

ORGANIC EARTH MAGAZINE

It's our lifestyle

*Warm up
your palate*

Guilt-free giving
*Something for everyone
on your list*

Wholesome recipes
Please a crowd of any size

Local culture
*How two brothers built a
thriving kombucha business*

New in store!
*Products you won't
find anywhere else*

Super shoppers
*What customers love
about our store*



SPECIAL SUPPLEMENT
TO OPTIMYZ MAGAZINE
WINTER 2017

YOUR HEALTH & FITNESS
optimyz

Fill The Air With Joy

Unique Gift Ideas from NOW® Solutions



Give a unique gift idea they're sure to love with ultrasonic essential oil diffusers and essential oil kits from NOW Solutions.

Unlike other diffusers that utilize heat and require distilled or purified water, our convenient ultrasonic diffusers use simple tap water and ultrasonic vibration to create an aromatherapy mist that both soothes the senses and humidifies the air.

NOW Solutions essential oil kits are a great companion gift for our ultrasonic diffusers. Each kit contains four of our most popular essential oils and blends and is designed to be the perfect way for you to introduce friends and loved ones to the mood-enhancing benefits of essential oils.

With ultrasonic diffusers and essential oil kits from NOW Solutions it's easy to give the gift of natural aromatherapy.



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The season that keeps on giving

Organic Earth Market embraces sustainability and buying locally for the holidays.

By Erin Hearn

With the holiday season approaching quickly, Organic Earth Market offers a “one stop shop” for all of your holiday needs. Our departments have been working hard to bring you all the essentials so that you can prepare for the holidays smoothly and stress-free.

Our grocery department is taking orders for Pasture Hill’s local free-range and antibiotic-hormone-free turkeys and will have lots of Tofurky dinners for those who prefer a vegetarian-vegan option. For side dishes, our produce department is featuring Springbrook’s organic cranberries, which can be eaten as a whole or made into the beloved traditional cranberry sauce.

If time is of the essence and you’re unable to prepare your own cranberry sauce, we have Grown Right organic canned jellied & whole cranberry sauce. We have lots of local, organic veggies, such as beets, celery, onions and potatoes for those who want to get creative. Many people are on-the-go during the holidays, so traditional holiday dinners (including vegetarian/vegan options) will be created and featured in our Deli.

Gifts that benefit overall wellbeing are a great way to share some of your personal favourites. Many of our products contain natural ingredients that aren’t harmful to your body or the environment. People with environmental sensitivities can be challenging to buy for, but OEM has a plethora of unique items that are suitable, and staff who are knowledgeable about the products. There is a large section of allergen-free, vegetarian and vegan body care products and make-up, which all make for great gifts!

Organic Earth Market has a large selection of exquisite locally made jewelry from Forged Coast, Gypsy Road and Pink Moon. Lots of love and positive energy go into each of these brands, providing a unique aspect to each piece.

We have an extensive selection of diffusers and essential oils which offer a pleasant natural fragrance and many therapeutic benefits. For example, a blend of lavender and peppermint can provide a sense of relaxation and give the immune system a boost. We also have Seaberry Farm gem-infused essential oil blends, perfect for carrying around in one’s purse or pocket.

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COVER GLOBE ILLUSTRATION © CAN STOCK PHOTO / PALAU

COVER PAPER RIP ILLUSTRATION © ISTOCK / -STRIZH-

PHOTOGRAPHY BY SAMM FISHER UNLESS OTHERWISE CREDITED

Salt lamps are a great gift for anyone who works in an office or spends a lot of time on a computer or playing video games. They are not only beautiful to look at, but also calming and soothing with a tendency to boost mood and energy levels. They attract water vapour which can hold airborne dust, mold and other allergens and can help neutralize the effects of electronics.

Our staff can guide you and answer any questions you may have about any of these products. If you’re wondering about some of our personal favourites, please ask and we would be more than happy to share! 🌿

Sincerely,

Erin Hearn, RHN

Executive Assistant

The rise of Cove Kombucha

This young Nova Scotia company shows no signs of slowing down—their products will soon be available across the nation.

By Tom Mason



PHOTO COURTESY OF COVE KOMBUCHA

COVE KOMBUCHA CAME about from company founder Ryan MacLellan's love of offbeat hobbies, especially when it comes to food. "I get really into new things," he said. "I love to experiment."

In the summer of 2016, MacLellan began experimenting with the art of fermentation, making concoctions such as sour-dough mashes for baking, cheeses and preserves. Then a friend told him about kombucha. "I didn't know anything about kombucha, but I was fascinated," he said. "I had to try it."

Kombucha may not yet be a household word in North America, but in China and Japan the drink has been around for a long time. The earliest mention of kombucha dates to 220 BC in Manchuria. It is a fermented tea that has a slight effervescent quality, produced by adding a symbiotic colony of bacteria and yeast (known as SCOBY) to black or green tea. A variety of flavours can be created by adding fruit juice, spices and other ingredients to the mix. The result is a refreshing drink that is reported to have a number of health benefits, particularly for gut health.

The friend who turned MacLellan on to kombucha also gave him his first SCOBY and he quickly began experimenting

with a number of flavours. He put them in mason jars and gave samples to family and friends, including his brother John, a chartered accountant with business experience. "John loved the idea," said MacLellan. "He suggested that we go into the kombucha business together."

The brothers set up the company and named it Cove Kombucha. Ryan, who was a student at Saint Francis Xavier University at the time, decided to leave school to devote himself to the business. He began brewing kombucha in volume, coming up with flavours including orange ginger, mango turmeric, blueberry pomegranate and raspberry lemonade. By November, he was ready to take it to the Seaport Farmers Market in Halifax on weekends to sell.

MacLellan quickly discovered that he needed a commercial kitchen to brew his drinks. Nicole Tufts, the owner of Riot Snack Bar on Quinpool Road, Halifax, offered hers. By the new year his products were selling at Riot and a number of other restaurants in the province. Soon after, Organic Earth Market and other grocery stores started carrying Cove Kombucha as well.

It didn't take long for Cove to outgrow the kitchen at Riot Snack Bar. MacLellan approached Spa Springs, a bottling com-

pany in the Annapolis Valley, to take over production. "We were growing so fast that it was getting complicated," he admits. "We needed a lot more certification and we needed to be able to produce a lot more product a lot faster. Spa Springs had the capacity to do that."

Cove Kombucha's year-long growth spurt is showing no signs of slowing down. Currently, MacLellan is working with a national food distributor who will take his products across Canada. He has developed a new flavour—pineapple chai—that he feels will soon be a best seller. He's also working hard on developing the Cove brand, taking his products to festivals and events and building an online presence. He and his brother are also giving back to the community that has given them so much support, helping out with mental health initiatives and other causes.

"Our brand is an extension of who we are," he says. "We think that giving back to the community is an important part of that brand. It means the more we get, the more we can give back." 🌿

Bottom: Luke and Paul show off OEM's selection of Cove Kombucha flavours.

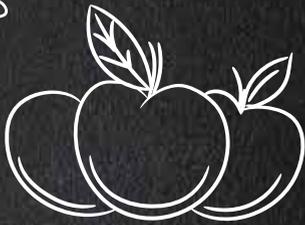


Welcome to The Energy Bar

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



Wholesome AND hearty



These delicious recipes are sure to please a crowd of any size this holiday season.

By Joel Collicott

Poached salmon with cranberry cream sauce

Makes: 2 to 4, depending on the size of the fillet / Takes: 20 mins

INGREDIENTS

For the salmon:

- 1 to 1½ pounds salmon fillets, pin bones removed
- ½ cup dry white wine
- ½ cup water
- 1 shallot, peeled and thinly sliced
- A sprinkle of fresh dill
- A sprig of fresh parsley

For the cream sauce:

- 2 tbsp vegan butter
- ½ tbsp flour
- 2 cups heavy whipping cream
- ½ cup fresh diced cranberries
- Salt and pepper to taste

INSTRUCTIONS

Sprinkle the salmon with a little salt. Put the wine, water, dill, parsley and shallots in a pan and bring to a simmer on medium heat. Once heated, place salmon fillets skin-side down on the pan. Cover.

Cook for 5 to 10 minutes to desired doneness. Do not overcook.

For the cream sauce, melt butter in a sauce pan and add the flour. Whisk until smooth. Add heavy whipping cream and whisk until sauce thickens and reduces.

Add in ½ cup of fresh diced cranberries and add salt and pepper to taste.

Once salmon is done, top with freshly ground black pepper and salt. Drizzle warm sauce over poached salmon and serve with rice and roasted veggies with rosemary and maple syrup. Enjoy!





Vegan apple crisp

Makes: 6 servings / Takes: 1 hour and 15 mins

INGREDIENTS

For the filling:

- 6 apples, diced into chunks
- 5 tsp lemon juice
- ¼ cup maple syrup
- ¼ cup brown sugar
- ¾ tsp cinnamon
- ¼ tsp sea salt
- 2 tbsp corn starch or arrowroot starch

For the topping:

- ¾ cup brown sugar
- ½ cup whole wheat flour
- ¾ cup rolled oats

- ¼ tsp sea salt
- 2 tbsp melted coconut oil
- ½ cup melted vegan butter

INSTRUCTIONS

Cut apples and place in a large bowl. Add remaining filling ingredients to bowl and toss with the apples until well combined.

In a separate bowl, combine all topping ingredients. Melt the coconut oil and vegan butter before adding to the mixture. The topping should resemble wet sand once mixed well.

Pour apple mixture into a pan and cover evenly with the topping.

Bake at 350° F for 55 to 60 minutes or until the apples are bubbly and the top starts to brown.

Allow to cool for 15 to 20 minutes before serving.

Serve alone or top with whipped cream or ice cream! 🌿

More than your average grocery store

Longtime customers find value in healthy eating. They love both the products and the knowledgeable staff.

By Tom Mason



WHEN DARREN STEEVES pulls into the parking lot at Organic Earth Market, he feels like a regular customer even before he steps out of his car. “Paul at the juice bar sees me coming and he’s already getting my lunch ready before I walk through the door,” he says. “It’s a nice feeling.”

For Steeves, eating healthy is an important part of his overall health strategy. It’s also something he knows a lot about. Steeves is an exercise physiologist, a sports scientist and an author. He works with high-performance athletes including world champion paddler Mark de Jonge, and he attended the Rio Olympics as a sports scientist. He is also an adjunct professor at the School of Health and Human Performance at Dalhousie University. Over the years, he’s worked with athletes in 30 different sports.

Eating healthy is one of the most basic ways of maintaining overall health and as Steeves knows, shopping at Organic Earth is an easy way to do that. “Keeping your gut healthy has a big cascade effect on your overall health,” he says. “One of the keys is to make sure to eat five to seven fruits and vegetables every day. Only 28% of Nova Scotians manage to do that, so if you can manage that every day, you’re doing a lot better than average, even if you never go beyond it.”

The environment where you shop is hugely important for making healthy food choices. A place like OEM makes that possible because healthy choices



“The ingredients here are fresh and the highest quality. It makes everything taste better.” –Anne-Marie Walsh

around. “You’re not inundated with unhealthy products here,” he says. “You don’t have to walk through aisles filled with chips, pop and candy looking for healthy things to eat. Everything on the shelves here is healthy.”

With a variety of lunch items and fresh smoothies, it’s also a great place to pick up a quick lunch or a snack. “Organic Earth is my fast food,” says Steeves. “I send my athletes here too.”

For Anne-Marie Walsh, Organic Earth Market has been a regular stop for years. She’s watched the store evolve and says the current owners and staff are particularly helpful and attentive to her needs. “Everyone is friendly and informative and the store is very well organized,” she says.

Walsh embraces a holistic lifestyle, although she admits she isn’t always religious about following the rules. “I still like things like chips and dip, but I try to limit those things and eat healthy as much as possible,” she says. “Shopping at Organic Earth helps me do that. It’s an essential part of my living and I feel better physically and emotionally because of it.”

Walsh also loves to cook and she prefers the best quality ingredients and the most vibrant spices—things she is able to get at OEM. “The ingredients here are fresh and the highest quality. It makes everything taste better.”

Will Draper also describes himself as a “veteran” of Organic Earth Market. The Halifax-based dentist and his veteri-

narian wife have been shopping at the store since it first opened for business. “It’s good-quality stuff we can’t get at the larger chain grocery stores,” he says. “And if we have any questions about the products we know the staff knows what they’re talking about.”

Draper says his profession is often stressful and physical activity and a healthy diet help to combat the negative effects of that stress. He orders about \$500 worth of food products, vitamins and organic vegetables from OEM every week. “I place my order over the phone and have it couriered right to my house,” he says. “It’s an easy way to shop.” 🌿

Left: Positive Paul fuels the masses at the Energy Bar.

Above: A rainbow of organic produce.

HOLIDAY GIFT GUIDE

With these unique gifts, there is something for everyone on your list.

By Tom Mason

NOW

ESSENTIAL OIL GIFT SETS: SEASONAL CHANGES AND LET THERE BE PEACE (1)

These essential oil gift sets are a great way to help you relax and soothe your mind and body. Each Now gift set contains four 10ml oils to provide balance and support to your immune system to ease difficult seasonal transitions.

ANDALOU

POCKET MASKS (2)

Looking for a unique stocking stuffer? Andalou pocket masks are available in a number of varieties including hydrating 1000 Roses, radiating Turmeric & Gold Clay, clarifying Argon Oil & Blue Clay and age defying 8 Berry Fruit Enzyme. These masks are non-GMO, gluten-free and vegan. They are air travel friendly and 98% nature derived.

NOVA SCOTIA FISHERMAN BODY PRODUCTS (3)

This is the perfect gift for soap lovers. Locally made soaps and lotions for soothing your skin in the winter months in formulations of sea fennel & bayberry, sea buckthorn & shea and sea kelp. What's even better is that Nova Scotia Fisherman products are made with no artificial colours or preservatives.

RITTER SPORT

WINTER CHOCOLATE (4)

Ritter Sport chocolate is great any time of year, but winter flavours like caramelized almonds and white cinnamon crisp are particularly heartwarming. Put yourself in a holiday mood with these perfect stocking stuffers.

NOW

ESSENTIAL OIL DIFFUSERS (5)

Available in a variety of shapes and designs, heat-free Now diffusers are the perfect way to fill your living space with the sensational scents of essential oils while enjoying the benefits of aromatherapy. Each one also includes coloured LED lights to add a soft pastel glow to any room.

THE LUCKY IRON FISH (6)

The lucky iron fish is a small cast iron cooking tool in the shape of an adorable little fish. Easy to use, it adds a natural, all organic source of iron to your diet without much effort, with no concern of constipation or absorption difficulties. It makes a unique and useful gift.

MRS. TILLY'S

SCOTTISH CONFECTIONARY

This mouthwatering fudge is a Scottish family tradition. Made by hand from a secret family recipe using traditional methods, Mrs. Tilly's award-winning fudge is a treat for any time of year.

NIEDEREGGER

MARZIPAN & CHOCOLATES

If the holidays have a signature taste it just might be the combined taste of marzipan and chocolate. Niederegger-Marzipan and chocolate products from Germany are made from fine, fresh ingredients—the perfect combination of holiday flavours.

RIEGELEIN

FAIR-TRADE HOLIDAY SHAPED CHOCOLATES AND ADVENT CALENDARS

Riegelein chocolate Advent calendars are a delicious way to count down the days leading up to Christmas. When the day arrives, celebrate in style with tasty fair-trade chocolates made in the shape of Christmas tree ornaments.

STOCKMEYER

GINGERBREAD MAN KIT AND GINGERBREAD STOCKING KIT

Decorating gingerbread figures is a great holiday tradition for the whole family. With Stockmeyer's giant gingerbread kits, it's easier than ever. 🍪



New products

Find out what's new in store and flying off the shelves!

By Tom Mason



Perron Fromagerie

Aged cheddar cheese

Perron cheeses are slowly aged and surface ripened with beer, fine port wine or liqueurs. Made in the heart of Quebec's cheese district, Perron Fromagerie's award-winning cheeses are sure to be the hit of any holiday gathering.



Hotty Balm

Body butters

Infused with natural plant essences, herbs and vegetable oils, With Hotty Balm, a little goes a long way and it goes onto the skin very smoothly. This natural balm helps treat multiple skin conditions including psoriasis, eczema and acne. All ingredients are pure and locally sourced and contains no water in order to guarantee maximum hydration.



iChoc

Rice milk chocolate bars

Now you can enjoy the mouthwatering taste of milk chocolate without the milk. iChoc vegan products are made with rice milk and come in delicious flavours including almond orange, choco cookie and white nougat crisp.



Wedderspoon Manuka

Honey lollipops

These honey products are made from the finest New Zealand honey, sourced from beekeepers who use only non-GMO verified products and sustainable beekeeping practices. Manuka honey pops are a soothing, delicious treat for people of all ages.



Sweets from the Earth

Gluten-free cookies

This family-owned business uses egg-free, dairy-free and kosher facilities to produce two lines of products: one nut-free and one gluten-free. Treat yourself to delicious vegan baked goods made from natural ingredients.



Healthee

Turmeric drink

The health benefits of turmeric have been well-documented for centuries. Packed with antioxidants and inflammation-reducing properties, turmeric promotes healthy cholesterol levels, liver function and natural detoxifying. Healthee turmeric drinks and turmeric rice products are an easy and delicious way to get your turmeric every day.



Prandin

B Vitamins

Prandin B vitamin products provide a rich source of all eight B vitamins, from thiamine and riboflavin to folic acid and B12—vitamins that support a healthy metabolism, as well as immune and nervous system functioning. Made from natural ingredients including whole guava, holy basil, lemon and blue-green algae. 🌿

Tom Mason is the former editor of Progress magazine. In the past three decades he has written extensively about business, technology, travel, lifestyles and Atlantic Canadian issues for a number of regional, national and international publications.



mykind
ORGANICS

Alicia Silverstone

INTRODUCES
mykind ORGANICS



ALICIA SILVERSTONE

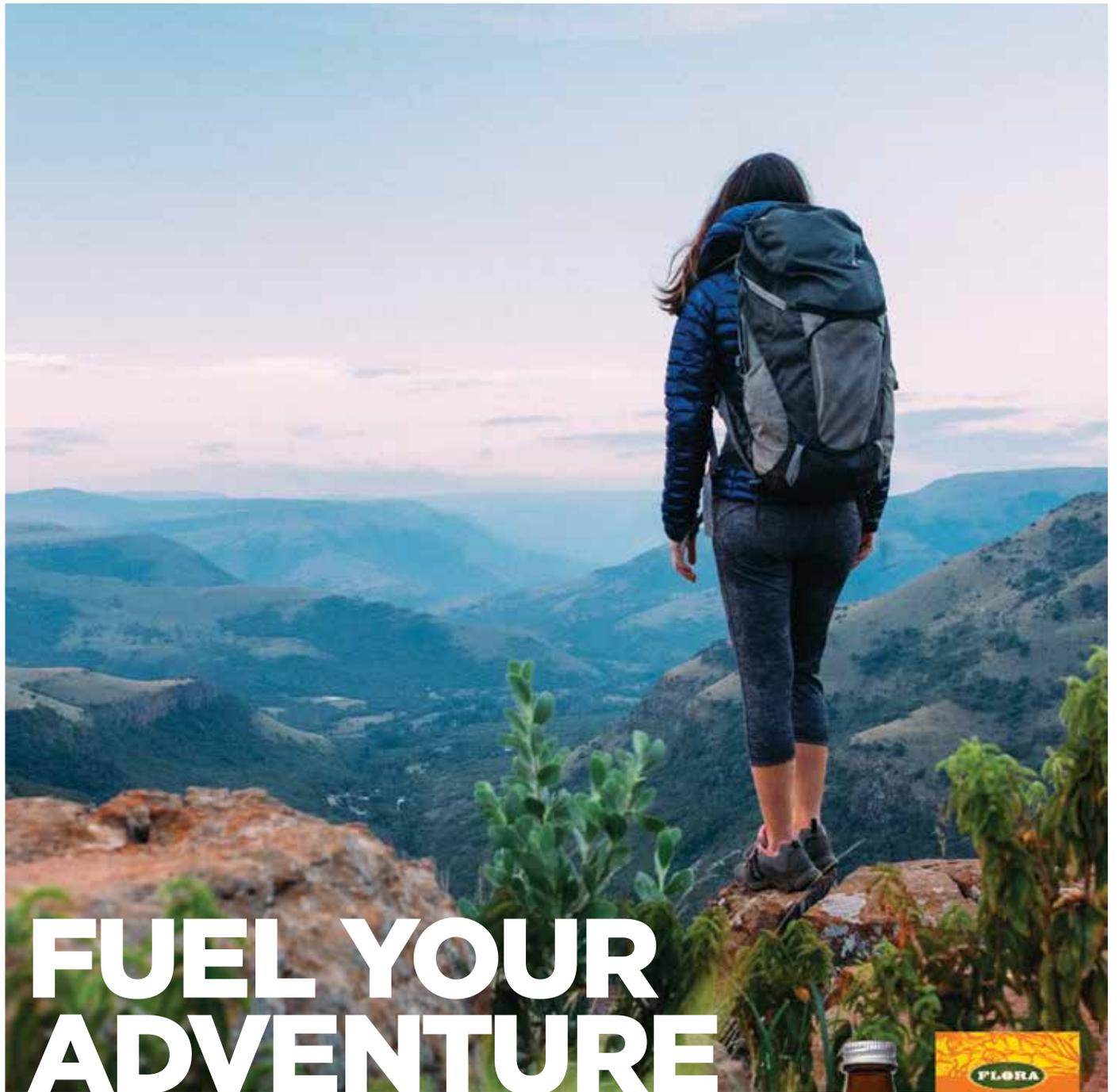
Actress, NY Times Best-Selling
Author, Health Advocate and
Co-Creator of mykind Organics



We are committed to helping the planet and supporting the people on it. Our products are made with Certified USDA Organic and Non-GMO Project Verified foods grown on real, organic farms.



gardenoflife.com
[@gardenoflifecanada](https://www.instagram.com/gardenoflifecanada)



FUEL YOUR ADVENTURE

More energy, more strength, and more adventure.

From exploring new trails, to running longer distances or powering up your training—we know your body needs clean, wholesome fuel to run its best. That's why we created Omega Sport+™, an oil that includes organic omega 3, 6, and 9, plus MCTs, Turmeric, and Vitamin D. Formulated for active people, athletic performance, and recovery, Omega Sport+™ provides more energy, more strength, and more adventure all naturally. This is fuel for your life, so you can push the boundaries on what is possible. **#FuelYourAdventure**



Easy to mix in smoothies!



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