



Food you can afford



Everybody wants to buy the best food for their family. It can at times seem cheaper and easier to buy mass-produced convenience foods, but eating more nutritious whole and organic food isn't always as expensive as it first appears.

Of course, organic food costs more to produce because it is more labour-intensive to grow without chemicals. It is also usually sold in smaller stores (like ours!) that do not have the benefit of cheaper large-scale purchasing. That said, it is still possible to buy a lot of your organic food at prices not too different from supermarket prices, especially when it comes to fresh produce and whole food ingredients.

Try some of the great tips from this recent Stuff article ["9 ways to save money at the organic grocer"](#). This article lists great ways to shop smartly, such as eating seasonally, buying smaller amounts to prevent wastage and making use of discounts (like our customer thank you card). Keep an eye out for great seconds vege and fruit specials, perfect for soups and smoothies. Cutting down on meat as discussed in our July newsletter also saves you money; beans, lentils and grains are kinder to your wallet as well as the environment! And don't forget we buy our dry produce in bulk then bag it down ourselves, meaning you can buy only as much as you need but at the bulk price. If you want a smaller amount just ask! It is also good to factor in the non-monetary advantages of buying organics, such as supporting small producers and retailers, building local community, free advice on products and of course having a more positive impact on your health and our environment, making it worth the effort to shop smarter!

Ecotip: *Spring is springing so get your walking shoes on. If you live close by, see if you can grab a backpack and walk to our store occasionally (weather permitting!)*

NEW- *Herb Farm and Waihi Bush have joined forces to bring us the Soothe and Heal Skin Repair System, which includes a cream, soap and an oil to take internally. Perfect for itchy dry skin conditions such as eczema.*



Hibiscus is a beautiful flower that is commonly found in warmer parts of New Zealand, although it is a native of West Africa. But did you know the health benefits of the dried petals? The tea is drunk around the world hot or cold, for its cranberry-like flavour and beautiful crimson colour. It is naturally high in antioxidants including vitamin C and many minerals, and research indicates it can be beneficial in reducing mildly elevated blood pressure. It may also help reduce cholesterol levels, although research results have been mixed. It has also traditionally been used for digestion, poor appetite and for coughs. [See here](#) for more info.



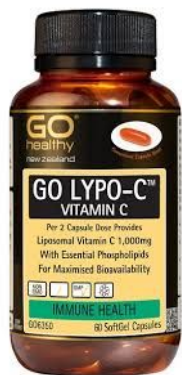
Feature - Antioxidants

There is so much talk around about 'superfoods'- foods that have more health benefits than other foods. If you look at why these foods are considered so beneficial, one of the main reasons is their high antioxidant content. So what are antioxidants and how are they good for us? As the name would suggest, an antioxidant is a molecule that prevents oxidation, a chemical reaction that can lead to cell damage. Excessive free radicals have been [linked to chronic diseases](#) such as cancer and stroke, Parkinson's' disease and even ageing itself.

Here are some of the more commonly known antioxidants; *Vitamin C* (found in foods such as dark leafy greens, kiwifruit, berries and citrus) has a [long list](#) of potential health benefits, like helping prevent colds, cancers and hardening of the arteries. *Vitamin E* (found in many foods like nuts and seeds, shellfish, dark leafy greens and avocado) may help heart health, disease of the brain and hormonal issues such as PMT. *Bioflavonoids* (such as those in turmeric, tea and cocoa) are organic compounds which may reduce inflammation by inhibiting oxygen reactions.

Although there is debate on whether taking excessive amounts of antioxidant supplements is beneficial, it is widely accepted that antioxidant-rich food is not just good but are necessary for our good health. All wholefoods can be considered superfoods by this definition, as they all contain some antioxidants, but an easy way to pick which have the most is by colour - getting a variety of green, yellow, orange, red and purple foods is a great way to ensure there are enough of these in your diet. Try a few of these in this beautiful [raw energy salad](#) from our supplier Ceres - perfect for spring! If you feel your diet is lacking, there are many supplements and 'superfood' powders that can help top you up, such as our new Go Healthy Lypo-C Vitamin C mentioned below.

NEWS: We are happy to welcome our new Produce Manager, Alina, to Organic Living. She is proving to be a great addition to the team already!



Special: We have a great introductory offer on Go Healthy's "Lypo C". Vitamin C has been bound to phospholipids to make it fat soluble, meaning it stays in the body longer than other Vitamin C. 60 capsules are only \$23.90, and 120 capsules are only \$39.90



NEW- Sniffle is a decongestant spray containing manuka honey, thyme, pine, menthol and eucalyptus to help clear blocked sinuses and nasal congestion. Great for both hayfever and colds at this time of the year! Only \$19.99.