

ORGANIC EARTH MAGAZINE

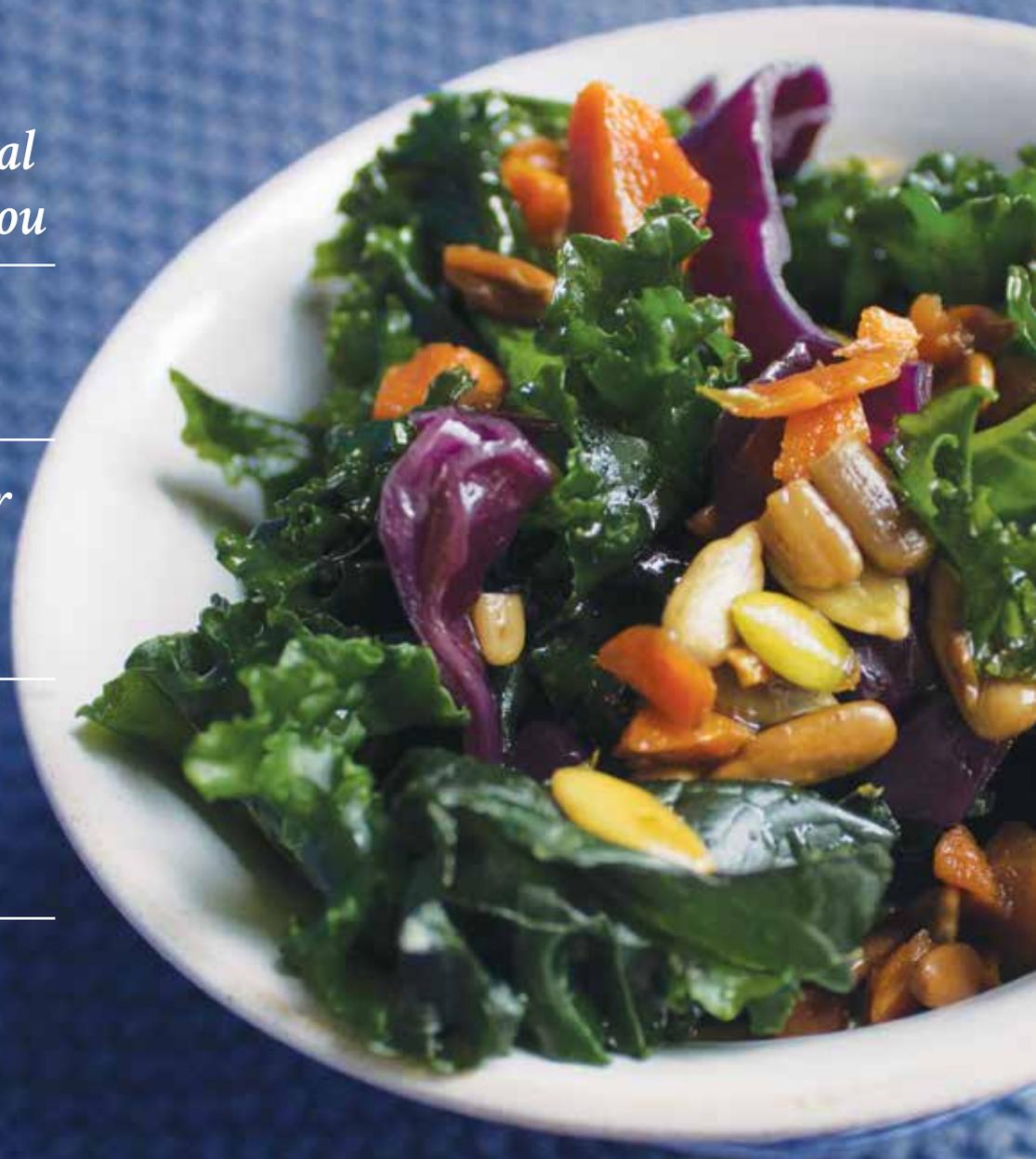
It's our lifestyle

*From your local
producers to you*

*Our famous
kale salad*

*Decoding your
supplement
bottle*

*Meet the
Market's
specialists*



SPECIAL SUPPLEMENT
TO OPTIMYZ MAGAZINE
SPRING 2017

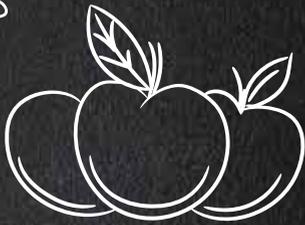
YOUR HEALTH & FITNESS
optimyz

Welcome to The Energy Bar

A recent addition to Organic Earth Market is our Energy Bar. The aroma of coffee fills the air and makes it hard to resist stopping for a freshly brewed cup of Sissiboo coffee, a hot cup of cocoa or herbal tea. Our coffee is organic, fairly traded and locally roasted.



If you're in the mood for something chill, we have frozen lattes and our very popular smoothies!



SMOOTHIES

Fresh, Organic, Nutritious



GREEN DREAM: Apple, carrot, ginger, kale, mango juice, coconut water

THE CLASSIC: Banana, berries, yogurt, orange juice, ice

ZEN JEN: Banana, pineapple, matcha tea, agave syrup, coconut milk, ice

PUMPKIN PIE: Banana, pumpkin purée, dates, vanilla syrup, ginger, cinnamon, milk (dairy/non-dairy), ice

DAY DREAM: Strawberries, banana, mango, yogurt, coconut milk, ice

ORANGE SLICE: Banana, pineapple, carrot, apple, orange juice, ice

BEET THE BLUES: Berries, beets, yogurt, juice, protein (your choice), ice

TROPICAL SUPREME: Mango, pineapple, banana, dates, juice or milk, protein, ice

GREEN SUPREME: Mango, pineapple, banana, apples, kale, greens powder, coconut milk, ice

ESPRESSO YO-SELF: Banana, espresso, vanilla, cocoa powder, milk (dairy/non-dairy), ice

GREEN SUNRISE: Kale, pineapple, carrots, apples, orange juice, ice

Or build your own!



Add a shot of locally grown Wheatgrass! Or try our Wheatgrass Zinger Shot, with garlic and lemon juice...ZING!!

Need a boost of protein? We have it covered! Brown Rice, Hemp, Pumpkin and Whey are popular additions to any Smoothie.

With an entire health food store at our fingertips, we are always experimenting with new ideas and recipes!



ORGANIC EARTH MARKET
6487 Quinpool Road
Halifax, NS

ENERGY BAR HOURS
Monday-Saturday 9-5
Sunday 10-6



Our journey to health

by Tracy Nauss

10 YEARS AGO I had an epiphany.

I was working in a big box grocery store witnessing people fill their carts with empty-calorie foods, claiming that they just couldn't afford to "eat healthy." Quantity seemed to outweigh quality, and they were paying with their health.

Walking home from work one evening, I passed the local health food store and spied a "help wanted" sign in the window. Before then, I had never entered a health food store, but something told me that it was a great place to start to learn how to feed my family, my body and my soul—the right way. Even without any experience in the health food industry, my eagerness to learn landed me the job.

Within a year, I had left the big box store, and was managing the little health food store. I was among like-minded people who believed in the philosophy that whole foods, herbs and supplements are what our body's systems need to run optimally. I discovered the farmers market, where every weekend I would take my three kids to pick out fresh, local produce, meat and eggs.

Then I found a gem of a store called Planet Organic (which later became Organic Earth Market) where I dis-



covered that most processed foods, with a list of 27 ingredients, could be replaced with simpler natural versions. Hidden refined sugars such as high fructose corn syrup were nowhere to be found. There were no enriched flours, which have their nutrients bleached away. Nothing artificial, nothing hydrogenated. I no longer needed to decode the nutritional label!

Yes, the prices were more than I was used to, but I felt that those few extra dollars were not wasted, but invested in my family's health. Peace of mind for a mom whose son was on a strict elimination diet for various health issues.

I knew this was where I should be.

Now, eight years and two changes in ownership later, I am so proud of what our store has become. Because we follow the trends and listen to customer feedback, we bring in the latest in high-quality, natural products in all departments. We are continuously educating ourselves and our community on important issues such as food security, our environment and keeping it local.

After all, it's our lifestyle—and our lives. 🌱

Above: Found family at Organic Earth Market.

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COVER GLOBE ILLUSTRATION © CAN STOCK PHOTO / PALAU
COVER PAPER RIP ILLUSTRATION © ISTOCK / -STRIZH-

NATURAL SELECTION

Organic Earth Market is bursting with fresh food and other healthy products—many from local suppliers—from the country to the city.

By David Holt

WALKING through the front door of Organic Earth Market on Quin-pool Road in Halifax, NS, you enter a world of its own. There is light shining in from the front windows and just the right blend of intriguing detail and open space.

Shoppers peer intently at the shelves. Staff are focused too, stocking, helping customers. There are thousands of products, but not a big box to be found. “We are not a mainstream store,” says owner Jamie Wentzell. “It is homey here. It has a market feel. It even smells good.” The scent of spices, lotions, soups and fresh coffee greet the weary shopper.

Wentzell grew up on Nova Scotia’s South Shore surrounded by farmlands. He spent his youth bringing in hay and driving tractors. Even though he, his wife Alana and their three kids live in the city now, they get back to the country every summer at their cottage in Cape Breton.

Wentzell started his career as a corporate accountant. While he enjoyed the challenge, he was away a lot and missed his family. When the chance to buy the shop came his way, he took it.

Reminiscent of farmers helping their neighbours, Wentzell’s country hospitality runs throughout his business ethic too. Call him up at work and they’ll probably have to yank him off the floor where he’s chatting to customers. “I love being

with the staff and the customers,” he says. “There is a good vibe here.” And he’s really getting into the lifestyle, “I just finished a 12-day cleanse and I feel great,” he says. Like everyone at OEM, Wentzell wants to help customers to feel the same way—energized.

Since taking over, Wentzell has made a series of gradual changes. “The focus is on the customer and what are they are asking us to do,” he says. “We want to make it an experience.” Customers include everyone from students to seniors, artists to lawyers and dentists—anyone with a focus on health.

Wentzell started by lowering prices and increasing the amount of produce. There are more local food-stuffs now and more products of all types. He promoted senior staffer Tracy Nauss to manager.

The ideal employee is energetic and loves the lifestyle and teaching the

customer, he says. Organic Earth Market tends to bring in younger people and give them a basic knowledge of the whole store, then cross train them so they can work in different departments.

“I want to motivate people and build a great culture,” Wentzell says. “We have a lot of Gen X and millennials who value flexibility. I want to empower them and let them show off their skills. I ask the staff: Can you sell this? Then let them make the decision about what to order.”

Erin Hearn, executive assistant, has been on staff for three years. She has a diploma in holistic nutrition and likes the outdoors—you’ll find her trout fishing in season if she’s not behind the desk. “These are friends, not just coworkers,” she says. “Our manager Tracy is in tune with the energies of the people.”

“The products are evolving,” says Hearn. She’s tuned in to preventa-





tive health and products that catch her eye include the Santevia water purification system, chocolate bars from Just Us!, Vega protein shakes, turmeric and phytoplankton. On the local front, she likes Down East country soap, Gingerbread Haus sourdough bread and Pasture Hill meats—all available in store.

“This is a cool job,” says Dylan Coburn, grocery manager. “We take the lead with local vendors and support them big time. It is important for our economy here.” His job ranges from administration and computer work to physically receiving products, putting them on the shelves and working with customers. “I enjoy not being at a desk all day,” he says. “I’ve learned how to eat healthy and take care of my body. I now look for supplements, avoid processed foods and eat a lot of fresh, local produce.”

Noah Guillot, bulk manager, helps customers to place special orders. His small but mighty aisle contains over 200 spices and medicinal herbs including lemongrass and holy basil in addition to the variety of flours, coffee, nuts and seeds available.

One client prefers spices and seeds from Europe versus China. “I get to know the customers and learn from them too,” Guillot says, noting that young people are increasingly turning to a healthier lifestyle. “I have friends—athletes—who come here to buy healthy food,” he says.

The body and beauty care section, also includes jewellery, a baby section and men’s natural products. All product lines are researched to make sure they meet Organic Earth Market’s standards and, like with produce, they tend to purchase more from smaller businesses and local suppliers while also seeking out products that are vegan and cruelty-free.

One of their fastest growing departments is the “Our Lifestyle” section. You can find Himalayan salt lamps, gemstones and jewellery. They offer beeswax and soy candles and pure incense. New to that section is stationary and office supplies made from recycled water bottles, and sustainable materials like bamboo and stone.

Manager Tracy Nauss is also from the South Shore. After university

she worked at a grocery chain. Her life changed when her son developed health problems. He was diagnosed with allergies and ADHD and she had to re-learn how to feed him. “A naturopath showed us how to heal the body with wonderful food. Now he is much better,” she says.

She appreciates her team at Organic Earth Market, how they work together. The staff even has a monthly vegan team potluck.

“Customers want to know what’s in the food we sell,” she says. “We follow the Whole Foods list of banned foods. There’s no pesticides or preservatives. You don’t have to read the label to know there’s no garbage.”

African cooking is becoming popular, including teff flour, a North African gluten-free ancient grain, she says.

There’s juicing in the basement, with products prepared by Amber Black. Popular flavours include greens with mint, licorice, bok choy and carrot punch. Cultured foods are taking off.

Nauss grew up in a farming and fishing community and always had access to fresh food. “We knew where our food came from,” she says. “For my grandparents food was communal and personal. Food came from the farm to the table. I bring this philosophy to our team.”

From its roots in rural Nova Scotia to its quest to find the healthiest foods of the world, Organic Earth Market is on a mission. Like all markets, it provides an eclectic mix. You can carry out or dine in, and there’s more to the store than food alone. 🌿

Opposite: A multitude of options in the bulk aisle.

Above: Jamie Wentzell and Tracy Nauss at the Energy Bar.

Deli secrets

Make those yummy sandwiches and legendary kale salad for yourself!



EGGLESS EGG SALAD WRAPS

Makes 3 to 4 servings | Takes 30 min

- 350 grams extra firm tofu (2 pkg)
- 225 mL Vegenaïse
- 1 Tbsp Dijon mustard
- ¼ cup organic red onion, diced
- ½ cup organic celery, diced
- 1 Tbsp organic ground turmeric
- ½ tsp black pepper
- ½ tsp sea salt
- Dash of Bragg liquid soy seasoning
- 4 wraps of choice

Drain the tofu and pat dry with paper towel. Pulse quickly in a food processor until it reaches the consistency of cooked ground beef. You can also grate the tofu with a hand grater if needed. In a small bowl, mix Vegenaïse with turmeric, Dijon, black pepper, sea salt and Bragg liquid soy seasoning (“Bragg’s” for short). Using a spatula or your hand, combine the Vegenaïse mixture with the tofu until fully incorporated. Fold in the red onion and celery. Voila! Let this sit for five minutes to enable the tofu to absorb all the yummy flavours. Fold into wraps with your favorite available seasonal vegetables, such as red pepper, lettuce and cucumber. Enjoy!

Nutritional value per serving: Calories 410; Fat 38g; Carbohydrates 6g; Protein 9g

VEGENAÏSE

This eggless alternative to traditional mayonnaise has found fame in recent years on *The Ellen DeGeneres Show* and in Gwyneth Paltrow's cookbook, *It's All Good*. With less saturated fat and cholesterol than regular mayo, this product lets you enjoy your tuna sandwich without the heavy bloating effect. Plus, it's non-GMO certified, naturally gluten- and dairy-free, and doesn't contain preservatives.

BRAGG LIQUID AMINOS

Known simply as “Bragg’s” to those in the know, this product is a gluten-free alternative to soy sauce. Derived from soybeans, Bragg’s is a liquid protein concentrate containing 16 essential and non-essential amino acids. It’s non-GMO certified, free from preservatives and artificial colouring and it is not fermented. It’s salty with a bit of that elusive umami flavour, making it great for salad dressings, marinades and most foods that needs a little flavour boost. One teaspoon contains 320mg of sodium so go easy. You can dilute this product as needed.



KALE SALAD

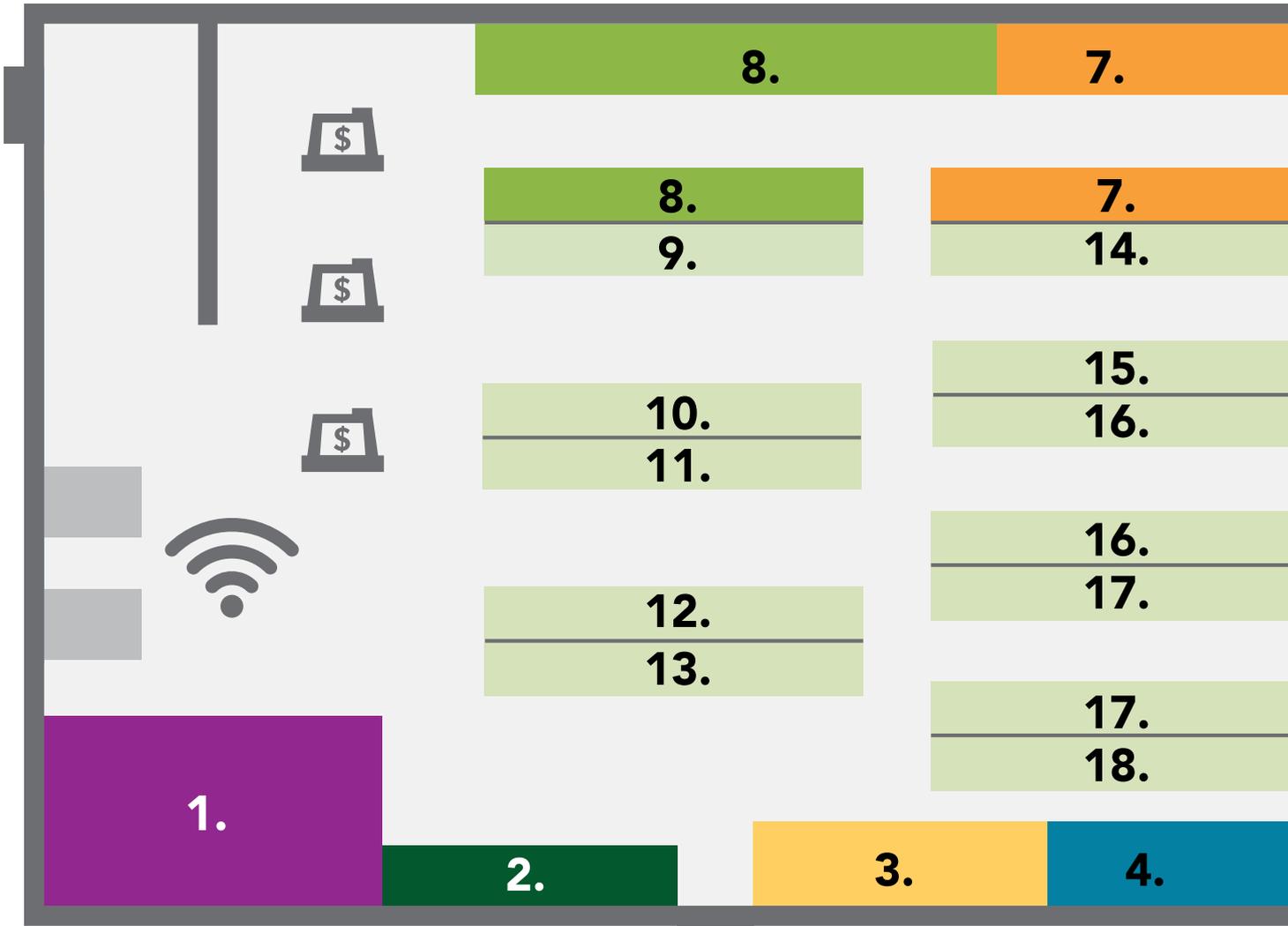
Makes 5 servings | Takes 15 min

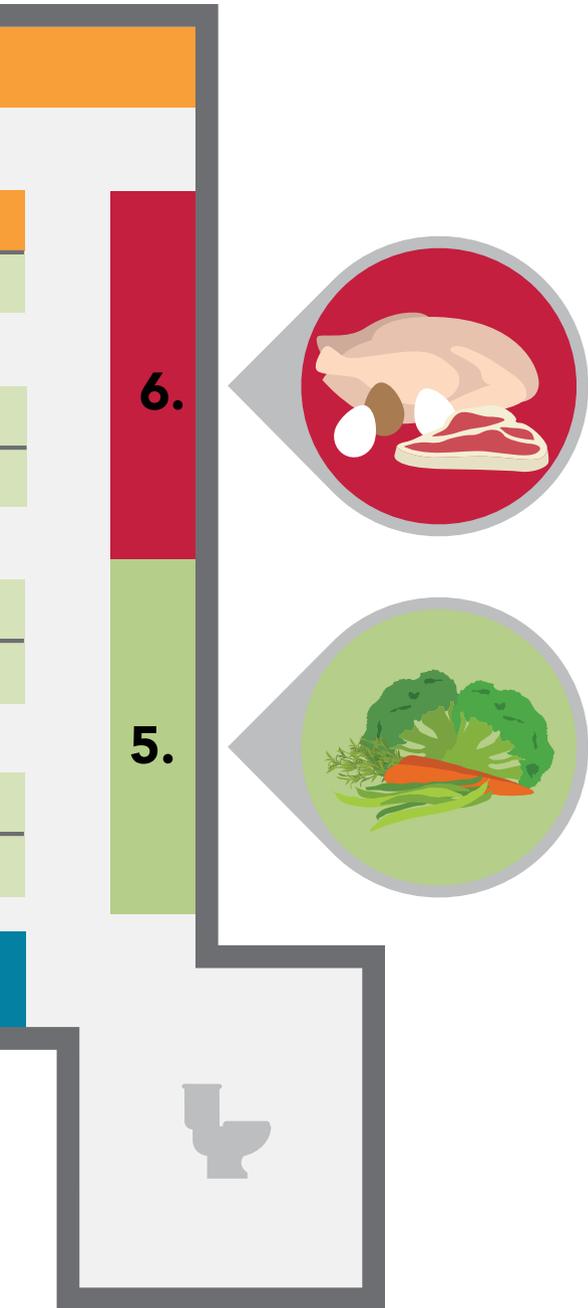
- 5 cups organic green kale
- 1½ cups grated organic carrots
- 2½ cups of shredded organic red cabbage
- ½ cup of organic pumpkin seeds
- ¼ cup of organic sunflower seeds
- 2 Tbsp of tamari
- ¼ cup of flax oil
- 2½ Tbsp of Bragg’s
- 1 Tbsp balsamic vinegar
- ½ tsp dried organic oregano

Remove stems from kale and tear or chop the leaves into bite-sized pieces. Peel and grate carrots. Shred cabbage using a bread knife. Toast sunflower seeds on a flat pan until slightly browned, about 5 minutes in a 400°F oven. Toast pumpkin seeds in a skillet on high until you hear a popping sound. Toss seeds until slightly brown and then add the tamari to coat. Remove immediately from stove and set aside to absorb and cool. Whisk together flax oil, Bragg’s, balsamic vinegar and oregano. Combine all of the above when cool and serve. Enjoy! 🌿

Nutritional value per serving: Calories 279; Fat 22g; Carbohydrates 15g; Protein 9g

A world of choice





Your guide to every corner of OEM

1. Energy Bar
2. Produce
3. Deli & Ready-made meals
4. Refrigerated goods
5. Frozen foods & meat alternatives
6. Meat
7. Personal care
8. Natural health products
9. Bars & snacks
10. Chocolate & treats
11. Breakfast foods
12. Tea and coffee
13. Baked goods
14. Cleaning products
15. Oils & sauces, pet care
16. Bulk foods
17. Pantry
18. Baking supplies

Illustration by Kelsey Walker



Top 7 tips to DECODE YOUR VITAMINS

The need-to-know of natural health products.

By Dean Zwicker

WITH hundreds of bottles lining the shelves of your local health food store, the choice can seem overwhelming. Here are some tips and tricks to help you unravel the mystery of natural health products.

1. NATURAL PRODUCT NUMBER (NPN)

In Canada all supplements must have either an eight digit Natural Product Number (NPN) or a Homeopathic Medicine Number (DIN-HM) on the label. These indicate the product meets Health Canada's minimum standards for active ingredients, quality control, and are safe and effective when used according to the instructions on the label.

2. FORMAT AND BIOAVAILABILITY

There may always be a debate about how absorbable (bioavailable) a product is, depending on the type of product and how it is produced. Here are some guidelines for choosing your ideal format:

Fermentation: This enhances the active ingredient and makes it easier for your body to process.

Food: If your body recognizes a product as food, it naturally enhances absorption.

Tinctures: These are popular because they are highly bioavailable.

3. PATENTED INGREDIENTS

Some raw ingredients have competing brand patents with the same or similar claims. It may take research and testing to find out which patented format is best for you. The geographical source of an ingredient, the process used to extract it and whether it is an isolate or contains other naturally-occurring supporting ingredients all contribute to the effectiveness of a product.

4. INGREDIENT FORMULA

One key ingredient may be combined with other supporting or complementary ingredients to amplify its effectiveness and bioavailability. Try a few different brands, as there may be a specific formula that works best for you.

5. EXPIRY DATES

Is the amount of active ingredients listed from the date of manufacture or guaranteed to the date of expiry? If two brands have the same amount of active ingredients and all else is the same, then take the product with the latest expiry date.

6. CERTIFICATIONS

Organic supplements are becoming more common. Only products that contain more than 95% organic ingredients may be labelled "or-

ganic" and may bear the logo. If the percentage of organic ingredients is between 70% and 95%, the label will include "Made with X% organic ingredients." It is compulsory to indicate the percentage of organic ingredients on the label if it is between 70% and 95%. If the product contains less than 70% organic ingredients, the word "organic" may appear only on the ingredients list, and only to describe the certified organic ingredients. Logos to look for are Canada Organic, USDA Organic and ICS Certified Organic.

7. NON-GMO

GMOs (genetically modified organisms) are living organisms whose genetic material has been artificially manipulated in a laboratory through genetic engineering. The recent non-GMO trend in foods the past few years is now starting to show up in supplements. The leading non-GMO certification to look for is Non-GMO Project Verified. 🌱





A proper kitchen

Chef Karen Potipcoe brings worlds of experience and a passion for healthy food to Organic Earth Market.

By David Holt

KITCHEN manager and head chef Karen Potipcoe has been involved in healthy eating for as long as she can remember. “I’ve always been a good cook,” she says. “It’s second nature to me.”

Her ambition was kindled in St. Catherine’s, Ontario where she used to eat at a health food store after working out. “I thought I would love to run a place like that,” she recalls.

To hone her natural skills, Potipcoe attended the Pacific Institute of Culinary Arts in Vancouver. She worked across Canada, at what became the first Whole Foods store in the country and in French restaurants under top chefs. She was the kitchen manager at the Royal Ontario Museum in Toronto after the tenure of Jamie Kennedy, a pioneer in the farm-to-table movement.

“I’ve been into organic for a long time,” she says. “Eating local is always better and it helps farmers.”

With a blood type of O+, she needs a lot of protein and eats a lot of fish and some red meat. “Your body dictates what you should eat,” she says. “In winter we crave carbs and put on some weight to keep warm. The body knows what it needs.”

Her own diet is full of variety. She loves to try exotic spices. Sometimes at home she makes a “nice vegan mac and cheese.” Of Russian dissent, she loves borscht, sour cream, beets and cabbage, sometimes even pigs’ feet or head cheese. She loves smoked Pacific salmon and cannellini bean soup.

Potipcoe wonders why our culture is in such a hurry. “We should fine-tune our lives so we can enjoy each day,” she says. “Fast food is not that cheap and you put the worst things into your body.”

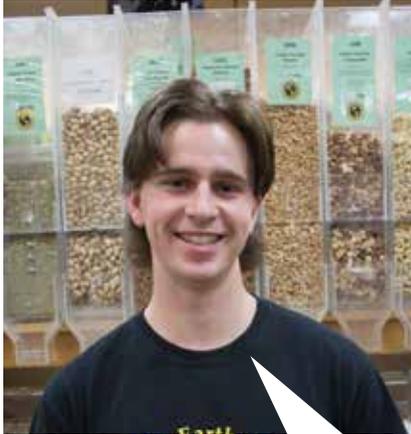
She recommends shopping daily or bi-weekly, buying only what you need. If you have digestive problems, make a food diary and you will soon figure out what you can’t eat. Personally, she can’t eat rice and doesn’t eat any processed foods.

She loves her role at OEM. “We are turning this into a proper kitchen,” she says. “We are hiring new staff and owners Jamie and Alana Wentzell are 100% supportive. We are starting a catering business.” This will bring Haligonians a healthy, local food alternative for school functions, meetings, workshops or just to make family gatherings easy. Organic Earth Market catering will focus on quality while being able to include the unique ingredients only they carry in store.

A veteran in the industry, she knows a trend when she sees it. She can feel the momentum and there’s a steady increase in sales. “The planets have lined up for this place,” she says. “It hasn’t seen its best days yet.” 🌱

Who we are

Humans of Organic Earth Market.



NOAH GUILLOT

Bulk manager

“The great thing about working here is how you get to switch it up—the variety of the work. We help each other and get to smell the coffee.”



MYNDI ARSENAULT

Produce manager

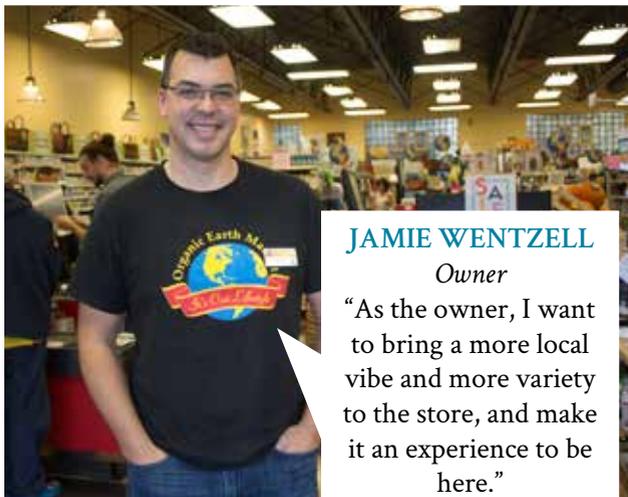
“As an artist and a creative individual, I love the way things look. I love the flux—the constant change. I love being a manager, talking to the customers and always having problems to solve.”



DAN ROSS

Vitamins manager

“I get to spend time with people and recommend products that suit their lifestyles and health needs.”



JAMIE WENTZELL

Owner

“As the owner, I want to bring a more local vibe and more variety to the store, and make it an experience to be here.”



DYLAN COBURN

Grocery manager

“I have learned a lot here—how to eat healthy and take care of my body. I eat a lot of fresh, local produce.”



TRACY NAUSS

Store manager

“I feel comfortable in all departments. The people here are not just co-workers. They become friends.”



KAREN POTIPCOE

Kitchen manager

“Enjoying and preparing healthy foods has always been second nature to me.” 🌿

ORGANIC EARTH MARKET

CATERING TO A HEALTHY LIFESTYLE

CONSIDER US FOR YOUR NEXT CORPORATE MEETING OR LUNCHEON WITH FRIENDS.

Classic sandwiches made with fresh, locally baked breads and bagels. Our kitchen uses nitrate-free meats, free-run eggs, free school caught skipjack tuna, and local free-range chicken and turkey.

Fresh salads and homemade soups, made to order using locally sourced and organic ingredients whenever possible.
We offer in-house baked goods, coffee, teas and specialty drinks.

Vegans and vegetarians always have options, however our kitchen is NOT allergen-free.



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(902) 425-7400

Please give us 48 hours notice when ordering.
We ask for extra time consideration for groups larger than 25.

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