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# LETTER From the Iselys

## ♪ Ladybug Love Song ♪

She's a sweet lady beetle, a symbol of good luck,  
And when she shows up in the garden, in her polka-dotted cape,  
She brings the finest fortune to every growing thing,  
As she gobbles up the pesky ones who wreck the landscape.

Now she's helping the Natural Grocers' family spread the message about our passion for ecology. This April, we're celebrating Earth Day by taking climate action in our own backyards and our neighborhood playgrounds and parks. We're turning Ladybug Love into a movement to transform our public spaces into cleaner, safer, toxin-free zones.

When we ask you to take our fourth annual Ladybug Love Pledge this month, we're asking you to help forge a partnership built on science, strengthened by public advocacy, and rooted in the values we all share. Let's reduce pesticide exposure and eliminate fertilizer pollution in our communities. Let's build healthy soils that capture carbon, hold water, and help plants bloom into luscious, toxin-free landscapes for curious toddlers to explore. Let's support pollinator habitats and biodiversity right here in our own neighborhoods.

Together we can make this Earth Day, and every day, count toward a more resilient future, because that's what Ladybug Love is all about. It's a movement to ensure that our insect friends don't vanish, our food supply doesn't diminish, and the next generation has a planet to inhabit. Join our family this April, as we partner with Beyond Pesticides and you, to make our lady in her polka-dotted cape your neighborhood superhero.

**It's time to spread the Ladybug Love.**

The Isely Family

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# FOR THE LOVE OF ORGANICS: THE IMPORTANCE OF BIODIVERSITY IN FOOD

By Charity Isely

Roughly 75 percent of the world's food comes from just 12 plants and five animal species, and that staggering lack of biodiversity ripples across every aspect of food production, “from soil to seed to pollinator,” as journalist Simran Sethi put it.<sup>i</sup> Once lost, biodiversity cannot be recovered—this is the warning issued by the State of the World's Biodiversity for Food and Agriculture report released by the United Nations Food and Agriculture Organization.<sup>ii</sup> We're inside the belly of the beast, and time is running out for escape.



## The decline of biodiversity in the global food supply, by the numbers:

- 6,000+:** Edible plant species, cultivated for food throughout history<sup>iii</sup>
- 170:** Approximate number of crops that are commercially significant now
- 30:** Food crops we depend on the most
- 9:** Crops that account for 66 percent of global production<sup>iv</sup>
- 3:** Crops that supply more than 40 percent of our daily calorie intake (corn, wheat, and rice)

## Examples from your own backyard:

- 90%:** Estimated loss of fruit and vegetable seed varieties in the US since the 1900s<sup>v</sup>
- 50%+:** The amount of endangered native plants in the US that are wild relatives of important food crops (e.g., wild rice)<sup>vii viii</sup>

## How the loss of biodiversity threatens food security and the future of humanity

**Loss of supply.** Lack of genetic diversity makes entire species more vulnerable to destruction by pests and disease. Ireland's Great Famine is a tragic example—dependency on a single variety of potato that succumbed to blight had devastating consequences on the whole country.<sup>ix</sup>

**Loss of nutrients.** Approximately 1.5 billion people worldwide suffer from micronutrient deficiencies such as vitamin A and zinc;<sup>x</sup> a lack of genetic diversity within species contributes. For example, the pro-vitamin A carotenoid content of bananas ranges from less

than one mcg per 100 grams to as high as 8,500 mcg per 100 grams between cultivars. Variety can spell the difference between micronutrient deficiency and micronutrient adequacy.<sup>xi</sup>

**Loss of ecosystem services.** Pollinators, soil microbes, and biological pest control, like beneficial insects, vanish when their food sources are depleted and habitats are degraded. According to the UN report, 17 percent of vertebrate pollinators are threatened with extinction.<sup>iv</sup>

**“Look at a pasture. Look at a forest. Nature never farms in monocultures.”** –Bob Quinn, co-author of *Grain by Grain*<sup>xii</sup>

Biodiversity is a core principle of organic farming, and the evidence speaks to the difference in approach. A meta-analysis on the subject concluded that *all* long-term field studies comparing organic to conventional systems confirm the organic advantage to biodiversity.<sup>xvii xviii</sup>

## Consider these specifics:

- 30% higher** species richness overall on organic farms.<sup>xiii</sup>
- 50% more** abundance of organisms in organic systems.
- 100 times higher** abundance of pollinators on organic fields.

## Biodiversity on your plate

The ripple effect can start with you, reverberating across every aspect of food production from your menu to farmers to soil, seeds, and pollinators. Choose organically grown, choose heirloom varieties, choose heritage breeds, choose wild, choose foods that reflect the vibrant diversity of nature. We're all writers of this story... how does it end?





ORGANIC



# ROASTED RAINBOW CARROTS

SERVES: 4 | PREP TIME: 10 MINS | COOK TIME: 30-35 MINUTES | TOTAL TIME: 45 MINUTES

This simple dish needs no adorning. The colorful rainbow carrots make a visually spectacular display, while roasting brings out the natural sweetness of the carrots. Everyone will love them!

## INGREDIENTS

- 1 pound organic rainbow carrots, scrubbed
- 1 tablespoon Natural Grocers™ Brand Organic Extra Virgin Olive Oil
- Natural Grocers Brand Bulk Real Salt
- Natural Grocers Brand Bulk Organic Ground Black Pepper
- 1 tablespoon minced fresh organic parsley, dill, or thyme (optional)

## INSTRUCTIONS

1. Preheat oven to 350° F. Line a baking sheet with parchment for easy clean up if desired.
2. If your carrots have their green tops, trim all but about an inch of the greens, if they don't have greens, trim the ends. Cut each carrot in half lengthwise. Drizzle the oil over the carrots and use your hands to rub the oil over the surface of each carrot. Generously season with salt and pepper and spread out on the baking sheet cut-side down.
3. Bake for 30 to 35 minutes, until lightly browned and tender, rotating pan halfway through cooking time. Arrange the roasted carrots on a serving dish and sprinkle with the fresh herbs if using.





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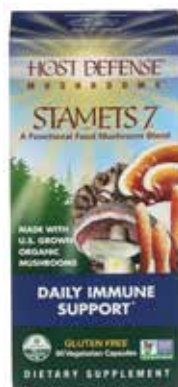


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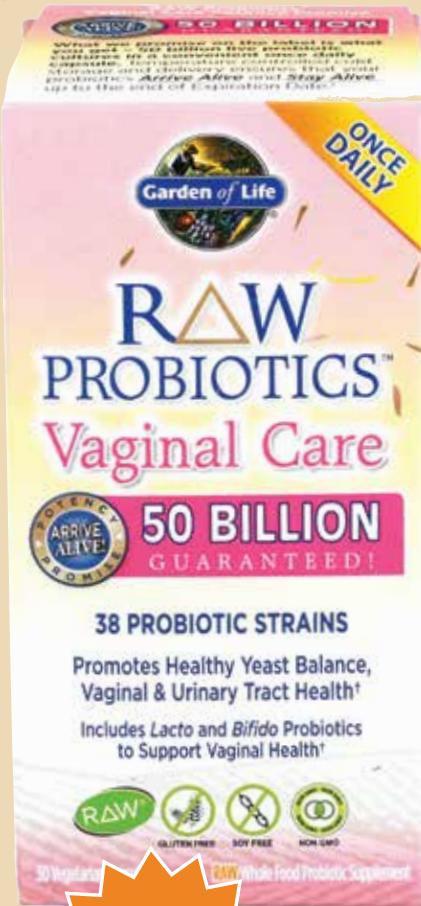
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# Air Pollution Is a Killer. Here's How to Protect Yourself.

*By Lindsay Wilson*

At the time of this writing, more than two million people worldwide have lost their lives to COVID-19. The number is staggering. Now consider this: It is estimated that globally, at least seven million deaths are attributed to air pollution every year.<sup>1,2</sup> Seven million deaths. Every year. That number is unthinkable. Even with laws in place to protect our “clean air,” our modern world exposes us all to some level of outdoor (ambient) and indoor air pollution.

According to the Environmental Protection Agency (EPA), pollution levels in many areas of the United States exceed national air quality standards for at least one of several common pollutants, including fine particulate matter, ground-level ozone, sulfur dioxide, nitrogen dioxide, and lead.<sup>3</sup> The American Lung Association's 2018 “State of the Air” report found that nearly 150 million Americans live in counties with unhealthy levels of air pollution,<sup>4</sup> with African Americans and Latinos bearing the brunt.<sup>5</sup>

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**AT LEAST SEVEN MILLION DEATHS ARE ATTRIBUTED TO AIR POLLUTION EVERY YEAR.**

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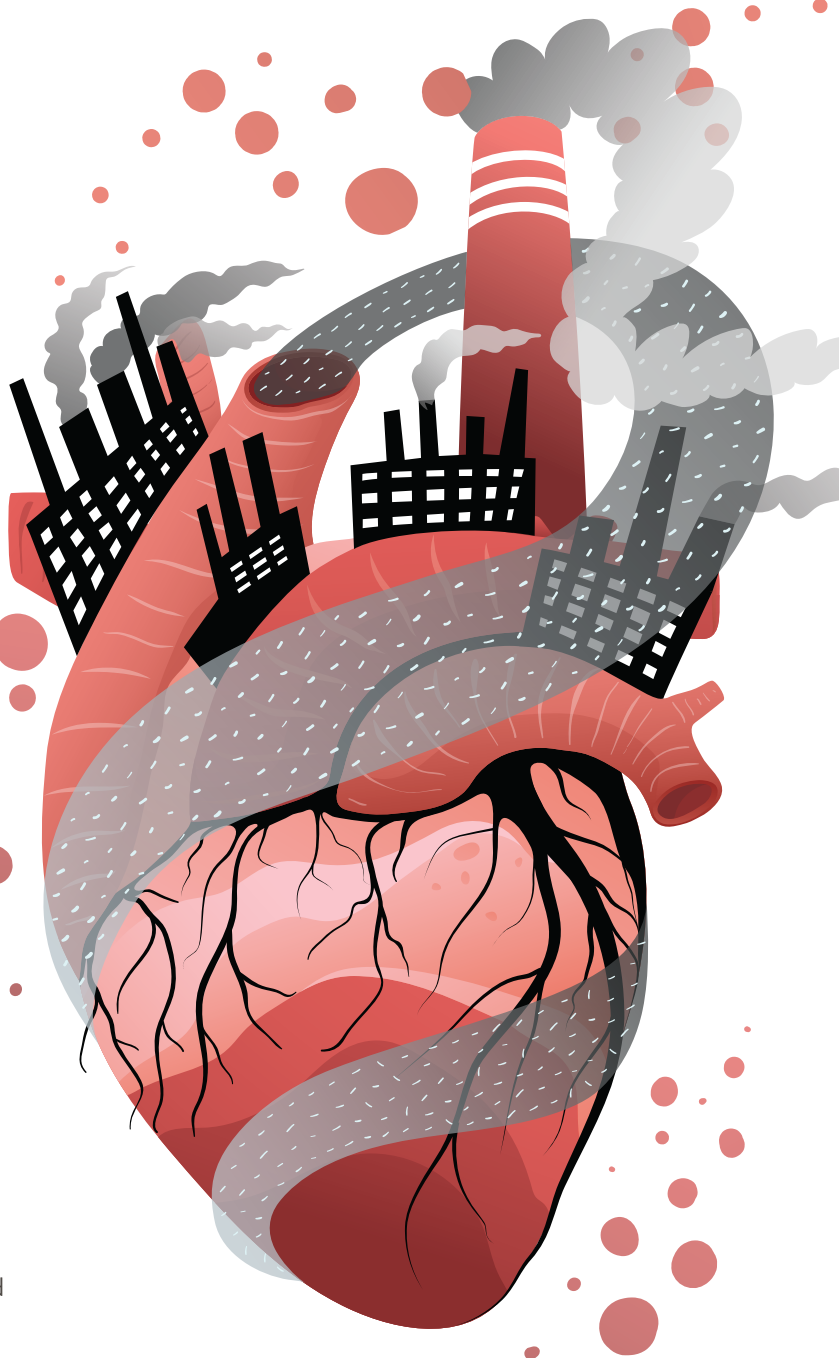
These pollutants carry with them a number of health risks beyond lung disease. Some of the health issues associated with exposure to air pollution, especially long term, include stroke, high blood pressure, and heart disease; dementia, Alzheimer's, depression, impaired cognition, and mental health issues in children; increased risk of miscarriage and premature birth; reduction in bone mineral density; kidney disease; and a reduction in life expectancy.<sup>6,7</sup>

Fine particulate matter, commonly found in smoke (think wildfires) and emissions from power plants and vehicles, is of particular concern for health because it can penetrate body tissues and organs, “posing an even greater risk of systemic health impacts.”<sup>8</sup> This fine particulate matter has been implicated in cardiovascular disease, lung disease, and neurodegeneration and dementia.<sup>9, 10, 11, 12, 13</sup>

Avoiding exposure to air pollution—especially ambient pollution—may feel out of our control, but we can control how well-equipped our bodies are to handle the inevitable exposure. ***Here's how to protect yourself.***

**EPA & DHA.** Much of the damage wrought by air pollution is through its ability to increase oxidative damage and inflammation in our bodies. The omega-3 fats EPA and DHA are well-known to have anti-inflammatory effects and new research is showing that they have the potential to mitigate the harmful effects of air pollution, including fine particulate matter. A 2020 study published in the journal *Neurology* examined the effects of omega-3 fat consumption on brain size in 1,315 dementia-free women between the ages of 65 and 80. Researchers found that exposure to particulate matter from air pollution reduced brain size, but these effects were mitigated in the women who had higher blood levels and dietary intakes of EPA and DHA. The women with higher blood levels and dietary intakes of the omega-3s had “significantly greater volumes of white matter and hippocampus.”<sup>14</sup> The hippocampus is the part of the brain involved in the formation of memories, learning, and emotions.

Another recent study compared the effects of dietary omega-3 and omega-6 fat intake on asthma severity in 135 asthmatic children exposed to indoor air pollution in Baltimore City; the majority of the subjects were African Americans between the ages of five and 12. The researchers analyzed the amount of omega-3 and omega-6 fats the children obtained from their diets and then measured the amount of air pollution and particulate matter each child was exposed to in their homes. The researchers found that high omega-6 intake (commonly found in soy, corn, and cottonseed oils and prevalent in fast food and other highly processed foods) amplified the effects of indoor particulate matter, particularly systemic inflammation, and was associated with increased asthma severity and reduced lung function. However, in the children with higher omega-3 fat intakes, the negative effects of particulate matter exposure were diminished and asthma symptoms were reduced.<sup>15</sup>



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**FINE PARTICULATE MATTER, COMMONLY FOUND IN SMOKE (THINK WILDFIRES) AND EMISSIONS FROM POWER PLANTS AND VEHICLES, IS OF PARTICULAR CONCERN FOR HEALTH BECAUSE IT CAN PENETRATE BODY TISSUES AND ORGANS.**

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Previous research has also found that the omega-3s reduce oxidative damage caused by fine particulate matter in part by significantly increasing the activity of the body's internal antioxidant system.<sup>16</sup>

**B Vitamins.** The B vitamins folate, B6, and B12 have been shown to reduce the effects of fine particulate matter on the cardiovascular system, particularly in those with an "MTHFR" gene variation, who are also at a higher risk of developing cardiovascular disease. Research has found that a higher intake of these B vitamins prevents the negative effect exposure to fine particulate matter has on heart rate variability (HRV); exposure to fine particulate matter decreases HRV, which is associated with increased cardiovascular disease and death.<sup>17</sup>

Additionally, a 2017 study published in the Proceedings of the National Academy of Sciences reported that folic acid, B6, and B12 could prevent the negative effects fine particulate matter has on DNA, mitochondrial energy metabolism, and methylation. In simple terms, methylation is a biochemical process in which "methyl groups" are added to DNA or proteins to help them function correctly. Healthy methylation is essential to overall health, and these B vitamins are critical to that process. In this study, researchers found that exposure to fine particulate matter induced negative methylation changes in genes involved in mitochondrial energy production. Supplementation with the B vitamins prevented these changes and also protected mitochondrial DNA.<sup>18</sup>

**Vitamins C & E.** Because air pollution increases oxidative damage in our bodies, it is of utmost importance to arm your body with plenty of antioxidant nutrients. Vitamins C and E are two of the best, and are especially important when it comes to protecting the lungs. Both of these antioxidants are found in the lungs and have long been studied for their protective effects against air pollution. When exposed to different types of air pollution including ozone, fine particulate matter, and nitrogen dioxide, the lung's natural antioxidant defenses are depleted, making it critical to replenish them. Vitamins C and E enhance the activity of the lungs' internal antioxidant defenses, restoring antioxidant levels back to normal

and effectively decreasing oxidative damage. Further, a number of studies show that supplementation with C and E protects normal lung function in children and adults, with and without asthma, when exposed to both acute and long-term air pollution.<sup>19, 20, 21, 22</sup>

## Botanical Nutrients.

EPA and DHA, the B vitamins, and the antioxidant vitamins C and E are wonderful foundational nutrients that support whole-body health in addition to protecting your body from air pollution. There are also some botanical nutrients that are proving to have a powerful protective effect. Broccoli sprouts are a concentrated source of sulforaphane, a potent inducer of the body's detoxification enzymes. Research has found that regular consumption helps the body detoxify airborne pollutants.<sup>23</sup> While broccoli sprouts are one of the most concentrated sources of this compound, other cruciferous veggies like broccoli, Brussels sprouts, kale, and cabbage also contain sulforaphane. Aim to eat at least two cups daily. Curcumin, a phytonutrient found in the spice turmeric, is a well-known anti-inflammatory and also protects against oxidative damage, so it shouldn't come as a surprise that this plant compound can also exert a protective effect against air pollution. Research published in 2019 found that curcumin significantly upregulated the expression of an important enzyme in the lungs of mice that were exposed to fine particulate matter. The enzyme—heme oxygenase 1 (HO-1)—functions as an antioxidant and anti-inflammatory in mammals and confers protection to the lungs in response to toxic stimuli such as air pollution.<sup>24</sup> Another recent study found that curcumin exerted a neuroprotective effect in rats exposed short-term and long-term to ozone, reducing inflammation and oxidative damage caused by ozone in the hippocampus.<sup>25</sup> And finally, an in vitro study published in 2017 found that curcumin inhibited fine particulate matter-induced vascular inflammation and reversed pro-oxidant activity in human endothelial cells.<sup>26</sup>

# The Takeaway

Exposure to air pollution—particularly to fine particulate matter—is the biggest environmental health risk in the U.S. Exposure, especially long term, can lead to a myriad of health problems by increasing inflammation and oxidative damage throughout our bodies. The best way we can protect ourselves is to arm our bodies with plenty of antioxidant and anti-inflammatory support. A nutrient-dense diet full of antioxidant-rich vegetables and anti-inflammatory fats goes a long way in supporting general health, including protecting against environmental insults like air pollution. Amp up the protection with supplements that have a proven track record and you'll be able to confidently breathe in the air, polluted or not.

*References available upon request.*





OFFERS VALID MARCH 26 TO APRIL 24, 2021

# natural Factors®



**25% OFF**

**\$8<sup>99</sup>**

**NATURAL FACTORS®**  
Apple Cider  
Vinegar 500 mg  
180 CAP

ALWAYS AFFORDABLE \$11.99

**26% OFF**

**\$15<sup>99</sup>**



**NATURAL FACTORS®**  
WellBetX® Berberine 500 mg  
60 VCAP

Berberine plays an important role in blood sugar (glucose) metabolism and cardiovascular health.\*

ALWAYS AFFORDABLE \$21.65

**24% OFF**

**\$28<sup>99</sup>**



**NATURAL FACTORS®**  
WellBetX® Berberine 500 mg  
120 VCAP

Berberine helps maintain healthy blood sugar and cholesterol levels already within the normal range.\*

ALWAYS AFFORDABLE \$38.39

**23% OFF**

**\$18<sup>99</sup>**



**NATURAL FACTORS®**  
Whole Earth & Sea Super Mushroom  
30 VCAP

Well-known for supporting immunity, energy, and cognitive health, as well as stress management.\*

ALWAYS AFFORDABLE \$24.79

**22% OFF**

**\$12<sup>79</sup>**



**NATURAL FACTORS®**  
Whole Earth & Sea Marine DHA™  
30 VCAP

Provides the benefits of omega-3 fatty acids in a sustainably harvested, non-GMO formula derived from algae.\*

ALWAYS AFFORDABLE \$16.49

**26% OFF**

**\$10<sup>49</sup>**



**NATURAL FACTORS®**  
Grape Seed Extract  
90 VCAP  
GrapeSeedRich® 100 mg is a standardized extract with 95% polyphenols (polyphenol flavonoids).\*

ALWAYS AFFORDABLE \$14.29

**10% OFF**

**\$35<sup>99</sup>**  
EACH



**NATURAL FACTORS®**  
Whole Earth & Sea Fermented Organic  
Greens Unflavored or Tropical  
13.8-14.3 OZ.

ALWAYS AFFORDABLE \$39.99

**25% OFF**

**\$15<sup>99</sup>**



**NATURAL FACTORS®**  
Active B Complex  
60 VCAP

The B vitamins in this formula work together to metabolize proteins and fats and provide the body with energy.\*

ALWAYS AFFORDABLE \$21.45



OFFERS VALID MARCH 26 TO APRIL 24, 2021

# SUPPLEMENTS

**34% OFF**  
**\$15<sup>49</sup>**



**COUNTRY LIFE®**  
**Maxi-Hair® Plus**  
120 VCAP

This formula includes a vitamin and mineral blend designed to support skin and nail health.\*

ALWAYS AFFORDABLE \$23.49

**10% OFF**  
**\$14<sup>79</sup>**



**COUNTRY LIFE®**  
**Maxi-Collagen® 7000 Flavorless**  
7.5 OZ.

Loaded with carefully sourced ingredients that support hair, skin, and nail health.\*

ALWAYS AFFORDABLE \$16.49

**10% OFF**  
**\$12<sup>79</sup>**



**AMERICAN HEALTH®**  
**Ester-C 500 mg w/Bioflavonoids**  
120 CAP

A patented and researched vitamin C formula that is optimized for enhanced absorption.\*

ALWAYS AFFORDABLE \$14.29

**19% OFF**  
**\$19<sup>79</sup>**



**AMERICAN HEALTH®**  
**Ester-C 1000 mg w/Bioflavonoids**  
90 CAP

Get immune system support with one daily dose. Gentle on the stomach.\*

ALWAYS AFFORDABLE \$24.45

**21% OFF**  
**\$6<sup>49</sup>**



**SOLGAR®**  
**Zinc Picolinate 22 mg**  
100 TAB

Zinc promotes healthy skin and supports normal taste and vision. It also supports a healthy immune system.\*

ALWAYS AFFORDABLE \$8.29

**22% OFF**  
**\$8<sup>49</sup>**



**SOLGAR®**  
**Vitamin D3 25 MCG (1000 IU)**  
250 SG

Vitamin D supports a healthy immune system and is required to promote calcium absorption.\*

ALWAYS AFFORDABLE \$10.99



**18% OFF**  
**\$32<sup>99</sup>** EACH

**CARLSON®**  
**The Very Finest Fish Oil**  
**Lemon or Orange**  
500 ML

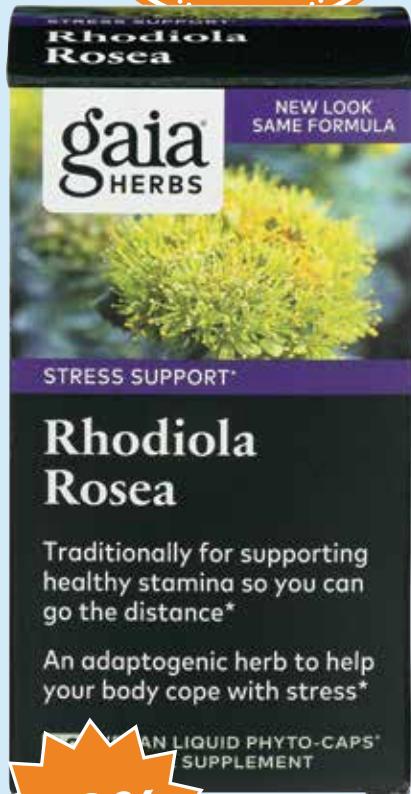
ALWAYS AFFORDABLE \$40.65



OFFERS VALID MARCH 26 TO APRIL 24, 2021

# SUPPLEMENTS

Highest  
VITAMINS & SUPPLEMENTS  
Quality



18% OFF

\$17<sup>99</sup>

GAIA HERBS®  
Rhodiola  
Rosea  
60 VCAP

ALWAYS AFFORDABLE™ \$22.19

20% OFF

\$11<sup>99</sup>

MRM®  
Digest-ALL®  
100 VCAP

Contains plant-based enzymes, carbohydrates, and lipase for enhanced protein and fat digestion.\*

ALWAYS AFFORDABLE \$14.99



27% OFF

\$9<sup>79</sup>

MRM®  
5-HTP 100 mg  
60 VCAP

Supports healthy sleep patterns, provides mood support, and supports healthy weight maintenance.\*

ALWAYS AFFORDABLE \$13.49



22% OFF

\$27<sup>59</sup>

GAIA HERBS®  
Adrenal Health®  
120 VCAP

For the stressed and overworked to help sustain healthy energy and stress levels.\*

ALWAYS AFFORDABLE \$35.79



22% OFF

\$16<sup>79</sup>

GAIA HERBS®  
Adrenal Health® Nightly Restore  
60 VCAP

Provides adrenal support for those who may be feeling tired and run down.\*

ALWAYS AFFORDABLE \$21.79



15% OFF

\$37<sup>99</sup>

NEW CHAPTER®  
Turmeric Force®  
120 VCAP

Support your body's healthy inflammation response.\*

ALWAYS AFFORDABLE \$44.99



15% OFF

\$35<sup>79</sup>

NEW CHAPTER®  
Wholemega™ Whole Fish Oil  
120 SG

Sustainably sourced from 100% wild-caught salmon.

ALWAYS AFFORDABLE \$42.29





OFFERS VALID MARCH 26 TO APRIL 24, 2021

# SUPPLEMENTS

**34% OFF**

**\$20<sup>49</sup>**  
EACH



**AMAZING GRASS®**  
Amazing Protein Glow  
Vanilla Honeysuckle or Chocolate Rose  
11.1-12.2 OZ.

ALWAYS AFFORDABLE <sup>MSRP</sup> \$31.49

**23% OFF**

**\$21<sup>49</sup>**



**JARROW FORMULAS®**  
Quercetin 500 mg  
100 VCAP

Quercetin supports cardiovascular health and immune system health.\*

ALWAYS AFFORDABLE <sup>MSRP</sup> \$27.99

**25% OFF**

**\$10<sup>49</sup>**



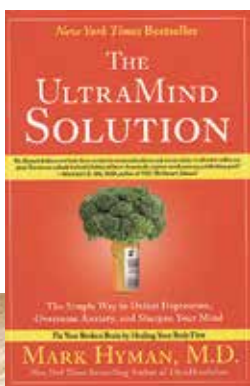
**COUNTRY LIFE®**  
Coenzyme B-Complex  
60 VCAP

This coenzyme vitamin is made to support energy levels, metabolism, mood, and more.\*

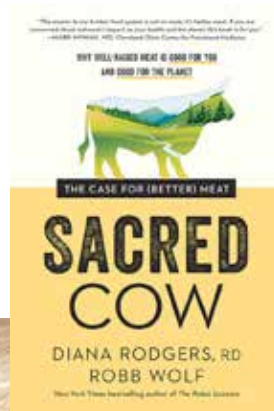
ALWAYS AFFORDABLE <sup>MSRP</sup> \$13.99

**30% OFF**

## THESE good4u<sup>SM</sup> BOOKS!



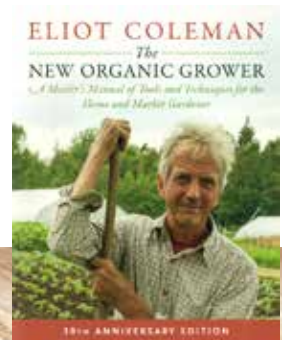
**THE ULTRAMIND SOLUTION**  
Mark Hyman  
HARDCOVER, MSRP \$19.00



**SACRED COW**  
Diana Rodgers and Robb Wolf  
PAPERBACK, MSRP \$24.95



**THE IMMUNITY FIX**  
James Dinicolantonio and Siim Land  
PAPERBACK, MSRP \$34.95



**THE NEW ORGANIC GROWER**  
Eliot Coleman  
PAPERBACK, MSRP \$29.95

Terms and conditions apply. See page 2 for details. \*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.





# NATURAL GROCERS®

By Vitamin Cottage

## ENJOY YOUR FOOD SUPPLEMENT THE REST



## OUR NEW LINE OF NATURAL GROCERS™ BRAND VITAMINS AND SUPPLEMENTS

UNPRECEDENTED QUALITY AT AN ALWAYS AFFORDABLE PRICE™.

FROM THE FAMILY BRAND YOU TRUST







**NATURAL GROCERS**  
good4u™



JOIN THE 4<sup>TH</sup> ANNUAL  
**LADYBUG LOVE**  
*Pledge!*



DON'T COUNT ME!

This Earth Day, Natural Grocers™ is celebrating our 4<sup>th</sup> year of Ladybug Love—our way of championing creatures that we sometimes take for granted: insects. They may seem insignificant at best and pests at worst, but insects play a crucial role in the stability of our food supply and their decline cannot be ignored!

**JOIN US BY PLEDGING**



FOR THE FIRST TIME OR RENEW YOUR COMMITMENT TO PROTECTING  
BENEFICIAL INSECTS EVERY YEAR WITH  
**THE LADYBUG LOVE PLEDGE.**

[naturalgrocers.com/ladybuglove](https://naturalgrocers.com/ladybuglove)

**EARTH DAY IS THURSDAY, APRIL 22<sup>ND</sup>**



**HELP US RAISE \$250,000 FOR BEYOND PESTICIDES**  
FOR EVERY PLEDGE, NATURAL GROCERS WILL DONATE  
**\$1 TO BEYOND PESTICIDES\***

\*Pledge must be made between 4/1/2021 and 4/30/2021 at [naturalgrocers.com/ladybuglove](https://naturalgrocers.com/ladybuglove) to qualify for matching donation. Vitamin Cottage Natural Food Markets, Inc. will make a matching donation of up to \$25,000 in support of the \$250,000 Beyond Pesticides fundraiser.





# EARTH DAY PRIZES



JOIN US APRIL 22-24 FOR THESE AWESOME PRIZES

{N}POWER® MEMBERS ONLY

## FREE REUSABLE BAG\*

Receive a limited edition Ladybug Love™ reusable bag with purchase.  
APRIL 22-24 ONLY

LIMITED EDITION

50 WINNERS PER STORE

## WIN A HYDRO FLASK\*\*

{N}power members that shop April 22-24 during our Earth Day deals are automatically entered to win a

**20 OZ. HYDRO FLASK**

Or enter online at [naturalgrocers.com/win-hydroflask](http://naturalgrocers.com/win-hydroflask)  
APRIL 22 - 24 ONLY



## GIFT CARD GIVEAWAY\*\*

ENTER FOR A CHANCE TO WIN A

**\$500**

**NATURAL GROCERS™ GIFT CARD**

courtesy of Endangered Species.

One winner company-wide.

OR A

**\$100**

**NATURAL GROCERS GIFT CARD**

One winner per store.



## EARTH DAY GIFT CARD GIVEAWAY ENTRY FORM

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 RECEIVE:**

- ☐ 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 22, 2021 and ends on April 24, 2021. 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.

\*Limit one per {N}power customer. Valid 4/22/21 - 4/24/21 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 4/22/2021 and ends on 4/24/2021. For Official Rules and complete details, visit: [www.naturalgrocers.com/sweepstakes](http://www.naturalgrocers.com/sweepstakes). Sponsor: Vitamin Cottage Natural Food Markets, Inc.





# USE THIS *not* THAT

AT NATTY G'S<sup>SM</sup> WE HOLD OUR  
HOUSEHOLD PRODUCTS TO A  
**HIGHER STANDARD**



## USE THIS

### Seventh Generation® Laundry Detergents

Lift stubborn stains without compromising on ingredients! Formulated without synthetic fragrances, dyes, or artificial brighteners. Can you get down and dirty with these 97% USDA Certified Bio-Based line of products? It's the only way to "go green" and still stay clean.

### Green Gobbler Weed Killer

Gobbles unwanted weeds like its name suggests, but in a safe and effective, glyphosate-free vinegar-based formula. At 20% acetic acid... weeds won't stand a chance! Use on driveways, sidewalks, mulch beds, pavers, flower beds, and more.

### Stasher® Bags

Save money (and the planet) with reusable, platinum food-based silicone stasher bags! From clear to colorful, it's easy (and affordable) to up your food-stashing and storing game. Dishwasher and microwave safe. Ecosystem safe.

### F.E.T.E. Bamboo Toothbrushes

From earth to earth (F.E.T.E.) they're eco-friendly for the whole family. Made with 100% sustainable bamboo handles and BPA-free, biodegradable nylon bristles—they make it easy to make the switch and ditch the old way of brushing and dumping.

## NOT THAT

### Deter From Other "Types" of Laundry Detergents

Welcome to a laundry list of conventional detergents that don't stack up to quality when it comes to your health and the health of the environment. Artificial colors, synthetic dyes, D-rating ingredients on the EWG website? All of that and then some.<sup>vii</sup>

### "Other" Weed Sprays Stay Away

Glyphosate-based herbicides that make you want to hide. Controversial and toxic?<sup>viii ix</sup> Just look inside! They're even used in the North American agriculture sector as "glyphosate-tolerant" varieties of genetically modified (GM) crops.<sup>x</sup>

### Plastic Bags Are a Drag

Drag on the environment? Check. Drag on your wallet? Check. Drag on reusability and versatility? Check, and check. With each single-use plastic bag used, who knows where they'll end up eventually—a landfill, the ocean, rivers, and streams. You better believe.

### Yesterday's Toothbrushes (That Never Go Away)

Plastic problem much? About 99% of all the toothbrushes in the world are made from plastic. And about 1 billion plastic toothbrushes are used and trashed each year in the USA. Still, they choose to look the other way.<sup>xii</sup>

**SCAN FOR MORE EASY ECO-FRIENDLY HACKS**







# APRIL 22-24 EARTH DAY DEALS\*

\*Offers valid only from 4/22/2021 to 4/24/2021 for in-store customer purchases at participating stores and cannot be combined with other offers. Quantity limited to stock on hand; no rain checks. Pricing excludes taxes and is subject to change without notice. We reserve the right to correct errors. Void where prohibited by law.

30%  
OFF

**\$6<sup>99</sup>**

**EVERYONE®**  
All 32 oz. Lotions

\*ALWAYS AFFORDABLE™ \$9.99



27%  
OFF

**\$7<sup>99</sup>**

**UCO®**  
Titanium Utility Spork | 1 ct.

\*ALWAYS AFFORDABLE \$10.99



30%  
OFF

**\$6<sup>99</sup>-  
\$20<sup>99</sup>**

**STASHER®**  
Select Reusable Silicone Bags | 1 ea.

\*ALWAYS AFFORDABLE \$9.99-29.99



11%  
OFF

**\$7<sup>99</sup>**

**3 B BAGS®**  
Produce Bags | 3 pk.

\*ALWAYS AFFORDABLE \$9.99



37%  
OFF

**\$2<sup>49</sup>**

**DR. BRONNERS®**  
All Bar Soaps

\*ALWAYS AFFORDABLE \$3.99



UP TO  
26%  
OFF

**\$14<sup>49</sup>-  
\$24<sup>49</sup>**

**GARDEN OF LIFE®**  
Grass Fed Collagen Peptides  
Unflavored | 9.87-19.75 oz.

\*ALWAYS AFFORDABLE \$19.59-32.99



28%  
OFF

**\$25<sup>49</sup>**

**GAIA HERBS®**  
Adrenal Health | 120 vcap

\*ALWAYS AFFORDABLE \$35.79



50%  
OFF

**\$12<sup>62</sup>-  
\$18<sup>49</sup>**

**HYDRO FLASK®**  
Natural Grocers Brand Bottles | 20-40 oz.

\*ALWAYS AFFORDABLE \$25.25-36.99



30%  
OFF

**\$7<sup>69</sup>-  
\$12<sup>99</sup>**

**NATURAL GROCERS™ BRAND**  
Coenzyme-B Complex | 60-120 veg.

\*ALWAYS AFFORDABLE \$10.99-18.79



15%  
OFF

**\$16<sup>99</sup>**

**GREEN GOBBLER®**  
20% Vinegar Weed Killer | 1 gal.

\*ALWAYS AFFORDABLE \$19.99



35%  
OFF

**\$2<sup>75</sup>-  
\$10<sup>65</sup>**

**F.E.T.E.®**  
Toothbrushes & Accessories | 1 ea.

\*ALWAYS AFFORDABLE \$4.29-16.39



21%  
OFF

**\$10<sup>99</sup>**

**SEVENTH GENERATION®**  
Liquid Laundry Detergents | 95-100 oz.

\*ALWAYS AFFORDABLE \$13.99





28%  
OFF

\$9<sup>99</sup>

**SEVENTH GENERATION®**  
Easy Dose Laundry Detergents | 23.1 oz.

\*ALWAYS AFFORDABLE \$13.99



31%  
OFF

\$4<sup>99</sup>

**BIRCH BENDERS®**  
Keto Pancake Mixes | 10 oz.

\*ALWAYS AFFORDABLE \$7.29

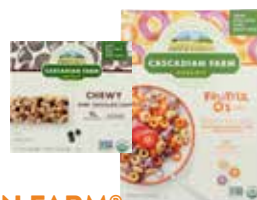


UP TO  
52%  
OFF

2/\$5

**CASCADIAN FARM®**  
Organic Bars, Cereals  
or Granolas | 6.2-16 oz.

\*ALWAYS AFFORDABLE \$4.55-5.25



42%  
OFF

\$2<sup>29</sup>

**CROFTER'S ORGANIC®**  
Organic Just Fruit Spreads | 10 oz.

\*ALWAYS AFFORDABLE \$3.99



35%  
OFF

\$1<sup>89</sup>

**ENDANGERED SPECIES CHOCOLATE®**  
Chocolate Bars | 3 oz.

\*ALWAYS AFFORDABLE \$2.95



35%  
OFF

\$2<sup>19</sup>

**EQUAL EXCHANGE®**  
Organic Chocolate Bars | 2.8-3.2 oz.

\*ALWAYS AFFORDABLE \$3.39



33%  
OFF

\$5<sup>99</sup>

**EQUAL EXCHANGE®**  
Organic Regular Coffee | 10-12 oz.

\*ALWAYS AFFORDABLE \$8.99



33%  
OFF

\$1<sup>99</sup>

**KETTLE®**  
Organic Potato Chips | 5 oz.

\*ALWAYS AFFORDABLE \$2.99



37%  
OFF

2/\$5

**GRAIN BERRY®**  
Onyx Sorghum Cereals | 12-16 oz.

\*ALWAYS AFFORDABLE \$3.99



25%  
OFF

\$7<sup>99</sup>

**KICKING HORSE COFFEE®**  
Organic Regular Coffee | 10 oz.

\*ALWAYS AFFORDABLE \$10.79



48%  
OFF

\$1<sup>99</sup>

**REBBL®**  
Organic Elixirs | 7.4 oz.  
(Excludes Protein Beverages)

\*ALWAYS AFFORDABLE \$3.85



27%  
OFF

\$3<sup>79</sup>

**RUMIANO®**  
Select Organic Cheeses | 6-8 oz.

\*ALWAYS AFFORDABLE \$5.25



{N}POWER® PRICING ONLY

**DON'T MISS THESE  
EXCLUSIVE DAILY  
DOORBUSTER  
DEALS\***

APRIL  
22



**\$3<sup>99</sup> EGGS** PER DOZ.  
Pasture Raised Eggs  
Limit 2 Cartons

APRIL  
23



**\$3<sup>99</sup> BACON**  
& Bacon Alternatives  
Limit 2 Packages

APRIL  
24



**\$1<sup>99</sup> CHOCOLATE  
BARS**  
Natural Grocers Brand™  
Organic Chocolate Bars  
Limit 2 Bars

\*{N}power offers available only to registered members and are subject to program terms and conditions available at [www.naturalgrocers.com/npower](http://www.naturalgrocers.com/npower). No rainchecks.





# Why We Have **LADYBUG LOVE<sup>SM</sup>**



DON'T COUNT ME!

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<sup>TM</sup> is celebrating our fourth year of Ladybug Love—our way of championing creatures that we sometimes take for granted: insects. They may seem insignificant at best and pests at worst, but insects play a crucial role in the stability of our food supply and their decline cannot be ignored!

Recent studies indicate that insect populations are down more than 75% over the past three 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

for the first time **OR RENEW YOUR COMMITMENT** to protecting beneficial insects every year by taking the Ladybug Love Pledge.



Learn more at [naturalgrocers.com/earthday](https://naturalgrocers.com/earthday)



**BEYOND  
PESTICIDES**

## HELP US RAISE \$250,000 FOR BEYOND PESTICIDES

FOR EVERY PLEDGE, NATURAL GROCERS  
WILL DONATE **\$1 TO BEYOND PESTICIDES\***

\*Pledge must be made between 4/1/2021 and 4/30/2021 at [naturalgrocers.com/ladybuglove](https://naturalgrocers.com/ladybuglove) to qualify for matching donation. Vitamin Cottage Natural Food Markets, Inc. will make a matching donation of up to \$25,000 in support of the \$250,000 Beyond Pesticides fundraiser.



WIN A **\$500** NATURAL GROCERS™ GIFT CARD

# COUNT THE LADYBUGS!

Count all of the ladybugs in this good4u<sup>SM</sup> Health Hotline Magazine®, complete the form below and return it to your local Natural Grocers by Saturday, April 24, 2021, for a chance to win!  
A drawing among all entries with the correct number will determine the winner. One prize winner will be selected company wide.

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

**\$500**



## COUNT THE LADYBUGS 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 RECEIVE:**

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

No purchase necessary. Open only to legal respondents of the 50 United States and the District of Columbia, 18 years or older. Void where prohibited by law. Natural Grocers employees, including members of their households, are not eligible for this offer. Sweepstakes starts on 3/26/2021 and ends on 4/24/2021. For official rules and complete details, visit [www.naturalgrocers.com/sweepstakes](http://www.naturalgrocers.com/sweepstakes). Sponsor: Vitamin Cottage Natural Food Markets, Inc.





**NATURAL GROCERS**  
good4u™



Help us raise **\$250,000** for **Beyond Pesticides** to create synthetic pesticide-free local parks. During the month of April, we invite our customers to donate to Beyond Pesticides at all Natural Grocers™ locations to help create



**SYNTHETIC PESTICIDE-FREE  
LOCAL PARKS.**



**DONATE TODAY**

[ **\$1** ] [ **\$5** ] [ **\$10** ]



**BEYOND  
PESTICIDES**



OFFERS VALID MARCH 26 TO APRIL 24, 2021

# BODY CARE



WILD CARROT  
HERBALS™



Wild Carrot Herbals® nutrient-rich skincare products, made from traditional, plant-based ingredients.

**ON ALL  
WILD CARROT  
PRODUCTS**

**20% OFF**  
OUR ALWAYS AFFORDABLE™ PRICE

ALWAYS AFFORDABLE \$17.99-\$29.99

**27% OFF**

**\$11.49**

**DR BRONNERS®**  
Lavender Liquid Castile Soap  
32 OZ.

Pure-Castile soap free of all synthetic ingredients and preservatives.

ALWAYS AFFORDABLE \$15.79



**20% OFF**

**\$7.39**

**EVERYONE®**  
Lavender & Aloe 3-in-1 Soap  
32 OZ.

A cleansing body wash, shampoo, and bubble bath all in one bottle.

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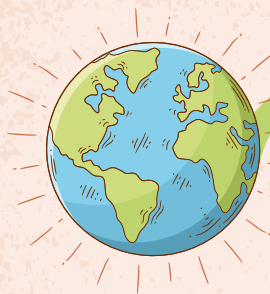
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# EarthWATCH

## HOPE FOR A THIRSTY WORLD

### How grass-fed cows can help restore health to the water cycle

By Judith D. Schwartz

The ecological impact of raising cattle—and by extension, of eating beef—has become a fraught topic. One frequent concern is that meat production uses a lot of water and creates water pollution. What often gets lost, however, is that the impact varies greatly depending on how cattle are reared. As nutritionist and author Diana Rodgers puts it, “It’s Not the COW, It’s the HOW.” (Or as I’ve said in talks, “It’s awfully cheap for us to blame animals for our failure to manage them properly.”) There’s a metric called the “Water Footprint” intended to reveal how much water is required to produce different foods, and beef is deemed particularly thirsty. It’s important to understand that these figures refer to industrial livestock that are fed irrigated crops. Cattle on the land eat the forage that grows there.

As for water quality, consider the feedlot: cattle are confined and their waste runs into lagoons. This fouls area water—particularly when heavy rains lead to overflow—and creates the ideal conditions for the production of methane. (All ruminants emit methane as part of their digestive process; however, healthy grassland soil contains methane-eating bacteria, so methane is kept in balance.) When cattle are on pasture, their waste is broken down by microorganisms and enriches the soil. This, plus the organic matter added when cattle move as a herd and trample down plant material, bolsters carbon in the soil, which acts as a sponge. According to the USDA, every one-percent increase in soil organic carbon represents an astounding 20,000 gallons of water per acre that can be held on the land.

In other words, it’s not that cattle reared on grass are “using” the water so much as that they are playing a role in the local water cycle. When cattle are managed in a way that builds healthy soil, they are *adding* water to the system—water that would otherwise be lost to evaporation or sluice away in gullies or slide across lifeless dirt, in the process dragging along topsoil that ends up as sediment in our waterways.

To understand the paradox of why cattle can lead to more water on the land, we can go back in time—way back, as in millions of years ago, during the expansion of grasslands, a category of landscape that represents about a third of the world’s land mass. Scientists believe that grasslands and grazing animals co-evolved, so that the land needs the animals in the same way that the animals need the land. Herbivores nibble on grass in a way that promotes plant growth. However, the specter of predators keeps them moving so that grasses are not eaten down to the ground. The grazers evade pack-hunting predators by bunching up and fleeing en masse, pressing down seeds and plant residue in the process. This predator-prey relationship is essential to grassland health.

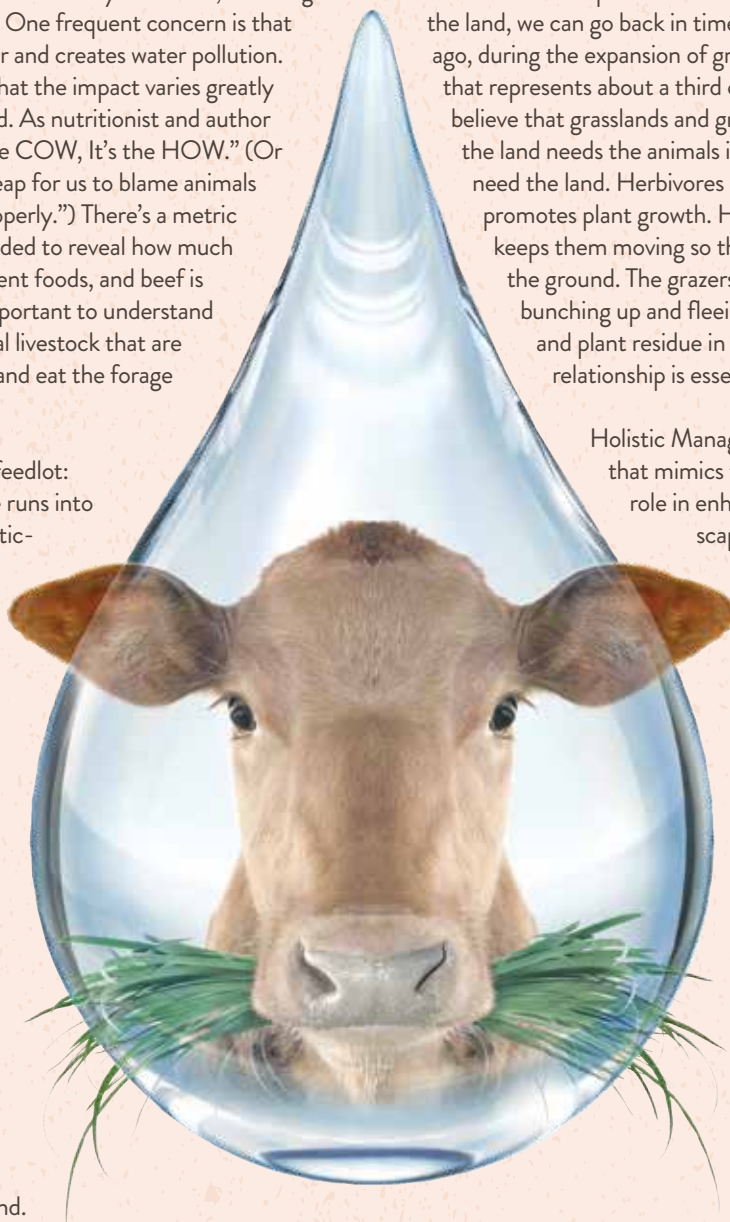
Holistic Management, a system of raising cattle that mimics this natural relationship, can play a role in enhancing water cycling in any landscape. Natural Grocers™ main supplier

of 100% grass-fed beef is Matt Maier, owner and “Chief Grass Farmer” of Thousand Hills.™

His third-generation family farm is based in “a very hilly area” of Minnesota, and water is very much on his mind. “We’ve watched this terrain get plowed and tilled and planted with corn and soybeans for decades,” says Maier, who has returned to the land his father bought in 1959. “Most of the topsoil and whatever it’s been treated with has been washed into wetlands, streams, and ponds, whatever is at the bottom of the hill.” To avoid this scenario the land needs to be covered with forage all year. “We’re putting organic matter back into the soil. This captures water like a sponge and holds that water for the plants,

and the plants keep the soil in place. Let the cattle do all the work—you just have to manage them properly. Regenerating soil is the mission. The byproduct is nutrient-dense food. If we don’t have vibrant soil, we don’t have a food system in this country.”

*The information in this article is based upon Judith Schwartz’s book Water in Plain Sight: Hope for a Thirsty World (St. Martin’s Press, 2016).*





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# R(h)oll with the Punches with Rhodiola

By Liz Mueller

Maybe you're burned out on the work-from-home routine, the remote-learning-and-teaching-your-kiddos scene, or just the not-seeing-your-family-and-friends-for-a-year-now fatigue? Maybe you're feeling stressed, depressed, and anxious, or a combo of all three and you're coping the best you can... for now. But what if I told you could flip the script with the help from a supplement called *Rhodiola rosea*? As an adaptogenic herb, rhodiola can help your body adapt to all kinds of stress, both physical and mental.<sup>i</sup> When life packs a punch, "rhol" with the punches with rhodiola, and send stress (and all that comes with it) packing.

## Beat the Burnout with Rhodiola

If one problem in your life is burnout, let one solution be rhodiola. Resulting from chronic work-related stress and characterized by feelings of exhaustion or energy depletion, negative or cynical feelings related to a job, and reduced productivity, burnout can take a major toll on mental health—and it's becoming more common.

A new survey from FlexJobs and Mental Health America reported that 75 percent of workers have experienced burnout, and 40 percent of those polled said it was a direct result of the coronavirus pandemic.<sup>ii</sup> So, what can be done about it? While the Mayo Clinic recommends sleep and relaxation as treatment, rhodiola offers a targeted, synergistic approach.<sup>iv</sup>

A recent clinical trial was the first to explore the outcomes of treating patients suffering from burnout with rhodiola, with promising results. The trial included 68 patients with self-reported symptoms of burnout, including anxiety, exhaustion, irritability, tension, and "lack of joy." The participants took 200 mg of rhodiola twice daily for three months and were assessed at weeks one, four, eight, and 12. The patients had clear improvements, with improvements in exhaustion seen in just the first week. Over the course of the study, there were also improvements in lack of joy, emotional exhaustion, and irritability, which continued to improve up to the end of the study.<sup>v</sup>

### BURNOUT /'bərn,out/:

Resulting from chronic work-related stress and characterized by feelings of exhaustion or energy depletion, negative or cynical feelings related to a job, and reduced productivity.



## The R(h)oad to Resiliency with Rhodiola



A study investigating the effects of rhodiola on stress in 101 stressed out adults found that 200 mg of rhodiola twice daily for four weeks alleviated stress to a “clinically relevant degree,” with some seeing results and improvements after just three days. Improvements in stress symptoms continued to be observed after one week and upon completion of the four-week study. The researchers wrote, “Rhodiola extract at a dose of 200 mg twice daily for 4 weeks is safe and effective in improving life-stress symptoms to a clinically relevant degree.”<sup>vi vii</sup>



Physicians working night shifts also benefited from rhodiola, according to another study. The subjects—described as 56 “young, healthy physicians”—were given tests to determine the effect that working late nights had on overall fatigue, short-term memory, ability to concentrate, and speed of audio-visual perception. The result of the two-week, double-blind study showed that 170 mg of rhodiola once a day helped with mental weariness and performance on work-related tasks, noting that “These results suggest that (rhodiola) can reduce general fatigue under certain stressful conditions.”<sup>viii</sup>

One way that rhodiola helps the body adapt to stress is by decreasing or preventing hormonal changes tied to prolonged stress,

and is able to balance the stress hormone cortisol.<sup>ix</sup> High cortisol levels over an extended period of time contributes to accelerated aging, higher levels of psychosocial stress, poorer cognitive performance and atrophy of memory-related structures of the brain, weight gain, and exhaustion.<sup>x</sup>

## Target Anxiety & Depression at the R(h)oot with Rhodiola



A 2015 study evaluated the impact of rhodiola extract on self-reported anxiety, stress, and other mood symptoms. Mildly anxious participants took 200 mg of rhodiola twice daily, before breakfast and before lunch. After 14 days, the experimental group saw a significant reduction in anxiety, stress, anger, confusion, and depression, and improvements in total mood.<sup>xi</sup>

Another small pilot study found that supplementing with 360 mg of rhodiola daily for 10 weeks led to significant improvements in symptoms of generalized anxiety disorder (GAD) and a reduction in the Hamilton Anxiety Rating Scale (HARS) score.<sup>xii</sup>

Rhodiola is also a natural remedy to combat depression. Rhodiola extract helped repair damaged neurons in the hippocampus and increased serotonin levels, returning them to normal levels, in depressive rodent models.<sup>xiii xiv</sup>

For many doctors practicing functional medicine, rhodiola is often recommended as an effective natural alternative to anti-depressant medications.<sup>xv</sup> It is thought that rhodiola positively affects mood by supporting normal neurotransmitter levels (including dopamine and serotonin) in parts of the brain involved in the regulation of mood, anxiety, and emotions.<sup>xvi</sup>

Life these days can pack a serious punch. Rhodiola helps you roll with the punches a little better and, perhaps, a little more smoothly. And according to the research, can begin to help in just a few days, and without any serious side effects. Are you ready to ride the waves of life with rhodiola?

## R(h)amp Up Your Immune System with Rhodiola

As we age, our immune function declines in a process known as immune senescence, and we gradually lose the ability to mount a robust immune response to infection and physiological challenges.

Immune senescence reveals weaknesses in the body’s defenses that pathogens can exploit, making us more susceptible to infections, autoimmune diseases, less able to produce a healthy immune response to vaccinations, more prone to the reactivation of latent viruses, and to cancer.

Research has found that rhodiola enhances immune function, exhibits an antiviral effect against certain viruses, including influenza, and can inhibit the growth of a variety of human cancer cell lines.<sup>xvii</sup>

*References available upon request.*







# Organic Veggie-Loving Minestrone

**SERVES: 6 | PREP TIME: 20 MINUTES | COOK TIME: 50 MINUTES**

This rustic Italian soup is a perfect one-pot meal for chilly spring nights. We've loaded ours with good4u<sup>SM</sup> vegetables like carrots, celery, garlic, onion, zucchini, asparagus, and peas, making it easy—and delicious—to eat your vegetables. Don't let the long list of ingredients scare you—this complete meal comes together easily and is delicious left over too!

## INSTRUCTIONS

1. Heat a large stock pot over medium heat. Once hot add the olive oil, swirl to coat and then add the onion, carrot, and celery. Sauté, stirring occasionally, until the onions are tender, about 8 minutes. Add the garlic and cook, stirring frequently, until fragrant, about 1 minute.
2. Add the tomatoes, broth, water, Italian seasoning, bay leaves, and salt and stir. Bring the mixture to a boil, reduce heat, and simmer for 10 minutes.
3. Stir in the zucchini, beans, and pasta. Adjust heat as needed to maintain a simmer. Cover and cook for 10 minutes, stirring halfway through. Stir in the asparagus, cover and continue to simmer another 8 minutes, stirring halfway through. Add the peas, cover and cook 2 more minutes, or until pasta is al dente.
4. Remove the bay leaves before serving. Serve hot topped with a sprinkle of Parmesan cheese if desired.



## INGREDIENTS

- 2 tablespoons Natural Grocers™ Brand Organic Extra Virgin Olive Oil
- 1 medium organic onion, diced
- 2 medium organic carrots, halved lengthwise and sliced into ¼-inch slices
- 3 medium stalks organic celery, ends trimmed and cut into ¼-inch slices
- 4 cloves organic garlic, minced
- 2 (14.5-ounce) cans Natural Grocers Brand Organic Italian Diced Tomatoes
- 4 cups organic vegetable broth
- 2 cups water
- 1 tablespoon Natural Grocers Brand Bulk Organic Italian Seasoning Blend
- 2 Natural Grocers Brand Bulk Organic Whole Bay Leaves
- ¾ teaspoon Natural Grocers Brand Bulk Real Salt
- 1 medium organic zucchini, quartered lengthwise and cut into ½-inch pieces
- 1 (15.5-ounce) can Natural Grocers Brand Organic Great Northern Beans, drained and rinsed
- 1½ cups Natural Grocers Brand Organic Gluten Free White Rice Elbows or Fusilli Pasta
- 1 bunch organic asparagus, stems trimmed and cut into 1-inch pieces
- 1 cup Natural Grocers Brand Organic Frozen Peas
- Natural Grocers Brand Organic Parmesan Cheese Shreds (optional for topping)





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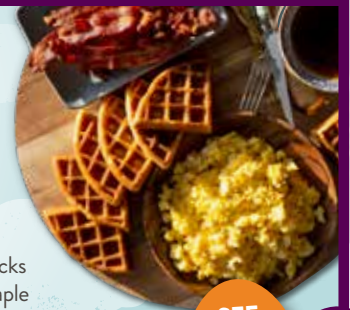


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### Easter Brunch

Is there an occasion that begs for brunch more than Easter Sunday?

We think not, so we've cooked up a sizzling meal deal, packed with exceptionally delicious Natural Grocers™ Brand crowd-pleasers and ready to fulfill your brunching fantasies! We're pairing crisp slices of our heritage breed Bacon with fluffy stacks of Gluten-Free Pancakes dripping with our pure, Organic Maple Syrup and a sunny-side of Free-Range Eggs—hey, what more could you want? Whether you're craving brunch or breakfast for dinner—take advantage of this Easter Meal Deal because the whole family will want in!



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PAGE  
40



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## MEAL DEALS

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# Easter Brunch

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\*THIS OFFER IS AVAILABLE ONLY TO REGISTERED {N}POWER MEMBERS.

Price excludes tax. This is a limited-time offer: go to [www.naturalgrocers.com/mealdeals](http://www.naturalgrocers.com/mealdeals) for details. This offer is redeemable only for in-store purchases at participating Natural Grocers stores. Pricing subject to change without notice. Quantity limited to stock on hand; no rain checks. We reserve the right to correct errors. \*\*See [naturalgrocers.com/privacy](http://naturalgrocers.com/privacy) for our Privacy Policy and [naturalgrocers.com/terms](http://naturalgrocers.com/terms) for the {N}Power Terms of Use. Message and data rates may apply.



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House Blend Decaf, French Roast





# good4u<sup>SM</sup> ORGANIC EASTER EGG DYE

Making your own egg dye from natural foods is simple and fun. You can even use brown-shelled eggs—with their darker base, they enhance the color, creating a range of earthy jewel tones. Just mix up your dyes and let the eggs soak until your desired color is reached. Remember that natural dyes stain too, so be sure to protect your egg dyeing area and clothes!

## INGREDIENTS

- 12 Natural Grocers<sup>TM</sup> Brand Organic Pasture-Raised Eggs, hard boiled and cooled completely
- 2 cups coarsely chopped organic red beets, from one large beet (for red dye)
- 2 cups coarsely chopped organic purple cabbage, from half a small head of cabbage (for blue dye)
- 2 tablespoons Natural Grocers Brand Bulk Organic Ground Turmeric (for yellow dye)
- 12 cups water
- 6 tablespoons organic distilled white vinegar
- Crayons, rubber bands, and/or masking tape for adding designs and pictures (optional)
- Empty egg cartons, for drying dyed eggs

We do our best to provide you with recipes using good4u ingredients but be sure to read labels to ensure that your choice of ingredient meets your specific dietary needs.

PREP TIME: 45 MIN | TOTAL TIME: 5-24 HOURS | MAKES: 12 EGGS

## INSTRUCTIONS

1. Make the dye: Add four cups of water to three separate saucepans; add the beets to one saucepan, the cabbage to another, and the turmeric to the third. Bring the mixtures to a boil, partially cover the pans, and reduce heat to a simmer. Simmer for 30 minutes. Note: Gently stir the turmeric mixture as it comes to a boil to prevent foam from boiling over.
  - $\frac{3}{4}$  cup blue dye +  $\frac{3}{4}$  cup red dye = purple dye
  - $\frac{3}{4}$  cup yellow dye +  $\frac{3}{4}$  cup red dye = orange dye
2. Strain the beets and cabbage, one at a time, through a fine mesh strainer into their own glass jars or bowls. Allow the turmeric pan to rest off heat for several minutes for the powder to settle to the bottom of the pan. Slowly pour off the water into its own glass jar or bowl, leaving as much of the wet powder in the pan as possible (but don't worry if some of the turmeric powder makes it into the dye mixture).
3. Transfer dyes to the refrigerator and allow them to cool for at least two hours.
4. Once the dyes are cool, mix two tablespoons of vinegar into each color. Then make additional colors as desired in separate jars or bowls by combining:
5. If desired, add designs by drawing on the eggs with crayons, wrapping them with tightly fitted rubber bands, or cutting designs out of tape and securely adhering them to the eggs.
6. Dye the eggs: Gently add the eggs to prepared dyes using a slotted spoon. You can add several eggs to each dye at once, just make sure the eggs are completely submerged. Allow eggs to remain in the dye for two hours, up to 24 hours (in the refrigerator), check the color occasionally. The longer they stay in the dye, the darker the final color will be. Gently remove the eggs from the dye with a slotted spoon once your desired color is reached.
7. Allow dyed eggs to air dry completely in an empty egg carton. If you used rubber bands or tape, allow eggs to dry completely before removing. Be sure to store your dyed eggs in the refrigerator until you are ready to eat them.



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# NUTRITION BYTES

By Shelby Miller

## VITAMIN D + COVID-19: WHAT YOU NEED TO KNOW

Can a simple foundational supplement like vitamin D protect you from COVID-19? Recent research says yes. Multiple studies published in 2020 show that having optimal levels of vitamin D reduces your risk of COVID-19 infection and protects against severe COVID-19 outcomes if you do get infected.

In one study, published in the journal PLOS ONE in September 2020, researchers looked at 191,000 blood samples from all 50 states for COVID-positive patients. The researchers discovered that rates of COVID infection were higher in those patients with vitamin D levels less than 20 ng/mL (this is considered deficient) compared to those with levels of 30 ng/mL and higher. Those who were deficient had a positivity rate of 12.5 percent, while people with vitamin D levels of 30–34 ng/mL had a positivity rate of 8 percent and the patients with vitamin D levels higher than 55 ng/mL had a positivity rate of 5.9 percent.

**THE VITAMIN D-DEFICIENT PATIENTS HAD HIGHER LEVELS OF INFLAMMATION AND A HIGHER FATALITY RATE COMPARED TO THOSE WITH THE HIGHER VITAMIN D LEVELS...**

The researchers wrote, “SARS-CoV-2 positivity is strongly ... associated with circulating 25(OH)D levels, a relationship that persists across latitudes, races/ethnicities, both sexes, and age ranges. Our findings provide impetus to explore the role of vitamin D supplementation in reducing the risk for SARS-CoV-2 infection and COVID-19 disease.”

Another study investigated whether vitamin D levels affected how sick a person got if they did catch COVID-19. Researchers studied two groups of COVID patients for six weeks—one group included patients who were asymptomatic and the other group included patients who were severely ill and required ICU admission. The asymptomatic patients had a mean vitamin D level of 27.89 ng/mL and the critically ill patients had a mean level of 14.35 ng/mL.

The vitamin D-deficient patients had higher levels of inflammation and a higher fatality rate (21% vs 3%) compared to those with the higher vitamin D levels, leading the researchers to “recommend mass administration of vitamin D supplements to populations at risk for COVID-19.”

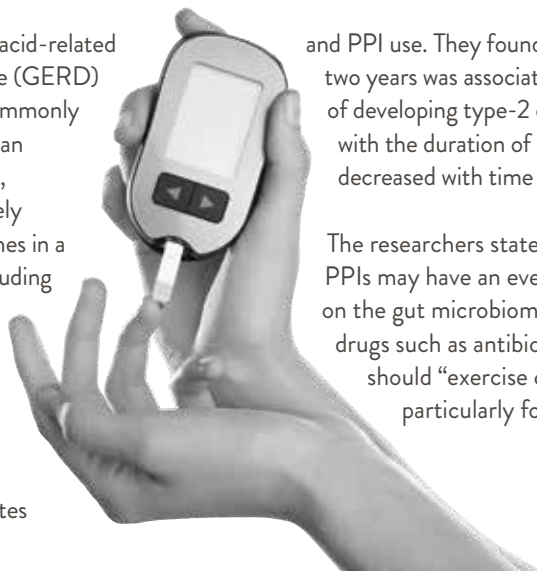
## HEARTBURN MEDS LINKED TO DIABETES

Proton-pump inhibitors (PPIs)—used for acid-related issues like gastro-esophageal reflux disease (GERD) and peptic ulcers—are one of the most commonly used medications worldwide. While they can provide short-term relief for many people, research is showing that PPIs can negatively affect gut bacteria, shifting our microbiomes in a way that can be deleterious to health, including increasing the risk of diabetes.

A 2020 study published in the journal Gut examined data from three large studies that included health information on more than 204,000 people to investigate the connection between diabetes

and PPI use. They found that using PPIs regularly for two years was associated with a 24 percent higher risk of developing type-2 diabetes, and the risk increased with the duration of PPI use; however, diabetes risk decreased with time after stopping PPIs.

The researchers stated that, “At a population level, PPIs may have an even more pronounced effect on the gut microbiome than other commonly used drugs such as antibiotics...” and advised that doctors should “exercise caution when prescribing PPIs, particularly for long-term use.”



References available upon request.



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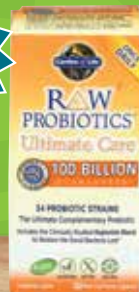


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