



HUMMING NEWS

Inside this issue:

Here is Where it's At: Organic Dried Cranberries and Raw Honey	1
Raw, Local Honey- Why not Organic?	1 / 3
Complete List of HW's Local Items	2
Bulk Department Shines through Economic Gloom	2
CA Almond Mandate	3
First Meeting with	4
Francis Moore Lappe on Farm Aid	4
Strengthening Community through Field Trips	5
Humming People: Introducing Lucrecia Diez	5
HABA Products Now Available	5
Valentine's Recipes	6

Good Things Come in Small Packages...

Including our locally grown Hummingbird Cranberries from Coquille, sold in 2 lb packages. When we began developing our raw granolas, we wanted to use as many local ingredients as possible. Since we found no local organic raw dried cranberries, we decided to make our own! We dehydrate organic cranberries in our certified organic kitchen, adding only a small amount of Willamette Valley Blackberry Honey for a touch of sweetness. The cranberries add color and tart-sweetness to our Raw Sprouted Ariel's 'Om Grown Granola, yet we find the flavor of the cranberries so outstanding, we wanted to share them, sans granola, for those who would like to use them in their own recipes.

Raw, Local Honey- Why not Organic?

Our honey is from Willamette Valley beekeepers who own small family businesses, and who produce and extract exquisite local honey. Unfiltered and raw* (not heated over 115°) our honey still contains traces of Pollen and Propolis, both of which have well documented health benefits. There are absolutely no additives in our honey (many commercial packers add water to achieve the legally permitted 18% moisture content).

We also sell completely raw Blackberry Honey that has never been heated, using only the warmth of the hive to pour the honey into jars.

Organic certification for honey requires that bee hives be located within a minimum radius of two miles of certified organic land...

This delicious crystallized honey from Creswell, Oregon, is a specialty item many customers value highly.

Organic certification for honey requires that bee hives be located within a minimum radius of two miles of certified organic land, which is nearly impossible to find in the Willamette Valley. In addition, the fees and process for certifications are often prohibitive for a small beekeeper. Hummingbird has chosen to purchase from local beekeepers over importing organic honey long distances. We work closely with our suppliers and have confidence in their integrity. We believe the cost of non-regional purchasing outweighs any potential risks to health from our local suppliers.

Foods Sourced Within 100 Miles of Eugene

Whenever possible we work with and purchase from local and regional farmers. Here are foods that are sourced within 100 miles of Eugene:

Bee Pollen

Organic Black Beans

Organic Cherries, Tart (with organic sugar & organic canola)*

Organic Cranberries (with organic sugar & organic canola)*

Organic Filberts (Hazelnuts)

Honey: Spring Nectar, Blackberry, Clover, Poison Oak

Prunes, Moyer (with pits), grown with organic practices

Pumpkin Seeds, Raw (unsprayed)

Grown/Harvested in Oregon:

Ariel's 'Om Grown Raw Sprouted Granola (currently 86% grown in Oregon)

Beeswax (unfiltered, light color)

Organic Blueberries (with organic sugar & organic canola)*

Hummingbird Cranberries (OG Cranberries with local Blackberry Honey)

Honey: Wildflower

Organic Raspberries (with organic sugar & organic canola)*

Organic Strawberries (with organic sugar & organic canola)*

* Sugar and Canola Oil are added to keep fruit from drying *too* much; these ingredients are from out of state.

The Bulk Department Shines through this Economic Gloom

When the going gets tough, head for the bulk department. At least that seems to be what some thrifty eaters are doing these days. Organic Products Retailer magazine reported last month that “consumers are opting to cook at home and from scratch more, so the industry has seen an increase in natural and organic bulk grains (up 47 percent over previous year’s sales); bulk beans, grains and rice (up 23 percent); bulk flour (up 42 percent) and even bulk tea (up 24 percent)” (Quackenbush, 2008).* This was confirmed by Portland’s Food Front Co-op bulk buyer Jon, who told us that bulk sales are up at the Co-op, whereas most other departments aren’t doing as well.

While we don’t like hearing that most departments’ sales are down, we have to admit we are quite happy about the push towards bulk foods, and not just because it means good business for Hummingbird Wholesale. It also means less packaging and waste for the environment, and more nutritious home-cooked meals for people, and those are the real reasons we come to work every morning. That is the substance that lies within the seemingly insignificant tasks we perform daily.

*Quackenbush, K. (2008). Organic Viewpoint—2008: It’s Your Call. Retrieved January 26, 2009 from http://www.vitaminretailer.com/OPR/2008/12/OPR1208Viewpoint_2008ItsYourCall.htm



Organic Cranberries & Filberts



Organic Red Raspberries

Raw, Local Honey (continued)

Please visit the “Bee Products” page on our website for more information about our honeys: http://hummingbirdwholesale.com/page/full/local_honey

*Although most of our honey is warmed in order to pour from drums into smaller containers, the temperature is below 115° which does not destroy the phytonutrients, and qualifies the honey as raw. (Hummingbird Wholesale’s definition for labeling a product as raw is that it must be handled and processed at or below 115°).

Help Our Organic Farmers Overcome the Mandate

As you may know, California-grown raw almonds are no longer raw, following enactment of a new federal rule. The USDA mandate requires raw almonds to be pasteurized, and this practice, which adds expense for the farmer and detracts product value in the market, is severely hurting our organic almond growers.

Several almond growers and handlers are pursuing litigation to exclude organic almonds from the pasteurization mandate. At this point the USDA seems invested in resisting a reversal of the mandate, perhaps to avoid being held accountable for any future potential problems. Cornucopia Institute is helping with the lawsuit, feels there is a strong case, and is seeking funds to help with legal expenses. To donate to the raw almond legal defense fund, or find other ways to give support, go to this page:

<http://www.cornucopia.org/almonds/>

Overturning the mandate may take time, and until then, we are committed to supporting our California organic almond growers. We’ve worked with these farmers for over 15 years; they are conscientious, ethical suppliers who consistently produce excellent almonds. We don’t want them to lose their farms as a result of this rule—a distinct possibility in the current conditions.

We know many of you and many of your customers value truly raw almonds, and for good reasons since they are both nutritious and delicious. We know that many of you also share our value of buying as locally as possible in order to stimulate local economy, minimize the environmental impact of transporting our food, and because it allows us to build relationships like we have with our California almond growers. Needless to say, the pasteurization mandate has brought up some very difficult choices.

After the mandate took effect, we began to import raw organic almonds, since truly raw almonds were no longer available from California. And in the past year we’ve seen our local farmers lose an enormous portion of their business in the domestic and foreign markets, while the price of raw imported organic almonds has risen significantly. This year, after weighing our options, Hummingbird Wholesale has decided not to carry raw, organic Italian almonds. Instead, we will continue working to help our California growers to sell their crops and reverse the mandate.

We ask that you educate yourselves and your customers on this issue and continue buying California almonds. For a comprehensive history and argument against the pasteurization mandate from the Cornucopia Institute website, please see:

http://www.cornucopia.org/almond/Almond_Fact_Sheet.pdf

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A Successful First Meeting with Willamette Valley Farmers

On January 20th, nearly 90 people met at the Lane Extension Service in Eugene to discuss the possibilities of growing food for local consumption. The meeting was organized by members (including Julie and Charlie Tilt, owners of HW) of the Southern Willamette Valley Grain, Bean and Edible Seed Project, whose purpose is to create food security in the Willamette Valley by increasing the amount of food that is grown, bought and eaten locally. Invitations were extended to many local farmers, most of whom grow conventional grass seed for export.

During the meeting, Harry McCormack of Sunbow Farm, and Harry Stalford and Gian Mercurio of Stalford Seed Farms, presented information with honesty, practicality and humor on what has worked, and the challenges that were faced in growing grains, beans and seeds locally. Harry suggested that even if a small portion of a farmers' land is allotted to growing food crops, this could make a difference in our food security and allow the farmers to create strong supportive relationships with local community. He emphasized a paradigm shift is needed in order to (1) think of growing for local use as opposed to selling on the international market, and (2) calculate crops in terms of pounds rather than bushels.

In the second half of the meeting, a panel including our Julie, Gabe Pallastrini (Bulk Food Manager at First Alternative Coop in Corvallis), and Krishna Khalsa (a well-known community organizer), presented marketing realities and economic opportunities for locally grown foods.

The response to this meeting was very positive, and we were heartened by the participation of the farmers and others who are interested in supporting a thriving local food economy. We look forward with optimism to working together, creating viable solutions to our current challenges, and to focus on the next steps that will help move our vision forward and strengthen our local food community.

From Francis Moore Lappe: An Article on FarmAid

A system consolidating agribusiness control -- and subsidized by tax dollars -- is pushing under 10,000 U.S. farms a year, while it erodes soil and pollutes water. It results in over three-fourths of our food dollars now going to everybody but the farmer.

The good news? We know how to fix it.

- * Family farms are typically more productive than the biggest operations, and are more effective in protecting topsoil, groundwater, and communities; not to mention farmers.
- * More and more farmers are creating farmer-owned marketing cooperatives that keep vastly more of the return from farming in rural communities.
- * Though President Bush's science advisor Nina Fedoroff claims that organic farming could support "maybe half" the current world population, in fact, if organic farming went worldwide food availability could increase by 50 percent, reports a 2007 University of Michigan study.
- * Family farms make economic sense, community sense, and ecological sense, so they're gaining where smart families, communities, and states see the writing on the wall. They're re-linking farm and city; farmer and eater. The most recent Minnesota farm census, for example, recorded a gain in the number of new farms.

Strengthening Community through Field Trips

Several of us from HW went on field trips this past quarter. We visited Oregon Jewel Wild Rice fields and Meridian Farm, enjoying the beauty of the farms, connecting with the farmers, and learning about their challenges and successes. We also had the pleasure of hosting a visit from six members of First Alternative Coop in Corvallis where we shared our plans, vision and implementation of sustainable, ecological business practices. If you'd like to arrange for a visit to our warehouse to meet us face-to-face and share inspiration, give us a call.

Humming People: Lucrecia Diez

Lucrecia handles our packaging details, manages the cleaning of the warehouse and our returned deposit containers with elegance and sophistication.

English:

My name is Lucrecia Diez. I'm Colombian and have been working with organic food for the past five years. I am happy with my job because it



is very interesting and engaging, and the ambience is very pleasant. My co-workers are cheerful and industrious. It is inspiring to work together to contribute to the success of our business. I have one daughter and two granddaughters who live in Honduras. I have lived with my husband, Carlos, in Eugene for eight years. We like the city and people very much.

Español:

Mi nombre es Lucrecia Diez. Yo soy Colombiana y tengo cinco años de trabajar con comida orgánica. Yo soy

feliz con mi trabajo porque es muy interesante y entretenido, y el ambiente es muy agradable. Las personas que trabajan conmigo son muy alegres, y hacen que el trabajo sea muy ameno. Es inspirador trabajar con otros que disfrutan trabajando juntos para contribuir al éxito de nuestro negocio. Yo tengo una hija y dos nietas que viven en Honduras. Yo vivo con mi esposo, Carlos, en Eugene hace ocho años. Nos gusta mucho la ciudad y las personas.

HABA Products Now Available Through HW

As a service to our customers and support for local small businesses, we're now distributing several herbal and HABA products that meet our standards for Local/Regionally Made, Organic, Ethically Crafted; products that fill a unique niche and have excellent testimonials from satisfied customers. For more information, please call our office at 541. 686. 0921, or check out the websites listed below.

~Cortesia Sanctuary
Flower Essences and
Solomon's Seal

<http://onesanctuary.com/>

~Pharmacopia Herbals
(Under the Yew)

www.undertheyew.com/

~Ojas Ayurveda Anti-
Itchy Poison Oak Remedy
www.antiitchy.com

~Vitality Tooth Products

<http://www.toothsoap.com/>

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Candied Walnuts Recipe

Ingredients

1/2 cup sugar
1 1/2 cups raw walnut halves
1/8 teaspoon coarse salt

Method

1) Preheat oven to 350°F. Use middle rack in oven. Lay walnuts out on a baking sheet in a single layer. Bake for 5 minutes. Test for doneness. If not quite toasted enough, toast for 1 or 2 more minutes. Be careful not to burn. Remove from oven and let cool in pan on a rack.

2) Pour sugar into a medium saucepan with a thick bottom. Have walnuts nearby, ready to quickly add to the pan at the right time. Cook sugar on medium heat, stirring with a wooden spoon as soon as the sugar begins to melt. Keep stirring until all the sugar has melted and the color is a medium amber. As soon as sugar is melted and the color is a medium amber, add the walnuts to the pan, quickly stirring and coating each piece with the sugar mixture.

3) As soon as the walnuts are coated with the sugar mixture, spread them out on a rimmed baking sheet, lined either with a Silpat non-stick mat, or with wax paper or parchment paper. Use two forks to separate the walnuts from each other, working very quickly. Sprinkle the nuts with the salt. Let cool completely.

Makes 1 1/2 cups.

Recipe retrieved on January 13, 2009 from the World Wide Web at http://www.elise.com/recipes/archives/001559candied_walnuts.php

OUR MISSION

WE ENDEAVOR TO SERVE PEOPLE AND THE PLANET BY PROVIDING THE HIGHEST QUALITY, MOST NUTRITIOUS FOODS, GROWN AS LOCALLY AND SUSTAINABLY AS POSSIBLE, TO NOURISH BODY, MIND AND SOUL.

- ◆ **WE STRIVE FOR MAXIMUM BENEFIT FOR CUSTOMERS AND FARMERS, MINIMUM PACKAGING AND WASTE, AND GREAT FOOD FOR LIVING.**
- ◆ **WE VALUE LONG TERM RELATIONSHIPS WITH CUSTOMERS AND VENDORS, MEETING NEEDS WITH RELIABILITY, CARE AND PRIDE.**
- ◆ **WE PRACTICE PRINCIPLES OF ECOLOGICAL AND SOCIAL JUSTICE IN THE OPERATION OF OUR BUSINESS.**
- ◆ **LIKE THE HUMMINGBIRD, WE SEEK TO SIP THE NECTAR OF THE EARTH WITHOUT HARMING THE FLOWER. WE ARE HAPPY TO SERVE YOU!**

Valentine Treats

This month celebrate your loved ones by making them a special treat from some of Hummingbird Wholesale's products.

1. Combine dried cranberries, pumpkin seeds, candied walnuts (*see previous recipe*), filberts, and our dark chocolate chips. Put the mix in a small jar or a cellophane bag and tie with a ribbon.
2. Combine dried cherries, white chocolate chunks, California pasteurized almonds. Put the mix in a small jar or a cellophane bag and tie with a ribbon.
3. Take your favorite muffin recipe and substitute a portion of flour with our Emmer Pancake Mix or Emmer flour. Add dried fruit or chocolate chips for a yummy Valentine's Day breakfast.