



Choices Natural Market

Natural & Organic Meat & Produce

6551 E. Riverside Blvd.
Rockford, IL 61114

815-282-1861 - www.choicesnaturalmarket.com
M-F 10am – 7pm Sat 9am – 5pm Sun – 11am – 4pm

Thank you for shopping at Choices Natural Market and supporting local & small family farms. We really appreciate your business!

This month we have decided to mail out a newsletter instead of our regular ad. From now on we will only email the newsletter and ad. Please send me your email address if you wish to continue to receive information from Choices Natural Market. We have posted our ad online and have it available in our store. Please check out our monthly specials at choicesnaturalmarket.com by clicking on "Store Specials" located on the home page.

Our Vision

To move or not to move, that is the question. From the very beginning, we have wanted to be more than just a store. We want to be a resource for our community; a place where people can come for healthy food and healthy minds. We want to be a place where we can all learn and grow. We would like to offer classes and resources for those who are seeking information on living a healthier lifestyle or becoming self sufficient. We would like to increase the size of our store so we can not only offer more of a selection, but also offer more resources, including a classroom in which we can hold cooking classes and other nutritional and healing resources. We would like to have a bakery, juice bar, offer healthy lunches and have a large selection of locally grown produce. We want to support our community in every way possible but in order to achieve these goals, I need your support. We are in the process of trying to get financing to move to a larger space where we can serve you and our community better, but in order to do this, we need you to be committed. Moving the store and increasing its size to accommodate all of these things is a big risk. Our rent, utilities, and payroll will increase; we will need more inventory, equipment, staff, etc. I am willing to take this risk if you are willing and committed to supporting us. Thanks to all of you who shop at our store, your support makes it possible for us to be here. I appreciate the opportunity to be your natural food store and hope that we can become a community resource as well.

Our Values

– I want you to know that when you shop at our store, your money is put to good use. It stays in the community and is used to support local farmers, charities and other local business. There is a ripple effect whenever you buy something or spend any amount of money. Every dollar you spend is like a vote being cast! On average, when you spend a dollar at a big box store, 15 cents of that dollar stays in the community, whereas, when you spend that same dollar at a locally owned business, 60 cents of that dollar remains in the community. For example, when you spend money at our store, we are then able to buy more products from local farmers like Andy Hazzard of Pecatonica, Michael Keefe of Cherry Valley, Don Larson of Roscoe, and Phillip Raines of Davis. Having a small business, we also understand the importance of supporting other small local businesses; therefore, we buy as many products as possible from other local entrepreneurs like ourselves. We also tithe to our local

church. We are members of Heartland Community Church, which is very active in the community. Some of their projects have included remodeling several schools in the Rockford School District. They also fix cars and donate them to families in our community, and now they are about to launch a project that will completely rehab MELD, a pregnancy care center for homeless moms, and WAVE, a battered woman's shelter, along with more work to be done in the Rockford Public Schools. Don, Michael, Andy, Phillip, and the other local business owners that we support also live, pay taxes, donate, and support other local businesses in Winnebago County. It is a ripple effect and it makes me feel good to know that the money we spend and donate is used for the greater good of our own community right here in Rockford. I know these farmers well and would love to support them even more than I do now. I like knowing that my money is staying here in my community to help my neighbors and others who want to make Rockford a great place to live. Rockford is a great place to live and it will only get better if we all support each other.

Customer Appreciation Day

Thursday, Nov 6th

20% off

all regular priced items.
Produce not included

Cash or Credit

Ahh... the age old question. Or is it new age? Either way, here's the scoop on cash, check, credit, & debit. Each time we swipe a credit or debit card, we (the retailer) are charged a percentage of that sale. These fees add up. Last year, we paid over \$5,000 in fees charged from the credit card companies for the privilege of accepting credit and debit cards. This is a significant amount of money. At least to us it is. In addition to this, we have to wait at least 2 days for this money to be deposited into our account and they don't deposit credit card sales on weekends. So if a credit or debit card is used on Thursday through Sunday, we have to wait until Tuesday to actually receive that money. So, as the saying goes, "Cash is King" & the next best thing is a check. Debit has the lowest fee if the sale is over \$15.00. Next least expensive is Visa and Mastercard with no rewards. Reward cards charge us more (they have to pay for those airline tickets some way). After this come Discover, American Express charges the highest fee. Don't get me wrong, we appreciate your business regardless of how you pay and if it is between using a credit card and not shopping here, by all means, use that card – whichever one it is. Thanks for your business!

Holistic Blog

People come into our store all the time and tell us of their medical conditions. They tell us their stories and list off their medications. I hear about side effects and tests and how they have been suffering through pain or depression or other ailments and are at their wits end. I have had several customers tell me that about pain they are experiencing and when they tell their doctor, they are told that it is in their head and are then prescribed Prozac, or another depression medication. You wouldn't believe the number of people that this happens to! I have also heard countless stories of people who have healed themselves when they were told there was no hope. I hear all kinds of things at our store; some good, some bad and some just plain ridiculous. The common denominator is that every person who I speak to thinks they are alone. They think they are the only ones going through what they are going through. The truth is that

these stories are more common than anyone realizes. Most people don't walk up to strangers and tell them their medical problems so they don't realize how common mistakes and side effects are. I hear about them because of the business that I am in and I am floored by the similarities and the tragedies. In response to this, I have put together a blog for you to share your stories and information about treatments that have worked for you. Unfortunately our conventional medical system does not recognize some of these treatments that do work. I know they do because every day, I hear from people who have experienced the benefits. I believe that everything happens for a reason and maybe something you have gone through, experienced, or heard can help or save someone else. Please share your stories so others can learn and be healed. The blog can be accessed from our website choicesnaturalmarket.com by clicking on the Holistic Health Networking Link on our home page. If you are looking for information, please post it, I do check this regularly and respond if there is a story that I have heard that relates to what you are going through. My hope is that this becomes a major resource for our community and helps heal those who may have otherwise not been healed.

It's Turkey Time!

Just a reminder to get your turkey ordered for Thanksgiving. Turkey orders will need to be in no later than November 7th. A deposit is required for all turkeys.

Organic Facts of the Week

1. If organic farming methods were practiced on all the planet's food-growing land, it would be like taking more than 1.5 billion cars off the road.
2. You can increase your antioxidant intake by 30 percent by choosing organic.
3. The average child in America is exposed to five pesticides daily in their food and drinking water.
4. The US water system is regularly contaminated above safe limits immediately following chemical fertilizer applications to farm fields.
5. Farms in developing countries that use organic techniques produce an average of 79% more than farms that don't.

Source: rodaleinstitute.org



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Locally Grown Delicata Squash

2 Delicata Squash from Hazzard Free Farm
 (can substitute green or white acorn squash)

Preheat oven to 350 degrees. Place whole squash in a shallow pan with ¼ cup water. Cook for approximately 25 minutes. Cut in half, scoop out seeds and place 1 teaspoon butter or Earth Balance whipped spread in center. Add 1 tablespoon maple syrup, a dash of cinnamon and nutmeg to taste. (Can also be cooked in large stockpot with lid and ¼ inch water)

Bulk Bins & Supplements

You asked. We listened! We have recently increased our supplement department and added more bulk bins and new bulk food items to our inventory. The great thing about the bulk bins is that you are not required to buy a whole package if you only need a small amount of an item. You can buy whatever quantity you need or want. Stop in to see all of our new items!

Organic Rice Crispy Treats

3 tbs Organic Valley Butter or Earth Balance (Vegan)
 6 cups Nature's Path or Ewerhon Crispy Rice Cereal
 1 10 oz. Suzanne's Vegan Ricemallow Cream
 In large saucepan melt butter over low heat. Add Ricemallow and stir. Remove from heat. Add Crispy Rice Cereal and stir until well coated. Using spatula, press mixture into 13x9 pan coated with Spectrum cooking spray and cool.

Off the Subject

Okay, so I have to plug my husband who has recently taken a job as a *Sales and Leasing Consultant* for Burtness Chevrolet in Orfordville, WI, located about 10 miles west of Beloit. If you or someone you know is looking for a new or used car, please give him a call. He is a good guy and will take good care of you. And he is probably the only one in the area who stocks his desk full of **Organic lollipops** and **Bug Bites** for the kids. His name is Bob King and you can reach him at 815-847-8673 or 800-541-4148. Burtness is also a family owned business with a high level of integrity. www.burtnesschevy.com

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