



# Go green: Organic becoming mainstream

By **NANCY SUNDSTROM**

Special to the Record-Eagle

In Michigan, the phrase "Go Green" has a very specific reference, but the fact of the matter is that all across the nation — even the world — it's easier than ever to do just that.

In the more global perspective "going green" means being a part of a growing trend to reduce, recycle and reuse a staggering range of products and materials for a variety of purposes, not the least of which is attempting to cut down on the tremendous amount of trash consumers generate, most of which finds itself in landfills.

While many have been conscientiously recycling bottles, cans, tins and newspapers for some time now, there is now heightened awareness about incorporating natural and organic foods and products for the home, bath, and family into our daily lives.

It has become fairly commonplace to see organic vegetables next to their conventionally grown cousins in local supermarkets, a far cry from the days when they were only available at natural food cooperatives. In fact, the organic industry has grown about 20 percent every year since 1990, resulting in an estimated \$7.76 billion in retail sales during 2000, said Holly Givens, spokeswoman for the Organic Trade Association.

Buying organic or natural products in any form is certainly an environmentally friendly statement, but consumers are also finding quality and value in their options and believe that those choices often equate to good health, in general.

Gary Hammons, acting general manager of the Grain Train Natural Foods Market in Petoskey, has watched the surge of interest in "green" products for a number of years now. The demand in his town has risen to the point that this past December, exactly 30 years after having started the original business, the Grain Train opened up a new store at 220 E. Mitchell in the heart of the historic Gaslight District.

"There's so much more natural food options now and people want to eat real food, especially when they learn about the chemicals and pesticides in so much of what we eat already," said Hammons. "With organic food, you get the true flavor of what you're eating and the cost has become quite competitive. It's simply a better choice and more and more people are recognizing that and changing what and how they buy and consume."

The new Grain Train offers a natural foods bakery-deli; organic produce, dairy and meat; natural vitamins, herbs and food supplements; quality organic coffees and teas; prepared entrees, soups and salads to go; a large selection of locally grown produce; and a vast line of organic bulk foods and frozen products.

They've expanded virtually every line in the store from produce and natural meats to gourmet cheeses and cereals. The response has been very positive, said Hammons and membership in their cooperative program has risen to just over 1600. He adds that many of those are not just people interested in being healthier and eating better, but those with ailments or specific dietary conditions, such as being lac-



The new Grain Train in Petoskey is triple the size of the former location. The store has been in business 30 years and Manager Gary Hammons says he has seen a rise in demand for organic food.

tose intolerant or needing gluten-free foods.

"The organic concept has come a long way, which is reflected by the great range of offerings, their quality and the competitive pricing," said Hammons. "When you eat natural, you eat the foods our relatives grew up on, grown in the ground from Mother Earth and not laced with pesticides and chemicals. It's significant that it's going more mainstream, and in the end, it's all about



educating people about their choices and what's good and

not just in terms of dollars."

The mainstream trend Hammons refers to is evident even in national department store chains. For example, Younkers in Traverse City is carrying a line of Generations Bedding Company products that are filled with naturally derived NatureWorks fiberfill. Instead of using fossil fuels, NatureWorks fibers are made from corn, a natural raw material that has been converted into lasting fiberfill, is free of dyes and bleaches, and uses 100 percent cotton fabric.

The line includes mattresses and pads, fiber beds, pillows and comforters, all of which are now on a "permanent marked down" status. For more information, call Younkers or visit the NatureWorks Website at [www.natureworksfibers.com](http://www.natureworksfibers.com).

Also in downtown Traverse City is the new Green Island on Union Street. Owners Sean and Lori Burns opened their busi-

## A KEY TO PREVENTION... WHOLE FOOD NUTRITION

### DID YOU KNOW?

❖ Fruits, vegetables, grains and berries contain more than 12,500 unique nutrients. **(The human body needs a little bit of all of them on a daily basis.)**

❖ Whole food nutrition reduces rate of aging and risk of disease. **(No pharmaceutical product can do this.)**

❖ No more than 10% of Americans eat the recommended minimum 5 servings of fruits and vegetables a day. **(Rates of disease are growing for both adults and children.)**

It is now possible to easily get the whole food nutrition from 17 fresh, raw fruits, vegetables and grains in capsule and chewable form.

For More Information Contact:  
**231-946-8623**

[loedson@chartermi.net](mailto:loedson@chartermi.net)

**Lois Edson**  
Independent Distributor  
for Juice Plus+®

**Paul Williams, M.D.**  
[www.paulwilliamsmd.com](http://www.paulwilliamsmd.com)

1/17.685130.he

## If there was something you could change or improve about your skin, what would it be?

- Fine Lines
- Coarse Texture
- Sun Damage
- Hyperpigmentation
- Dull Complexion
- Mild Scarring
- Oily Skin
- Large Pores

### Particle Resurfacing (*microdermabuffing*)

...can measurably improve or resolve your skin concerns.

A fine spray of crystals mildly resurfaces the epidermis.

***Skin is stimulated to appear clearer, younger, smoother & healthier!***

**Initial Appointment:** Personal skin assessment, consultation, customized complexion clearing facial **\$50**

Single Microdermabuffing **\$85**

Series of Six **\$435**

### Skin Care Clinic also offers:

***Clinical facials to enhance microdermabuffing results***  
***Spa touch laser hair removal***

Phyto Prolief and Prolief balancing creams for a natural alternative to hormone replacement.

**ELK RAPIDS MEDICAL CLINIC**  
**(231) 264-0399**

he 1/17.684827