



Sept. 1, 2011

FOR IMMEDIATE RELEASE:

Contact: Lynn Strauss
Phone: (505) 412-0319
Email: lynn.strauss@browndogs.org

**Fresh greens essential to good health:
12 local farms represented at local Co-op**

Los Alamos, NM – Some nutritionists believe dark green leafy vegetables to be the most concentrated source of nutrition of any food. Studies by the National Institutes of Health show that vegetables are among the best food sources of many nutrients, and they also help prevent anemia and reduce colon cancer risk.

Recent USDA recommendations include increasing vegetable and fruit intake, and “eating a variety of vegetables, especially dark-green and red and orange vegetables and beans and peas,” according to the USDA website.

Since the opening of the Los Alamos Co-op Market, the produce department has surpassed sales expectations according to LACM produce manager Phil Kearney. “People want fresh, high quality produce,” says Kearney. “We buy as much as we can directly from valley farms, and the rest from Veritable Vegetable, a terrific organic distributor.”

Currently 12 local farms are represented at the Co-op including Espanola Valley Farm and Khalsa Greenhouses in Espanola, Romero Farms and Sierra Vista Farm in Velarde, La Bajada Farm in Pena Blanca, Amyo Farms in Albuquerque, Chimayo Produce and Tina's Produce in Chimayo, Paul Romero Farm in Rancho La Jolla, Velarde Farm in Santa Cruz, Life Farm in La Mesilla and Quarter Circle U Farm in Ancon, NM.

“Our mission is to emphasize food for people, not just profit, that’s also respectful of the planet,” says general manager Steve Watts. “That means healthful product, not cheaper product. We also want to foster local growers, so they have a market right here in our community.”

The Los Alamos Cooperative Market is a member-owned enterprise but the public is welcome to shop. Membership is not required.

The Co-op opened in March of this year. Its mission includes promoting awareness about food, nutrition, health, and cooperative values. Visit losalamos.coop for more information or find the Co-op on Facebook for updates.

Phone: 505-695-1579

Address: 95 Entrada Drive, next to Holiday Inn Express

Website: losalamos.coop

Hours: Monday – Saturday: 7 a.m. to 9 p.m., Sunday: 8 a.m. to 8 p.m.

###