

EOO End cap Featured Month	UPC	Tree of Life Brand Items	SIZE	USDA QAI Certified Organic	No Bleached Flour	No Modified Food Starch	No Mono- or Diglycerides	No Solvent-Extracted Oils	No Partially Hydrogenated Oils	No MSG	No Refined Sugar	No Artificial Sweeteners	No Artificial Colors or Flavors	No Preservatives	No Growth Hormones	No Irradiated Ingredients or Spices	No Animal Testing	No GMO's	Gazette INFO	Gazette Main Article - Standard	
January Vol. 1	030684331688	TONGOL TUNA LS	6 OZ											x					Cloning, New Organic Institute	Flipper Seal of Approval: Saving Dolphins from Tuna Fishing	
	030684331695	TONGOL TUNA NS	6 OZ											x							
	030684011023	ORG SESAME & FLAX CRK	5OZ	x	x	x			x					x							
	030684011047	ORG GARDEN VEGETABLE CRK	5OZ	x	x	x			x					x							
February Vol. 2	030684340369	HONEY TUPELO RAW	1LB																Super Fruits	Kids Cough & Honey	
	030684340109	HONEY CLOVER RAW	1LB																		
	030684317897	VNGR APPLE CIDER OG	32OZ	x							x		x	x							
	030684890536	NONI JUICE 32 OZ	32OZ	x							x	x	x	x							
March Vol. 3	030684052521	VEGETABLE CORN OG	16OZ	x										x					Organic Labeling Guidelines	Frozen Vegetables Retain Nutrients	
	030684052545	VEGETABLE GR BEANS OG	16OZ	x										x							
	030684052699	VEGETABLE SPINACH OG	16OZ	x										x							
April Vol. 4	030684011023	ORG SESAME & FLAX CRK	5OZ	x	x	x			x					x					No Bleached Flour	Cracker Popularity Big in 1904, Big Today!	
	030684011047	ORG GARDEN VEGETABLE CRK	5OZ	x	x	x			x					x							
	030684011016	ORG. HERB & GARLIC CRK	5OZ	x	x	x			x					x							
May Vol. 5	030684012433	SWEET RELISH ORG	16OZ	x							x	x	x	x		x	x		No Artificial Sweeteners	Green Memorial Day Picnics	
	030684012426	KOSHER WHOLE DILLS ORG	24OZ	x									x	x		x	x				
	030684012419	BREAD & BUTTER CHIPS ORG	24OZ	x							x	x	x	x		x	x				
	030684012402	KOSHER DILL CHIPS ORG	24OZ	x									x	x		x	x				
	030684318535	MUSTARD YELLOW SQZ OG	8OZ																		
	030684011603	KETCHUP ORG SQZ INVERTED	20OZ																		
June Vol. 6	030684011627	RAISINS ORG CANISTER	15OZ	x							x			x					No Preservatives	Snacking for the Health of It	
	030684318436	RAISINS ORG	6PK	x							x			x							
	030684318443	RAISINS ORG	9PK	x							x			x							
	030684011351	TOL UNSWTND APPLE SCE - Cinn	16OZ	x							x			x							
	030684011368	TOL CINN APPLE SCE CUPS O	16OZ	x							x			x							
	030684903922	POPCORN 3 PK	9OZ	x										x	x						
July Vol. 7	030684008603	POPCORN 3-PAK BUTTERED	10.5OZ	x										x	x				American Humane Certification, Organic Meat	Meat Alternatives for Your Bar-B-Que	
	030684012433	SWEET RELISH ORG	16OZ	x										x	x						
	030684012426	KOSHER WHOLE DILLS ORG	24OZ	x										x	x						
	030684012419	BREAD & BUTTER CHIPS ORG	24OZ	x										x	x						
	030684012402	KOSHER DILL CHIPS ORG	24OZ	x										x	x						
	030684318535	MUSTARD YELLOW SQZ OG	8OZ								x	x	x	x	x						
030684011603	KETCHUP ORG SQZ INVERTED	20OZ								x	x	x	x	x							

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August Vol. 8	030684009525	BLENDED ORG PNUT BTR CREA	16OZ	x				x			x	x	x						No Trans Fats	Legume Tastes Like a Nut, Peanut Packed Nutrition Power!			
	030684009532	BLENDED ORG PNUT BTR CRUN	16OZ	x				x			x	x	x										
	030684678769	FRUIT SPRD ORG. STRAWBERRY	10OZ	x							x	x	x	x									
	030684678738	FRUIT SPRD ORG. GRAPE	10OZ	x							x	x	x	x									
	030684314049	CRCKR CLASSIC GLDN LF	8OZ	x	x	x			x			x	x	x									
September Vol. 9	030684052613	TOL BLUEBERRIES	12OZ	x							x	x	x						No GMO's	American Super Fruits, The Green Side of American Berries			
	030684052675	TOL STRAWBERRIES WHOLE	12OZ	x							x	x	x										
	030684052637	TOL MIXED BERRIES	12OZ	x							x	x	x										
	030684052651	TOL RED RASPBERRIES	12OZ	x							x	x	x										
	030684011733	TOL PEACH SLICES ORG	12OZ	x							x	x	x										
October Vol. 10	030684012556	DRK RD KIDNEY BEANS ORG	15OZ	x										x	x				No Irradiated Ingredients	Make Beans Part of Your Healthy Diet			
	030684012563	PINTO BEANS ORG	15OZ	x										x	x								
	030684012549	GREAT NORTHERN BEANS ORG	15OZ	x										x	x								
	030684012525	BLACK BEANS ORG	15OZ	x										x	x								
	030684012532	GARBANZO BEANS ORG	15OZ	x										x	x								
	030684012570	CHILI BEANS IN SAUCE ORG	15.5OZ	x										x	x								
	030684314049	CRCKR CLASSIC GLDN LF	8OZ	x										x	x								
November Vol. 11	030684011504	TOL PUMPKIN PUREE ORG	15OZ	x								x	x	x					No Artificial Colors or Flavors	Seasonal Red Cranberry Good for Health All Year Long			
	030684493164	CRNBRY SC JELLIED ORG	16OZ	x								x	x	x									
	030684493171	CRNBRY SC WHLBRY ORG	16OZ	x								x	x	x									
	030684011528	TOL SWT POTATO PUREE ORG	15OZ	x								x	x	x									
	030684011511	TOL PUMPKIN PIE MIX ORG	15OZ	x								x	x	x									
December Vol. 12	030684010309	CAROB CHIPS MALT SWEETENE	10OZ						x			x	x	x					No Refined Sugar	Natural Sugars Leave in the Nutrients			
	030684012181	WALNUT HLVS & PCS ORG	6OZ																				
	030684010095	PECAN HVLS JR MAMM	5 OZ																				
	030684010569	TURBINADO SUGAR	32OZ									x		x									
	030684010538	ORG. DEHYDRATED CANE JUICE	32OZ									x		x									

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**Gazette  
 NSTP Questions**

**Gazette  
 Recipe**

Vol. 1 - 1Q How many dolphins have been killed in the last 30 years by the international tuna industry? 1A Many more millions than 7	Tuna Salad
Vol. 1 - 2Q What are the two destructive fishing techniques that the Flipper Program seeks to abolish? 2A Drift-net fishing and purse-seine fishing	
Vol. 1 - 3Q Who developed the Flipper Seal of Approval Program? 3A Earthtrust, a nonprofit wildlife conservation organization	
Vol. 1 - 4Q Who helped make tuna canners pay attention to dolphin deaths during tuna fishing? 4A Children	
Vol. 2 - 1Q What are some well known health effects of honey? 1A Antioxidant, anti-microbial and soothing effects.	Detox, Detox Recipe
Vol. 2 - 2Q The FDA does not recommend using over-the-counter cough and cold medicine to children under what age? 2A Six (6)	
Vol. 2 - 3Q Organic apple cider vinegar has been proven to contains what minerals? 3A Potassium, phosphorus, sodium, magnesium, iron, sulpher, copper, fluorine, silicon	
Vol. 2 - 4Q Why are some fruits called Super Fruits? 4A They are known for their super antioxidant effects.	
Vol. 3 - 1Q What percent of organic ingredients is required to display the USDA Organic seal? 1A 95% or more.	Green Bean Casserole
Vol. 3 - 2Q What compound found in vegetables is converted to Vitamin A in the body? 2A Carotene	
Vol. 3 - 3Q What is the best way to cook frozen vegetables? 3A Microwave	
Vol. 3 - 4Q What is the best temperature for your freezer? 4A -18 degrees C	
Vol. 4 - 1Q What is the natural way flour is oxidized? 1A Exposure to air over time.	Spinach Dip, White Bean Pate, Lentil Pate
Vol. 4 - 2Q Name one or two common chemicals used to artificially bleach flour. 2A Benzoyl peroxide, Chloride gas, Chlorine dioxide, or Potassium bromate.	
Vol. 4 - 3Q When was the "cracker" named and by whom? 3A 1801 by Josaih Bent	
Vol. 5 - 1Q Which of the artificial sweeteners have been linked to Cancer? 1A Aspartame and Saccharin	Yellow Mustard Potato Salad
Vol. 5 - 2Q How many trees would be saved if each US household switched 1 pack of conventional paper plates with recycled plates? 2A 487,000 trees	
Vol. 5 - 3Q What are Preserve Everyday table products made from? 3A Recycled #5 plastics from Stonyfield Farm	
Vol. 6 - 1Q How much of a child's daily nutrition needs comes from snacks? 1A As much as 40%	Carrot Raisin Muffins
Vol. 6 - 2Q Why is healthy snacking ok for kids? 2A Children's stomachs are small, so small portions of healthy food give them energy and nutrition.	
Vol. 6 - 3Q How many preservatives are approved by the FDA? 3A Over 1,000	
Vol. 7 - 1Q How much of the land's surface is used for meat production? 1A 30 percent	Honey Mustard Dressing
Vol. 7 - 2Q How much manure is produced by American industrial livestock farms? 2A 900 million tons annually, 3 tons per American	
Vol. 7 - 3Q What nutrients do grass-fed meat have in more abundance than industrial raised meat? 3A Omega-3's and CLA's (conjugated linoleic acid).	

**Gazette  
 NSTP Questions**

**Gazette  
 Recipe**

Vol. 8 - 1Q How much trans fat must there be in the product before it must be included on the Nutrition Fact label? 1A 0.5 gram or more

Vol. 8 - 2Q What city in the US bans trans fats in all foods? 2A New York City

Vol. 8 - 3Q What nutrients are found in peanuts? 3A Monounsaturated fats, Vitamin E, niacin, folate, protein and manganese

Peanut Butter  
 Cookies

Vol. 9 - 1Q What country grows the most GMO crops world wide? 1A USA

Vol. 9 - 2Q What microorganism in blueberries enhances memory and inhibits inflammation in the central nervous system? 2A Anthocyanin

Vol. 9 - 3Q True or False? The 100% Organic USDA label guarantees that there are no GMO ingredients. 3A False

Mixed Berry Pie

Vol. 10 - 1Q When did irradiation of foods begin? 1A 1963

Vol. 10 - 2Q What are the most widely irradiated foods?

Vol. 10 - 3Q What nutrients can be found in beans? 3A Folate, potassium, iron and magnesium, low fat, no cholesterol

Quick Crockpot  
 Chili

Vol. 11 - 1Q What vitamins and minerals can be found in cranberries? 1A Vitamin C, dietary fiber, manganese and vitamin K

Vol. 11 - 2Q What company made the first cranberry juice with no added sugar? 2A R.W. Knudsen & Sons for Tree of Life

Vol. 11 - 3Q What problems can artificial color and flavors contribute to in children? 3A Hyper activity and attention deficit disorder

Pumpkin Mousse,  
 Pumpkin  
 Cranberry Muffins

Vol. 12 - 1Q How much sugar do Americans consume every year? 1A 120 – 150 pounds per person

Vol. 12 - 2Q Name a mineral that is retained in natural or raw sugar. 2A Phosphorus, calcium, magnesium, potassium and iron

Vol. 12 - 3Q How can natural powdered sugars be substituted for refined white sugar in recipes? 3A Substitute one cup of natural sugar for each one cup of refined white sugar.

My Favorite Carob  
 Chip Cookies

**Cross  
 Merchandising Tips**

- |  |
|--|
| 1. Produce - add tuna salad recipe cards at celery & parsley   |
| 2. Customize a shelf talker with "Try It! In this Month's Extraordinary Organic Recipe"                    |
| 3. Mayonnaise and pickle relish  |
|  |
| 1. Supplements - Post the Detox Recipe in the Colon Cleanse or Detox category aisle.                       |
| 2. Customize a shelf talker with "Just add Tree of Life Organic Honey" and add to pancake and muffin mixes |
| 3. Kids Cough Area - Add the squeeze bottles of Tree of Life Honey to the Kids Cough category              |
|  |
| 1. Soups - Post the Green Been Casserole recipe near the Cream of Mushroom Soup                            |
| 2. Pasta Sauce - recipe of stuffed shells (Spinach)  |
| 3. Corn meal - add corn to corn bread recipe   |
|  |
| 1. Frozen - Customize a shelf talker with "Try Spinach Dip on Tree of Life Organic Crackers"               |
| 2. Customize shelf talkers to say "Get Your Easy Pate Recipes for Tree of Life Crackers"                   |
| 3. Add a sign that says "Easy, healthy homemade snacks on crackers. Pick up key ingredients here!"         |
| 1. Mayonnaise  |
| 2. Produce   |
| 3. Stonyfield - Bring in some Preserve tableware and cross merchandise                                     |
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| 1. Baking category for muffins   |
| 2. Produce for the raisins and apple sauce snacks  |
| 3. Raisins with oatmeal and other cereal, adding to bulk trail mixes,                                      |
| 4. Raisins - sprinkle into a broccoli salad with nuts, red onions, and mayonnaise                          |
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| 1. Organic Prairie Meats   |
| 2. Veggie alternatives   |
| 3. Whole grain buns  |
|  |
|  |

**Cross  
Merchandising Tips**

- 1. Produce - apples and carrots
- 2. Protein powder - smoothies
- 3. Spices - making your own Thai sauce to drizzle over steamed broccoli

- 1. Protein powders - smoothies
- 2. Pancakes and waffles
- 3. Oatmeal

- 1. Salsa - adding black beans to salsa is an easy recipe to sample
- 2. Olive oil to make hummus
- 3. Produce - with the potatoes - beans are great toppers

- 1. Soy or rice milk - making pumpkin soup
- 2. Flour - making crustless pumpkin pie
- 3. Soft tortillas - left over sandwich wraps - turkey or unturkey with cranberry

- 1. Carob chips - add them to apple sauce
- 2. Make your own trail mix recipe adding raisins
- 3. Produce - make a walnut fruit and lettuce salad

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