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LETTER

From the Iselys

There's something about October. It's like a cozy pause between the back-to-school flurry and the holiday frenzy; between days that call for ice-cold lemonade and those that demand hot chocolate. It's a time to catch your breath and lean into delicious fall feelings, **AND** there's something else about October—it's "Eat Better, Eat Together" month! As in, let's prioritize sitting down with our families for mealtime because it's not just a charming cliché—it has real, science-backed benefits, especially for our children.

It's fantastic for kids. They eat more fruits and veggies, grow into less picky eaters, and here's a fun one—it builds their vocabulary! That's right, researchers have discovered that dinner table talk expands your kiddos' word bank even more than reading them bedtime stories. It turns out children learn around 1,000 unique words from chatty family meals, compared to 143 from stories read aloud. And who doesn't want to hear their five-year-old saying, "I prefer broccolini to petite green peas, please update the menu accordingly!" In all seriousness—get them in on meal planning, let them set the table, and most of all, savor the moments of laughter and childish wisdom. You're laying a foundation that will be there long after grinning babyfaces have turned into beautiful bigger ones.

Your teenagers want to sit with you and spill the details of their day in the most comfortable place they know—around the family table. They may not admit it, but the proof is in the pudding, if that pudding is something you serve for dessert after family dinner. The National Center on Addiction and Substance Abuse (CASA) at Columbia University has some insight. They found meaningful differences between teens who ate with their families five or more times per week and those who ate together two or less. The teens who enjoyed more family mealtime were much less likely to smoke cigarettes or abuse alcohol and drugs. Their rate of depression and anxiety is often lower, and they get better grades in school. Teens also bring the conversing to the conversation! According to the CASA study, families with teenagers at the dinner table never ran out of topics to discuss. There's nothing like a fifteen-year-old perspective to tell it like it is.

Family meals don't have to be complicated or expensive or gourmet—they just need to be intentional, together. It's not about the what; it's about the who and the with and the why! Even if it's a meal of peanut butter sandwiches and celery sticks (organic, non-GMO, and sprouted-grain bread of course), if you're eating together, you're eating better. So stash the phones, turn off the tv, and invite the conversations, the realness, and the wonder that comes when you share time around the table with your loved ones. From our family to yours, may we all "Eat Better...Together"!

The Isely Family

References available upon request.

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NATURAL GROCERS

POTATO NOODLE BEEF STROGANOFF

Delight your family tonight with this wonderful gourmet meal that is surprisingly simple to make! The layers of flavor from sautéing the onion, mushrooms, and garlic, combined with the perfectly seared steak cubes simmered in a savory sauce, will satisfy everyone's taste buds

INGREDIENTS

- 3 tablespoons Natural Grocers Brand Organic Extra Virgin Olive Oil, divided*
- 1/2 of a medium organic onion, chopped*
- 8 ounces organic cremini or button mushrooms, washed, stems trimmed, and sliced*
- 3 cloves organic garlic, minced*
- 12 ounces lean beef steaks (such as tender beef filet, top sirloin, or rib eye), cut across the grain into bite-sized cubes*
- Sea salt and pepper, to taste*
- 1 (13.5-ounce) can Natural Grocers Brand Organic Original Coconut Milk*
- 1 cup Organic beef, chicken, or vegetable broth*
- 1 teaspoon Natural Grocers Brand Bulk Organic Italian Seasoning*
- 3 tablespoons Organic Worcestershire sauce*
- 2 tablespoons Natural Grocers Brand Organic Apple Cider Vinegar*
- 2 teaspoons Organic Dijon mustard*
- 1 pound organic russet potatoes, peeled and spiralized (use a thick-blade spiralizer to make "fettuccini" style noodles if possible)*
- 2 bunches organic kale, stems and ribs removed, leaves torn or coarsely chopped*
- 1 tablespoon Organic butter or ghee*

INSTRUCTIONS

TOTAL TIME: 1 HOUR 5 MINUTES | SERVES 4

1. Place a large pot filled about half to three-quarters full of water over high heat. Add 1 teaspoon salt, cover and bring to a boil.
2. Heat an extra-large skillet or Dutch oven over medium heat. Add 2 tablespoons olive oil and swirl to coat. Add the onion and mushrooms, sauté for 2 minutes, stir and sauté for another 2-3 minutes, or until the onions are tender. Add the minced garlic, stir to incorporate, and sauté for another 2-3 minutes, until garlic is fragrant. Transfer to a small bowl and set aside.
3. In the same skillet, over medium-high heat, add remaining tablespoon of olive oil, swirl to coat, and add the steak cubes. Season with salt and pepper and cook for 1-2 minutes per side, until lightly browned. Transfer to a bowl and set aside.
4. To the same skillet, add the coconut milk, broth, Italian seasoning, Worcestershire sauce, vinegar, and mustard and whisk together. Season with salt and pepper to taste, add the mushroom-onion mixture back, and stir to combine. Add the potato noodles and gently stir to ensure the potatoes are covered with the sauce. Cover and adjust the heat to medium, and allow the potatoes to cook for 8-10 minutes, or until the potatoes are starting to soften, stirring every 2-3 minutes to ensure even cooking. When checking the potatoes, if the skillet is too hot and the sauce is bubbling vigorously, reduce the heat to low.
5. When the potatoes are beginning to soften, add the beef back to the skillet, gently stir and toss to combine all ingredients. Cover and cook for 4-5 minutes, stirring every 2 minutes.
6. While the beef finishes cooking with the potatoes, add the greens to the boiling water, boil for 3 minutes, drain off all of the water in a colander, and add back to the pot. Add butter or ghee and salt and pepper to taste. Stir and toss, cover, and set aside until ready to serve.
7. To serve, divide the greens evenly among four dinner plates, add the potato noodles and beef stroganoff on top of the greens, spoon additional sauce over the greens, season with fresh ground black pepper, and enjoy!

FOR THE LOVE OF ORGANICS

MUSHROOMS

By Charity Isely

It's fun to say—as in, “We’re having prosciutto-wrapped *Agaricus bisporus* for dinner!”—and more fun to eat (*Agaricus* is the common white button variety, by the way). Perhaps you’ll find your appetite when we mention the portobellos bubbling in the oven, stuffed with goat cheese and organic rosemary? Or maybe you’ll get excited once you catch a whiff of the creminis simmering in garlic butter? Yes, we’re talking about mushrooms, and whether you call them by their scientific title or their common name, when they’re on the menu the whole meal becomes more fun! But these delicious fungi have a serious side too—a seriously good4u side. Here’s the scoop:

FUN FOR HEALTH!

Turning food into energy is one of the primary responsibilities of mitochondria, but while they’re performing this crucial task, they also generate a potentially harmful waste product—reactive oxygen species (ROS). Unfortunately, mitochondrial DNA, because of proximity, are especially at risk of attack by ROS, which can result in mutations and mitochondrial dysfunction.¹ Worse still is the fact that such damage has been linked to neurodegenerative diseases like Alzheimer’s and Parkinson’s.² ^{3,4} The good news is that antioxidants can neutralize ROS, and the powerful antioxidant L-ergothioneine seems to be uniquely protective of mitochondria.^{5,6,7} Can you guess one of the best dietary sources of ergothioneine? Yep, it’s mushrooms!⁸

FUN FOR KIDS!

Although mushrooms don’t make the lists of produce with the highest pesticide residue, here’s a compelling reason to buy them organic—your kids! Consider this: USDA tests found residues of thiabendazole, a developmental and reproductive toxin, on 52 percent of conventional mushrooms.^{9,10} That’s something you *don’t* want your kids ingesting. Keep the menu clean and fun by choosing organic—your children deserve the best!

FUN FOR THE PLANET!

The magical world of fungi extends far beyond the dinner table, and some believe it can help save the planet. The well-known mycologist Paul Stamets has been conducting extensive research on ways that mushrooms and mycelium (the fungal equivalent of a root system) can benefit the environment.¹³ These include developing a mushroom-based insecticide that is non-toxic to pollinators, humans, and the environment, and conducting experiments using mycelium for bioremediation.¹⁴ One such operation successfully used oyster mushrooms to clean up petroleum-drenched soil; over time, the contaminated pile was converted into a thriving habitat for plants and beneficial insects.^{15,16} In an era when news about the future of our planet is far from fun, the beneficial possibilities of mushrooms are especially fascinating. Let’s give the fungi kingdom our attention, because the more we know about its potential, the better chance it has of becoming a real solution!



Why did the mushroom get invited to so many parties?

He was a fun-gi!

References available upon request.



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THE MUSHROOM HEALTH BOOM

Five Powerful Mushrooms You Should Know About

By Lindsay Wilson



Mushrooms are having a major moment. Named as one of Natural Grocers “Top 10 Trends of 2019,” the mushroom boom is showing no signs of slowing down. Like many modern-day health and wellness trends, this one is rooted in a long history of traditional use. Mushrooms have been used medicinally and culinarily in cultures around the world for centuries, but in the last decade or so, the amount of scientific research published on mushrooms has, well, mushroomed. And it turns out mushrooms hold the power to boost immunity, enhance brain function, reduce inflammation, and fight cancer. Mushrooms may be trending, but with the plethora of health benefits they hold, they are a trend that’s here to stay.

WHICH MUSHROOMS ARE RIGHT FOR YOU?

With the sheer number of mushrooms available these days, it may feel overwhelming to know which ones are right for you and your specific health goals. This is one of the things that makes mushrooms such an exciting area of research—while many of their health-promoting properties overlap, each one has its own unique ways to support health. Find the mushrooms best for you by trying different ones suited to your own health goals and needs; sometimes that means one particular type, but it also may mean mixing and matching different varieties. Have fun exploring the health benefits mushrooms can bring to you!

LION’S MANE: NOOTROPIC WONDER

This puffy white mushroom that resembles a lion’s mane has been used as both food and medicine in East Asian countries for centuries, but today it has become synonymous with brain and nerve health. Both the mycelium (a mushroom’s equivalent of roots) and fruiting body (the mushroom) have been found to have neuroprotective and nootropic, or cognitive enhancing, effects.

One of lion mane’s most unique properties is its ability to increase nerve growth factor (NGF) and brain-derived neurotrophic factor (BDNF). NGF and BDNF are specialized proteins that play important roles in neuronal growth and health, allow neurons to communicate, and support neuronal plasticity, essential for learning and memory. Lion’s mane has also been shown to stimulate the production of myelin, the protective covering around nerves that allows nerve signals to be sent and received quickly and efficiently. Damaged myelin underlies some neurodegenerative diseases like Alzheimer’s and multiple sclerosis. Finally, lion’s mane has been found to promote nerve regeneration and functional recovery after severe nerve injury.^{1,2,3,4,5,6}

Because of its multiple actions in the central nervous system, researchers are investigating lion’s mane’s therapeutic potential in cognitive impairment and Alzheimer’s disease. One placebo-controlled study of 50- to 80-year-old Japanese women and men with mild cognitive impairment found that lion’s mane improved cognitive function. The thirty subjects were split into two groups, one of which was given a supplement of lion’s mane powder (four 250mg tablets three times daily) for 16 weeks, while the other took a placebo. The group taking lion’s mane had significantly higher scores on a cognitive function scale compared with the

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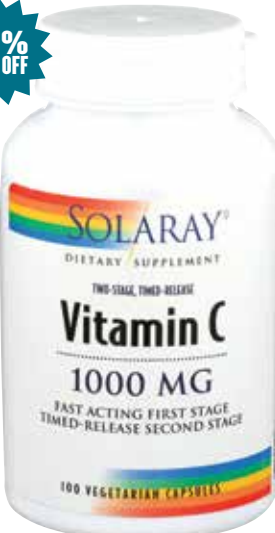
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A GLUTEN-FREE DIET DONE RIGHT

By Lindsay Wilson

For many people a gluten-free diet was born out of medical necessity; those who have celiac or non-celiac gluten sensitivity must avoid gluten or suffer some pretty hefty health consequences, including severe damage to the gut. But these days, a lot of people are choosing a gluten-free lifestyle not out of necessity, but because they think it is a healthier way to eat. In fact, the majority of people who chose to go gluten free do so because they consider it to be a healthier, more natural way of eating. Their reasons for avoiding gluten range from reducing inflammation to losing weight.¹

If you follow a gluten-free diet in a healthy way, it is an excellent way to reduce inflammation and lose weight, if that is your goal; however, “gluten free” doesn’t always equal healthy. Take this headline from one “medical” website: “Eating a gluten-free diet does not mean a person has to give up fast food,” which is followed by a comprehensive list of fast food chains and their gluten-free options. And a recent survey of American and Canadian consumers found that the top gluten-free products they were buying included crackers, pasta, bread, cereal, cookies, and pizza.² Who doesn’t love a good pizza, but just because something is gluten free doesn’t mean that it’s a health food, nor is it a free pass to eat as much of it as you want.

So how do you do gluten free to really optimize your health? Read on to find out.

1

STEP ONE:

EAT WHOLE FOODS THAT ARE NATURALLY GLUTEN FREE

A healthy gluten-free diet is really not hard to follow; in fact, it falls in line with any other healthy dietary lifestyle. It is one that is centered around an abundance of vegetables and a little fruit, naturally-raised meats, pasture-raised eggs and dairy (if you can tolerate it), and healthy fats such as those found in coconut oil, olive oil, avocados, and nuts and seeds. These are all nutrient-dense foods that are naturally gluten free. They are foods that will provide the nutrients that are required for good health and will support healing of the gut for those with celiac and gluten sensitivity. They are the foods that will optimize physical and mental health. And while it's perfectly okay to indulge in a gluten-free pizza or pasta once in a while, reserve those foods as treats rather than relying on them as staples—don't make these foods the foundation of your diet, gluten free or not.



2

STEP TWO:

LIMIT PROCESSED GLUTEN-FREE FOODS

According to a survey of more than 1,000 people conducted by the Consumer Reports National Research Center, 63 percent of respondents thought that following a gluten-free diet would improve physical or mental health.³ But if you are simply substituting the gluten-containing versions of pasta, bread, cookies, and pizza with gluten free and viewing “gluten-free” as a free pass to eat as many of these foods as you'd like, you are not going to reap the health benefits of a natural foods gluten-free diet. These processed foods are not necessarily healthier than their gluten-filled counterparts and are best reserved as treats or special occasion foods. Many of them are carb-heavy foods that can spike blood sugar and lead to weight gain if you overindulge (gluten-free products made with almond or coconut flour are good low-carb options).

Additionally, if you are avoiding gluten because of celiac disease or gluten sensitivity, these foods do not promote healing in the gut, a critical component of recovery. Many processed gluten-free foods rely heavily on corn and soy, other common allergens that can continue to damage the intestinal lining in someone that is already battling celiac or gluten sensitivity. The majority of corn and soy grown in this country is also genetically modified, which can worsen intestinal damage; see the sidebar “Are GMOs Hiding in Your Gluten-Free Foods?” for more information.

Whether you follow a gluten-free diet out of medical necessity or because you want to adopt a healthier way of eating, building your diet around fresh, whole foods that are naturally gluten free rather than processed foods—gluten free or not—is a healthier, more natural way of eating that will go far in supporting mental and physical health.

References available upon request.

ARE GMOS HIDING IN YOUR GLUTEN-FREE FOODS?

Processed gluten-free foods rely heavily on corn and soy as replacements for wheat and other gluten-containing grains—the majority of corn and soy produced in the United States is genetically modified (GM), and GM foods may alter the health of the human intestines, exacerbating celiac disease and gluten sensitivity. Corn and soy modified to resist the herbicide glyphosate (Roundup) are heavily sprayed with the chemical and carry higher residue levels. Glyphosate has been shown to disrupt intestinal bacteria, killing beneficial bacteria while allowing pathogenic ones to thrive. It may also decrease the intestinal lining's ability to produce digestive enzymes and can activate an immune response, leading

to inflammation.⁴⁵ Of equal concern is the corn that has been modified to produce its own pesticide, *Bacillus thuringiensis* (Bt), which also appears to damage the intestinal lining and increase inflammation in the gut.⁶⁷ Not good news, especially for those trying to heal their guts. People switch to gluten-free products with good intentions, but the GMOs hiding in many of these foods may inadvertently be making matters worse. Avoid GMOs by buying products with the USDA organic seal, that state on the label they are GMO-free, or have been verified by the Non-GMO Project.

—Heather Pratt

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The savory scent curls itself around the kitchen, drawing the family together. The room is filled with hungry anticipation of that moment when the oven door opens and you pull your perfectly golden turkey out. It's Thanksgiving and food is king—but, despite that aromatic heap of stuffing and the fluffiest mashed potatoes you've ever seen—you know this bird is the centerpiece, and you're so glad you chose Mary's!

We know that's how you'll feel when the big day rolls around when you get your Thanksgiving turkey from us. We're sure because we know Mary and her family, who are in their third generation of raising turkeys, and over the years we've built a relationship of certainty. We choose Mary's turkeys because we know they're the best quality we can offer families in our communities.

These days, there are plenty of organic and free-range turkeys available; but many of them are raised on large corporate farms and, unfortunately, when the emphasis is on mass production, it can be at the expense of other important qualities.

Mary's family cares about quality more than quantity and they prioritize animal welfare over everything else. All their turkeys are raised on their family farm, where the birds have loads of fresh air, space to roam, and can turkey around all day.

Mary's is also part of a small group of farmers helping to preserve descendants of the original American turkey. Their Heritage birds are able to wander, fly and breed naturally, just like their ancestors, resulting in an uncommonly delicious turkey, full of succulent, juicy dark meat.



Whether you're looking for free-range, organic, or Heritage, all of the Mary's turkeys we sell are non-GMO. Additionally, they're fed vegetarian feed, without animal by-products, and they're never given antibiotics, arsenic-based growth promoters or pumped full of other sly additives after harvest. They are provided with plenty of space, both inside and out, to range, get some sun, dust bathe, hunt for bugs, and get their turkey on.

When Thanksgiving Day is just around the corner, Mary's turkeys are harvested and deep chilled to 28°F at Mary's in-house facility so that they arrive to you fresh, never frozen (only the outer part of the turkey will be hard). Who else can say that? The advantage of deep-chilling is that it preserves fresh turkeys long enough to make it safely to your shopping cart, but still easily thawed and ready to cook.

From Mary's family to our family to yours, a Mary's turkey is the centerpiece of your Thanksgiving feast that will make you feel good when you look at all the faces gathered around your table. It's the stuff masterpieces are made of, the quality is worth every single penny and, when you buy it from us, you're getting it at our always affordable prices. We've been making the highest quality masterpieces as easy on the budget as possible since 1955.

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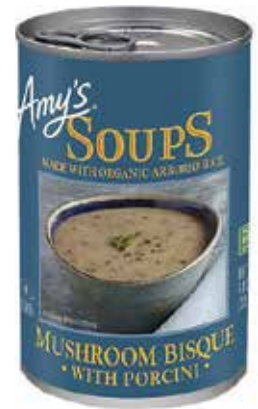
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placebo group, with scores increasing the longer the participants took the supplement. However, four weeks after stopping the lion's mane, the scores decreased, suggesting that lion's mane is effective in improving mild cognitive impairment, but only when taken long term.⁷

In one animal model of Alzheimer's, the polysaccharides in lion's mane were shown to be neuroprotective, significantly reducing oxidative damage and neurotoxicity and preventing cell shrinkage caused by amyloid beta proteins, a hallmark of the disease.⁸ Another animal model of Alzheimer's found that an alcohol extract of the mycelium reduced amyloid beta plaque in the brain, increased NGF, and promoted neurogenesis in the hippocampus, a region of the brain responsible for emotions and memory.⁹ And finally, a recent study supplemented aging mice with an extract of lion's mane mycelium and fruiting body and confirmed that it promoted neurogenesis in the hippocampus and the cerebellum, while also improving recognition memory, the ability to recognize previously encountered people, events, and objects.¹⁰



REISHI: QUEEN OF IMMUNITY

Reishi, also known as the Queen of Mushrooms, contains hundreds of different bioactive compounds that exhibit antioxidant, anti-inflammatory, anti-tumor, and immuno-stimulating activity. It has been used as a medicinal mushroom for more than 2,000 years, and in Traditional Chinese Medicine (TCM) it is used to replenish and strengthen Qi, or "life force," to calm the mind, and to treat respiratory conditions and insomnia.¹¹ Even today, reishi is approved by China's equivalent of the FDA to treat insomnia, chronic hepatitis, chronic bronchitis, and coronary heart disease.¹² Western science has largely focused on its role in immunity and cancer, with promising results.

A number of studies have found that reishi—including the fruiting body and the mycelium—contain polysaccharides that can enhance immune function and activate the immune response. Research has shown that the polysaccharides in reishi are potent immunomodulators that exert "a significant and comprehensive impact on immune cells..." including enhancing the proliferation and maturation of natural killer (NK) cells, lymphocytes, macrophages, and dendritic cells, which act as messengers between the innate and adaptive immune systems. Reishi polysaccharides have also been shown to exhibit antiviral and antibacterial actions.^{13,14}

In China, reishi is used as a standard treatment for insomnia, and

animal research has demonstrated that the fruiting body of reishi does significantly increase total sleep time and non-rapid eye movement (NREM) sleep, or deep sleep.¹⁵ In other research, a well-controlled human trial found that an extract of reishi was an effective treatment for "neurasthenia," a medical condition characterized by physical and mental exhaustion, accompanied by headache, irritability, and sleep disturbance (in other words, a typical stress response). Eight weeks of supplementing with a reishi extract at 1,800 mg three times daily resulted in a significant improvement in symptoms, including fatigue and in overall sense of wellbeing.¹⁶



CHAGA: ANTIOXIDANT SUPERSTAR & INFLAMMATION TAMER

This fungal species has a long history of use in Russia and Siberia. It is unique in the mushroom world in that it manifests not as the fruiting body of the fungus, but as a mass of mycelium. It has been used as a folk remedy for inflammatory digestive disorders, such as ulcers and gastritis, and as an antiparasitic and antiseptic; in modern times, it is revered for its antibacterial, antiviral, anti-inflammatory, antioxidant, and anti-tumor properties.¹⁷ Chaga is one of the single richest sources of antioxidants found in nature, far surpassing other antioxidant-rich foods like raw cocoa powder, dark chocolate, blueberries, and spinach.

Chaga extract has a history of use in Soviet Russia as a treatment for chronic gastritis and gastric ulcers, and when used in conjunction with traditional therapy for gastric ulcers, was reported to reduce hospital stays and double the length of remission.¹⁸ In more recent research, scientists found that an alcohol extract of chaga reduced oxidative damage to white blood cells by 54.9 percent in patients with inflammatory bowel disease, including Crohn's and ulcerative colitis,¹⁹ and an animal model of colitis found that a water extract of chaga significantly inhibited inflammation in colon tissues, reduced oxidative damage, and suppressed damage to the mucosal lining.²⁰ Other research has shown that an alcohol extract of chaga has general anti-inflammatory and pain-relieving effects.²¹

Chaga's health-promoting properties are attributed, at least in part, to the large amounts of melanin that it contains (it's what makes the fungus black); it's the same melanin that's found in the human body that is concentrated in the skin, eyes, and nervous system. These

molecules are anti-inflammatory, antioxidant, and photoprotective (i.e., they protect against UV damage). The melanins found in chaga in particular “exhibit high antioxidant and gene-protecting properties.”^{22 23} Another compound found in chaga is betulin, and its derivative, betulinic acid, which has antiviral, anti-inflammatory, and antioxidant properties, as well as anti-tumor properties, including promoting cancer cell death.^{24 25 26 27}



CORDYCEPS: ENERGY & STAMINA BOOSTER

This parasitic fungus is found at very high altitudes (12,000+ feet) and grows from the bodies of caterpillars, which it mummifies as it grows. It has long been valued in Chinese and Tibetan medicine, with some traditional healers in the Himalayas recommending it for all illnesses, claiming that cordyceps improves energy, stamina, libido, and endurance, and promotes longevity. It has been used traditionally to treat asthma, bronchitis, diabetes, erectile dysfunction, liver disease, and cancer.³⁶ Modern research has investigated some of these claims and as one scientific review of the biological and pharmacological properties of cordyceps states, “Scientific proof of the effects of the Cordyceps mushroom seems to be quite promising and coincide with the folk practices of ... parts of India, China, Nepal, and Bhutan.”³⁷

In modern times, cordyceps is used in China to restore health after illness and to speed recovery from exhaustion. One animal study found that an extract of the mycelium significantly increased the swimming time of mice by activating metabolic regulators, including AMPK, an enzyme known as a metabolic “master switch” that regulates how energy is produced and used in the body; activation of AMPK increases glucose uptake, fat burning, and mitochondrial biogenesis. The researchers concluded that cordyceps “can be used as a potent natural exercise mimetic” (i.e., imitator).³⁸ Other research has shown that a cultured extract of cordyceps improves liver energy metabolism and blood flow, as well as increases ATP production (ATP is what our cells use to produce energy) in an animal model of iron-deficiency anemia, a common cause of fatigue in humans.³⁹ Human research has shown that long-term supplementation with cordyceps (studies have used between one and four grams daily for at least three weeks) enhances blood flow and oxygen utilization and decreases time to exhaustion during high-intensity and aerobic exercise.⁴⁰



MAITAKE: BLOOD SUGAR BALANCER

Maitake loosely translates from Japanese to “dancing mushroom” in English, which according to folklore, came from the happy dance people did when they found maitake in the wild. Maitake mushrooms are found in Japan, China, and throughout North America. Like other medicinal mushrooms, maitakes contain compounds that support the immune system and have anti-tumor, antioxidant, and anti-inflammatory properties.^{28 29 30}

It also contains a unique bioactive compound—SX-fraction—that scientists have discovered has a profound effect on the cluster of symptoms known as metabolic syndrome, which includes excess weight, high blood sugar and insulin, and elevated cholesterol and triglyceride levels. An animal model of type-2 diabetes found that an extract from the fruiting body of maitake significantly decreased weight, fasting blood glucose, insulin, triglycerides, and cholesterol, while increasing the activity of superoxide dismutase (SOD) and glutathione, powerful antioxidants produced in the body.³¹ Other research investigating the effects of whole powdered maitake, as well as both alcohol and water extracts, has found similar results, with reductions in blood glucose and insulin levels, improvement in insulin sensitivity, and reduced blood pressure.^{32 33 34 35}

THE NOT-SO-ORDINARY BUTTON MUSHROOM

About 90 percent of mushrooms consumed in the U.S. are white button mushrooms (WBM),⁴¹ and you might be surprised to learn that even these common mushrooms are “powerhouses for boosting the immune system,” according to one researcher. For example, WBMs have been shown to enhance natural killer cell activity—the white blood cells that play a key role in fighting off infections and tumors.⁴²

This common variety of mushroom was also recently shown to act as a prebiotic for beneficial gut bacteria and to enhance glucose sensitivity via positive changes in the gut microbiota.⁴³

NATURAL GROCERS CHOCOLATE TURMERIC TRUFFLES

These truffles have a luxurious dark chocolate flavor, melt-in-your-mouth creaminess, and just a hint of spice from turmeric and ginger, all while providing an extra health boost with mushrooms. This is the perfect treat for special occasions, or when you just want something sweet!

INSTRUCTIONS

TOTAL TIME: 1 HOUR | MAKES 20-25 TRUFFLES

INGREDIENTS

2 (3.5-ounce) bars *Natural Grocers Brand Organic Dark Chocolate with Sea Salt (72%)*

6 squares from 1 (3.5-ounce) bar *Natural Grocers Brand Organic Extreme Dark Chocolate (85%)*

1 (5.4-ounce) can *Natural Grocers Brand Organic Coconut Cream*

3 teaspoons *Natural Grocers Brand Bulk Organic Ground Turmeric, divided*

1 ½ teaspoons *Natural Grocers Brand Bulk Organic Ground Ginger, divided*

1/8 teaspoon *Natural Grocers Brand Bulk Real Salt*

2 (0.1-ounce) packets *Four Sigmatic™ Mushroom Elixir of your choice (Reishi, Chaga, Lion's Mane, or Cordyceps)*

1 tablespoon *Natural Grocers Brand Bulk Organic Cocoa Powder*

2 tablespoons *confectioners erythritol sweetener (or confectioners sugar)*

1. Break the chocolate into squares, place on a cutting board, and roughly chop into pieces (approximately four pieces per square). Place the chocolate in a medium-size heatproof bowl and set aside.
2. Place the coconut cream in a small saucepan over medium heat and heat until it is just under a boil—bubbles should appear along the edges of the pan, but it shouldn't be bubbling vigorously.
3. Pour the hot coconut cream over the chocolate and allow it to sit for a couple of minutes to soften the chocolate. Rinse the saucepan, add a few inches of hot water, and place over medium-high heat. Gently stir the chocolate and coconut cream together until the chocolate has mostly melted. Place the bowl over the hot water and stir until the chocolate is fully melted and becomes a smooth, shiny chocolate ganache.
4. Stir in 1 teaspoon turmeric, 1 teaspoon ginger, the salt, and 1 packet Mushroom Elixir.
5. Place the ganache in the refrigerator until it is firm enough to scoop and roll, which should take 20-30 minutes. If you wait too long it will be too hard to work with, so it's best to check it after 15 minutes and every 5 minutes thereafter. If the oils begin to separate give it a gentle stir to recombine. The outer edges may start to harden before the center; if so, give it a stir, lifting the outer edges into the center, to ensure the ganache firms evenly.
6. Pour the cocoa powder, confectioners sweetener, 1 teaspoon turmeric, ½ teaspoon ginger powder, and the remaining packet of Mushroom Elixir in a shallow bowl. Stir until well combined.
7. When the ganache is ready to form into truffles, dust your hands lightly with the cocoa powder-mushroom mixture. Scoop out a teaspoon of the ganache and form into a small ball by rolling between your hands. Roll the truffle in the cocoa powder-mushroom mixture, roll in your hands again to smooth the chocolate and allow the ganache to absorb some of the powder, roll in the truffle again in the cocoa powder-mushroom mixture and set a parchment-covered sheet pan. Repeat this process until all truffles are formed.
8. Use the last teaspoon of turmeric to dust the truffles, gently tapping the side of the spoon while sprinkling the turmeric over the truffles. Enjoy immediately or transfer to an airtight storage container and store in the refrigerator. The truffles can be stored in the refrigerator for about two weeks and are best served at room temperature.

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Take your taste buds for a ride with NEW, Organic Hot & Spicy Madras Lentils!
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CLEAN CAUSE®

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Move over coffee, energy drinks, and other jittery concoctions, these sparkling organic yerba mate drinks are USDA organic with only 60 calories per can.

16 OZ. | EDAP \$2.49



20% OFF

\$1.75

MIKE'S MIGHTY GOOD®

Ramen Soup Cups

Rich broths, simple ingredients, and organic ramen noodles made from scratch!

1.6-1.9 OZ. | EDAP \$2.19



20% OFF



\$2.07

GOMACRO®

Organic Macrobars

Macro Bars are vegan nutrition bars made from simple and clean ingredients.

2-2.5 OZ. | EDAP \$2.59



20% OFF

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LITTLE SECRETS®

Crispy Wafers

The best kept secret is now out of the bag—or wrapper in this case. Try a decadent wafer, or two, today!

1.4 OZ. | EDAP \$1.79



20% OFF

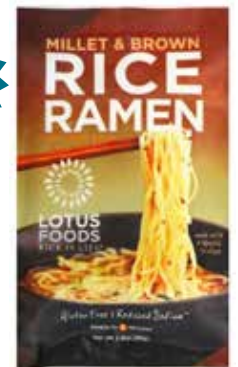
\$1.35

LOTUS FOODS®

Rice Ramen

Traditional Japanese-style noodles made from specialty rice instead of wheat.

2.8 OZ. | EDAP \$1.69



20% OFF
EDAP®

20% OFF



\$3.99



NATURAL GROCERS®

Organic Apple Cider Vinegar

Our Apple Cider Vinegar is bursting with flavor, the crisp tang of 100% organic apples straight from the tree, never from concentrate, and always with the 'mother.'

32 OZ. | EDAP \$4.99

20% OFF



\$3.83



SIMPLE MILLS®

Gluten-Free Cookies

Just clean, simple, delicious gluten-free cookies.

5.5-6.8 OZ. | EDAP \$4.79

20% OFF



\$5.59



NUTIVA®

Organic Buttery Flavor Coconut Oil

Organic coconut oil with buttery flavor contains all the goodness of organic coconut oil plus organic buttery flavor.

14 OZ. | EDAP \$6.99

20% OFF

\$32.99



GARDEN OF LIFE®

Raw Probiotics™ Ultimate Care

100 Billion

Includes the clinically studied Replenish Blend to restore and support good bacteria.*

30 VCAP | EDAP \$41.25

20% OFF



\$3.89

NATURAL GROCERS® BRAND

Organic Pasta Sauces

Every mouthful of Natural Grocers Brand Premium Organic Pasta Sauce is loaded with the succulent flavor of heirloom tomatoes, each bite exploding with the robust sweetness of sunshine and vine.

25 OZ. | EDAP \$4.89

NUTRITION BYTES

NEW STUDY SHOWS THAT CHOOSING ORGANIC IS AN EASY WAY TO AVOID PESTICIDE, ANTIBIOTIC, AND SYNTHETIC GROWTH HORMONE RESIDUES IN MILK

Milk is an important contributor to a healthy human diet. It provides important protein, fat, calcium, and vitamin D. Equivalents can be found in all dairy products including yogurt and cheese. But not all milk is created equal. A large body of research has shown for nearly 15 years that organic milk has a stronger profile of important fatty acids, antioxidants, and mineral nutrients than conventional milk, making organic milk healthier for families. Now a new study published in the journal *Public Health Nutrition* shows that drinking organic milk provides an option to avoid pesticide, antibiotic, and synthetic growth hormone residues too.

Researchers at Emory University, in collaboration with The Organic Center, tested conventional and organic milk from store shelves across nine regions of the U.S. and found that a majority of conventional milk samples tested positive for residues of antibiotics and currently used controversial pesticides. Two of the detected antibiotics have been entirely banned from dairy production in the U.S., while one sample contained levels of amoxicillin that exceeded the FDA allowable limits. Pesticide residues of chlorpyrifos, atrazine, permethrin, and more were found in 26 to 60 percent of conventional samples and none of the organic samples. Many of the detected chemicals are linked to serious and adverse effects on human and environmental health. Organic milk showed no such contaminants. Finally, residues of growth hormones in conventional milk were 20 times higher than in organic. The results of this important study indicate that organic milk is a clean and safe choice for the family.

Information provided by The Organic Center. For more information and resources, please visit their website at www.organic-center.org



RESIDUES OF GROWTH
HORMONES IN
CONVENTIONAL MILK WERE

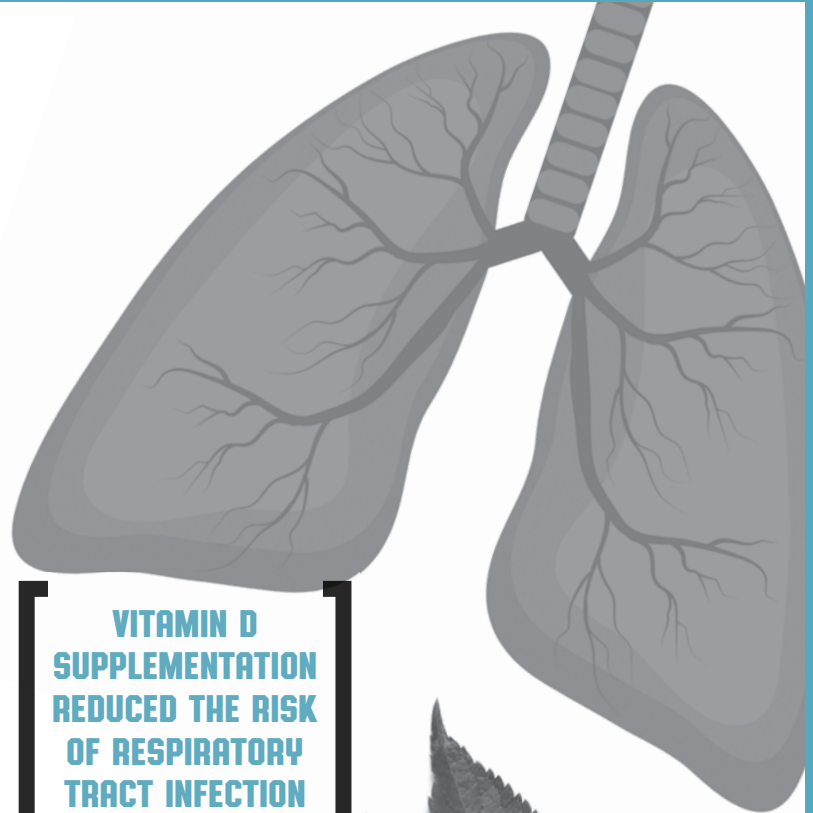
20x
HIGHER THAN
IN ORGANIC

VITAMIN D REDUCES RISK OF RESPIRATORY TRACT INFECTIONS

A recent analysis published in the British Medical Journal found that vitamin D has a protective effect against acute respiratory tract infections like the common cold. The analysis examined a total of 25 randomized controlled trials that included more than 11,000 participants. All participants in the studies were administered oral vitamin D3 and their baseline vitamin D levels were recorded.

After examining the data, the researchers found that vitamin D supplementation reduced the risk of respiratory tract infection among all participants, with the strongest effect seen in those with vitamin D deficiency (less than 25 nmol/L) at baseline. Additionally, daily or weekly vitamin D supplementation was protective while large single doses were not. Daily doses ranged from 880 IU to 2,000 IU.

To date, this is the largest study of its kind examining vitamin D3 levels and respiratory tract infections and the results highlight the important role that vitamin D3 supplements play in immune support. The researchers concluded by saying that the results of this study add to the body of evidence that support public health measures to improve vitamin D status, particularly in those with vitamin D deficiency.



VITAMIN D SUPPLEMENTATION REDUCED THE RISK OF RESPIRATORY TRACT INFECTION AMONG ALL PARTICIPANTS

ELDERBERRY EFFECTIVE AGAINST COLD & FLU SYMPTOMS

A recent meta-analysis of randomized-controlled clinical trials assessed the effectiveness of black elderberry for cold or flu symptoms. After reviewing the studies, the researchers concluded that elderberry supplementation at the onset of symptoms can significantly reduce the duration and severity of upper respiratory symptoms. The effects of elderberry were more beneficial for the flu, but benefits were also seen for those with the common cold. Black elderberry, also known as Sambucus, contains plant compounds known as anthocyanins which have been shown to have antiviral activity and to support healthy immune function.

Every year millions of people in the U.S. are infected with influenza, also known as the flu. Additionally, the average adult experiences two to three cases of the common cold while the average child experiences five to seven cases each year. Colds and flu are commonly treated with over-the-counter (OTC) drugs, but questions about safety and efficacy of these drugs has been called into question, especially for children. Prescription drugs like antibiotics are also routinely given, despite warnings that antibiotics are not effective for viral infections like colds and the flu. The prevalence of cold and flu cases, in addition to concerns regarding medications, present the need for safe and effective options for upper respiratory symptoms.

With the current concerns regarding OTC drugs and antibiotic misuse, elderberry offers a safe and effective alternative for upper respiratory cold and flu symptoms.



ELDERBERRY SUPPLEMENTATION AT THE ONSET OF SYMPTOMS CAN SIGNIFICANTLY REDUCE THE DURATION AND SEVERITY OF UPPER RESPIRATORY SYMPTOMS

20% OFF
EDAP®

\$2.79

**TERRA®
Plantain Chips**

This crunchy snack is a favorite in many regions throughout the world. **5 OZ. | EDAP \$3.49**

20% OFF



20% OFF

\$15.49

**GARDEN OF LIFE®
Dr. Formulated MCT Oil
Organic Coconut**

Dr. Formulated MCT Coconut Oil is 100% organic coconut oil and delivers 13g of MCTs per serving.*
16 OZ. | EDAP \$19.49



20% OFF

\$26.49

**GARDEN OF LIFE®
Dr. Formulated MCT Oil
Organic Coconut**

Designed for those looking for a fast burst of energy, those following a paleo or keto diet, and everyone looking to support brain health.*
32 OZ. | EDAP \$33.39



20% OFF

\$6.23

**SWEETLEAF®
Stevia Shaker**

A delicious, natural sweetener that can be added to all foods and beverages.
4 OZ. | EDAP \$7.79



20% OFF

Our Every Day Affordable Price® on Select Frontier Co-op® Spices.

Enjoy spices with authentic flavor and sustainable sourcing.

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FALL BREAKFAST FAVORITE!



20% OFF



\$2.39

VAN'S®
Frozen Waffles
Many varieties to choose from.
8-9 OZ. | EDAP \$2.99



\$23.03

SHADY MAPLE FARMS®
Organic Dark Robust Maple Syrup
100% pure organic maple syrup is U.S. Grade A Dark.
32 OZ. | EDAP \$28.79



20% OFF



\$3.35

TONY'S CHOCOLONELY® CHOCOLATE BARS

With incredibly tasty chocolate, these bars show the world that chocolate can be made differently. 6-6.35 OZ. | EDAP \$4.19

20% OFF



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

NATURAL GROCERS BRAND PRODUCTS

PREMIUM QUALITY AT AN AFFORDABLE PRICE™

Organic Frozen Vegetables



P.S. Don't follow Peter's example and eat someone else's veggies. Try ours instead because we love our neighborhood and organic veggies are good.

When Bruce the Bunny was small, his mother told him the cautionary tale of Peter Rabbit. Naturally, he wanted to be just like Peter—and a series of misadventures ensued. Until one afternoon he snuck into an organic garden. It was an incredible place, buzzing with bees and butterflies and ladybugs. He found other bunnies hopping around garden beds, and the gardener gave him a snack. After that, Bruce didn't have time to get into mischief. He was too busy learning about organic, and he hopped into Natural Grocers to find out more.

It turns out, he's the ideal spokes-bunny to represent our line of Natural Grocers Brand Organic Frozen Vegetables.



HOT DEALS

OCTOBER 25TH-27TH ONLY!

36% OFF



\$1.69

EPIC® MEAT BARS

Make your next snack an EPIC choice!
1.3-1.5 OZ. | EDAP \$2.65

33% OFF



\$4.49

KETTLE & FIRE®

Bone Broths

Kettle & Fire's bone broth is made with all organic ingredients and bones.
16.2-16.9 oz. | EDAP \$6.79

28% OFF

\$1.79



KOR SHOTS®

Organic Wellness Shots

Discover the new KOR way to support your health today!
1.7 OZ. | EDAP \$2.49

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GT'S LIVING FOODS®

Organic Kombuchas

It's easy to reap the benefits of kombucha with these grab-and-go bottles.
16 OZ. | EDAP \$3.19

23% OFF

\$3.79



APPLEGATE®

Natural Uncured Beef Hot Dogs

No fillers, no junk—just non-GMO beef hot dogs ready to heat and eat!
10 OZ. | EDAP \$4.95

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.

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OR MORE
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EDAP®



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**Our Every Day Affordable Price®
on all Zuzu Luxe® Color Makeup**

Offering organic skincare, vegan, and gluten-free cosmetics.

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FARMHOUSE CULTURE®
Organic Kraut

Farmhouse Culture Kraut is organic, unpasteurized, raw sauerkraut full of gut-healthy probiotics.
16 OZ. | EDAP \$6.85

**19%
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NATURES PLUS®
St. John's Wort Extended Release

Each extended-release tablet maximizes the synergistic benefits of the whole flower to support a healthy mood.*
60 TAB | EDAP \$18.55

**19%
OFF**



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NATURES PLUS®
GI Natural™ Pro-Biotic Mega

Support and balance the entire digestive system, from oral health to the all-important intestinal microbiome.*
30 CAP | EDAP \$31.89

**19%
OFF**



\$18.79

NATURES PLUS®
Milk Thistle Extended Release

Support the health of the liver with this extended release milk thistle supplement.*
30 TAB | EDAP \$23.25

**18%
OFF**



\$13.79

ALBA BOTANICA®
*Alba Botanica Hawaiian Moisturizing Cream
Jasmine & Vitamin E*

Nourishing jojoba, kukui nut, and sweet almond oils provide intense hydration, while papaya, jasmine, and vitamin E soothe and revitalize skin.
3 OZ. | EDAP \$15.99

**18%
OFF**



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MRM®
Digest-ALL®

A multi-blend of non-animal source enzymes that support digestion and nutrient absorption.*
100 VCAP | EDAP \$16.49

15% OR MORE OFF
EDAP®

17% OFF



\$3.52



ST. DALFOUR®
Fruit Spreads

Made with all natural ingredients and 100% fruit.
10 OZ. | EDAP \$4.29

17% OFF

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CARLSON®
Cod Liver Oil

Lemon or Unflavored

Carlson Cod Liver Oil has won numerous awards for its taste and quality. It's wild-caught off the coast of Norway.*
500 ML | EDAP \$37.49

17% OFF

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BOIRON®
Coldcalm®

Temporarily relieves cold symptoms, such as sneezing, runny nose, nasal congestion and minor sore throat.*
60 TAB | EDAP \$10.59

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\$37.99



NEW CHAPTER®
Turmeric Force™

Helps maintain a healthy inflammation response and supports heart and brain health.*
120 VCAP | EDAP \$44.99

15% OFF

\$43.29



NEW CHAPTER®
Zyflamend™ Whole Body

Provides comfortable joint support, a healthy inflammation response, and herbal pain relief.*
120 VCAP | EDAP \$51.19

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APPLEGATE®
Natural Uncured Beef Hot Dogs

Made with four simple ingredients: 100% grass-fed beef, water, salt and spices!
10 OZ. | EDAP \$4.95



10% OR MORE OFF
EDAP®



\$14.79

BIOCHEM®
 100% Vegan Protein
 Vanilla or Chocolate
 Derived from clean sourced 100% pure plant-based protein.*
 11.4-13 OZ. | EDAP \$17.49



\$5.25

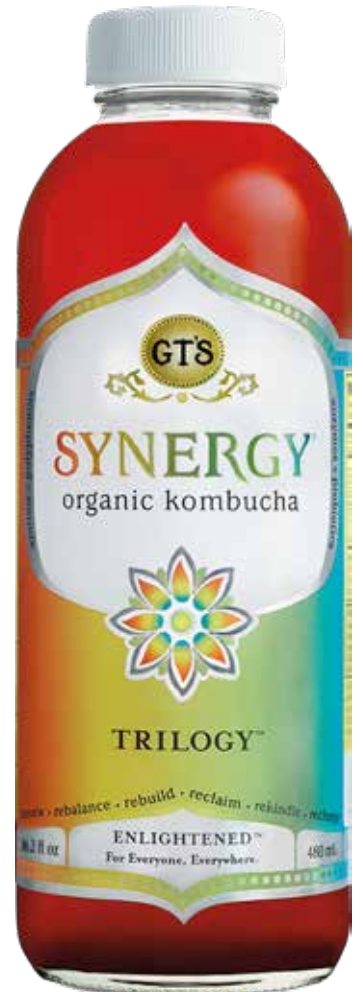
BOB'S RED MILL®
 Organic Creamy Buckwheat Hot Cereal
 Freshly milled from raw buckwheat groats.
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\$50.49

NATURAL FACTORS®
 Whole Earth & Sea Women's or Men's 50+ Multivitamin

Provides the full range of nutrients needed to support the health of men and women over 50.*
 120 TAB | EDAP \$59.99



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NIMAN RANCH®
 All-Natural Sausages
 Niman Ranch raises livestock traditionally, humanely, and sustainably to bring you the best-tasting, all-natural meat.
 12 OZ. | EDAP \$6.39

\$2.69

GT'S LIVING FOODS®
 Organic Kombuchas
 GT's Living Foods offers raw and organic kombucha in a wide variety of delicious and refreshing flavors.
 16 OZ. | EDAP \$3.19

10% OR MORE OFF
EDAP®



13% OFF

\$5.07 **PEDERSON'S OLD WORLD KIELBASA SAUSAGE**

Made from humanely raised pork without the use of antibiotics or growth stimulants and fed no animal by-products.
14 OZ. | EDAP \$5.89



13% OFF

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NATURAL GROCERS® BRAND BULK
Cashew Splits Non-GMO

Discover another best-in-bulk selection: our tasty cashew halves are full in flavor and, oh, so affordable!
1 LB. | EDAP \$7.99



11% OFF

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ThyroSense is rich in herbs and nutrients to nourish, balance, and support healthy thyroid function.*
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NATURAL FACTORS®
AdrenaSense®

AdrenaSense supports adrenals and promotes uninterrupted sleep.*
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NATURAL FACTORS®
Whole Earth & Sea Fermented Organic Protein & Greens
Vanilla Chai or Chocolate

A 100% fermented, plant-based superfood formula, featuring the cleanest possible plant-based protein.*
23.1-25 OZ. | EDAP \$49.99

10% OFF

\$9.89



BOIRON®
Oscilloccinum

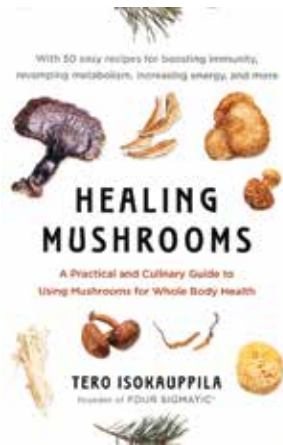
Temporarily relieves flu-like symptoms, such as body aches, headache, fever, chills, and fatigue.*
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**RATED ONE OF
AMERICA'S HEALTHIEST
GROCERY STORES!**



source: [eatingwell.com](https://www.eatingwell.com) – Consumer Reports



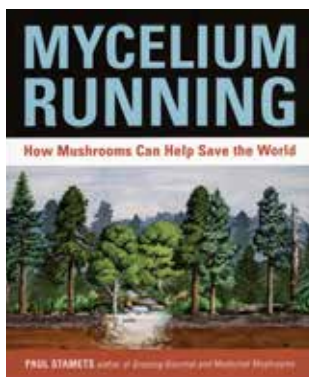
Healing Mushrooms

Tero Isokauppila

Adaptogenic mushrooms are one of today's buzziest superfoods, known for their ability to restore skin's youthful glow, increase energy levels, reduce brain fog, keep your hormone levels in check, and so much more. In *Healing Mushrooms*, you'll learn about the ten most powerful mushrooms you can add to your daily diet to maximize your health gains. Though some of these mushrooms, like Tremella, Cordyceps, and Reishi will sound exotic, they're all easy to source online in extract form and easier to use in recipes. Even more familiar mushrooms, like Shiitake, Oyster, and Enoki, are full of seriously healing potential—you just have to know how to use them. Packed with practical information, fun illustrations, and 50 mushroom-boosted recipes for breakfast, lunch, and dinner (and even dessert!), *Healing Mushrooms* unlocks the vast potential of this often-overlooked superfood category and will be the go-to resource for adding mushrooms to your health and wellness regimen.

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paperback

MSRP \$39.95



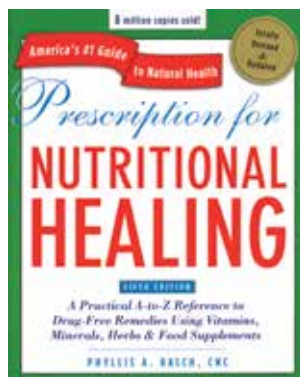
Mycelium Running

Paul Stamets

The basic science goes like this: Microscopic cells called “mycelium”—the fruit of which are mushrooms—recycle carbon, nitrogen, and other essential elements as they break down plant and animal debris in the creation of rich new soil. What Stamets has discovered is that we can capitalize on mycelium’s digestive power and target it to decompose toxic wastes and pollutants (mycoremediation), catch and reduce silt from streambeds and pathogens from agricultural watersheds (mycofiltration), control insect populations (mycopesticides), and generally enhance the health of our forests and gardens (mycoforestry and myco-gardening). In this comprehensive guide, you’ll find chapters detailing each of these four exciting branches of what Stamets has coined “mycorestation,” as well as chapters on the medicinal and nutritional properties of mushrooms, inoculation methods, log and stump culture, and species selection for various environmental purposes.

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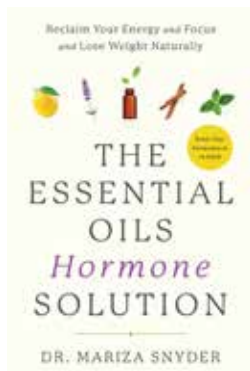
Prescription For Nutritional Healing

Phyllis Balch

Prescription for Nutritional Healing is the nation's #1 bestselling guide to natural remedies. The new fifth edition incorporates the most recent information on a variety of alternative healing and preventive therapies and unveils new science on vitamins, supplements, and herbs. With an A-to-Z reference to illnesses, updates include: How omega-3 and exercise may help those suffering from Alzheimer's, current information on the latest drug therapies for treating AIDs, what you need to know about H1N1 virus, nutritional information for combating prostate cancer, leading research on menopause and bio identical hormones, and much, much more.

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The Essential Oils Hormone Solution

Dr. Mariza Snyder

In *The Essential Oils Hormone Solution*, you will learn how to heal hormonal chaos and revitalize the body from the inside out with the support of high-quality essential oils. You'll learn how essential oils work on a cellular level to mitigate the toxic loads we carry, and how to use essential oils to reduce cravings, get deep, restful sleep, ease stress, improve mood, banish the worst symptoms of PMS, regain focus and concentration, boost libido, and increase energy.

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Formulated with B vitamins, biotin, and MSM to support your hair, skin, and nails.*



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35% OFF *Our Every Day Affordable Price®*
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Maxi-Collagen™
C & A + Biotin
Flavorless
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HONEY GARDENS®

Elderberry Syrup
4 oz.



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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.