheese in town.

All items are available while supplies last; no rain checks.  
EDAP = Every Day Affordable Price. We reserve the right to correct errors.



**NATURAL GROCERS<sup>®</sup>**  
By Vitamin Cottage



OFFERS VALID MARCH 29 TO APRIL 27, 2019

ECOS®

20% Off

Our Always Affordable  
Price<sup>SM</sup> on All ECOS  
Products

## Natural Grocers® Bulk

Almond Butter

Organic Raw Pumpkin Seeds

\$5.99  
1 lb.

EDAP \$6.99

Our bulk products do not contain any hydrogenated or partially hydrogenated oils and are also free from any artificial colors, artificial flavors, artificial preservatives, and sulfites.

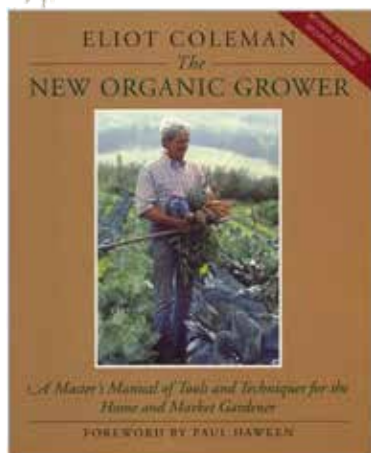
\$3.49  
1 lb.

EDAP \$3.99



## The New Organic Grower

Eliot Coleman

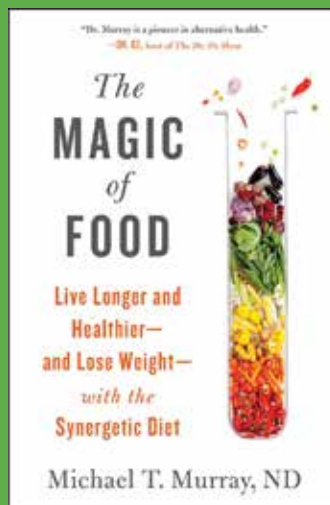
With more than 45,000 sold since 1989, *The New Organic Grower* has become a modern classic. In this newly revised and expanded edition, master grower Eliot Coleman continues to present the simplest and most sustainable ways of growing top-quality organic vegetables.\$17.25  
paperback

MSRP \$24.95



## The Magic of Food

Michael Murray



In this groundbreaking new eating plan, Dr. Michael Murray identifies foods that act together to produce a total effect or force that is greater than the sum of the individual foods—what is known as a synergistic effect. As the foods work together, they improve your energy and your physical and mental health.

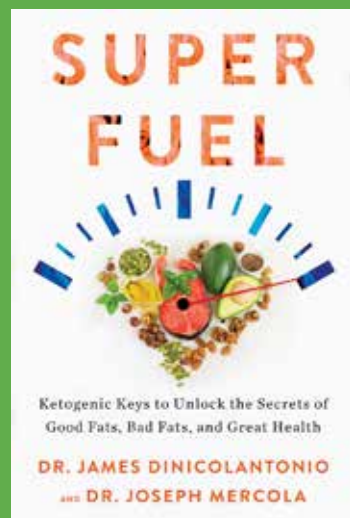
\$10.99  
paperback

MSRP \$12.05

39

## Superfuel

Dr James Dinicolantonio and Dr Mercola



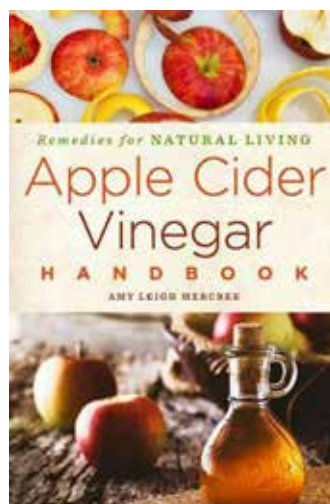
New York Times best-selling author Dr. Joseph Mercola teams up with cardiovascular expert Dr. James J. DiNicolantonio to cut through the confusion about how dietary fats affect our bodies—and set the record straight on how to eat for optimal health. Cut through the confusion about how dietary fats affect our bodies and set the record straight on how to eat for optimal wellbeing.

\$18.99  
paperback

MSRP \$26.99

## Apple Cider Vinegar Handbook

Amy Leigh Mercree

We all know that apple cider vinegar is a useful addition to the pantry and a tasty ingredient in cooking. But, it can do more than just add flavor. With the potential to cure an upset stomach, treat a sore throat, aid weight loss and more, apple cider vinegar is one of today's handiest all-natural remedies. The *Apple Cider Vinegar Handbook* shows you why this inexpensive liquid is a must-have in your home and how to use it to achieve optimum health.\$10.25  
paperback

MSRP \$14.95

good4u™

# SENSATIONAL SAVINGS

OFFERS VALID MAR 29 TO APR 27, 2019



**Farmhouse Culture®**  
Organic Krauts or Kimchi

**5<sup>29</sup>**

16 oz.

EDAP \$6.49



**Horizon®**  
Organic Sour Cream

**2<sup>49</sup>**

16 oz.

EDAP \$3.39



Organic Mushroom or  
Vegetable Broths

**2<sup>65</sup>**

32 oz.

EDAP \$3.65



**Pacific Foods®**



Select Organic Chicken  
or Beef Broths

**2<sup>99</sup>**

32 oz.

EDAP \$3.99



**Equal Exchange®**  
Select Bagged Organic Coffee

**6<sup>49</sup>**

10-12 oz.

EDAP \$8.79



**Life-flo®**

Pure Magnesium Oil



**5<sup>99</sup>**

8 oz.

EDAP \$9.75

**Life-flo®**

Pure Magnesium Flakes



**5<sup>99</sup>**

1.65 lb.

EDAP \$8.99

**Life-flo®**

Magnesium Lotion



**6<sup>99</sup>**

8 oz.

EDAP \$8.99

**Country Life®**

Maxi-Collagen  
C & A + Biotin  
Flavorless

**12<sup>79</sup>**

7.5 oz.

EDAP \$17.35



**Garden of Life®**

Raw Protein  
Assorted Flavors



**23<sup>99</sup>**

1.25-1.46 lb.

EDAP \$33.45

**Himalaya**

**Herbal®**  
StressCare



**15<sup>49</sup>**

120 vcap

EDAP \$22.49

All items are available while supplies last; no rain checks. Offers valid March 29 to April 27, 2019. EDAP = Every Day Affordable Price.

\*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease. We reserve the right to correct errors.