



# PEOPLE'S MARKET NEWSLETTER!



APRIL 5, 2010

PEOPLE'S MARKET

VOLUME 1, ISSUE 1

Dear reader,

Hello, Hello! You are about to experience People's Market's first ever Newsletter! (Or at least, the first one in a long, long time.) We hope you're as excited as we are, but before you dive into some articles, we would like to give a small bio of the Market and a briefing of what to expect from this newsletter.

As most of you know, People's Market is a small, student-run business located within the Student Union, between Earthfoods and the Art Gallery. Our motto is "food for people, not for profit" and our products include fresh bagels, fair trade coffee, local pastries, herbal teas, fresh fruit, hand-sliced cheeses, healthy snacks, and a variety of cold drinks. However, you will not find meat products within the Market, and we are working to establish a consistent boycott of any and all Coca-Cola products. For example, Honest Tea is a company that is currently 40% owned by Coke, and it's looking like they might be 100% owned by Coke by 2011. We are in the process of phasing Honest Tea out and replacing it with equally delicious cold teas from smaller, more socially-conscious companies like Sweetleaf, and Steaz. Most importantly, we have a mission statement that we follow passionately:

1. To provide a place for the university community to buy natural and fresh foods.
2. To provide the University community with an alternative eating place.
3. To promote the co-operative and collective movements
4. To educate and inform the community about nutritional, political, and social issues in the realm of the food industry.

We at People's Market have recently established this newsletter committee with the purpose of educating and informing customers with market-related topics such as market happenings (including sales, price changes, projects, and donations), our stances on issues relating to the food industry (like fair-trade and Coca-Cola), and nutritional information (to supplement a healthy lifestyle). We also wish to establish a closer relationship with the community in which people are free to provide us with feedback. The newsletter will be published on a monthly basis and we encourage you to respond with comments, questions, ideas, and articles of your own.

We love feedback, we love our customers, and we love People's Market!  
-Newsletter Committee

## FEATURED VENDORS

Have you ever wondered where People's Market gets all of our tasty foodstuffs? Well look no further! Below is a list of and blurb about some of our more noticeable vendors, who they are, where they are, and why they are. They're all locally owned and operated, and most are organic and fair-trade.

### Dean's Beans

Dean provides all of our delectable and aromatic coffee beans. They're fair-trade, organic, kosher, and locally

roasted in Orange, MA. Dean was an early pioneer in the movement for fair-trade coffee and his company is a founding member of Cooperative Coffees, Inc., "the first roaster's cooperative created to buy direct, Fair Trade coffee from farmer coops." Dean's Beans is also an active member of the Fair Trade Federation. Dean has been a great business ally to us, he provides us with our coffee machine, and always represents and supports us at events.

[www.deansbeans.com](http://www.deansbeans.com)





*"Try their brownies or cupcakes - they'll explode in your mouth in ways egg-based baked goods couldn't even dream of."*



100% Organic / Fair Trade



*The many uses of the cannabis plant*

## FEATURED VENDORS (CONT.)

### Greeno Sub Shop

Greeno Sub Shop is a student-run cooperative just like us, here on the UMass campus! They are located in the basement of the Greenough dorm in Central. Greeno is a swanky night-time eatery, serving up hot and cold subs, quesadillas, and loads more. We sell prepared, cold sandwiches that they make fresh daily. Greeno and us, along with the other student businesses, network with and support one another through the Borough of Student Businesses, sharing business practices, events, vendors etc.

[www.umass.edu/rso/greenosn/](http://www.umass.edu/rso/greenosn/)

### Café Evolution

The infamous vegan bakery/cafe from Florence, MA. Café Evolution serves up fresh vegan baked goods that they deliver around the Valley, with sugar and gluten free options! They also serve up wonderful meals (lunches and brunches in particular) at their bakery off of Rt. 9 in Florence. Try their brownies or cupcakes - they'll explode in your mouth in ways egg-based baked goods couldn't even dream of. They deliver to us fresh-baked goods on Tuesdays.

<http://cafe-evolution.com/>

### Henion Bakery

"What's a Henion and where does it come from?" Have you ever asked yourself this question while licking your lips while looking at our case of baked goods next to the coffee station? Well Henion is a bakery on N. Pleasant St. in downtown Amherst that delivers fresh baked goods EVERY MORNING to our

display case and into your mouth.

They're local, they're fresh, they're delish.

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

### El Jardin

El Jardin is a Bakery in South Deerfield that has close ties to both Northampton's infamous Hungry Ghost Bread and to Holyoke's Nuestras Raices. They deliver fresh French-style roles and bread to the Market every week. The bread is baked in a wood-fired brick oven, "true to the Old World tradition" and helps protect the environment from greenhouse gases. The breads we buy from them are vegan and delicious. Try them with some hummus and/or cheese.

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

### Benson's Bagels

Benson's Bagels are a family-owned bagel shop in Springfield. They bake and deliver bags of the delicious bagels you smell as you wait for the doors to open at 8:45 EVERY MORNING, fresh and warm. Get here early before they go because by lunch time most of them are gone. They have varieties of bagel New York could only dream of: from the usual everything and poppy seed, to sun-dried tomato, to French toast, to and pumpkin in the fall.

Written by:

Scrib (Market co-manager)

## HEMP! WHAT IS IT GOOD FOR? ABSOLUTELY EVERYTHING.

Okay, so that's a really lame title. To make matters worse, my senior project in high school involved making bumper stickers with those words on them. I thought it was clever, and so did my mom, but I'm pretty sure no one else did.

In any case, what is hemp good for? Let's back up- what exactly is hemp? It isn't marijuana, although the US Drug Enforcement Administration doesn't seem to want to make this distinction. While both plants belong to the *Cannabis* family, they are quite

## HEMP! WHAT IS IT GOOD FOR? ABSOLUTELY EVERYTHING. (CONT.)

different in chemical makeup. The most important distinguishing characteristics between the two are their THC and CBD contents. THC, or Tetrahydrocannabinol, is a psychoactive found in cannabis plants. CBD, or Cannabidiol, is an anti-psychoactive that is also found in cannabis plants. Marijuana contains high amounts of THC and low amounts of CBD, while hemp is just the opposite, containing low amounts of THC and high amounts of CBD. This means that you can't get high from smoking hemp.

Because the DEA refuses to make this distinction it is illegal for farmers in the US to grow hemp. The excuse that has been given has something to do with the fear that hemp farmers will use their crops to hide marijuana plants. This isn't actually something that anyone would want to do, given the fact that every marijuana plant grown outdoors within a 7.5 mile radius of industrial hemp becomes less and less potent.

If the US Government recognized these facts, we would be able to return to the days when industrial hemp was a major cash crop for our country. Industrial hemp used to be a huge industry for the United States, as it continues to be today for most other industrialized nations. In fact, it was even illegal for Virginia farmers *not* to grow hemp between 1763 and 1767.

Now we return to the basic question- what is it good for? Honestly, I still stand by my original claim that it's good for absolutely everything. Well, nearly everything. The stalk of the plant can produce textiles for clothing, carpeting,

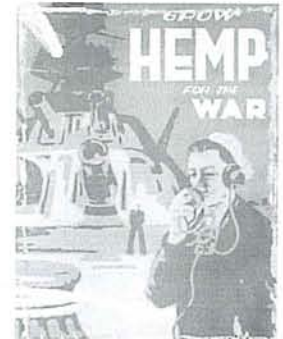
canvas and rope as well as extremely durable building materials and paper. The seeds can be used to produce foods high in protein and essential fatty acids omegas 3 and 6 as well as body care products, oil paints, solvents, varnishes, lubricants, printing ink, diesel fuel, and even ethanol or biofuel. This is a plant with thousands upon thousands of possible uses that doesn't even require pesticides or herbicides to grow! It naturally repels insects and actually enriches the soil that it's planted in.

With the growth of industrial hemp we can imagine the widespread production of homes, cars, clothing, paper, oil, paint... the possibilities are seemingly endless, yet unfortunately out of reach. While these products can be imported in the US they cannot be produced.

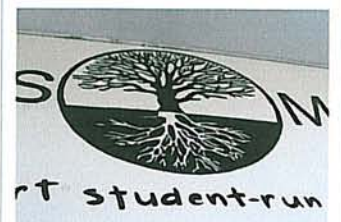
We should continue to fight for the legal distinction between hemp and marijuana, and a good way to get involved is to go to [www.VoteHemp.com](http://www.VoteHemp.com) for more information. Luckily, right here at People's Market you can enjoy the nutritional benefits of the hemp seed! Pour hemp milk into your coffee or tea for a sweet, nutty flavor. Add hempseeds, which can be found in the fridge with the cream cheese, to your bagel or yogurt. You could even eat them as they are- that's what I do. Mad Gabs chapstick has hempseed oil in it, too! Our coffee quality control co-manager, Scrib, is currently working on incorporating reusable hemp coffee filters into our coffee brewing system. We'll keep you posted on this, and if you have any questions or comments please send us an e-mail at [PMnewsletter73@gmail.com](mailto:PMnewsletter73@gmail.com).

Written by:

Laura Mason (Market co-manager)



*"Hemp for Victory" was a propaganda film from 1942 used by the DEA to encourage farmers to grow hemp for the war effort*



*"Let's back up- what exactly is hemp? It isn't marijuana, although the US Drug Enforcement Administration doesn't seem to want to make this distinction."*

*"It's a discouraging transformation that girls go through when the opportunity to come into ourselves as women is taken away by the stigma that has been created around the topic of what goes on down there between our legs."*



**Our catering committee's Love Boat platter, featuring fresh fruit and fair-trade, organic chocolate**

People's Market Opening T



**A clipping from the Daily Collegian on the day People's Market opening in 1973!**

## MENSTRUAL MANIFESTO: SHEDDING THE INNER LINING OF SHAME

We waited for it since the day our mothers let us in on the secret. When it finally came, we were slightly horrified but proud, definitely proud, to bear the mark of true womanhood. Our best friends hugged us as we whispered excitedly in their ears about the revolution taking place in our bodies. It was a celebratory step for all of about 5 seconds until the glory wore off and it was time to abide by the rules we learned from the television, our friends, hell... even our school nurses. All signs pointed to: plug it up, flush it away, bear the discomfort, and by all means DON'T talk about it. Our periods, the process bestowed upon our gender for profound reasons, had [almost] instantly become a curse.

Why is there such a discontented uproar about our menstrual cycles? Turn on the television and on any given channel, you will find brash images of violence perpetuating itself in many forms. Viewers soak up the blood and gore with an insatiable thirst but when it comes to the only kind of bloodshed that happens without wounds, we get queasy and uncomfortable, suddenly shutting our eyes and ears to any mention of this phenomenon. The period has been transformed into a dirty, shameful experience that should be kept out of sight and out of conversation. Instead of a space in which women can explore their cycles with a fully developed sense of respect and safety, we are given bleached cardboard tampons with traces of dioxin. Instead of the ability to be open about our experiences and the altering affects they can sometimes have on our minds, we are reduced to victims of PMS and told to go pop a Midol and fish a tub of Ben and Jerry's out of the freezer. It's a discouraging transformation that girls go through when the opportunity to come into ourselves as women is taken away by the stigma that has been created

around the topic of what goes on down there between our legs.

Society wasn't always scared of the red. Menstrual cycles used to be regarded as cosmic events, connecting women to the lunar cycles and tides. Because women were thought to be at the height of their power at this time, their communities (back then, they were tribes) nurtured them as they tapped into their body's secrets. Women used to be honored as "Mothers of Creative Force" for their gift of menstruation and were able to remove themselves from family duties and retreat to moon lodges, where they could gather with their fellow females that were in cycle. There, they were able to connect with the changes taking place in their bodies surrounded by an environment of support and understanding. It is said that for this reason, women who share close quarters are able to regulate their menses to come and go in a natural, synchronized rhythm.

Khoisan women in the Kalahari (a region of Africa) were understood to be so powerful and connected to nature during menstruation that they only had to snap their fingers to bring down shards of lightning on the earth. Back then, women weren't shunned for their bodily functions and instead were seen as being vestibules of higher wisdom and awareness. So great was the belief that the power of creation existed within the blood of a woman that it was used to nourish the tribe and the earth. Taoists mixed their wine with blood to invoke spiritual power within themselves. The Ancient Greeks mixed it with corn seed to be spread over the earth as a fertilizer. Women used to be understood within the context of their menstrual cycles and it was welcomed with awe.

Somewhere along the line, perhaps with the rise of the twentieth century linear, patriarchal and militant

## MENSTRUAL MANIFESTO: SHEDDING THE INNER LINING OF SHAME (CONT.)

### PEOPLE'S MARKET

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We're on the Web!

Visit us at:

[www.peoplesmarket.org](http://www.peoplesmarket.org)



*Our beautiful founders,  
Ellen Gavin Parthenais and  
Gail Sullivan*



*Here are a few co-managers  
in 1978, our fifth year of  
operation*

society, perceptions of women's menstrual cycles took a turn for the worse. The concept of moon lodges was twisted in many cases, turning the release from domestic responsibility into an act of shunning women from society for their inexcusable (but really, just unavoidable) bleeding. One especially oppressive practice that occurs today takes place among the Kolosh Indians of Alaska, who confine girls in tiny huts with only one hole through which to obtain air or light when their period first arrives. The girls are forced to stay in this hut for an entire year during which they aren't allowed any fire, exercise, or company. You don't have to have a vagina to see that there is something wrong with this picture.

So the mysticism and appreciation was lost, only to be replaced with commercials that advertise new and improved scented tampons that are sure to hide any traces of your period from the rest of the world. Now we get birth controls promising to cancel the damn thing altogether and we are thrown Midol, Pamprin, Tylenol, Advil to ease our cramps and take away the bloating and irritation. Maybe we're so irritated because this naturally occurring event in our bodies has been turned into a downright tragedy by society. Never once have I seen a commercial that tells girls it's okay to go through this inevitable monthly process with pride and comfort.

But the truth remains: it IS okay to menstruate. Not only that, but there are so many grounds upon which to be proud of this gift. A plethora of literature exists which have been created by women who have found the means to ensure their own autonomy, influence, and social control over monthly bleeding. Check out Lara Owen's book, *Her Blood is Gold* to read about matriarchal ancient societies and learn about how women today can reclaim their bodies. For a closer look at overcoming topics like menstruation that have been twisted through the course of time to disempower women, read *Cunt* by sexual pioneer and feminist Betty Dodson. For those of us who do menstruate it's important to remember that there are so many ways we can celebrate our cycles! During this time it's so vital to listen to our bodies and give them what they need - sleep, eat what you yearn for, laugh, visit a moon lodge, tap in to the creativity that is being given to you by your beautiful body. Most importantly we've got to pass on this message of self realization and respect to our friends, mothers, daughters...

As women, we need to take agency and control over our menstrual cycles and welcome them into our lives. As a society, we need to revert back to our roots and come to terms with female fertility. We can all challenge predominant cultural attitudes. Ladies... take back your flow and drop that "curse" mentality.

Written by:  
Julia Medzhitova (Market co-manager)

*At People's Market we offer a variety of reusable menstrual products to help empower women during their menstrual cycles. These are products that don't tax the environment or our bodies, and this is important considering the fact that traces of dioxin are still found in most tampons and that tampon applicators are one of the most common pieces of trash that get washed up on beaches. Reusable menstrual products are safer for our bodies and our environment, so give them a try!*