



River Valley Market

Your locally grown food co-op

SPECIALS

March 19-April 1, 2014



SNOWSHOE FARM
LOCAL BULK
MAPLE SYRUP **\$4⁹⁹** lb
Worthington, MA
SAVE \$1.30

ARROWHEAD MILLS BULK
CERTIFIED ORGANIC
MULTIGRAIN
PANCAKE MIX
\$1⁹⁹ lb
SAVE 60¢



Paul Sena, with Massachusetts maple syrup from Snowshoe Farm, Worthington



CERTIFIED ORGANIC
GRAPEFRUIT **\$1²⁹** lb
USA
SAVE 50¢



CERTIFIED ORGANIC
BARTLETT
PEARS **\$1⁹⁹** lb
Argentina
SAVE 70¢



CERTIFIED ORGANIC
SWISS
CHARD **\$1⁹⁹** bu
USA
SAVE 50¢



CERTIFIED ORGANIC
CHERRY & GRAPE
TOMATOES **\$3⁹⁹** pint
USA
SAVE \$1.00

FRESH & LOCAL

First local crop of 2014, tapped and produced in Worthington, MA

Photo: Jim Gipe, Pivot Media

WINE & BEER

THE SHED BREWERY
MOUNTAIN ALE \$7²⁹
 6-pack SAVE \$1.00
 ~or~ **IPA**
 Middlebury, VT



CK MONDAVI & SONS
PINOT GRIGIO
CABERNET SAUVIGNON \$6⁹⁹
 750 ml SAVE \$3.00

SAUVIGNON BLANC

SCARLET FIVE RED BLEND

CHARDONNAY
 Napa Valley



QUARRY CAFE

HOUSE MADE
TABBOULEH \$5⁹⁹
 Our take on the traditional Middle Eastern-style bulgar salad
 lb SAVE \$1.00

QUARRY CAFE
CHICKEN CAESAR WRAP \$6⁹⁹
 ea

Grilled chicken, romaine lettuce, shredded parmesan cheese, with our house-made Caesar dressing in your choice of whole wheat or flour wrap



APPLEGATE SLICED TO ORDER
ROAST BEEF \$10⁹⁹
 lb SAVE \$2.00

WELLNESS

MINERAL FUSION
VOLUMIZING SHAMPOO \$6⁹⁹
 8.5 oz SAVE \$2.00
 Other Mineral Fusion hair care and all Mineral Fusion make-up also on sale.

FLOURISH
HONEY BLOSSOM SHAMPOO \$7⁹⁹
 9 oz SAVE \$2.00
 Woodstock, VT
 Other Flourish hair care also on sale

FLORA CERTIFIED ORGANIC
FLAX OIL \$9¹⁹
 8.5 oz SAVE \$2.30
 Other Flora also on sale

HERB PHARM
LICORICE TINCTURE \$9⁹⁹
 1 oz SAVE \$2.00
 Other Herb Pharm also on sale

EVERYONE IS THINKING SPRING at

FRESH MEAT & SEAFOOD

APPLEGATE
SAGE or MAPLE CHICKEN BREAKFAST SAUSAGES \$4¹⁹
 7 oz SAVE \$1.80

HOUSE-MADE
CHICKEN FLORENTINE \$4⁹⁹
 lb SAVE \$3.00
 Boneless chicken breast, stuffed with spinach, cheese, garlic & herbs

HOUSE-MADE
ITALIAN CHICKEN SAUSAGE \$4⁹⁹
 lb SAVE \$2.00

MEYERS POINT and FLAT CUT
BEEF BRISKET \$1^{lb} OFF
 Antibiotic- and hormone-free beef
 Certified Humanely Raised

NIMAN RANCH
UNCURED CANADIAN BACON \$5⁹⁹
 7 oz SAVE \$1.00

NIMAN RANCH
BRATWURST \$5⁹⁹
 12 oz SAVE \$1.00

WHEELVIEW FARM
FROZEN, LOCAL GRASS FED STEW BEEF \$7⁹⁹
 lb SAVE \$3.00

OVEN READY
PECAN TILAPIA FILLETS \$7⁹⁹
 lb SAVE \$4.00

WILD CAUGHT
FRESH SWORDFISH STEAK \$13⁹⁹
 lb SAVE \$3.00

FROZEN
SUSHI GRADE SAKE TUNA BLOCKS \$13⁹⁹
 lb SAVE \$6.00

FRESH
10-20 CT DRY PACK SEA SCALLOPS \$19⁹⁹
 lb SAVE \$4.00

RIVER VALLEY SMOKEHOUSE
SMOKED DUCK BREAST \$19⁹⁹
 lb SAVE \$6.00

ADVOCATE
 ★ BEST ★
 OF
 THE VALLEY™
 READERS' POLL
2013

BEST HEALTH FOOD STORE & BEST LOCAL GREEN BUSINESS

SECOND PLACE
 ADVOCATE
 ★ BEST ★
 OF
 THE VALLEY™
 READERS' POLL
2013

BEST PLACE FOR FAIR TRADE PRODUCTS

THIRD PLACE
 ADVOCATE
 ★ BEST ★
 OF
 THE VALLEY™
 READERS' POLL
2013

BEST GOURMET FOOD STORE



RIVER VALLEY MARKET

BUY in BULK & SAVE

KOYO CERTIFIED ORGANIC
SOBA or UDON NOODLES \$2⁹⁹
 lb SAVE 80¢

FANTASTIC FOODS
FELAFEL MIX \$3³⁹
 lb SAVE \$1.50

INSTANT REFRIED BEANS \$3⁹⁹
 lb SAVE \$2.50
 Pinto or Black Beans

NATURE'S BURGER MIX \$3⁹⁹
 lb SAVE \$2.00

GRANDY OATS CERTIFIED ORGANIC
CLASSIC GRANOLA \$4⁶⁹
 lb SAVE \$2.20

SPIRIT HILL CERTIFIED ORGANIC
ANCIENT GRAINS GRANOLA \$6⁹⁹
 lb SAVE \$2.00
 Brattleboro, VT

ONCE AGAIN
WHOLE, LARGE ROASTED, SALTED CASHEWS \$7⁹⁹
 lb SAVE \$3.60

ESSELON CERTIFIED FAIR TRADE
ETHIOPIAN COFFEE \$8⁸⁹
 lb SAVE \$2.00
 Hadley, MA

TRUE NORTH GLUTEN FREE
GINGER PINEAPPLE GRANOLA \$8⁹⁹
 lb SAVE \$2.00
 Brattleboro, VT

UPCOMING EVENTS

Tuesday, March 25, 6:30-8 pm
FREE WORKSHOP: SEED STARTING

with Billie and Sandy
Learn how to start seeds and nurture seedlings for your summer garden. Pre-registration is required. Call 413-584-2665 to reserve your seat.

Saturday, March 29th, 10 am-4 pm
VALLEY VEGFEST

JFK Middle School, Florence
Featuring passionate speakers, vegan food vendors, veg-friendly products & services, and non-profits dedicated to animal welfare, healthy living, and environmental advocacy. River Valley Market is co-sponsoring, and we'll be selling bike-powered vegan smoothies! Learn more at valleyveg.org.

Tuesday, April 8, 2014, 6:30-8:00 pm
FREE WORKSHOP: CLEANSE CLINIC

with Ziji Beth Goren
A simple and effective approach to cleansing toxins from your liver and gallbladder. Pre-registration is required. Call 413-584-2665 or stop by Customer Service.

Friday, April 11, 5:00-7:00
NORTHAMPTON ARTS NIGHT OUT

This month, meet the artists from our annual Teen Art Show. Live music from Casey O.

Thursday, April 3, 7-8:00 pm
FREE WORKSHOP: UNDERSTANDING SOLAR INCENTIVES

with Steve Tofel from First Sun Solar
Pre-registration is required. Call 413-584-2665 to reserve your seat.

Friday, April 25-Sunday, April 27
TRUCKLOAD SALE

Save big on cases of your favorite products! Stay tuned for details.

Sunday, May 11
4th ANNUAL WESTERN MASSACHUSETTS MOTHER'S DAY HALF MARATHON

to benefit Cancer Connection
More at cancer-connection.org

330 North King Street
Northampton, MA 01060

On Routes 5 & 10, just south of I-91 Exit 21

413.584.2665

info@rivervalleymarket.coop
www.rivervalleymarket.coop

Open daily 8 am to 9 pm
EVERYONE IS WELCOME.

Follow us on Facebook & Twitter
and get weekly e-mail updates

rivervalleymarket.coop

Printed with non-toxic, water-based ink on paper that contains 40% recycled fiber.

MEMBER LENDERS thank you

*We exceeded
our goal of \$2 Million
in Member Loans!!*



cave to co-op



Great Hill Blue

6.5 ounce wedge



*raw Guernsey cow milk
rindless
balanced, buttery, smooth*
Great Hill Dairy
Marion, MA

special price \$12.99/lb.

Cave to Co-op is a partnership of the Neighboring Food Co-op Association, Provisions International Ltd and regional artisan cheesemakers. For more information, please visit www.nfca.coop

SAVORY PEAR, SWEET POTATO & MAPLE SYRUP SOUFFLE

Adapted from food52.com

INGREDIENTS FOR THE SOUFFLÉ BASE

2 T butter, plus more for baking dish
1 small onion or 2 shallots finely chopped
2 garlic cloves, minced
2 t fresh thyme leaves
Coarse salt and ground pepper to taste
2 T flour
1 c whole milk, hot
1 c coarsely grated Gruyere cheese
1 T fine grated Parmesan cheese for the baking dish
4 extra large eggs, separated + 1 more egg white

INGREDIENTS FOR THE PEAR & SWEET POTATO PURÉE

4 firm but ripe Bartlett pears, peeled, cored and cut into 1/4-inch slices
2 large or 3 medium sweet potatoes
2 T local maple syrup
2 T butter
1 T orange zest

PREPARATION

Peel and cut sweet potatoes into 1-inch chunks and place in a large saucepan, covered with water. Bring to a boil; cook until tender when pierced with the tip of a paring knife, 15-20 minutes. Drain.

Heat butter in a large skillet over medium heat. Add pears; cook, stirring occasionally, until soft and just golden, 12-20 minutes. Pour in maple syrup; cook, stirring, until pears are coated and very soft, 3 to 5 minutes.

Purée the potatoes and pears in food processor, transfer to a bowl, set aside.

Preheat oven to 375°. Butter a soufflé baking dish and sprinkle the bottom and the sides with Parmesan Cheese. Set aside.

In a medium saucepan, melt butter over medium-low heat. Add onion, garlic, and thyme; season with salt and pepper. Cook, stirring often, until onion is softened, about 8 minutes. Stir in flour; cook, stirring, 3 minutes. Gradually whisk in milk; simmer, whisking constantly, until thickened, about 2 minutes.

Remove from heat, and stir in Gruyere cheese and 1 teaspoon salt. Whisk in sweet-potato and pear puree, orange zest and then egg yolks, one at a time. Taste and add more salt and pepper if needed.

In a clean mixing bowl, beat egg whites with a pinch of salt until stiff peaks form. Whisk 1/4 of whites into cheese, sweet-potato and pear mixture. Using a rubber spatula, gently fold in the rest.

Place soufflé baking dish on a rimmed baking sheet. Pour in mixture, smooth out the top. Bake until puffed and golden brown, 35 to 40 minutes. Serve immediately with more butter and Maple Syrup.

