



Your true organic alternative, since 1976.

December 2009



### Heat up your holidays

with homemade hot lavender cocoa and marshmallows!  
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### New recipes for the winter months

using native greens, root vegetables & dried fruits  
from author/chef  
Debra Daniels-Zeller  
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#### FEDERAL WAY

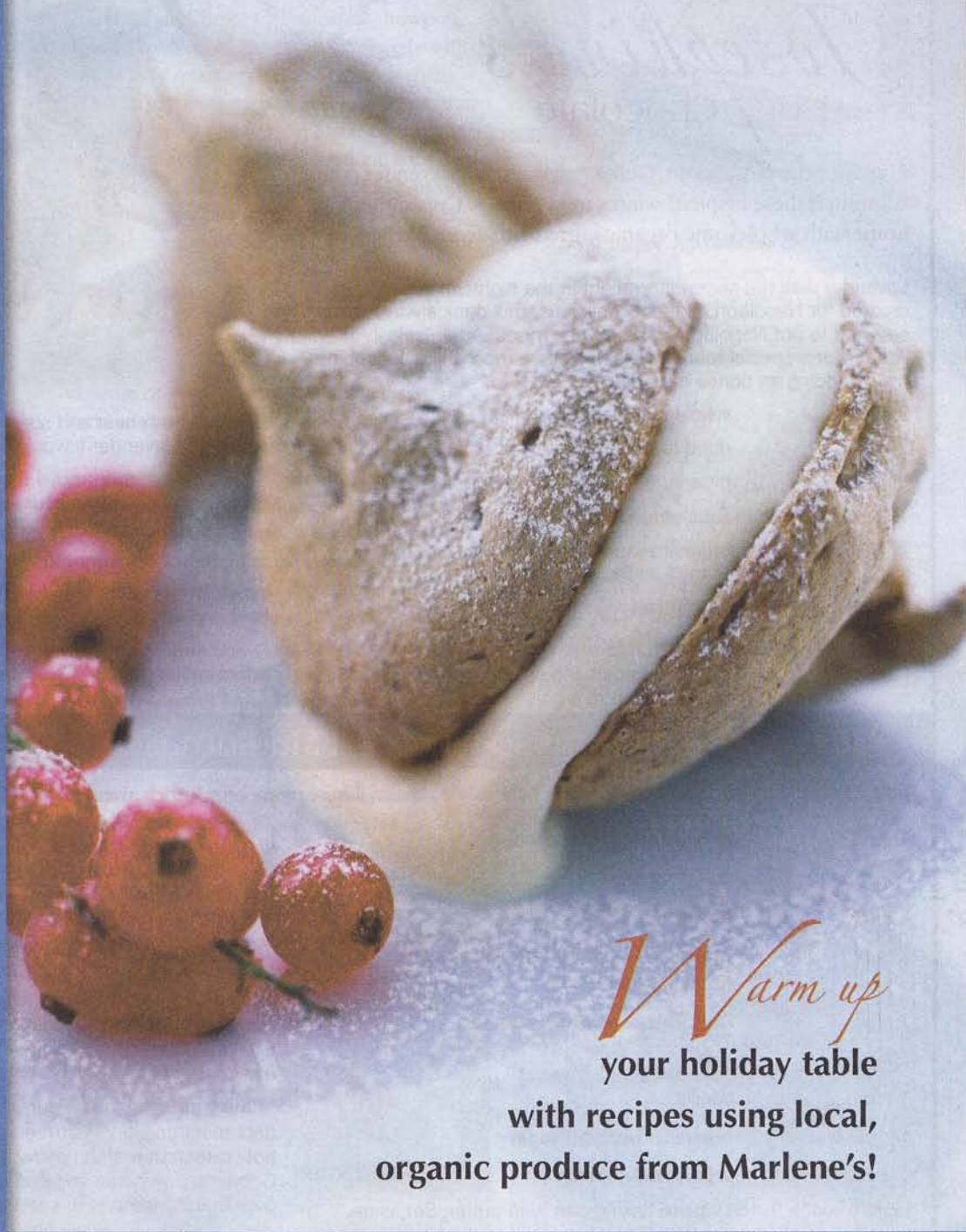
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# Marlene's Sound Outlook

*A Newsletter for Healthy Northwest Living*



*Warm up*

**your holiday table  
with recipes using local,  
organic produce from Marlene's!**

[marlenesmarket-deli.com](http://marlenesmarket-deli.com)

# Local Tea Company Celebrates 20 Years

By Abby Waysdorf

Something about Seattle makes it a natural choice for hot drinks. Cool, grey weather makes curling up inside with something warm especially appealing, and our proximity to seaports exposes us to food and ideas from all over the world. But coffee isn't the only beverage with a home in the region. One of the United States' favorite tea companies hails from the Emerald City.

Choice Organic Teas was founded in 1989 as an outgrowth of founder Blake Rankin's macrobiotic foods business, Granum, Inc. While sourcing natural products in Japan, he realized organically grown tea wasn't available anywhere in the U.S. – even the so-called “natural” teas were grown using conventional agricultural methods. Rankin decided to import a few organic teas under the name Choice Organic Teas and twenty years later, his original four teas have expanded to over 75 varieties to become North America's favorite organic tea company!

Choosing organic over conventionally grown tea isn't only an issue of personal health. Organically grown tea protects the well-being of the region and the people who work the fields. In an organic tea garden, natural sources of nutrients and pest control foster soil that is far healthier than traditional gardens. Animals are not threatened by deadly pesticide runoff, and the workers are not at risk for exposure to toxic chemicals.

Choice Organic Teas takes environmental responsibility to heart at home, too. The company purchases wind-generated power to offset 100% of the electricity used at their manufacturing facility, and there's an incentive

program for employees to use alternative transportation. All tea boxes are made from 100% recycled material, tea bags are made of unbleached natural fibers, and the company is committed to avoiding PVC whenever possible.

The heart of Choice Organic Teas, however, is still the tea itself. Buyers work directly with growers for quality control. The tea is then carefully blended, packed, and tested to ensure that each batch meets strict quality standards. Many employees have been working for Choice Organic Teas for ten years or more. Not only does this show that it's a great place to work, but it also means decades of shared experience go into each box.

The culmination of Choice Organic Teas' efforts in sustainability and quality is manifested in their new Whole Leaf Organics. Eight varieties of organic and Fair Trade teas and herbs are presented in a biodegradable tea pyramid. The collection of classic blends and new favorites showcases the depth and character of tea. The unique shape of the pyramids allows the leaves, herbs, and flowers to expand, yielding the most complex flavors available combined with the convenience of a tea bag. And while many tea pyramids are made of petroleum-based nylon, Whole Leaf Organics are biodegradable. The 100% recycled box also features a painting by Seattle artist Maija Fiebig inspired by the natural beauty of organic tea gardens.

From humble beginnings to a twentieth-birthday celebration, Choice Organic Teas proves that quality, affordability, and responsibility are a perfect blend.



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Concerns for the workers of tea gardens led Choice Organic Teas to work with the non-profit organization TransFairUSA. Choice Organic Teas became the first Fair Trade Certified™ U.S. tea maker in 2000. Fair Trade Certified™ products directly support a better life for workers on estates and plantations. For every kilo of tea it purchases from Fair Trade Certified gardens, Choice Organic Teas pays an additional premium directly to worker-managed funds, empowering workers to improve their lives and benefit their community. The workers at Makaibari Tea Estate in India, for example, used their premiums to purchase computers and printers for an education program, while premiums collected for the workers at Koslanda Tea Garden in Sri Lanka purchased sewing machines for farming families.

## CHOICE ORGANIC Whole Leaf Teas

15 ct. bags  
Assorted varieties  
Reg. 8.39

\$5<sup>29</sup>

