



MFC Business Partner Profile:

Rosa Transformational Health

In the spirit of cooperation, and with the goal of boosting our local economy for the benefit of the whole community, the co-op recently started to establish business partnerships with other locally-owned, like-minded businesses like Rosa Transformational Health. In exchange for the co-op's promotional support, our business partners offer valuable discounts and benefits to all Medford Food Co-op owner households. Read on to find out how the folks at Rosa Transformational Health can be your partners for life and health.

MFC: *What is (and who is) Rosa Transformational Health? And how long have you been doing this work?*

RTH: Rosa is a completely new model in health care, and we believe that it is the way of the future. We are about to celebrate our first birthday, and we are proud to say that we now have worked on a deep level with more than 4 dozen participants who are making incredible changes in their lives and their health. We are the only physician-directed functional medicine program of its kind in Southern Oregon.

Rosa was founded by doctors Mona Tara, MD, and Laura Robin, DO MPH, who searched for a practice model that really helps people succeed in getting better. We have a very strong team dedicated to fully supporting each participant's experience.

We join intensively with people for a period of time to once-and-for-all get to the bottom of their health issues. Our goal is to empower and help people reclaim their health. By combining education, structure and mentoring we facilitate real and permanent changes in our patient's long-term health.

MFC: *What is functional medicine? How does it differ from traditional western medicine?*

RTH: Functional Medicine seeks to find the underlying cause or causes of an individual's compromised health and well-being then addresses those root causes through the use of dietary, nutritional, mind-body awareness, and lifestyle therapies. This differs from the traditional allopathic approach of treating symptoms. Symptoms can be just the tip of the iceberg that is visible while the rest of the iceberg, the underlying causes, are invisible and require more detective work to identify. When we get to the root cause of a patient's condition we can create individualized and highly effective programs that move the patient towards optimal health.

Western medicine is great when it comes to emergencies, surgeries, and reacting to life-threatening health issues. Unfortunately, for most people who are suffering from chronic health issues, there may not be a lot of good answers. Having been in the traditional western medicine paradigm, we often saw people taking more and more medications and yet witnessed their conditions gradually getting worse. We now know this does not need to happen! The truth is that many chronic health conditions can be prevented or even turned around.

MFC: *What should people expect if they come in for a visit? How might this differ from a visit to their primary care physician?*

RTH: Just about everything is different! Rather than taking health care one visit at a time, people join us for a program that runs for a set period of time. In this way, the patient becomes immersed in a healing process. This intensive experience includes deep level labs, doctor visits, nutritional consultations, diet exploration and change, and medical detox. We also incorporate many educational experiences designed to empower our patients in their healing journey with topics ranging from the science behind chronic illnesses, to stress management, and how to eat for life. We have a structure that is proven to work and an incredibly skilled team that mentors our participants and helps them achieve the results they're looking for.



Meet Rosa's Team: Ron Veitel (nutritionist), Dr. Laura Robin, Amrita Cottrell (program director), Dr. Mona Tara, Rhonda Kelly (communications).



Staff Spotlight: Get to know the staff!

Ian Newlove

MFC: *What kinds of health issues do you specialize in treating?*

RTH: When you get down to it, most chronic health issues have common causes. We have had much success with various autoimmune conditions, diabetes, thyroid conditions, stubborn weight issues, fatigue, pain, digestive disturbances and mood imbalances. We have also seen success with some of our participants with cancer. Our favorite health issues to work with are the ones that people think they will have for a lifetime and don't see a way out.

MFC: *What inspires you to do this work?*

RTH: Hands down, seeing people really getting better. For real and forever. Watching people take on their health challenges and experience positive change. Witnessing the joy as people start seeing a different future for themselves. And the challenge along with the fun we are having. Our whole team is just so jazzed about what we are accomplishing.

MFC: *Tell us something most people don't know (or wouldn't expect) about Rosa Transformational Health?*

RTH: We are so different that we want people to know a little bit about us before signing on to our program. We offer a free one-hour educational seminar to introduce ourselves and our program, and to talk about the science of functional medicine. And then we feed everyone a free healthy meal! Come join us!

Join Rosa Transformational Health and receive 10% off their program fee just for being a Medford Food Co-op owner! Owners will be required to show their owner card to receive the discount. If you lost track of your owner card, you can pick up a replacement from customer service. Stay tuned for more information about business partnerships!

How long have you been cooperating (at Medford Food Co-op or another co-op)?

One year, seven months, and ten days.

What do you do at the Co-op?

I currently work primarily in the Produce Department. I am also training for a database position and I'm on the Outreach Committee.

What brought you to the Co-op?

I had recently moved to Medford and I was looking for work. I saw an ad on Craigslist for a cashiering position and applied. Next thing I knew I had a phone interview, then an interview, and now here I am!

What do you like best about your job?

It's easy, I get to talk to people on a daily basis, and all my time is spent with amazing organic produce. Plus, I feel like I am truly helping my community.

Tell us your Co-op favorites:

We have a lemon ginger beverage that I love, plus the vegan Badass Power Cookie, and the vegan Sweet Earth Big Sur Breakfast Burrito.

How has working at the Co-op affected your life?

It's given me an appreciation for the local economy, while also helping to facilitate healthy eating habits.

Tell us something we don't know! (Tell us something about yourself others might not know):

I was raised by Wiccan feminists, and in a nudist household. So you could say I had a very colorful upbringing.

What do you like to do outside of work?

Mostly, I like to play video games such as World of Warcraft and League of Legends. Alternatively, I enjoy going on hikes, camping, and cooking delicious food.

Where did you grow up/ where have you lived in your life?

I was born in Oakland, California. I moved to the Tampa Bay area when I was about 3. From there, I moved to Fort Myers when I was 21 and then to Oregon when I was 23. Oregon takes the cake for the best place I have lived.



Spicing Things Up at the 2016 Salsa Festival & Showdown

Thank you to everyone who came out to Thrive's 2nd Annual Salsa Festival & Showdown on The Commons in downtown Medford on Saturday, September 17th! The Salsa Festival & Showdown is a celebration of Latino culture, healthy living, and local food and the event was just that – a beautiful evening filled with music, food, dancing, family fun and serious salsa-making. The event started with Jessica De Nova of Jefferson Public Radio, the emcee, introducing the dance troupe Ballet Folklorico Ritmo Alegre who specializes in regional folk dances from all over Mexico. Their costumes and flowing skirts were colorful and captivating and each dance seemed to tell a unique story.

After Ballet Folklorico finished up, Ana Maria Salaverry of La Clinica offered two cooking demonstrations highlighting locally grown ingredients, with George Rocha getting everyone moving with a Zumba lesson in between the cooking demos. Following Ana Maria's second demo, it was time for the six Salsa Showdown contestants to show off their salsa skills! The Salsa Showdown, sponsored by the co-op, kicked off just after 6pm.

While the contestants were busy chopping away, the second dance group took the stage. Escuela de Bellas Artes Tejupilco was definitely one of the highlights of the night with their gorgeous, elaborate feathered costumes and rhythmic, percussive dancing.



Ballet Folklorico Ritmo Alegre



Escuela de Bellas Artes Tejupilco

Once the Salsa Showdown contestants finished their incredible salsas, judges Alfredo Flores of Caminos, Sarah Lemon of the Mail Tribune, and SOU Student Linda Escot began the difficult task of selecting the winners. While the judges were busy tasting and taking notes on their favorites, we moved the Showdown salsas to the Festival tasting area for public sampling. Festival attendees were asked to taste the contestant salsas and vote for their favorite, and they were eager to cast their votes! There were so many folks lining up to taste and vote, we ended up needing to push back the announcement of the winners, just so that everyone had a chance to choose their favorite. For many, it was not an easy decision – we overheard a lot of people say all the salsas were delicious! While the voting wrapped up, Jacob Jagger taught the audience some salsa dancing and after that, DJ Gizmo kept everyone dancing through the end of the Festival.

Thanks again to everyone who attended, the six brave salsa competitors, the incredible performers and presenters, our amazing local food system, and all the sponsoring organizations involved!

Check out the six delicious salsas (including the winners!) from the Salsa Showdown below (continues on page 4):



1ST PLACE: Made by Nichole Shaw of Medford. Includes the following local ingredients: Fry Family Farm Orange Honeydew, Fry Family Farm Jalapeno, Wandering Roots Roma Tomato, Wandering Roots Garlic, Blue Fox Farm Cilantro, and Blue Fox Farm Tomato.

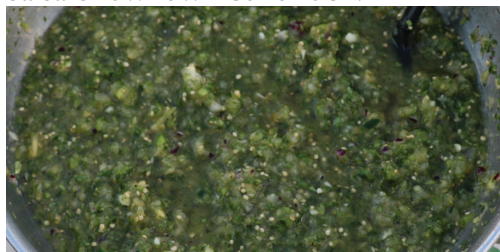


PEOPLE'S CHOICE: Made by Pedro Galaviz of Jacksonville. Includes the following local ingredients: Wandering Roots Roma Tomato, Wandering Roots Garlic, Fry Family Farm Jalapeno, Fry Family Farm Red Bell Pepper, Fry Family Farm Italian Pepper, Fry Family Farm Mini Sweet Pepper, and Blue Fox Farm Cilantro.



2ND PLACE: Made by Bethany Hashek of Grants Pass. Includes the following local ingredients: Fry Family Farm Poblano, Fry Family Farm Jalapeno, Fry Family Farm Orange Bell Pepper, Wandering Roots Roma Tomato, Wandering Roots Tomatillo, Wandering Roots Garlic, Blue Fox Farm Cilantro, Blue Fox Farm Tomato, and Whistling Duck Red Onion.

Salsa Showdown continued:



3RD PLACE: Made by Nicole Ward of Ashland, who was last year's champ. Includes the following local ingredients: Wandering Roots Tomatillo, Wandering Roots Garlic, Whistling Duck Red Onion, Blue Fox Farm Cilantro, Fry Family Farm Poblano, and Fry Family Farm Jalapeno.



Made by Faith Tuttle of Grants Pass. Includes the following local ingredients: Fry Family Farm Anaheim, Fry Family Farm Jalapeno, Wandering Roots Roma Tomato, Wandering Roots Tomatillo, Wandering Roots Garlic, Blue Fox Farm Cilantro, Whistling Duck White Onion, and Whistling Duck Red Onion.



Made by Faye Hashek of Grants Pass. Includes the following local ingredients: Valley View Orchard Bartlett Pear, Barking Moon Farm Shishito Pepper, Fry Family Farm Anaheim, Fry Family Farm Jalapeno, Wandering Roots Roma Tomato, Wandering Roots Garlic, Blue Fox Farm Cilantro, Blue Fox Farm Tomato, and Whistling Duck Red Onion.

From the Board:

Co-op Café Coming Soon

by Jim Sims - Board President

You've wanted this since the first day we opened: your co-op café is about to become a reality right next door in the co-op's annex, just a few steps off the main entrance!

In just a few months you'll be able to visit our brand new café and select from delicious, made-from-scratch foods for a quick, healthy meal. The café will feature a self-serve salad bar, hot foods bar, sandwiches and wraps, and a coffee bar – available for take out or eat in. If you'd like to sit and have a relaxing meal, maybe meet some friends, our indoor seating area will welcome you. In fact, I think if you just drop by at any time you're bound to find friends at the café to join you for a cup of organic coffee!

This marks an accomplishment your Board of Directors and staff have been working toward for several years. We're proud to be able to offer this expanded service of fresh, healthy food to help you nourish your family.

Look for your co-op café to open in early 2017!



Bear Creek Stewardship

Thank you to all to the participants that volunteered their time on Saturday, September 24th to help clean up litter along the Greenway for Bear Creek Stewardship Day! This fall we expanded our efforts from Barnett Road north to Highway 62. Your efforts make a big difference: 60 participants cleaned up more than a ton of garbage from the Greenway and the banks of Bear Creek in just a few hours!

Craig Tuss, of the Rogue Valley Council of Governments and coordinator of the local Bear Creek Stewardship Day events, said that the clean-up on September 24th "was one of 120 projects across Oregon that removed invasive plants, planted native plants, and cleaned up beaches and streams. More than 4,600 volunteers participated in the statewide effort, with more than 61,000 pounds of garbage removed, 5 acres of invasive plants removed and 1,500 plants installed."

Bear Creek Stewardship Day events occur each spring and fall thanks to the efforts of various local businesses and organizations including Medford Food Co-op, Jackson Soil and Water Conservation District, Starbucks, ODOT, the City of Medford, the Gordon Elwood Foundation, and the Oregon Lottery. If you are interested in volunteering and would like to be notified about future Bear Creek Stewardship events, please contact us at info@medfordfood.coop.

Important Dates

Thanksgiving Turkeys

Reserve your holiday bird beginning Sunday, October 30th! Choose from natural, heirloom, or certified organic Diestel turkeys in a range of sizes. NO deposit required.

Holiday Hours & Closures

- Nov. 24 - Thanksgiving Day - CLOSED
- Dec. 24 - Christmas Eve - Close early at 6pm
- Dec. 25 - Christmas Day - CLOSED
- Dec. 31 - New Years Eve - Open regular hours
- Jan. 1 - New Years Day - Open regular hours

Board of Directors Meetings

Meetings are held on the third Monday of each month at 225 West Main Street in Medford. Please check our online calendar for any location and/or time changes. If you are an owner planning to attend a meeting and would like a specific topic to be addressed, please email the General Manager: gm@medfordfood.coop.