

State campaign, Wal-Mart push homegrown goodness

BY LAYLA FARMER
THE CHRONICLE

It was hard to miss the 13-foot-tall shopping cart outside of the Wal-Mart Supercenter on Kester Mill Road on Tuesday evening. The North Carolina Department of Agriculture (NCDA) hoped its message was equally striking.

"It's to get people's attention and we think we did a pretty good job with that," chuckled G.W. Stanley, retail marketing specialist for the NCDA.

The mobile cart, which is powered by a Chevrolet 396 engine, is part of "Got to Be NC," an ongoing NCDA campaign that urges consumers to buy local products. The Winston-Salem visit was part of an annual awareness tour that included stops at Wal-Marts in 16 North Carolina cities.

"It's important to grow it here in the state and to support our farmers here," commented Stanley. "It's all a method of trying to help keep them on the farm."

Opportunities for North Carolina growers to get in on the action at Wal-Mart are increasing greatly. Though the retail giant is often accused of snuffing out opportunities for other businesspeople with its hard to beat prices, Wal-Mart actually has a good track record of putting the produce of local farmers on its shelves.

In fact, the world's largest retailer reports that its partnerships with local farmers have climbed by 50 percent over the past two years. An estimated \$400 million in locally grown products is expected to hit stores across the U.S. by the end of the year.

Kester Mill Wal-Mart Grocery Manager Randy Osborne said he's seen a big increase in the amount of locally grown products entering the store.

"It's a huge day for us



NCDA's G.W. Stanley and Nat Tunnell

here; I'm really, really proud of the store here and what we've been able to accomplish with the North Carolina and the local grown products," Osborne remarked. "This year is the first year for me as grocery manager, but I actually see the local grown products and produce coming through - it's been a tremendous growth over this past year for us."

Local products are identified with special signage throughout the store, Osborne noted.

Among the benefits of purchasing local produce is the ability to trace a food's origins if contamination or another problem arises. Local food has to travel a shorter distance from the farms to the stores and is generally fresher than products that are shipped from other parts of the country, Stanley said.

Buying local is good for the state's economy, as well.

"The money stays here in the state, it helps our people locally, helps the state," he explained. "Agriculture is the number one industry in North Carolina. It's a \$68 billion business."

Those kind of numbers, you want to keep it strong in North Carolina."

Betty Hindsman happened



Osborne



Shopper Betty Hindsman checks out some of the local vendors outside of Wal-Mart.

upon the massive display while out on a routine shopping trip. Being "nosy," as she puts it, Hindsman decided to take a little detour to check out the North Carolina products and samples on display outside the store.

"I think it's a good idea," said Hindsman, after munching on a homegrown tomato sandwich. "The products

taste just as good as the major manufacturers (and the North Carolina economy needs all the in-house push of our economy we can get."

For more information about purchasing local products, visit www.gottobenc.com or www.goodnessgrows.org.

BestHealth. Wake Forest University Baptist Medical Center

August 2008 Events

Events are held at BestHealth in Hanes Mall or other locations, as noted.

= registration required. Call Health On-Call at 336-716-2255 or visit www.besthealth.com.

To become a BestHealth member, call 336-765-8804 or visit our web site.

1 FRI - The Environment: Health vs. Hazard

11:30 a.m. Dr. Henderson McGinnis of WFUBMC Emergency Medicine and the Appalachian Center for Wilderness Medicine offers tips and remedies for things such as burns, heat exhaustion, bites and drowning.

5 TUE - Technology for the 21st Century Family

10:30 a.m. Representatives from Computer Tree demonstrate and instruct senior adults in the successful use and application of the Internet, personal digital assistants, MP3 players and other devices.

5 TUE - Wok 'n' Roll 101

6 to 7:30 p.m. Using a wok to make healthy, tasty meals is easier than you think! Chef Ernest Knight shares recipes and samples with an Asian flare.

7 THU - The Healing Touch

6 p.m. Deborah Larrimore, RN, of the WFUBMC Complementary and Integrative Medicine Program presents 'Healing Touch,' an energy-based therapy that promotes health and healing. Learn how it supplements traditional medical treatments.

8 FRI - Look Good, Feel Better

11 a.m. to 1 p.m. Women undergoing cancer treatment learn ways to enhance their appearance and feel better about themselves. Receive a make-up kit valued at over \$150 for participating. Sponsored by the American Cancer Society.

11 MON - Dispelling the Dyslexia Myths

6 p.m. Dyslexia affects reading and writing. WFUBMC neuropsychologist Dr. Cecile Naylor explains its origin, symptoms and treatments for all ages.

12 TUE - Belly Dancing

6 p.m. Learn a fun way to get in shape with instructor Paula Stump. Dress comfortably to participate.

13 WED - Knee Pain

2:30 p.m. Learn the causes of and treatments for knee pain from chief physician's assistant Frank Caruso of WFUBMC Orthopaedic Surgery.

13 WED - How to Deal with Difficult People

4 p.m. Dr. Laurel Link of WFUBMC pastoral counseling presents strategies for how to best handle people who are overbearing or intimidating in ways that reduce stress and produce good outcomes.

14 THU - Hair Restoration

6 p.m. WFUBMC otolaryngologist Dr. Neal Goldman discusses the process and advances in modern hair restoration procedures.

15 FRI - Healthy Lunch, Happy Child

12 to 1:30 p.m. A healthy midday meal can be the secret to a productive school day for kids of all ages.

Chef Nikki Miller-Ka shares ideas for unique and simple lunch box favorites.

19 TUE - Mature Driver Safety Program

12 to 4 p.m. Drivers ages 50+ learn ways to improve driving skills and avoid car crashes in this 8-hour classroom-based course sponsored by AARP and led by WFUBMC nurse Donna Joyner. Continues Wed., 8/20, 12-4 pm. \$10 per person for the two-day course.

21 THU - Dress Up Your Salads

5:15 to 6:45 p.m. The perfect way to top off a summery salad is with a zesty dressing. Barry Moody shares his personal secrets for flavorful salads. Recipes and samples provided.

22 FRI - Are Your Muscles Weak?

4 p.m. Myasthenia gravis is a neuromuscular disorder characterized by variable weakness of voluntary muscles, which often improves with rest and worsens with activity. WFUBMC neurologist Dr. James Caress explains the potential causes as well as diagnosis and treatment.

23 SAT - Love to Landscape

11:30 a.m. Join Marcia Wood, Allied ASID and APLD, to learn the most important fall gardening chores for maintaining an attractive landscape around your home.

23 SAT - Eat, Drink, and Be Encouraged!

1:30 p.m. Jackie Stanley shares tools and strategies to help you turn the page on despair, defeat and discouragement so you can begin reshaping your life.

25 MON - Lose Weight with the Lap-Band® System

6 p.m. WFUBMC surgeon Dr. Adolfo Fernandez explains the Lap-Band® System, which closes off a large portion of the stomach in an effort to lessen fat and calorie consumption. Learn about the risks and benefits of this alternative to gastric bypass.

26 TUE - Voice and Swallowing Disorders

11:30 a.m. Certain factors can affect the sound of your voice, how smoothly food passes down your throat, or both. WFUBMC otolaryngologist Dr. Carter Wright explains these factors, describes symptoms and provides an overview of treatments.

26 TUE - Fibroid Facts

6 p.m. Uterine fibroids can cause pain in women of all ages and can affect reproduction if not properly treated. Dr. Tamer Yalcinkaya of WFUBMC Reproductive Medicine explains the symptoms, diagnosis and treatments.

27 WED - Yoga for Relaxation

12 p.m. Join certified instructor Valerie Kiser of Sunrise Yoga for an interactive session that shows you how yoga can help you relax.

27 WED - Faith in Health and Healing

3 p.m. Mark Jensen of WFUBMC Chaplaincy and Pastoral Education discusses the role of spirituality in physical and emotional healing, as well as the significance of prayer and church support.

28 THU - Advance Directives

1 p.m. Learn how advance directives such as a living will can ensure your wishes will be met. Learn the terminology and procedures and have documents notarized free of charge.

28 THU - Rebuilding a Broken Spine

6 p.m. Thanks to recent medical advances, patients suffering from degenerative disc disease are finding many surgical alternatives. Artificial disc surgery provides patients relief from neck pain and allows them to resume a normal lifestyle. WFUBMC neurosurgeon Dr. Thomas Sweasey presents the procedure, risks and benefits associated with artificial cervical discs.

Other Locations

4 MON - Triathlon 101: Preparing Your Mind and Your Body

5:45 to 6:45 p.m.; 7 to 8 p.m. At 5:45 p.m., join BestHealth registered dietician Dayle Fuentes for recipes, samples and meal ideas to prepare your body for the endurance needed to compete in a triathlon. At 7 p.m., join Emily and Keith Davis of Fleet Feet Sports to learn triathlon basics: the lingo, race logistics and how to get started. *Register for one or both sessions. Held at the new Gateway YWCA, 1300 S. Main St., Winston-Salem.

20 WED - Healthy Foods for Kids

11 a.m. or 6 p.m. BestHealth registered dietician Dayle Fuentes discusses nutritious snacks, ideas for creative and healthy lunches and easy weeknight dinners the whole family will love. Held at Whole Foods Market®, Miller St., Winston-Salem. Space limited; registration required.

To register for events, receive general health care information, or to schedule a physician appointment, call: Health On-Call at 716-2255 or 800-446-2255.

Unless otherwise stated, BestHealth programs are for adults; no children under age 12, please.



Has anyone ever called you crazy?

What if you moved to another country,

to live with people you didn't know?

What if you went to improve their li

and in the process, improved yours

Would that be crazy?

Peace Corps.

Life is calling.

How far will you go?

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