



Seminar on Traditional Foods & Healthy Communities

The Center for Rural Culture, a 501(c)(3) non-profit organization located in Goochland County, Virginia, in conjunction with Ellwood Thompson's Natural Market, is providing this Seminar on Traditional Foods & Healthy Communities with Sally Fallon – author of *Nourishing Traditions* and President, The Weston A. Price Foundation.

This daylong seminar will raise awareness and educate communities about their health, their food supply and sustainable farming practices for environmental preservation. Hear from many experts, as well as Sally Fallon, on the important links between health and communities. Delicious Lunch provided by Ellwood Thompson's Local Market.

Don't miss this rare opportunity to learn about the principles of healthy diets and how diets relate to healthy communities!

- (Other Seminar Weekend Events)*
- Sally Fallon Meet & Greet, Book Signing & Lectures**
Meet and talk with Sally Fallon. Bring or purchase your own *Nourishing Traditions* book to be signed.
 - Friday, January 9th 5:30-9:00pm** Lecture - "The Oiling of America/The Cholesterol Myths". Delicious food and alcohol/non-alcohol beverages available for purchase before, during and after event! **Cost:** \$10 suggested donation at the door or pre-register on our website. **Location:** *The Camel*/Restaurant & Bar, 1621 W Broad St. Richmond, VA 23220 (804) 353-4901.
 - Sunday, January 11th 11:00am-1:00pm** Lecture - "Breakfast, Lunch and Dinner: Having trouble getting started with a traditional diet? Sally offers suggestions for no-fuss, economical meals. **Cost:** \$10 suggested donation at the door or pre-register on our website. **Location:** *Ellwood's Community Coffee*, 10 S. Thompson St. Richmond, VA 23221 (804) 359-7525

Seminar Schedule

- 8:00am** Registration
- 9:00 - 9:05am** *Opening Remarks (Center for Rural Culture Executive Director Lisa Dearden).*
- 9:05 - 9:30am** *"The Power of Food: a Virginia Dietitian's Perspective"* Lynda Fanning, MA, MPH, RD). Lynda will discuss the science behind Traditional Foods and the organized efforts to change our food system in Virginia.
- 9:30 - 11:30am** *The Basics of Healthy Diets (Sally Fallon)* Learn about the pioneering work of Weston A. Price and his studies of healthy non-industrialized peoples. Dr. Price's photographs graphically illustrate the effects of processed foods on human health. Topics include the importance of fat-soluble vitamins, problems with a vegan diet, myths and truths about dairy products and the dangers of modern soy foods.
- 11:30 - 1:00pm** *Lunch and Time to Visit.* Seminar fee includes a delicious lunch sourced from local foods courtesy of *Ellwood Thompson's Local Market.* Visit with vendors and network with each other.
- 1:00 - 2:00pm** *The Politics and Economics of Food: (Sally Fallon)* Learn how direct sales of raw milk can save family farms and revitalize local communities.
- 2:00 - 2:30pm** *"Planning for a Healthy Environment"* (Stewart Schwartz) This session shares information about the connections between the built environment and health.
- 2:30 - 3:00pm** *"How Sustainable Farming can Promote Public Health"* (Sally K. Norton, MPH) This session deals primarily with how sustainable farming practices can influence the health of human society.
- 3:00 - 3:30pm** *Break/Networking/Raffle Drawing*
- 3:30 - 5:00pm** *How to Change Your Diet for the Better (Sally Fallon).* Learn how to prepare your food for maximum digestibility, nutritional value and taste! Apply the wisdom of the ancients in your own kitchen. Easy ways to prepare breakfast cereals, soups and broths, high-enzyme condiments, thirst-quenching beverages and delicious snack foods. . . delicious, nourishing foods that kids will actually eat.
- 5:00 - 6:00pm** Panel Q&A/Wrap-up

About Our Speakers

- Sally Fallon**
In her controversial cookbook *Nourishing Traditions*, and in numerous articles appearing in holistic publications, nutrition journalist Sally Fallon exposes current establishment low-fat propaganda as a conspiracy to rob Americans of their health and vitality, and to enrich the powerful food processing industry, based in large part on refined carbohydrates and vegetable oils derived from corn and soybeans.
- Ms. Fallon and her colleague, Mary G. Enig, Ph.D., a world renowned expert on the subject of lipids and human nutrition, draw on a wealth of scientific and anthropological findings to refute the notion that Americans should cut back on animal fats and cholesterol-rich foods, pointing out that animal fats and cholesterol are not villains but vital factors in the diet, necessary for normal growth, proper function of the brain and nervous system, protection from disease and optimum energy levels. Animal fats and proteins are especially necessary for the proper development of babies and children.
- Other themes in *Nourishing Traditions* include the importance of traditional broths made from the bones of chicken, fish, beef and lamb as a source of minerals and as an aid to digestion; the proper preparation of grain, nuts and legumes to neutralize enzyme inhibitors and mineral-blocking substances found in all seed foods; and ancient techniques for food preservation that enhance nutrient content while supplying beneficial digestive flora on a daily basis.
- Ms. Fallon explains the importance of returning to organic farming, pasture-fed livestock and whole traditional foods (properly prepared) if Americans are to regain their health and vitality. She also points out the benefits of an economy based on small scale organic production and food processing that returns added value to the independent farmer, rather than to large-scale food processing conglomerates.
- Contact: Sally Fallon (202) 333-4801 safallon@aol.com**
- Lynda Fanning, MA, MPH, RD**
Lynda Fanning manages a staff of over 40 Registered Dietitians for the University of Virginia Health System. She also represents the Virginia Dietetic Association of 1500 Dietitians, and while serving as

its President last year, she led the organization to choose a sustainable food system in Virginia as one of its top legislative priorities. She has lectured at various functions throughout Virginia, raising awareness and passion among Dietitians about sustainable food systems, and also led the group to support the Richmond Buy Fresh Buy Local campaign. She serves on a statewide task force to create a Food Policy Council in Virginia and is committed to the ongoing fight for healthy soil/healthy food.

Sally K. Norton, MPH

Sally Norton earned her Bachelor of Science degree in Nutritional Science from Cornell University, and her Master of Public Health in Public Health Leadership from the University of North Carolina at Chapel Hill. Ms. Norton has spoken about sustainable agriculture along with ancient food-ways wisdom as documented by Dr. Weston A. Price for conferences held by: the North Carolina Natural Products Association, the Carolina Farm Stewardship Association, Alabama A & M University, the Sustainable Agriculture Research and Education Program, and Virginia State University.

Stewart Schwartz

Stewart Schwartz is the Executive Director, Coalition for Smarter Growth in Washington, D.C. He has built the Coalition into the leading regional smart growth organization in the Washington DC region, which has earned recognition by the Catalogue for Philanthropy as one of the region's best small charities. A Navy veteran, Mr. Schwartz earned a B.A. and J.D. from the University of Virginia and an M.A. from Georgetown University.

About Our Sponsor

Ellwood Thompson's Local Market is Virginia's largest independent organic and natural foods retailer. A full-service grocery store, it focuses on the best in local, organic, natural and sustainable food and products available and caters to intentional eaters with special diets for health or lifestyle. Offerings include local and organic produce, vitamins/supplements, natural body care, pastured meats, wine and gourmet cheeses, kitchen with hot bar, bakery and much more.

Ellwood Thompson's ~ Dangerously close to becoming a Richmond Tradition! North Thompson Street, Richmond VA 23221 - 804-359-7525 Open 7 AM - 10 PM,

Center for Rural Culture Membership

The **Center for Rural Culture** in Goochland, Virginia is a 501(c)(3) non-profit organization whose mission is to educate, promote and inspire members of our community to sustain a culture that supports agriculture and the local economy, protects natural and historic resources, and maintains our rural character and traditions.

We believe that environment, economy, and equity, when woven together, create a tapestry of sustainability for the future.

We also believe that a sustainable culture is one that accumulates the following five assets: natural, social, human, physical, and financial capital.

Educate. . . Promote. . . Inspire. . . key words and themes that keep the Center for Rural Culture focused on its vision and pushing toward its mission.

Our choices make a difference every day. Please choose to sustain your community's rural culture and make a difference through an annual membership with the Center for Rural Culture.

Individual and Family Member benefits include:

- Rural Matters*, CRC's quarterly newsletter
- Discounts on education programs & promotional items
- Invitations to "member-only" events
- Business Membership benefits include:**
- Rural Matters*, CRC's quarterly newsletter
- Discounts on education programs & promotional items
- Invitations to "member-only" events
- Business link on the CRC website

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Please complete and return the information below.

Individual Membership	\$ 25
Family Membership	\$ 50
Business Membership	\$ 100
Supporting Membership	\$250
Sustaining Membership	\$500

Pursuant to Section 57-55.3 of the Virginia State Code, a financial statement is available from the State Division of Consumer Affairs in the Department of Agriculture and Consumer Services upon request. **Your contribution is tax deductible as allowed by law.**

Registration Form

Name(s) _____

Address _____

City State Zip Code _____

Email _____

Home Phone Work Phone _____

Advance Registration by 1/1/09

Advance Registration (\$65) _____

Reg. after 1/1/09 or at the door (\$75) _____

Student Registration (\$50) _____

Center for Rural Culture Members (\$50) _____

January 9th Meet & Greet (\$10) _____

January 11th Meet & Greet (\$10) _____

Center for Rural Culture Membership _____

Additional Donation \$ _____

Total Enclosed _____

Note: Fees include Saturday lunch

Payment by _____ Check _____ Money Order

_____ Visa _____ MC

Credit Card Number _____

Expiration _____

Name on Card _____

Phone _____

Make checks payable to: **Center for Rural Culture**

Mail this form and payment to:

Healthy Communities Seminar
Center for Rural Culture
P.O. Box 639 Goochland, VA 23063

Registration is limited to 200

Same Day Registration available on a First Come, First Serve Basis.

Register Online Today!
www.CenterForRuralCulture.org

Directions

The conference will be held at the **Montpelier Center for Arts & Education**, which is located at 17205 Mountain Road at the western edge of Montpelier on Route 33 in Hanover County. 804-883-7378 www.montpeliercenter.org

From Ashland: Take Rt. 54 west from Ashland, go 11 miles to intersect with Rt. 33, another 1-1/2 miles on Rt. 33 (Mountain Road) to The Montpelier Center.

From Richmond: From I 295 around Richmond, exit 49A to Montpelier onto Rt. 33. Go 13 miles to stop sign at intersection of Rt. 54 & 33. Turn left onto Rt. 33 west. Go 1-1/2 miles to the Center on the left at intersection of Rt. 33 (Mountain Rd.) and Rt. 715 (Clazemont Rd.)

From Charlottesville: From I 64, take the Rockville exit (west of Short Pump, east of Oilville). Take Rt. 623 to Rt. 33. Turn left onto Rt. 33 and follow above directions.

From the North: Take I 95 South to I 295 East toward Charlottesville. Follow directions above (from Richmond).

From the East: Take I 64 West towards Charlottesville to I 295. Follow directions above (from Richmond).

Accommodations - Reserve before December 19th for the conference room rate of \$59.99 plus tax.

Howard Johnson Ashland

107 N. Carter Road
Ashland, VA 23005
(804) 521-2377
(804) 521-2378 - Fax
www.hojo.com

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ELWOOD THOMPSON'S
Local Market

Center
for

Rural Culture

Sustaining Rural Culture

Seminar on Traditional Foods & Healthy Communities

With Sally Fallon – author of *Nourishing Traditions* and President, The Weston A. Price Foundation.

Saturday, January 10th, 2009

9:00am - 6:00pm



Location: Montpelier Center for Arts & Education

17205 Mountain Road
Montpelier, VA 23192

For Additional Information, please call:
(804) 314-9141

Center for Rural Culture

Sustaining Rural Culture in