Back to School
GMO Free

Good Earth is committed to food labeling and your right to choose Non GMO

Yes on 37, Our Right to Know

Eat A Rainbow

Good Earth’s Commitment to Non-GMOs

Organic Lunch Meat

Non-GMO Supplements

Yes on 37 Label GMOs

Non-GMO Project Give-Back-Day Sunday, Oct 14

Kids, Enter for a Chance to Win Your Non-GMO Favorite Goodies!
Eat A Rainbow & Color Yourself Healthy

Don't just eat your greens, eat all the colors of the rainbow! Most fruits and vegetables contain phytochemicals. Phytochemicals are naturally occurring and are found only in plants (phyto means plant). They give fruits and vegetables their color and flavor, and are part of a plant's defense system against disease, sunburn, and oxidation from air and pollutants.

**Red** - When you color your plate with deep reds and dark pinks, you are adding two powerful antioxidants - lycopene and anthocyanins - to your diet. These antioxidants may reduce cancer, prevent lung disease, and are heart healthful. Enjoy red grapes, red apples, pomegranates, raspberries, strawberries, watermelon, pink or red grapefruit, cherries, cranberries, tomatoes, beets, radishes, red peppers, and rhubarb.

**Blue & Purple** - Disease-fighting antioxidants anthocyanins and phenolics are found in blueberries, blackberries, black grapes, raisins, plums, prunes, purple cabbage and eggplant. Research suggests antioxidants found in this group can help prevent cancer, heart and Alzheimer's disease, as well as slow down the aging process.

**Tan & White** - Don't forget these fruits and vegetables because they contain allicin that is thought to lower cholesterol and blood pressure, and increase our ability to fight infections. Beneficial tan and white produce include bananas, mushrooms, garlic, onions, leeks, chives, parsnips, potatoes, cauliflower, jicama, ginger and turnips.

Have fun with your kids eating a rainbow and coloring yourselves healthy!

**Orange & Yellow** - These fruits and veggies have beta-carotene and bioflavonoids that may help maintain the immune system, improve vision, and overall health. Pick mangos, oranges, tangerines, apricots, peaches, pineapple, cantaloupe, pears, sweet potatoes, yellow peppers, corn, carrots, butternut squash and pumpkin.

**Green** - Green foods contain lutein and indoles. They are thought to help prevent cataracts, age-related macular degeneration, and help protect against breast and prostate cancers. Eat your greens: kiwi fruit, honeydew melon, avocado, broccoli, brussels sprouts, artichoke, zucchini, celery, asparagus, edamame, spinach, romaine lettuce, bok choy, kale, turnip greens and peas.

Remembering to eat a rainbow of colors is important because these protective and disease preventive properties benefit humans too if we eat these colorful fruits and vegetables. Research conducted by the Center for Disease Control and Prevention shows that eating a diet rich in phytochemical-filled fruits and vegetables may boost our immunity and decrease our risk of certain cancers, type II diabetes, stroke, high blood pressure, and cardiovascular disease.

100% Organic Fruits and Vegetables for Your Kids! Feeding children organic foods is one of the best ways to ensure overall good nutrition and healthy eating habits. When you purchase Good Earth's fruit and vegetables for your kids you are protecting their health and providing the very best for your family.
Good Earth’s Commitment to Non-GMOs

Good Earth is proud to be one of the three natural foods stores to develop the Non-GMO Project. We view GMOs, like pesticide residue in foods, as products of a very short sighted agriculture system that is so focused on making corporate profits that producing healthful and nutritious food is left behind. We believe that it is critical for all of society to embrace organic, local, and sustainable food production and Good Earth has been committed (since 1969) to lead that charge.

Good Earth’s goal is to sell 100% organic and Non-GMO products in all our departments.

So, How are we doing?
- **Produce** - 100% Organic and 100% Non-GMO
- **Bulk** - over 95% Organic & over 95% Non-GMO
- **Grocery** - over 95% Organic & over 95% Non-GMO
- **Frozen** - over 95% Organic & over 95% Non-GMO
- **Pet Food** - over 30% Organic & over 30% Non-GMO
- **Meat & Poultry** - over 95% Organic or Grass Fed so mostly Non-GMO
- **Dairy & Fridge** - over 95% Organic & over 95% Non-GMO

Good Earth is committed to meeting our goal of offering 100% Organic and Non-GMO products. To this end, we advocate for all of our suppliers to seek Non-GMO Project Verification, we endorse label GMOs Yes on 37 Right to Know on California’s November 6, 2012 ballot, and we continue to push the envelope and encourage food growers and manufacturers to produce food of higher quality.

Organic foods by law may not contain any intentional use of GMOs so when we say Non-GMO we mean either products that are Organic or that are independently verified. Some foods are not “at risk” because no GMO varieties exist for them. Look for the Non-GMO Project logo to be sure that products are verified to the highest standard of avoidance for both intentional GMO use as well as unintentional GMO contamination. More info is available at nongmoproject.org

**Way Better Snacks**

What do you get when you add sprouted whole grains and seeds to a tortilla chip? A Way Better Snack!

Way Better Snacks started with a simple vision to create a better snack; a snack that was actually nutritious and good for you. This founding spirit led to the miracle of germination, otherwise known as sprouting.

Sprouting unlocks all the “good” that is inherent in grains, seeds and beans, and brings them back to life. Nutritionally speaking the grains and seeds increase their nutrients which allows our bodies to better absorb them.

Good Earth carries six delicious flavors that are all Non-GMO Project Verified. They are gluten-free, high in omega 3s, antioxidants plus other vital nutrients, and all are low in sodium and saturated fat.

Way better than most snacks and way good too!
Back in 1941, Bill Straus started raising dairy cows in the tiny town of Marshall, California along the shores of Tomales Bay in West Marin County. Today, Albert Straus follows in the footsteps of his parents and manages the family dairy. Some 275 dairy cows (Holstein and Jersey-Holstein cross breeds) roam 660 acres of pasture during the day, and at night they sleep on cow mats with natural bedding in an open barn.

Albert Straus converted the family dairy to organic in 1994 to become the first certified organic dairy west of the Mississippi. That same year, Albert Straus founded Straus Family Creamery that was the first 100% certified organic creamery in the United States. And in 2010 another first, Straus Family Creamery became the first creamery in the US to verify all our participating farms as non-GMO Project Verified.

The certified organic milk produced at the Straus dairy isn’t enough to make all the organic milk, organic butter, organic yogurt, and organic ice cream. So to keep the approximate ratio of one cow per acre of land, Straus Family Creamery buys certified organic, non-GMO Project Verified milk from four other organic, local, family farms: The Tresh, Hughes, Correia and Mazzetta family farms. They are all deeply rooted in the principles of land stewardship and have adopted Straus’ sustainability practices.

Good Earth carries Straus’ butters, yogurts, and milks in our refrigeration section and Straus’ creamy, delicious ice creams in the frozen aisle. All Organic and Non-GMO Project Verified!

WHAT ARE GMOs?

Genetically modified organisms (GMOs) are plants or animals developed through the process of genetic engineering. The inserted genes come from species such as bacteria and viruses that have never been in our human food supply. This experimental technology cannot occur in nature or through traditional breeding.

GMOs have not been adequately tested, nor are they proven safe for human consumption. Some studies indicate health risks including infertility, immune problems, changes in our gastrointestinal system, and there is growing evidence that links GMOs to allergies. In the US, we do not have mandatory GMO labeling, and the Food and Drug Administration (FDA) does not require safety analysis of GMO foods. Many conventional (not organic) packaged foods contain GMOs.

We have the right to know what’s in the food we’re eating and feeding our family. Most governments agree—nearly 50 countries around the world, including Japan, Australia, Russia, China and the EU, have either completely banned genetically modified organisms (GMOs), or require that GMOs must be labeled. Vote ‘YES’ on Prop 37 this Nov.
Our Organic Wine

Did you know that Good Earth has the largest selection of organic wine in Marin? Organic wine is made from grapes grown without the use of chemical pesticides, herbicides or fertilizers. When choosing an organic wine make sure you check for certified organically grown grapes - you’ll see the agency listed that has certified the vineyard’s organic practices.

Organic wines are made with certified organically grown grapes plus elemental sulfur dioxide, a naturally occurring preservative that inhibits oxidation and stabilizes the wine. When crafting a wine with the “organically grown grapes” designation on the front label and the certifying agency’s seal on the back label, the FDA limits the total sulfite level to 100 ppm (parts per million). For conventional (not organic) wines, the legal maximum sulfite level in the US is 350 ppm.

The FDA requires all wines (domestic and imports) that contain more than 10 ppm of sulfur dioxide to state on their label “Contains Sulfites.” This labeling is to protect the 1% of the population that may be allergic, as well as people with signs of sensitivity like nasal congestion and headaches. Naturally occurring levels of sulfur dioxide in wine, without any added, would range from 10 ppm - 20 ppm.

Good Earth offers Girasole Vineyards: • Pinot Noir • Sangiovese • Pinot Blanc • Chardonnay • Hybrid Red • Cabernet Sauvignon

Girasole’s organic wines are a superb choice for those sensitive to sulfites.

And for those of you who like to avoid sulfites altogether, there are a handful of Organic and No Sulfite Added wines made in the US without sulfur dioxide. Many are available here at Good Earth: • Frey • LaRocca • Pacific Redwood • Organic Wine Works

Salute!

Why Do GMOs Exist?

Genetically modified organisms are engineered to withstand direct application of herbicide and/or produce their own insecticide. For example, biotech corporation Monsanto’s Roundup Ready Soybeans are genetically engineered to tolerant glyphosate - the active ingredient of Monsanto’s herbicide product Roundup - that kills surrounding weeds. And Bt Corn is genetically altered to express the bacterial Bt toxin that is poisonous to insect pests.

Despite biotech corporations’ assertions that GMOs offer agricultural and consumer benefits, none have been found. GMOs do not increase yield, they are not drought tolerant, nor do they enhance nutrition. What has been found is a growing body of evidence connecting GMOs with health problems, and environmental damage.

GMOs are part of chemical agriculture, and have been developed to profit the world’s largest chemical corporations. Biotechnology corporations have obtained patents for GMOs. These corporations have the power to sue farmers whose fields have been unintentionally contaminated with GMOs by neighboring GMO crops. Biotech corporations are threatening the autonomy of farmers, and the safety of our nation’s food system.
How Can We Avoid GMOs?

Buying organic is an excellent way to avoid GMOs. Organic foods are grown without chemical inputs - pesticides, and fertilizers, and are not processed with industrial solvents or chemical food additives. Organic food cannot intentionally contain GMOs.

To ensure that GMOs have not accidentally contaminated food, look for the Non-GMO Project Verified label. The Non-GMO Project Verified seal on a product indicates compliance with the Non-GMO Project's standard that requires producers to meet strict requirements for GMO testing, segregation, and traceability.

GMO crops in conventional production (not organic) are:
- Soy
- Corn
- Canola
- Cotton
- Sugar Beets
- Alfalfa
- Hawaiian Papaya
- Zucchini
- Yellow Summer Squash

Animal derivatives such as milk, meat, and eggs are also considered high risk for GMOs because of conventional (not organic) feed, plus other inputs.

The best way to avoid GMOs is buy organic, and for added assurance look for the Non-GMO Project Verified label.

Meat Choices for Fall Lunches

Impress your kids with some great organic ideas for your back-to-school menu. Yummy, healthy choices for most any lunch box.

Organic meats are raised on feeds grown organically and therefore offer a real choice for avoiding both pesticides which can be concentrated in meat and dairy, as well as GMOs.

Try Applegate Certified Organic chicken or beef hot dogs, perfectly seasoned, then lightly smoked and cooked. As good as a hot dog can get and with ingredients we can all understand.

Applegate also offers Organic Genoa Salami made the old fashioned Italian way using premium certified organic pork with absolutely no antibiotics, pesticides, synthetic additives or chemical preservatives.

Who doesn’t love a wholesome turkey sandwich? Heidi’s Hens knows this and offers a selection of certified organic, fully cooked sliced turkey breast in honey roasted, oven roasted, or smoked turkey to satisfy every taste. Just right for that classic sandwich fix!

Or try Golden Valley Organic Beef Jerky - junk food unjunked. Just one bag and you’ll be hooked. Made from the finest hormone-free cattle from ranches that were the first in the USA to have a non-hormone certified beef herd. Choose from original, pepper, bbq, and more.

You can find Applegate organic hotdogs and organic deli meats, Heidi’s Hens organic deli turkey slices, and Organic Golden Valley organic jerky in the fridge next to our Meat and Seafood counter.

Lunches that kids will not only eat but enjoy and be nourished by.
Health Study News

CoQ10 and Selenium Reduce Heart Disease
Doctors said that selenium and coenzyme Q10 are essential for the cell, and low levels can weaken the heart muscle, but there are few studies testing this. In a trial, 288 men and women, aged 70 to 88, took 200 mg of CoQ10 with 200 mcg of selenium yeast per day, or a placebo, for four years. After five years of follow-up, fewer than half of those taking CoQ10 with selenium had died of heart disease compared to placebo. Doctors also found signs of tension in the heart muscle wall were much lower for the CoQ10-selenium group, and signs of healthy heart function were much higher.

Folic Acid and High Blood Pressure
In a long-term study, doctors measured blood pressure six times over the course of 20 years in 4,400 men and women who began the trial between the ages of 18 and 30. Nearly one in four eventually developed high blood pressure. But those with the most folic acid in the diet—an average of 302.3 mcg per day—were 52 percent less likely to have high blood pressure compared to those who got the least folic acid, 91.8 mcg per day. Comparing racial effects between those who got the most folic acid and those who got the least, African-Americans were 46 percent less likely, and whites were 67 percent less likely, to develop high blood pressure.

Green Tea Reduces Disability
Doctors said that earlier studies suggest green tea may lower chances of disabling diseases such as stroke, cognitive impairment, and osteoporosis, but that no trials have tested this directly. In a study, researchers measured green tea in the diets of 13,988 Japanese adults, aged at least 65. After three years of follow-up, doctors found that, compared to those who drank less than one cup of green tea per day, those who drank one to two cups of green tea per day were 10 percent less likely to have had a health incident that caused a functional disability. For those who drank five cups of green tea per day, chances of functional disability were 33 percent lower. While too much caffeine is not good, green tea appears to significantly lower the incidence of functional disability, doctors concluded.

Rutin Inhibits Blood Clots
Of more than 5,000 compounds researchers tested, rutin—a citrus flavonoid antioxidant—was the most powerful anti-clotting agent. Blood clots form in both arteries and veins, with different biochemical clotting characteristics. Rutin inhibited arterial and venous clots, acting as a single effective anti-clotting agent. Researchers say rutin may be a safe, inexpensive way to reduce recurrent clots, helping prevent stroke, heart attack, deep vein thrombosis, and pulmonary embolism, potentially saving thousands of lives.

Pycnogenol Improved Mental Performance
In a study, 53 Italian University students of nearly equal intelligence, aged 18 to 27, took 100 mg of Pycnogenol supplement per day, or a placebo. After eight weeks, while the placebo group had not changed, those taking Pycnogenol showed increased attention and memory, had higher test scores than placebo, felt more contented and in a better mood, and had 17 percent lower levels of anxiety than at the start of the study. Doctors said the students may have benefited because Pycnogenol improved circulation, increasing the flow of oxygen-rich blood to the brain.

Visit www.genatural.com for references and complete versions of these studies plus the studies below.
- Omega-3 and brain aging
- Moving better with vitamin D
- Acai improves cholesterol
- Tomato juice after exercise
- Almonds aid blood sugar

Non-GMO Supplements
We encourage our customers to look for Non-GMO Project Verified labels on vitamin and supplement packages because of at-risk ingredients such as tocopherols (Vitamin E), cobalamin (Vitamin B12), soy, and corn derivatives.

Non-GMO Project Verified
- New Chapter vitamins and supplements - over 85 products
- Nordic Naturals essential fatty acids - over 12 products
- Garden of Life raw supplements - 8 products
- Natural Vitality anti-stress supplements - 8 products
- Nutiva hemp protein and hemp seed oil - 6 products
- Barlean’s flax oil - 2 products

Enrolled
(in process of becoming verified)
- Rainbow Light
- Flora
- Health Force
- Now
- Yummi Bears Organic

Good Earth continues to encourage all of our suppliers to join the Non-GMO movement!
Preserving the Future for Ourselves and our Children

Yes on 37! Label GMOs

The movement against GMOs (Genetically Modified Organisms) is rapidly gaining momentum. Just Label It, a national petition to demand mandatory labeling of GMOs, has announced that more than one million Americans have called on the FDA to Label GMOs. The Non-GMO Project, a third party verifier of Non-GMO food and products, has reached a milestone by verifying over 5,000 products.

Here in California, close to a million signatures were collected in 10 weeks to get The California Right to Know Initiative on the November 6, 2012 ballot. California would be the first state to succeed with such an initiative, several other states have failed due to intense lobbying by well-funded special interests.

Multi-billion-dollar corporation, Monsanto, has managed to avoid regulation while introducing GMO crops into our food supply because federal lawmakers are beholden to chemical agricultural big business. Monsanto and other biotech giants, together with the parent companies of brands like Nestle, Hershey, and Coca Cola, will spend millions to create a misleading No on 37 ad campaign. If GMOs are so great, why not label them?

Analogous to the tobacco industry’s denial that cigarettes are bad for you, chemical agricultural corporations are denying studies on the health effects of their products. Monsanto is the same corporation that created Agent Orange, and the same corporation that knowingly withheld information that their PCB products were toxic to humans. Why are makers of GMOs trying to keep them a secret from us?

We have the Right to Know what we are eating and feeding our family! The entire nation is watching California to see if we are triumphant in protecting consumers’ rights over corporate greed. Our vote Yes on 37 Right to Know could be the sea change that the U.S. needs to join nearly 50 countries around the world, including Japan, Australia, Russia, China and the EU, that have either completely banned GMOs, or require that GMOs are labeled.

Non-GMO Project Give-Back-Day
Sunday, Oct 14 at Good Earth

This October marks the third annual Non-GMO Month - an event created by the Non-GMO Project to help raise awareness about GMOs, and celebrate Non-GMO Project Verified product choices.

Shop at Good Earth Natural Foods 8am to 9pm on Sunday, October 14, and 5% of all our sales will benefit the Non-GMO Project!

Please be sure to visit our customer service counter that has been transformed into a Non-GMO information center. Pick up GMO FAQs, and your pocket size Non-GMO Shopping Guide.

Kids, Win Your Non-GMO Favorite Goodies!

Find three Non-GMO butterflies (like the one pictured here) that have been hidden throughout this newsletter and answer the questions below.

On what pages did you find the 3 hidden Non-GMO butterflies? circle
produce grocery refrigerated cheese meat supplements

1. Can genetically modified organisms (GMOs) occur naturally? circle yes or no
2. Do GMOs help farmers or add nutrition to our food? circle yes or no
3. Is eating organic food a good way to avoid GMOs? circle yes or no

Please print parent’s email address to be notified of win (print clearly):

Parents, enter your completed form in the box near customer service for a chance to win 1 of 5 Non-GMO Project totes filled with kids favorites.

NO PURCHASE NECESSARY. Limit one entry per parent. First day to enter is 9/4/12. Deadline to enter is 10/31/12. Must be age 18 or older. For official rules, visit genatural.com