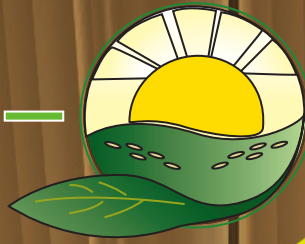


# C-OPTIONS



**SEVANANDA**  
NATURAL FOODS MARKET

October 2016

Vol. XVII Issue 4

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# MAKING IT RIGHT



## Sevananda Natural Foods Market

467 Moreland Avenue NE  
Atlanta, GA 30307  
404-681-2831  
fax 404 577-3940  
www.sevananda.coop  
email: info@sevananda.coop

### Store Hours

Monday-Sunday  
8am - 10pm

### Co-Options Staff

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Ifini Sheppard (Proofing/Editing)  
Cheranna Dottin (Proofing/Team)

Opinions expressed in this newsletter are the writers' own and do not necessarily reflect the opinions of Sevananda Natural Foods Market. Permission to reprint any article must be obtained from the Editor.

Submissions from the general public are accepted, but there is no guarantee of publication.

### Sevananda Board of Directors

Debra Bonaparte (President)  
Chi Ma'at (Secretary)  
Ntianu Alghane  
Jed Davis  
Rajnikant Mehta  
Jim Williamson  
Adama Alaji  
Wanique Shabazz



By Carolyn Renée

he receives from Sevananda's team members who, by the way, are affectionately known as Sevanauts. OMG! I was so happy to hear he feels "the love" from our team members. I was happy to share with him that part of our training includes incorporating tools to track customer complaints, and more importantly, we celebrate superior service by Sevanauts. We encourage dynamic service; it is inherent in our name. "Seva" in "Sevananda" means selfless service, and "Ananda" means bliss and joy. We are joyful servants! Last year along with many national co-ops, Sevananda adopted Zingerman's Training Programs. Zingerman's, which is located in Ann Arbor, Michigan, has set a service standard that has earned a reputation worthy of national recognition and duplication. They became so good at delivering great customer service that other businesses began to notice

I was sitting outside at lunch and got into a conversation with a Sevananda customer. This is one of the perks of working at the co-op—meeting so many cool people. Anyway, Paul was this customer's name, and we talked for about 30-minutes about healthy foods in general, our favorite Sevananda foods and great customer service. He was very complimentary of Sevananda's delicious grab-n-go items, sharing with me that he will drive a distance to get to the co-op for his favorite foods. He went on to name his grab-n-go favorites at the co-op. Needless to say, I was impressed!

We got on the subject of the local competition, those stores that carry some of the same brands as Sevananda. Paul shared that while the competition might carry some of the same selections as Sevananda, he comes to the co-op for the interactions with our staff. This was affirming to hear, especially since we have been deliberately developing ourselves into a Learning Co-op where team members are taking classes and gaining the knowledge, skills and abilities in the area of delivering superior service. Of course, being the lead trainer and team member chiefly responsible for developing the curriculum, I was jazzed to hear such positive feedback. What really knocked my socks off was hearing that Paul and I had some of the same grab-n-go faves.

The conversation continued about the growing natural foods competition, and how when he does have to shop with the competition he notices the difference. The big difference he shared was that while the competitor has some of the same natural food brands, he doesn't feel the warmth that

and adopt their model. When you come to Sevananda Co-op you can count on great service, and that we will 'make it right' for you when you have a less than great experience. Essential to the Zingerman's model is documentation and data collection regarding customer experiences. Data and documentation are critical to success. It's like attempting to chart a course or achieve any goal—by tracking your progress, you can achieve positive results. In that place of "Making it Right" for the customer, we can evaluate the documented data, and truly make it right for each customer. When Paul was speaking about good food and great service, this resonated with me because we believe each person matters and deserves good nutritious food, personal

Happy  
FALL  
Y'all



NEW HIRES

Happy  
FALL  
Y'all



Jeremy Middleton  
Kitchen



Marlene is back!  
Kitchen



Ken Robinson  
Grocery



Raven Pugh  
Kitchen



Pasheena Eaton  
Parking Attendant



Balashange Ashemu  
Wellness



Shajeeah Mapp  
Kitchen



Eric Kornder is back  
Kitchen



Jonathan Champion  
Grocery



# Message from the Board of Directors

**Debra Bonsparte**



Board President

**Chi-Ma'at**



Secretary

**Ntianu Alghanee**



Board Member

**Jed Davis**



Board Member

**Rajnikant Mehta**



Board Member

**Jim Williamson**



Board Member

**Adama Alaji**



Board Member

**Wanique Shabazz**



Board Member

Sevananda was founded as a cooperative to give families an opportunity to have leverage over commercial and capitalistic initiatives. These initiatives have been used to undermine our health and collective power in securing the quality of foods, herbs and products that facilitate and ensure the wellbeing of ourselves, family and community.

Today we are facing many issues. Concerns such as food security, spiritual, mental, emotional and physical health and wellbeing. Also at question, is our ability to respond correctly and progressively to the crisis in ethics, morals, courage and integrity surrounding all aspects of our lives. Sevananda is on the rise from having experienced challenges in management, as well as competition from other retailers now selling natural or organic foods and products.

We thank all of you who took time to participate in the recent Board election. We seated four new Directors to the Board and will be appointing a ninth director shortly. Also, we will be selecting a new General Manager. This position will be responsible for implementing the vision, policy and directives of the Board on behalf of the 3,200 member-owners and customers. The new General Manager will insure the viability of Sevananda through membership and patronage. This will not only allow us to be operational, but also insure our financial viability for expansion.

The Board of Directors, General Manager and Staff can only do so much without the active participation of our member/owners. We are in the "now moment" that requires us to remember/understand that we as a global family can focus our attention and resources to create whatever we envision. There is LAW that governs all of Existence and it works for us when we work towards our greater good. The Board is here to insure the greater good of the whole cooperative, and the new General Manager will facilitate that in the day to day operations. Beyond the financials, it will be our individual and collective effort to also invest in ourselves in order to be truly healthy.

Our greatest resources are our member/owners. There is unlimited talent and ability, perspective and genius amongst us. It's time to get involved and not sit and wait for someone else to do the work. This is the beauty and power of the cooperative structure, though we have guidelines, protocol and governance process; we still have the responsibility to respond to what is needed.

This "now moment" is calling us to step forward, out of our comfort zones. To reach for the ideas, to reach for life, and to know that there is a divine plan for the reclamation of humanity and we all have the opportunity to participate. We invite you to not only invest the initial \$20 (6 payments for 6 years) to become a member, but to jump in all the way with the full share investment of \$120. Whatever is comfortable for you! Also, let us know who you are and put your ideas in writing. What are your concerns, skills, etc.?

Volunteer by becoming a committee member to assist in our cooperative resurgence and resurrection. If you want to see Sevananda grow, we invite you to participate as an owner, giving the joy of your service and gaining experience. We have five standing committees: Policy Committee, Product Policy Committee, Training Committee, Finance Committee and Owner Linkage Committee. Pick up an application form at Customer Services and return it addressed to the Board of Directors. Please also include a copy of your current resume or biography. The committee chair will phone you for an interview and provide you an overview of the work of the committee that interests you and dates for committee activities.

In spite of all the trials and tribulations that Sevananda has experienced, it has remained a vortex of community spirit, bonding, caring and sharing. Our collective mission now is to insure the CommonHealth that is the CommonWealth of our members, owners and community. Facilitating healing and wholeness through educating, inspiring, listening, sharing, participating, cooperating and providing the tools with which to enrich, empower and rejoice in the abundant blessings of life. We are here to serve you and very thankful to do so. Join us in embracing this auspicious moment to be

a beacon of light in a cooperative responsible for healing ourselves, families and community.

In Cooperation,  
Your Sevananda Board of Directors in Blissful Service



## Volunteer Owners Program!

Are you a member owner who would like to be more involved in the Co-op?

Our Volunteer Owners Program is a great way to learn more about The Coop and provide a meaningful service to your co-op and community.

We're looking for volunteers for:  
-Outreach Events  
-In-Store Events  
-Greeters

Contact [ifnis@sevananda.coop](mailto:ifnis@sevananda.coop)





# THE POWER OF SPIRITUAL ART

By Balashange Ashemu



When most Americans think of Health and Wellness, they associate it with the basics of our physical body to include things like diet, nutrition and exercise.

This is the limited view we were given in school. However in many other cultures, such as with the Chinese, there is a more wholistic approach which also includes more subtle realities, like the health of your environment.

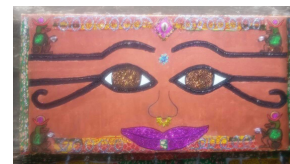
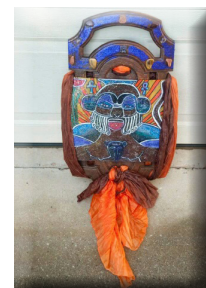
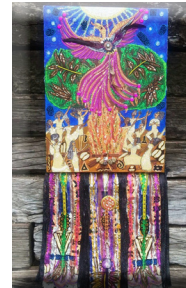
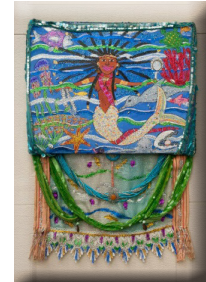
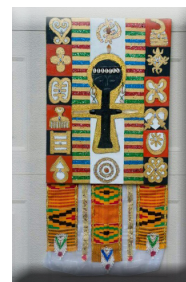
Feng Shui is the ancient art of placement and it scientifically identifies how one's surroundings affects his/her psyche. How things are ordered, sounds, light, colors, plants and artwork are all elements that can be measured and consciously manipulated in your space for optimum health. It is for this very reason that artwork has always been highly prized throughout history and especially pieces that reflect the cultural and spiritual values of a people.

As they say, a picture is worth a thousand words, but when an artist is intentional about their role as a healer, the ef-

fects are exponential- and extremely profound! By approaching the creation process as a meditation and using ancient symbolism, it enables one to communicate to the collective unconscious of every individual and spark the imagination that can serve as the catalyst for a new personal journey. In the very same way that vision boards work, sacred art can be used to bring life to our dreams and quicken their manifestation. So whatever quality you are wanting in your life, you would surround yourself with images that reflect that object or quality back to you. And it affects your subconscious and vibration over time, kind of like a visual hypnosis of sorts.

Sacred Co-Cre8ions Collages by Balashange is an example of this type of artwork, intentionally created to raise the vibration of any environment in which they are placed. To compound and expand these energies even further, gemstones with powerful emanations are also embedded in them. When focused on in meditation, there is transformation!

Check Balashange's Facebook page:  
Sacred Co-Cre8ions Collages



# BETTER SKIN FOR A BETTER MAN

The number of men that are aware of their grooming needs has increased as men become more health conscious. After all, your skin is the largest organ on your body and it needs to be nurtured. For men, caring for the skin is now more than just using soap and water. Men should seek products that give easy steps to clean, condition, and moisturize. Natural men's grooming products are providing the best skin care without the chemicals.

The Poseidon Men's Collection, based out of Metro-Atlanta, offers additive and preservative-free products with organic and natural ingredients. The aftershaves contain natural astringents to cleanse your follicles as well as your skin cells, soothe razor burn, and prevent infections from microscopic cuts.

Shaving soaps give a smooth shave with natural earth-based bentonite clay that removes impurities from skin and can be used for a wet or dry shave – before using electric clippers. Simply lather up with one of our Bay/Herbal, Clove, or Lemongrass Shaving Soaps and then shave in desired area. These soaps will not only deep clean the skin but help close large pores, reduce razor rash and ingrown hairs.

Always moisturize your face and the skin under your beard. An avocado-based product like our Patchouli & Jasmine Body Oil is perfect to soften the skin after a fresh shave. Want something for dry skin? Look for our

all natural, shea butter based Body Whips. Both of these products moisturize the skin without leaving behind any greasy residue.

Try our travel-sized trios of shaving soap, aftershave and face & body oil, or just pick up your favorite product! Check for the Poseidon Men's Collection in the Health & Beauty section of Sevananda today! [www.poseidoncollection.com](http://www.poseidoncollection.com).





# THE SEASON OF INCREASED HEALTH HAS HARVESTED

## As A Man Thinks In His heart That So He Is!

Heart Disease is the leading cause of death in the United States and is a major cause of disability. The most common heart disease in the United States is coronary heart disease, which often appears as a heart attack. In 2009, an estimated 93,000 Americans will have a new coronary attack, and about 430,000 will have a recurrent heart attack. About every 26 seconds, an American will have a coronary event; someone dies every minute from a heart attack.

If you have talked with anyone who had a heart attack they will tell you that life was punched out of them unexpectedly. Most victims say that all they could do was clench their chest and pray that no more life ending punches are thrown from within! People who have experienced severe chest pains or suffered a sudden heart attack will tell you that their thought process shifted as they lay there helplessly contemplating about the unhealthy foods they consumed while regretting poor health choices that they made. It's amazing what we think about when life is slipping away. Present your body as a living sacrifice and decrease your intake of saturated foods, trans-fats, high fructose corn syrup, sugar and fried foods. Increase your intake of water, fiber, raw fruits and vegetables. Please be well!

## Diseases and Conditions That Put Your Heart at Risk

Obesity places you at risk for high cholesterol, high blood pressure and insulin resistance, and a precursor of type 2 diabetes — the very factors that heighten your risk of cardiovascular disease. Your Body Mass Index (BMI) can

help tell you if your weight is healthy. Here's the lowdown on where your numbers need to be: Total Cholesterol: Less than 200 mg/dL LDL (bad) Cholesterol:

Low risk for heart disease: Less than 160 mg/dL  
Intermediate risk for heart disease: Less than 130 mg/dL  
High risk for heart disease including those with heart disease or diabetes: Less than 100mg/dL

HDL (good) Cholesterol: 40 mg/dL or higher for men and 50 mg/dL or higher for women  
Triglycerides: Less than 150 mg/dL

## Know Your Signs and Symptoms

Some heart attacks are sudden and intense, however, most heart attacks start slowly, with mild pain or discomfort. Often people affected aren't sure what's wrong and wait too long before getting help. Chest discomfort is a sign that can mean a heart attack is happening. Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back.

## Healthy Lifestyle Equals A Healthy Heart

A healthy diet and lifestyle are the best weapons you have to fight heart disease. Many people make it harder than it is. It is important to remember that it is the overall pattern of the choices you make that counts. Here are a few ways to live a healthier lifestyle:

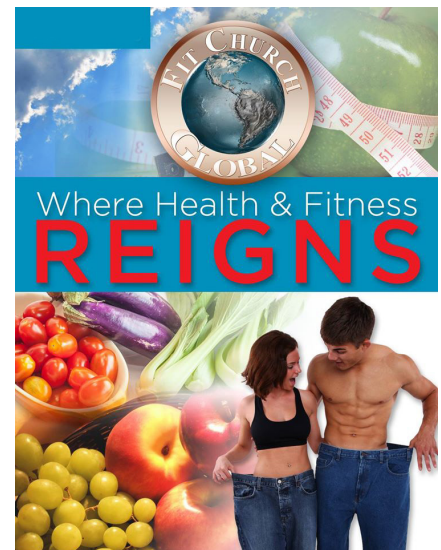
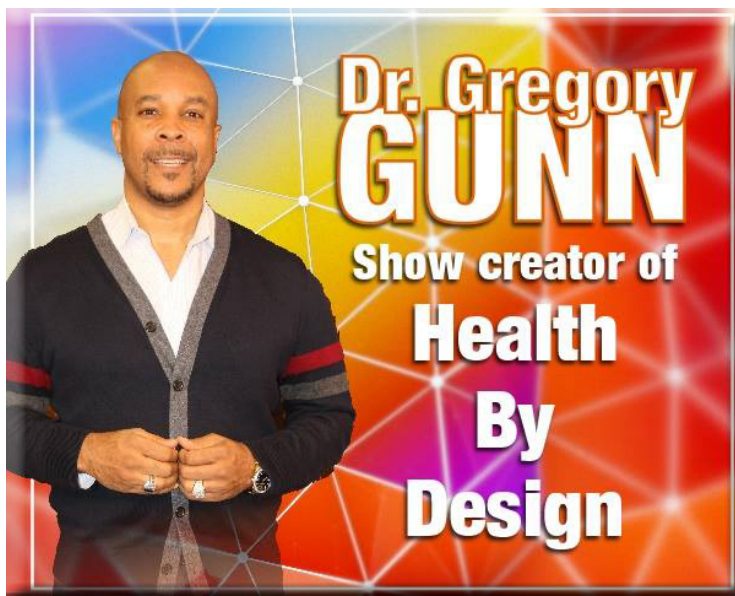
Select fat-free, 1% fat, and low-fat dairy products. Cut back on foods containing partially hydrogenated vegetable oil. Cut back on foods high in dietary cholesterol. Aim to eat less than 300 mg of cholesterol each day. Cut back on beverages and foods with added sugars. Prepare foods

By Dr. Greg Gunn



with little or no salt. Aim to eat less than 2,300 mg of sodium per day (or less than 1,500 mg if you are in a higher risk group for high blood pressure). Keep an eye on your portion sizes. Physical activity in your daily life is an important step to preventing heart disease. Reduce stress. There is a relationship between coronary heart disease risk and stress in a person's life that may affect the risk factors for heart disease and stroke. People under stress may overeat, start smoking or smoke more than they otherwise would. Research has even shown that stress reaction in young adults predicts middle-age blood pressure risk. Drink water! Your blood is 83% water and water thins the blood and lowers your risk of Heart Attacks and Strokes.

For more information: [FitChurchGlobal@gmail.com](mailto:FitChurchGlobal@gmail.com) or call (770)225-8038



# Vegan/Vegetarian Nov & Dec Holiday Menu

SEVANANDA  
NATURAL FOODS MARKET

## PLACE YOUR ORDER NOW!

SEVANANDA  
NATURAL FOODS MARKET

### Holiday Dinner for 2 - \$39.99

1 Entree  
2 Sides  
1 Dessert  
1Pt. of Rosemary Gravy  
12 oz. Cranberry Relish  
4 Dinner Rolls

### Holiday Dinner for 4 - \$49.99

1 Entree  
3 Sides  
1 Dessert  
1Pt. of Rosemary Gravy  
12 oz. Cranberry Relish  
6 Dinner Rolls

### Holiday Dinner for 6 - \$69.99

2 Entrees  
3 Sides  
1 Dessert  
1Pt. of Rosemary Gravy  
12 oz. Cranberry Relish

### Holiday Dinner for 8 - \$109.99

2 Entrees  
4 Sides  
2 Desserts  
2Pts. of Rosemary Gravy  
24 oz. Cranberry Relish



### All Dinners Include

1 Pint Rosemary Gravy & 12 oz. Cranberry Relish

#### Entree

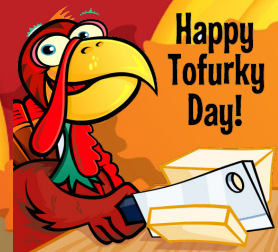
- Field Roast Celebration Roast
- Tofurky Roast
- Lentil Walnut Loaf

#### Sides

- Vegan Macaroni and Cheese
- Sweet Potato Casserole
- Spicy Collard Greens
- Broccoli Casserole
- Cornbread Stuffing
- Candied Yams
- Green Bean Almondine
- Green Salad
- Spicy Kale
- Mashed Potatoes
- Blackeyed Peas

#### Dessert

- Pumpkin Pie
- Lemon Pound Cake
- Apple Pie
- Cherry Pie
- Chocolate Cake
- Carrot Cake





# THE HEART OF THE CO-OPERATIVE



By Cheranna Dottin  
Marketing/Member Services

Sevananda Natural Foods Market was founded in 1974, and, it has been servicing the community with vegan and vegetarian local, organic, Non-GMO foods, produce and supplements, as well as herbs and grains.

I have been in Member Services for over a year and was surprised that more than 50% of our shoppers are unaware that Sevananda is a cooperative. This means that you can become a Member-Owner of the Co-Op and reap the benefits.

## WHAT ARE THE BENEFITS?

Sevananda is not just your average grocery store. You have a voice! Being a Member-Owner gives you the opportunity to voice your opinions and have a say in what goes on. This is done through democratic process, by voting to adopt or change, the bylaws of Sevananda Cooperative. Our Board of Directors are in charge of Sevananda's governance. You can really be active and join a Board Committee. And, you can also run for

office and be a candidate for the Board of Directors!

As a Member-Owner you receive a 10% discount once a month. There are also "Member Advantage" sales throughout the store. It gets even better, not only do you get your monthly discount, but you get an additional 10% during your birth month as a way to wish you "Happy Birthday" from your Cooperative Family. Are you a full-time student or senior citizen over the age of 65? In addition to your other discounts, as a Member-Owner you receive a 5% discount every time you shop. You can also get involved in the Co-Op by becoming a Volunteer Owner assisting with various Outreach Events such as Health Fairs, Expos, Festivals and more. Sevananda offers many classes downstairs in our Community Room, i.e., yoga, meditation, and dance classes. As a Member-Owner you receive discounts on these classes or even free admission. If you are interested in having your own class you have the option of renting the room at a discounted rate. We encourage you to join the Co-Op and get involved in your community!, along with Sharlise Lowe, (Marketing/Membership Manager) and Ifini Sheppard (Marketing/Outreach Assistant) have been working hard over the past year to take Member-Ownership to the next level. We encourage everyone to join and become an active Owner. Educate yourself on the food that you consume, as well

as the ingredients. It's essential that we eat to live and not live to eat. Via email, we have been sharing with our Owners important information such as Board Elections, Health Education and Co-Op 101 classes, sales flyers, Outreach and Sevananda events. If you are a Member-Owner, please stop by our Customer Service Desk and update your contact information in our system. We want to make sure that you have a valid email on file and are receiving these communications.

Last but not least, get involved by joining our Volunteer Owner Program. Then you can assist us with educating the community regarding a healthier lifestyle. As an Owner you are the face of Sevananda and in October as we celebrate 42 years of existence, we thank you for all you have done and continue to do to make Sevananda a place of love, healing and healthy living. We could not have done it without you!

"Individual commitment to a group effort-- that is what makes a team work, a company work, a society work, a civilization work." --Vince Lombardi



**Sevananda's 42nd Birthday & Mixer**  
RSVP Required: [rsvp@sevananda.coop](mailto:rsvp@sevananda.coop)

**Come out and Celebrate with Us!**

**Free Admission for Member-Owners with current/valid Sevananda Card**  
**\$5 Admission for Friends, Family & General Public**

**Thursday October 20, 2016**  
**6pm - 9pm**  
**Sevananda's Community Room**

# VEGAN AND VEGETARIAN NEWS AROUND THE WORLD

## Interest in Veganism Treble Interest in Vegetarian as Vegan Trend Doubles in 12 months



### No stopping the rise in vegan now

According to Google trends, interest in the search term 'vegan' has doubled in the last 12 months alone having already quadrupled in the previous 4 years.

### Record number of Vegans

VegfestUK exhibitions and festivals are seeing record crowds even though many other vegan festivals and shows are popping up in cities all over the UK and Ireland. Interest in vegan food, clothing, cosmetics and fashion as well as vegan politics has never been so high.

Similar vegan trends are being seen all over the world, not just Europe and the USA.

### Treble Top

Interest in veganism is now running at nearly three times than of the search term 'vegetarian'. All restaurants need to re-think their menus as a vegetarian lasagna just doesn't cut it anymore. Just substituting the meat for a bit of feta, goat's cheese or Haloumi is yawn, just, yawn, too lazy.

### Eating Out Vegan

Eating out has never been easier with a number of Restaurant chains introducing new vegan menus. Pizza Express has had a Vegan Pizza for some

time but now Zizzis has launched a Vegan Pizza with Dairy Free Cheese which has left Domino's missing the boat on their chance to introduce the vegan pizza that they sell in Israel to UK high streets.

A string of household mainstream brands have announced their intention to bring out vegan versions of their most popular products, even Ben and Jerry's Ice Cream and Guinness.

### Dietitians the new 'Extremists'

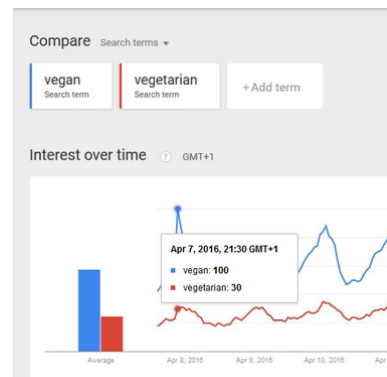
It's only a few years ago when local government and NHS health trusts were calling Meat Free Mondays a step too far. Now health professionals are saying it's not far enough. Respected dietitians, nutritionists and dietetic scientists have become overwhelmed with the scientific evidence that is bombarding them and reluctantly overturning years of post war indoctrination and revising guidelines. Leading dietitians around the world and public health officials in Holland are now recommending meat only 2 times a week. That's five days less a week than Paul McCartney's Meat Free Mondays, Meatless Monday and Meat Out Days.

### Science uncovering inevitable truth

Scientists have discovered and isolated the distinctive taste of red meat is from iron that they have replicated from iron rich plants. Soon you will be able to buy a veggie burger that not just tastes like but bleeds like a piece of an animal flesh. What excuses then for encouraging and sustaining the torture of animals with your shopping budget?

London Nutritionist Yvonne Bishop-Weston says, "Anyone who says they 'need' meat are deluding themselves, unless they mean it in an, "I need a drink", kind of a way.

It's never been so easy to be vegan and more and more people are running out of excuses to stop increasing the risk to their health and the health of the planet, as well as the inexcusable cruelty and death to millions of animals.



## HEALTHY AGING: WHY IS BEING WELL HYDRATED SO IMPORTANT?

Did you know that your body weight is approximately 60 percent water? Your body uses water in all its cells, organs, and tissues to help regulate its temperature and maintain other bodily functions. Because your body loses water through breathing, sweating, and digestion, it's important to rehydrate by drinking fluids and eating foods that contain water.

Water also keeps the tissues in your body moist. You know how it feels when your eyes, nose, or mouth gets dry? Keeping your body hydrated helps it retain optimum levels of moisture in these sensitive areas, as well as in the blood, bones, brain and it acts as a lubricant and cushion for your joints.

Water aids in digestion. Proper digestion makes minerals and nutrients more accessible to the body. It helps you digest soluble fiber. This fiber dissolves easily and helps your bowel health by making well-formed, soft stools that are easy to pass.

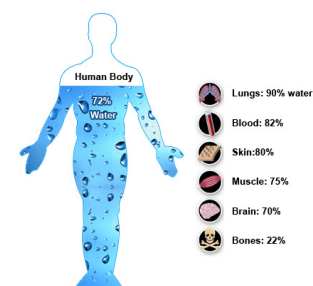
Reviewing the chart above, you see that humans need to drink water to live a healthy and vibrant life. Your body is approximately 60% water, your brain is 70% water and your lungs are nearly 90% water. Each day, your body must replace about 2.5 quarts of water -- through liquid and foods.

As important as water is to the body, there are various kinds of water and they are not created equally. For example: there is tap water, distilled, filtered, purified, deionized, and ionized alkaline water. Do your due diligence and become knowledgeable about the best water in your area.



### What water does for your body ...

- Water is the major component of most body parts.
- Makes up 83% of Blood.
- Composes 75% of the Brain.
- Forms saliva (digestion).
- Needed by the brain to manufacture hormones and neurotransmitters.
- Converts food to components needed for survival - digestion.
- Regulates body temperature (sweating and respiration).
- Keeps mucosal membranes moist.
- Acts as a shock absorber for the brain and spinal cord.
- Allows body's cells to grow, reproduce and survive.
- Helps deliver oxygen all over the body.
- Flushes body waste, mainly in urine.
- Accounts for 22% of Bones.
- Lubricates joints.
- Makes up 75% Muscles





# 16 MILLION PEOPLE IN THE U.S. ARE NOW VEGAN OR VEGETARIAN!

By Nadine Watters

In 2009, a tiny one percent of the U.S. population reported eating vegetarian or vegan. Now, 5% of the United States population is vegetarian and half of those people are vegan. The rates have skyrocketed over the last five years and studies show the rates are climbing. (1) So why are people continuing to go veg? The reason seems to involve a mix of various factors, with the largest impact coming from how much we have learned about commercial farming and animal treatment over the last five years.

## Why the United States is Going Veg...

To think that 16 million people in this country eat absolutely no animal products is pretty amazing, considering the degree to which meat has an impact on most of our culture. Approximately 42% of those who do not eat animal products say that they went vegan after they saw an educational film. Sixty-nine percent said they chose to eat a vegan diet to support the ethical treatment of animals. Forty-five percent say they transitioned into veganism over time and of all those who are vegan, 52% say they have been eating vegan for less than 10 years. This could be an indicator of the way the country has become more knowledgeable about our food supply over the last five years.

## Which Other Factors Are Involved?

Of all these vegetarians and vegans, the vast majority are women. In fact, in 2009 when only 1 million people were veg\*n, a whopping 79% of those were women at the time. Now, out of 5% of the population, one million people report eating vegan and the rest vegetarian. Women still make up 79% percent of the vegan group and 59% of the vegetarian group.

But veganism isn't just for women. Many men have made the change as well and as of 2012, meat consumption was down a massive 12.2% from 2007. In fact, people aren't just eating vegan, they're also more curious about this way of life too. Google reported a three-fold increase in vegan searches from 2007 to 2014! A search for "vegan 2007" showed over 1,600 results while a search for "vegan 2014" showed over 24,000 results!

Celebrities also make up a significant portion of those who are vegan or vegetarian. Athletes, talk show hosts, millionaires, and even political figures are now turning to a plant-based diet or a completely vegan diet. Restaurants are also changing by either offering a vegan or vegetarian entree and many new exclusive vegan restaurants are open now that weren't around five years ago. Supermarkets now cater to vegans and offer more vegan or vegetarian products and the online raw vegan food industry has been thriving the last five years and only continues to grow. In fact, it's now estimated that by 2050, America may be a "vegan country", at least by a large percentage!

No longer is veganism the diet for hippies and health nuts; according to statistics, it's now just a smart way to live that can help decrease our ecological footprint and works our compassion muscles. Kale, anyone?



# LIVING A BALANCED LIFE



**By Benita Wilson**

We live in a fast paced society. Most of us wear several hats that sometimes becomes a tug-of-war. Whether we are taking care of children, our elderly parents, building a relationship, working, or going to school, these responsibilities can take its toll if we are not balanced. Life comes with many challenges. None of us escapes without bruises and scars. How does your life look? Are you balanced in Mind-Body-Spirit? I have noticed that people tend to show up as:

**Body Conscious** – Focus on exercise and diet mostly and little time is spent building the spirit and mind.

**Spirit Conscious** – Focus mainly on meditation and prayer. Has time for little else.

**Mind Conscious** – Very intellectual, can quote facts and statistics. Devotes little time to spiritual work or exercise.

**Co-Exist** – Devotes time to each (mind-body-spirit), but has not learned how to integrate the three.

**Balance** – Spends time feeding the mind with positivity; spends time in meditation and prayer; exercises and eats a nutritious diet, thus keeping the body strong and healthy. All three are integrated so that the person maintains balance.

Having a balanced life comes with discipline. These are some of the things I do to maintain a balanced life:

- 1) Get at least 7 hours of quality sleep
- 2) Exercise
- 3) Prayer and meditation every morning
- 4) Journal every morning
- 5) Listen to inspirational music and speakers
- 6) Eat consciously and mindfully
- 7) Think positive
- 8) Surround myself with positive energetic people
- 9) Be careful with my words
- 10) Love unconditionally



So, why is living a balanced life important? A few years ago I asked the same question. Now that I have a more balanced life, I can answer this question. Over the past 20 years I have become more conscious. First, I focused on my outer body by becoming aware of what I was putting into it. I started using deodorant only and natural oils. I let my hair go back to its natural state and started making my own body scrubs. Then, I realized that I really needed to eat better and think differently, for my insides needed to look good too. Eating empty calories was harming my health. By consciously choosing foods that were good for my body, and feeding my mind with positive information, this made me feel better and my health improved.

Finally, as my body started to look and feel better, my Spirit said, "Don't forget about me!" About five years ago I started to meditate, journal and exercise on a consistent basis. I became more focused, calmer, made better decisions and was able to build more positive relationships. As I strengthened my mind, body and spirit, my resilience increased, thus enabling me to navigate life more skillfully.

## WHAT'S YOUR TYPE?

Some choose to kick the habit of eating meat for health, spiritual or ethical reasons. Whatever the reason, Vegetarians are plagued less with chronic dis-eases and often live longer than their Meat-Eating peers.

### VEGETARIAN :

Lactose

Does not eat meat, but does include dairy (lacto) in their diets.

Lacto-ovo:

Does not eat meat but does include dairy (lacto) and eggs (ovo) in their diets.

Vegans:

Does not eat animal products of any kind (flesh, eggs, nor dairy products) and may exclude honey and refined sugar as well.

Vegetarians are sprouting up with an A-list of celebrities i.e., Russell Simmons, Author and Hip Hop Mogul, Dick Gregory, Author and Civil Rights Icon, Angela Bassett, Actress, India Arie, Singer/Musician, Eryka Badu, Singer, Tracye McQuirter, M.P.H., Author and Supa Nova Slom, Wellness Warrior, Musician & Author, Dr. Laila Afrika, Author and Dr. Paul Goss, Herbalist and Iridologist.

By Traci Thomas

Founder of Black Vegetarian Society of Georgia, Principal of 360 Events an event planning firm, based in Atlanta, GA that specializes in Wholistic Health and former board president of Sevananda's Board of Directors. For more information, contact 404-585-1043

## Vegan Personalities



India Arie



Bill Clinton (Ex-President)



Angela Bassett



Waka Flocka



Ellen Degeneres



Russell Simmons



# THE MYSTICAL ASPECTS OF NATURAL HEALING

First of all, it is important to be clear on the meaning of the words that define the topic, "The Mystical Aspects of Natural Healing". We'll begin by using Oxford's Old English dictionary. The first word to examine is 'Mystical'. It is defined as being supernatural, otherworldly, spiritual, transcendental, metaphysical, and paranormal. The Greek origin of the word is 'mustikos,'mutes' meaning the initiated person. Also 'muein' meaning closed eyes or lips; initiation. The definition of 'Natural' is existing in or found in nature; caused by nature; not made by mankind. An example: carrots contain a natural antiseptic that fights bacteria. Also a person regarded as having an innate gift or talent.

Finally let's look at 'Healing'. It's defined as being whole, sound, to restore; help overcoming an undesirable ailment or situation. Also to restore to the original state of purity or integrity. Gathering the definitions above, we can put them together to see that restoring the body to its original purity and integrity is returning to its natural state of being. Which in and of itself is a mystical or spiritual process.

One who is being guided on their healing journey is being guided by a healer, initiate. If on their own they are being guided intuitively by an inner knowing. They are being initiated into a state of wholeness. Many of us are called to be our brothers and sisters keepers, so we formally study mystical forms of natural healing sciences. Some of these



By Tassili Maat

disciplines are Reiki, RaSeki, yoga, Qigong, Energy Medicine, kinesiology, herbology, numerology, astrology and channeling just to name a few. Life itself is a mystical experience. Our chi, our life force is tangibly experienced through the breath. Or is it? While it can be explained by science it still leads us to the original source, the atom.

Then the next question is "what created it?" or "where did it come from?" and "why?" There is of course the 'Big Bang Theory' and then countless religious and indigenous cosmology stories. However, in truth the origins of life ultimately, remain a mystery. We go through experience after experience, many times eyes and lips closed. If we are present, meaning that we are consciously aware of what's going on in and around us, we know that we are getting lesson after lesson. We get test after test, until finally we learn through the repetition of pain, illness and joy, feeling good as our teachers. We become pretty adept at maintaining patterns that keep us in a state of natural wholeness, health. In other words, we get it! When we are finally at a place where we are constantly healthy on all levels, mentally, spiritually, emotionally and physically, then we are whole integral beings. We have the potential to be masters of our destiny. Meaning we've not only figured it out, we are consciously choosing to align with the natural purity at all times. We are also then able to help teach others to get it too! We ALL have the opportunity to CHOOSE to become Natural Mystics ~ the Co-Creators of our Destiny!

To learn more join us at the Natural Mystic Fair on Saturday, October 15, 2016 from 12pm to 6pm at Tassili's Raw Reality Café - 1059 Ralph David Abernathy SW, Historic West End Atlanta Georgia 30310. Check out our Facebook and website: [www.tassilisraw.com](http://www.tassilisraw.com)  
Peace and love!

## PEACE 101

By Dada Ra

"Peace", "peace to you", "peace and blessings", "peace to the world". We often use the word peace to send good energy to others. How often do we think of its meaning? What is peace? Often taken for granted, peace is often generalized.

### Agreement

Peace definitions range from the absence of war, to relaxation, to freedom and other terms. . . One thing these themes have in common is that they are abstract. The beauty of abstract terms is that they thrive in the pool of creativity. Whether it is creative thought, application or conversation, creativity is the vehicle abstract application moves in.

### Where does that leave peace for us?

Peace gives us an opportunity to create agreed upon definitions, to assist with communicating and manifesting that which is dear to our hearts. To have peace in the world every day is the ultimate vision. There's a saying, everything that is done has been done before. If true, we should look forward to the wonderful catch-up that awaits us!

### Taking Steps

In order for varying thought processes to take hold, beginning steps must be initiated. We can have random conversations on the meaning of peace. We can speak with friends, family, strangers, and of course children.

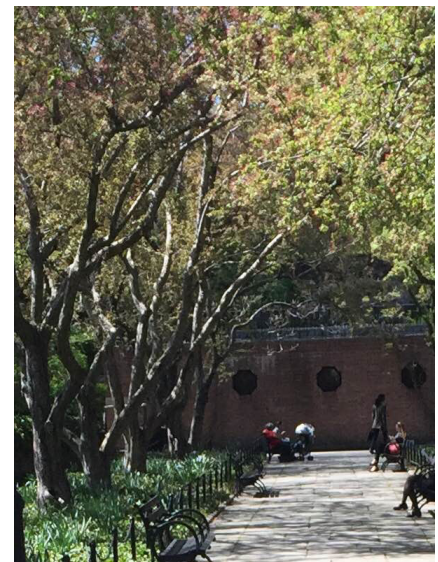
Their understanding of peace might be the key. Thankfully children can have a pure perspective that creates many needed "aha" moments. Once conversations become the norm, a theme can emerge that will be recognized as the foundational definition of peace. That umbrella premise for peace will serve as the starting point. The starting point gets built upon with related tangents. If inner-peace becomes the agreed upon foundational meaning of peace, then we know we are speaking of an inside out pattern. We then know the power of manifestation and peace are entwined. We now have guidelines to assist us with staying on track. If tangents become attractive and we begin to stray, taking time to look within will bring the intended path back into focus.

### Now

Looking within can be an individual or group process, as we are all connected. Group peace processing provides the opportunity for strengthening our physical connection, which ultimately will decrease disharmonious manifestations. We have a grand opportunity! These are exciting times! Life is beautiful. Magic exists all around us waiting for implementation. Peace is magic dwelling within us. When we allow peace to flow freely it touches others, uplifting situations which can use a little more love or alignment. The resulting benefit is altered vibration. The level the vibration adjusts to depends upon the allowance of participants.

### Ready?

Searching to find what exists within is a journey of life. Life's constant giving of opportunities and choices are our growth gifts. Our responses set the tone and direction of actions or tangents. Let's allow defining peace to be a primary topic until we arrive at an agreed upon definition. Then we can begin manifesting our harmonious vision. . .



## POETRY THAT TACKLES OBESITY!

National statistics tell us that two-thirds of adults and almost as many youth are overweight or obese. Ironically, everyone wants to be thin because of social media images and commercialism. In spite of that, the obesity problem in this country is so huge (pun intended) and there are real health and other consequences related to obesity such as diabetes, high blood pressure, heart disease, cancer, gout, stroke, social isolation and depression. In communities of color and especially in the African American community, the "dis-eases" associated with obesity are statistically shocking.

So what is contributing to the obesity epidemic and what can be done about it? There are at least three billion-dollar industries that are competing for your money. These include but are not limited to: the fast and processed food industries, the medical industrial and pharmaceutical industries, and the weight loss industry. We make food and lifestyle choices that make us obese and sick. Many resort to weight-loss clinics when all other attempts to lose weight fail. In addition to our own unhealthy choices, many doctors overlook the role of nutrition in causing and preventing sickness and disease. Ever wonder why one of largest medical complexes in Atlanta has one of the most popular fast food chains in its lobby? How convenient! How sick!

One of my goals as a Health Educator is to interrupt the generational patterns of obesity and poor health. Obesity in children is running parallel to rates of obesity in adults. Obese children are also now being diagnosed in record numbers with what was formerly referred to as "adult - onset diabetes." Unhealthy lifestyles and behaviors run in families therefore contributing to the rise of illnesses such as diabetes, high blood pressure and heart disease. If we are all doing – or not doing the same things as a family, we are bound to have the same health outcomes. It is not necessarily because of our shared genes.

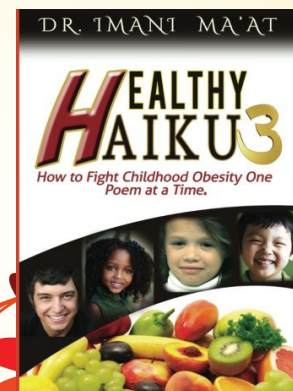
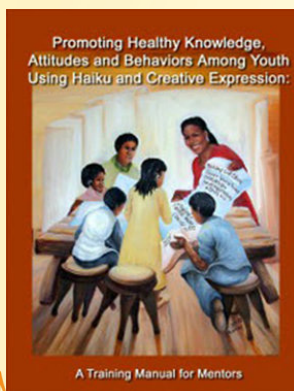
A strategy that I created some years ago that incorporates music, poetry, movement and more to educate children and families about wellness is Healthy Haiku©. Haiku is an ancient Japanese form of poetry that uses 17 syllables usually configured on three lines to tell a big story with few words. We brainstorm, we drum, we dance, we write poetry, we present, we laugh!

**I like to eat pears  
With my big brown Teddy bear  
In my small blue chair!**

We have fun while learning about foods that nourish and heal our minds, bodies and spirits. These sessions are dipped in Haiku, marinated with fun and saturated with love. From elementary school classrooms to inmates in DeKalb County, many are using this method to change lives and inspire better eating and physical activity habits to curtail generational obesity and diseases. I also encourage my students to love themselves more in order to make better food and life choices. There is a big connection with self-love and self-forgiveness when it comes to our habits!

**Eat right, get it straight  
Or it just might be too late!  
Our time will not wait!**  
**(Start a plan for eating right to avoid future problems)**

Dr. Imani Ma'at is a Health Educator, Speaker, Author and Wellness Coach who worked for the Centers for Disease Control and Prevention for 22 years and is creator of Healthy Haiku Productions. Poems were taken from her latest book in the award-winning Healthy Haiku series entitled: Healthy Haiku 3: How to Fight Obesity One Poem at a Time (2015). Learn more at [www.HealthyHaikuProductions.com](http://www.HealthyHaikuProductions.com)





# BE THE CHANGE

## OCTOBER PARTNER: Men Stopping Violence



### Men Stopping Violence

*Working together for a change.*

For thirty years, Men Stopping Violence (MSV) has focused on the roles and responsibilities of men in preventing and ending violence against women. We know this work cannot be done by women alone. To that end, we aim to bring as many men as possible into that work through our programs, trainings and outreach.

As we know, interventions in response to violence against women and girls, while necessary, are not enough to create true safety for women and girls in their homes and communities. We certainly need more shelters and services for the survivors of such violence. But, that is not enough. We also need to change social and cultural norms to prevent violence from occurring in the first place. These preventive strategies are essential, and because more than three-fourths of intimate partner violence is perpetrated by men, MSV focuses on creating innovative, effective and accessible programs and tools that help men embrace the cultural and social change that will affect the lives of women and girls in a positive way.

In clear concert with the goals of Sevananda, the work of MSV is dedicated to catalyzing a transformation in the way men think, feel and act in order to eliminate violence against women and girls. We work to educate and develop the knowledge and skills of men, from all walks of life, to create a world free of violence against women and girls and to participate in their safety, security and advancement. MSV places priority on education and training for men that offers a compassionate alternative to the deeply engrained and destructive notions of manhood and masculinity that allow men to both perpetuate and stand by in the face of violence against women. This is the kind of change we create and believe that it is this kind of change that ultimately creates stronger

families and communities for both men and women alike.

We engage with men in several ways: Because We Have Daughters (BWHD): BWHD provides a unique opportunity for fathers to learn about their daughters' realities by sharing fun and educational activities, followed by discussions about any insights they gained from the activities. MSV believes that this helps men understand what it would be like for their daughters, and all women, to live fully and freely without fear of violence.

Men's Education Program: For 30 years, MSV has conducted a 24-week educational course available to all men who are interested in exploring the issue of violence against women. This course is certified by the State of Georgia and covers how men can choose to be part of a movement to create safe communities for women and girls.

Community Restoration Project (CRP): CRP is a community education and advocacy team committed to ending violence against women. The CRP members present to community groups, work with MSV programs, and monitor relevant state and federal legislation and then meet with lawmakers.



**Organization Name:** Men Stopping Violence

**Mission:** To organize men to end male violence against women and girls through innovative trainings, programs and advocacy.

**Contact:** Ulester Douglas, Executive Director (404)270-9894

**Address:** 2785 Lawrenceville Hwy., # 112 Decatur 30033

**Website:** [www.menstoppingviolence.org](http://www.menstoppingviolence.org)



# NOVEMBER PARTNER: Synchronicity Theatre

Synchronicity Theatre activates communities toward social change through powerful, transformative theatrical experiences. In collaboration, we support women artists, forge long-term and effective community partnerships, and develop new work. The theatre was founded in 1997 as a company by and for women artists, dedicated to bringing challenging, meaningful theatre to Atlanta audiences. Since launching a full season in 2000, Synchronicity developed rich adult programming and dynamic educational children/youth programming, and remains a vibrant part of Atlanta’s cultural scene, dedicated to diverse voices. Our high-quality programs incite powerful discourse and spark imaginations in our community, providing tools to translate this inspiration into action and/or learning. Synchronicity reaches over 10,000 patrons annually through our main stage season.

Each year, Synchronicity produces 2-3 plays for adult audiences in our Bold Voices series, 85% of which are by women writers, and which often are based around an important social issue. This season, we will premiere a new play called, “Beyond Reasonable Doubt: The Troy Davis Project”, which focuses on race, justice and the death penalty. We are partnering with True Colors, Emory’s Arts & Ethics Program, the Center for Civil and Human Rights and the Ben Marion Institute for Social Justice, among other organizations, to provide additional learning and discussion opportunities. This season we will also present Sarah Ruhl’s Tony-nominated, “In the Next Room” or “The Vibrator Play”, and the workshop of a new play by Lauren Gunderson.

Synchronicity also creates thought-provoking theatre for families, at-risk youth, and young artists through quality arts initiatives: “Family

Series Plays” spark imagination while encouraging literacy; “Playmaking for Kids” teaches theatre, ensemble, storytelling and self-expression to elementary students; and our ground-breaking “Playmaking for Girls” program offers meaningful theatre experiences for at-risk teen girls.

This season’s Family Series includes, “A Year with Frog and Toad” and “Fancy Nancy”. Synchronicity produces works based on children’s literature because what inspires children on the stage leads to a richer love of literature on the page. We provide study guides; collaborate with teachers, to help them use arts to build students’ self-esteem; and create partnerships such as the live animal experience with Zoo Atlanta last year. Our goal is to increase the number of schools and children exposed to live theatre, and so subsidize tickets to make theatre accessible. “Playmaking for Kids” continues to grow, and we now offer after-school programs at High Point Elementary and The GLOBE Academy.

“Playmaking for Girls” (PFG) strives to help at-risk teenage girls by giving voice to this often-voiceless population. Working with experienced women artists, our diverse group of girls learns the value of creative self-expression as they develop and perform plays inspired by real-world social issues.



**Organization Name:** Synchronicity Theatre  
**Mission:** To build communities through smart, gutsy, bold theatre.  
**Contact:** Emma Calabrese, Development Manager (404)974-3291  
**Address:** 1389 Peachtree Street, Suite 350 Atlanta 30309  
**Website:** www.synchrotheatre.org





In 1994, AHRC grew out of concern about the high rate of HIV transmission among Atlanta's injection drug users (IDUs). AHRC was formally incorporated in 1995 with the goal of educating IDUs and non-users, community leaders, public health, safety, and elected officials, and other organizations about the effectiveness of harm reduction strategies to reduce the transmission of HIV/AIDS. One year later, AHRC secured permanent office space and obtained 501(c)(3) status from the federal government. To our knowledge, AHRC is the only organization in Atlanta that focuses specifically on promoting harm reduction strategies not only to affected populations, but also to the broader community. Building trusting relationships between AHRC outreach workers and active drug users is the foundation upon which behavioral changes are built. In the community where we deliver interventions, we have provided HIV prevention tools and information every single Saturday morning since May of 1997 – rain, shine, and holidays. In 2002 AHRC expanded its outreach efforts to include Wednesday, Friday, Saturday and Sunday.

AHRC's HIV prevention outreach is based on Harm Reduction approaches to HIV prevention. Harm Reduction strategies were developed as a public health response to the prevention needs of active drug users. Within a harm reduction perspective the user is treated with dignity as a human being. Positive behavioral changes are viewed progressively with distinct stages based on the Transtheoretical Model developed by psychologists Prochaska and DiClemente in 1986.

The outreach worker's role is that of supportive facilitator, helping the participant develop the motivation and skills to change high-risk behaviors. The participant (drug user) sets the pace and goals of behavior changes. Our approach is positive and helpful and our understanding of behavior change places responsibility and power in the hands of the drug user. The service delivery environment ideally fosters self-esteem, self-advocacy, and community among active users. Our consistent delivery of services combined with our non-judgmental/non-manipulative approach has gained us the trust and respect of the community.

## DECEMBER PARTNER: AHRC Atlanta Harm Reduction Coalition, Inc.



**Organization Name:** Atlanta Harm Reduction Coalition, Inc.  
**Mission:** To improve the overall health & wellbeing of marginalized individuals and communities thru education & risk reduction programs.  
**Contact:** Mojgan Zare, Executive Director (404)817-9994  
**Address:** P.O. Box 92670 Atlanta 30314  
**Website:** [www.atlantaharmreduction.org](http://www.atlantaharmreduction.org)

# 2016 FALL EVENTS

## SEVANANDA CLASSES & EVENTS (Held downstairs in our Community Room)

**DOMESTIC VIOLENCE COMMUNITY FORUM**  
WEDNESDAY, OCTOBER 5th ~ 6pm to 8pm  
Meet our October Be The Change Partner, "Men Stopping Violence" in a forum discussing problems and solutions for domestic violence.

**PEACE THROUGH MEDITATION**  
THURSDAY, OCTOBER 6th ~ 6:30pm to 8:30pm  
WEDNESDAY, OCTOBER 12th ~ 6:30pm to 8:30pm  
Join Malik Hodari for this interactive class where you learn the key steps of a simple powerful meditation technique that helps you connect with the light within you and experience profound peace and bliss.

**MOVIE NIGHT ~ \$5 Donation**  
"FOOD, CLOTHING & SHELTER PART 2"  
THURSDAY, OCTOBER 13th ~ 6:30pm to 9pm  
Join Documentary Film Maker Ebrima Ba for "Part 2" of his award winning film that discusses urban agriculture and features Sevananda and the local community.



**Ifini Sheppard**  
Marketing/Outreach Assistant

## COMMUNITY EVENTS

**NATURAL MYSTIC FAIR**  
SATURDAY, OCTOBER 15th ~ 12pm to 6pm  
Tassili's Raw Reality ~ 1059 Abernathy Blvd.  
Atlanta, GA 30310

**VEGAN FOOD & TEA FESTIVAL**  
SUNDAY, OCTOBER 23rd ~ 2pm to 6pm  
Atlanta Metropolitan State College ~ 1630 Metropolitan Parkway SW  
Atlanta, GA 30310

**THE VEGGIE CONNECTION**  
SATURDAY, OCTOBER 29th ~ 10am to 4pm  
The Community Center ~ 200 Village Green Circle  
Smyrna, GA 30080

**THE VEG FEST**  
SATURDAY, NOVEMBER 12th ~ 10am to 6pm  
Cobb Civic Center ~ 548 S. Marietta Pkwy SE  
Marietta, GA 30060

**VEGETARIAN HARVEST POTLUCK**  
SUNDAY, NOVEMBER 20th ~ 3pm  
All vegan potluck featuring raw and cooked entrees & desserts!  
Call 404-585-1043 for location and details

[www.sevananda.coop](http://www.sevananda.coop)



[www.facebook.com/Sevananda.ATL](http://www.facebook.com/Sevananda.ATL)



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