

Mariposa Messenger

June 2023



Sales Run From
May 27th, 2023

Until
June 30th, 2023

Prices & Availability
are subject to change.

500 South Main Street, Willits, CA 95490 (707) 459-9630

IN PRAISE OF FATHERHOOD

BY Mary Anne Trevey

In the past few decades, the role of the father has radically changed. As more women enter the work-place and more families require a two-parent income to support an American family, the responsibilities of the father have morphed into a position more comprehensive than in previous times.

Becoming a father and being a father are two different things. Almost any man can father a child, but being a present, participating man who is actively involved in raising a child is a real commitment. In previous decades, the father was the breadwinner, and the mother was relegated to raising the family. Lately, what has developed is a new social norm where many fathers take on domestic duties, and often times even staying at home nurturing and being responsible for the upbringing of the children. The demands can be hectic and chaotic, especially because men have not been raised to be the primary parent and are often at a loss about what is expected of their new role. And, even in our more progressive atmosphere of the 21st century, many old school men will deride fellow males for taking on the care of children as their main duty. Yet, the importance of being a dad cannot be underestimated. The father plays an essential role, which involves endless devotion to another human being as well as operating as a positive role model. Participating in what is one of the most important responsibilities that can be taken on as a human being should be honored and respected. Every child needs the involvement of a father in their lives, so that they can become their most perfect selves. Fair discipline, praise, talking openly and honestly, and structure so that the child feels safe, are all part of being a productive father.

Unfortunately, even with the changing social norms, the absentee father has become a rising statistic. 50% of fathers who are involved in a divorce leave their families and are never or rarely heard from. Part of this is due to the courts, who 90% of the time release the child to the mother, often only giving visitation rights to the father. Men in this position often wander off for new horizons and new families. Criminal behaviors, anger issues, and poor self-esteem can often be attributed to children whose fathers are often not present or have left for good.

Men encounter many obstacles as society transforms itself. While women are taught early on to nurture and sustain, men can struggle with these concepts because they themselves may never have been fostered by dads who participated actively in this positive way. For the sake of our children and for the modern father who makes every effort to do what's best, let us celebrate Father's Day this year with respect, love, and acknowledgement of the challenges presented to men who want to be great fathers.



EARTHBORN JUNE SALE!

EARTHBORN PET FOODS IS A NEW LINE OF PET FOODS THAT WE ARE PROMOTING IN THE MONTH OF JUNE. WE SAMPLED OUT SOME OF THEIR DOG FOOD ON EARTH DAY AND PEOPLE LET US KNOW THAT THE FOOD WAS VERY POPULAR WITH THEIR CANINE COMPANIONS. EARTHBORN IS A QUALITY DOG AND CAT FOOD WHICH WE HOPE YOU WILL TRY. FAMILY-OWNED PRODUCTION AND INGREDIENTS MOSTLY FROM THE UNITED STATES, IT IS A VIABLE ALTERNATIVE TO TASTE OF THE WILD WHICH IS SOLD IN 6 STORES IN WILLITS. THIS MONTH EARTHBORN WILL BE ON SALE ALL MONTH FOR **20% OFF**. WE HOPE YOU WILL GIVE THIS FINE PET FOOD A TRY.

Spectrum Naturals
Organic Extra
Virgin Olive Oil
 Mediterranean
 32 FL OZ



\$14.99 Reg \$25.89

Bahlsen
Milk Chocolate Biscuits
 Choco Leibniz
 4.4 OZ



\$4.79 Reg \$6.89

Q Drinks
Ginger Ale
Tonic Water
 4/7.5 FL OZ



\$4.49 Reg \$6.29

Garden Of Eatin'
Tortilla Chips
 All Items
 16 OZ



\$5.69 Reg \$8.79

Bulk
Organic
Pistachios
 Roasted & Salted



Reg \$10.69

\$8.79/LB

Annie's Naturals
Organic Dressing
 All Items
 8 FL OZ



\$4.49 Reg \$7.79

Chocolove
Chocolate Bars
 All Items
 3.2 OZ



\$2.79 Reg \$3.89

Tejava
Iced Black Tea
 Original
 1 LTR



\$3.39 Reg \$3.59

Annie's Homegrown
Organic Cheddar
Crackers
 All Items
 7.5 OZ



\$3.39 Reg \$6.79

Bulk
Quick Rolled
Organic Oats



Reg \$2.39

\$1.99/LB

Epic
Snack Strip
 Salmon
 Wahyu
 .8 OZ



\$1.79 Reg \$2.69

Epic
Bars
 All Items
 1.3 OZ



\$2.29 Reg \$3.89

Harmless Harvest
Coconut Smoothie
 All Items
 10 FL OZ



\$3.99 Reg \$5.39

Annie's Homegrown
Organic
Grahams
 Honey
 14.4 OZ



\$4.99 Reg \$8.29

Bulk
Organic Millet



Reg \$2.19

\$1.79/LB

GUT FEELINGS

By Alecia

I'm not sure about you, but the state of our planet has been making me a little bit anxious. The sense of not knowing what lies ahead, yet having the eagerness to get there nonetheless, can put my mind in a tizzy.

We have all experienced that stressful situations in life can have a real effect on our bodies. The expression, "My stomach is in knots" may be an example of how stress in our minds literally manifests itself physically. Loss of appetite, irritable bowel, and ulcers are some examples. And again, this can go both ways; a healthy gut can have a significant beneficial effect on our mental well-being. Improving the balance of probiotics in our intestines has been shown to have a positive response to our thoughts and feelings. Studies have shown boosting the "good bacteria" in patients' guts who suffered from psychiatric illness, had a significant decrease of depression and anxiety symptoms. These findings are important, and the hope is to be able to incorporate probiotics as an adjunct therapy for treating and preventing depression and anxiety. So instead of reaching for something like Prozac, try eating some sauerkraut instead.

Probiotics are live beneficial bacteria and yeasts. Coming from the root word; "pro" means "promoting" and "biotic" means "life".

Most people know that probiotics are found in our digestive systems. But less well-known, is that embedded within the walls of our gut, resides a complex system of nerves, called the enteric nervous system (ENS). This is where a part of our autonomic nervous system, dubbed our "second brain", resides. Spread throughout tissues lining the esophagus, stomach, and layers of intestines, are over 100 million neurons, controlling not only the complicated business of digestion but also housing the probiotics (helpful bacteria) that protect our bodies from potentially dangerous pathogens. These probiotics are the first line of defense against all diseases.

This enteric nervous system is our original nervous system, emerging in the first vertebrates over 500 million years ago and becoming more complex as vertebrates evolved, possibly even giving rise to the brain itself. It has been discovered that not only is the ENS self-reliant from our brain, but also sends its influencing signals. This "second brain" also shares characteristics with the first, such as producing hormones and neurotransmitters. It turns out that 95% of the serotonin in the body is located in the enteric nervous system. Serotonin is the neurotransmitter commonly known as the "feel good" chemical, responsible for maintaining mood, and when deficient can lead to depression. Dopamine is another neurotransmitter generated as much by our "second brain" as our first. It sends signals that influence reward-motivated behaviors. It enables us to not only recognize rewards but to take action to move towards them. This could explain why we seek "comfort foods" during times of stress. Thus, it is our "brain" in our gut that possibly is responsible for those irresistible cravings. This also holds true that when we just think about delicious foods, our mouths can begin to water.

In fact, our gut's intelligence plays a major role in affecting our mood and feelings. The "second brain" can be influenced by your brain in your head, or the other way around. For instance, we might encounter a "gut feeling", some sense about something for reasons unknown, which will send a message to your brain and make the body respond.

"Butterflies" in the stomach, are that uneasy, fluttery feeling that we get when we're about to do something we are nervous about. It turns out that when the brain communicates anxiety to the gut, our bodies physically react. This creates jitters in the stomach, even nausea, and sometimes a more serious gastrointestinal issue. This is part of a "fight or flight" response, where blood shifts from places where it is not needed, for example, leaving the stomach and flowing to an extremity, particularly the legs, where it might

be needed more for “flight”. This is an evolutionary function that helped us to survive, way back when we had to possibly run from attacking beasts!

During the month of June, we will be featuring Inner-Eco probiotics on sale. Branded as “You Gut This”, it is a sparkling, live, and fermented liquid food made from a base of coconut water. Each serving averages up to 100 billion CFU (colony-forming units) of this pre and probiotic. We carry three of its versions, blueberry-blackberry, mango-pineapple, and unflavored and unsweetened original.



There are many super fun ways to use Inner-Eco besides straight off the spoon. Try pouring it into a spray bottle and apply it topically on your face and body as a skin toner or as a deodorant. Having probiotics on your skin helps to encourage and protect the acid mantle. The acid mantle is a fine acidic film on the surface of our skin that acts as a barrier to bacteria, viruses, and other potential contaminants.

You Gut This can also be used in making salad dressings, probiotic mocktails, and coconut kefir yogurt. Check out their website for recipes and more information.

So don't let the fear of the unknown spin you out and make you sick.

Focus on what you can control and support your mental health, by nourishing your gut with probiotics. You Gut This!!!

Produce Corner by Elizabeth, Mariposa Produce Manager

Mariposa's produce department is full of vegetables perfect for summertime grilling! Look for early season sweet corn, zucchini, golden summer squash, portabella mushrooms and eggplants. New crop gold or red potatoes make a delicious potato salad and California grown avocados are the best for guacamole.

Try sweet red cherries, mini sweet watermelons and locally grown strawberries for a fruit salad side dish. Luscious heads of lettuce, a variety of cucumbers and tomatoes will lighten the meal with a fresh salad.

Expect to see Patterson apricots by the lug and pound, and early peaches by mid-June.



Good Culture
Organic Cottage Cheese
 Double Cream Classic
 16 OZ



\$5.99 Reg \$7.89

Cascadian Farm
Organic Frozen Fruit
 Cherries
 32 OZ



\$12.99 Reg \$23.19

Cascadian Farm
Organic Frozen Potatoes
 Hash Browns
 Spud Puppies
 16 OZ



\$4.49 Reg \$7.29

My/Mochi
Mochi Ice Cream
 All Items
 9.1 OZ



\$6.29 Reg \$8.09

Wildwood
Natural Foods
Organic Tofu
 Firm
 Extra Firm
 15.5 OZ



\$3.69 Reg \$5.09

Cascadian Farm
Organic Frozen Vegetables
 All Items
 10 OZ



\$3.39 Reg \$5.79

Amy's
Organic Veggie Burgers
 Sonoma
 10 OZ



\$7.99 Reg \$9.89

Tofurky
Beer Brats
 14 OZ



\$6.19 Reg \$7.69

All Terrain
Herbal Armor
Insect Repellent
 Deet-Free Pump Spray
 2 FL OZ



\$4.49 Reg \$6.99

Featuring all Roundman's Smoked Sausages
this month at \$11.99/LB Reg \$14.99/LB

Shop our selection of
 Chicken, Pork & Lamb

"We use only top-quality cuts for our smoked sausages."



Naturtint
Permanent
Hair Color

All Items
5.6 FL OZ



\$12.59 Reg \$20.39

Selected Sales Run

June 1st

Until

June 30th

Now Foods
Selected Items
25% OFF



Inner-Eco
Fresh Coconut
Water Probiotic
All Flavors
20% OFF



Aloe Life
All Items
20% OFF



Mickelberry
Selected Items
20% OFF



Nordic Naturals
Selected Items
20% OFF



Host Defense
Selected Items
20% OFF



Flora Health
MCT Oil
20% OFF



Emerald Labs
Selected Items
15% OFF



Herbs Etc.
Selected Items
20% OFF



Bluebird Botanicals
All Items
20% OFF



Boiron
Selected Items
20% OFF



Badger
All Sunscreen
& Bug Spray
15% OFF



Acure
All Hair Care
20% OFF



Outdoor Cooking for Dads & Grads



Great Selection of
Meat, Fish & Vegetables
Sauces & Salads

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