

# ShepherdChiropractic

Northwest Portland

Waters 2005

## The Organic Food Movement Gains Momentum

by Dr. Scott Shephard

No longer a fringe industry with anemic growth, organic farming and food production have shifted into high gear. Rapid growth and a smorgasbord of tasty items have made “organic” a household term. Less than 5 years ago, organic produce looked tired and cost as much as commercially grown food, but today two changes have invigorated the marketplace: greater availability and lower prices. In fact, the movement has become so robust that a rush of corporate acquisitions now threatens the USDA's Federal Organics Standards.



Whole Foods' West Burnside Store opened in 2002.

Whole Foods, Inc., a leader in organic grocery stores, has changed the face of shopping in Portland forever. Bursting onto the scene with a new store in Portland's Pearl District in 2001, Whole Foods has raised the bar on quality, quantity and affordability of organic and natural foods.

*You know times have changed when your 8-year-old daughter is in a spat with her best friend over whether or not the Saltine crackers have hydrogenated oil in them.*

Their presence immediately impacted the local natural foods market, forcing other grocers to provide better prices and higher quality produce. The winners? Us, of course!

In November 2004's *Vanity Fair*, owner and founder of Whole Foods, John Mackey was recognized under the “Year's Best” list as the “Best Provider.” V.F. described his impact on the grocery world as follows: *The founder of Whole Foods Market may be just the man to heal the divide between red and blue America (continued on page 2)*

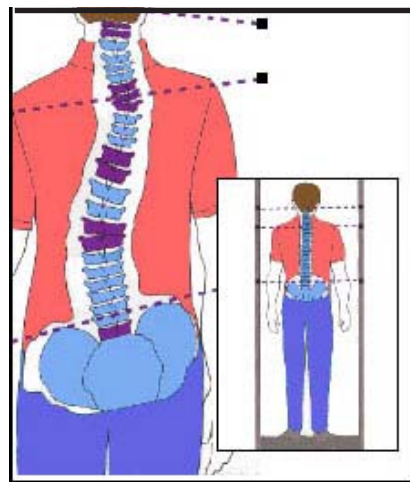
## Leg Length Inequality: Affecting Our Health & Performance

by Dr. Matthew Terrieri

Fewer characteristics of your physical structure have more potential to influence your health than the length of your legs. More than 40 percent of all people have a difference in the length of their legs. In fact, some studies place it as high as 82 percent (Beal, Marscher, Lawrence, Rush and Steiner). This imbalance can lead to spinal curvature, lower back pain, nerve disorders, knee and hip conditions and degenerative arthritis. Yet most people with a short leg have this dangerous condition go undetected for many years. Late detection can lead to spinal curvature and increases the risk of health complications such as degenerative hip disease and chronic lower back pain.

Recent scientific studies have demonstrated a relationship between knee, hip and lower back pain when leg lengths are unequal. A study performed at the New York College of

(continued on page 5)



Tipped Foundation

## Organic Movement

*He is a Ronald Reagan loving, Adam Smith quoting, Wall Street Journal op-ed page reading libertarian who makes his living selling shiny organic apples and allegedly tasty tofu dogs to NPR listeners in places such as Palo Alto, California, Portland, Oregon, Madison, Wisconsin and even New York City—that tough town not known for its friendliness to either conservatism or rice milk. Though he insists suppliers practice sustainable agriculture and allow livestock to ‘fulfill their animal potential,’ John Macky otherwise runs his 162 store chain the way any hard-nosed businessman would, buying up competitors, fighting unions, pushing the company this year to the brink of the Fortune 500.”*

You may be asking: What's this got to do with me?

Your good health, of course!

It's important to know that the organic food movement is not limited to the propagation, processing and consumption of whole natural foods. Equally important is the movement's work for preservation of the planet's fragile ecosystems.

Care of the soil ultimately is at the core of our own personal well being, particularly as we witness increasing rates of terminal and chronic disease in our industrialized society. Not only are we witnessing a rise in the prevalence of crippling diseases--in a variety of categories-- but the causes of these diseases are in many cases stumping the experts. A plausible explanation is our polluted environment, and most specifically, chemically-based farming practices and complex food processing methods.

Exposure to carcinogenic agents is directly connected to chemically driven agricultural methods that yield contaminated foods and soil. Many conventional farming tactics devastate the microbial world and destroy the soil.

The organic food movement promotes the health of all animals and their environment by encouraging farmers to use agricultural methods that neither deplete the soil nor hurt environmental systems. Organic farming also promotes biological diversity and recycling of resources through crop rotation, rotational grazing, planting of cover crops, inter-cropping, animal and plant waste recycling, tilling, and adding minerals to crops.

“Certified organic” as defined by the National Organic Standards Board identifies products produced under the authority of the Organic Food Protection Act, governed by the USDA. The principal guidelines for organic production center around enhancing the ecological balance of natural systems that integrate the parts of the farming system into an ecological whole.

Organic agricultural practices cannot ensure that products are completely free of residues; however, they minimize pollution from air, soil and water. Organic food handlers, processors and retailers adhere to standards that maintain

the integrity of organic agricultural products. The primary goal of organic agriculture is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people.

Organic produce becomes certified by way of farmers growing produce for three years without the application of synthetic pesticides or chemicals. The farm, it's equipment, and any processing facilities are inspected by an independent agency unaffiliated with the grower, the processor, or the vendor, and are then certified as organic. Food products certified organic also include livestock raised on organic feed grown under certified organic conditions. An unofficial term that is now commonly used is “transitional,” referring to a farm's crop that has not yet attained “organic” status but is somewhere in the midst of the three-year waiting period when no synthetic insecticides or fertilizers are used.

Organic produce is more expensive than commercially grown produce because without the use of synthetic

pesticides or chemicals, growing is more labor-intensive. Organic crop yields are often not as high as those grown under artificial conditions. Fewer farmers use organic methods, and sustainable agricultural practices place greater demand on the current growers. Today less than 10% of America's farmers are organic certified; however, there is growing trend of farms being in “transition.” The expected number of organic certified farms is to double in this decade. The organic movement is being driven by consumers and increased availability of high quality foods.

Although farmers are beginning to shift their practices to meet the demand, unfortunately on the political front, things are getting messy. Recent news suggests that the USDA may reduce its federal organic (continued on page 4)

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## The groundbreaking film *Supersize Me* created new awareness about the pitfalls of industrial food production



courtesy of S Bond Design

Don't forget to check out the newly released VHS/DVD rental

# SUPER SIZE ME

This is the health class you never had!



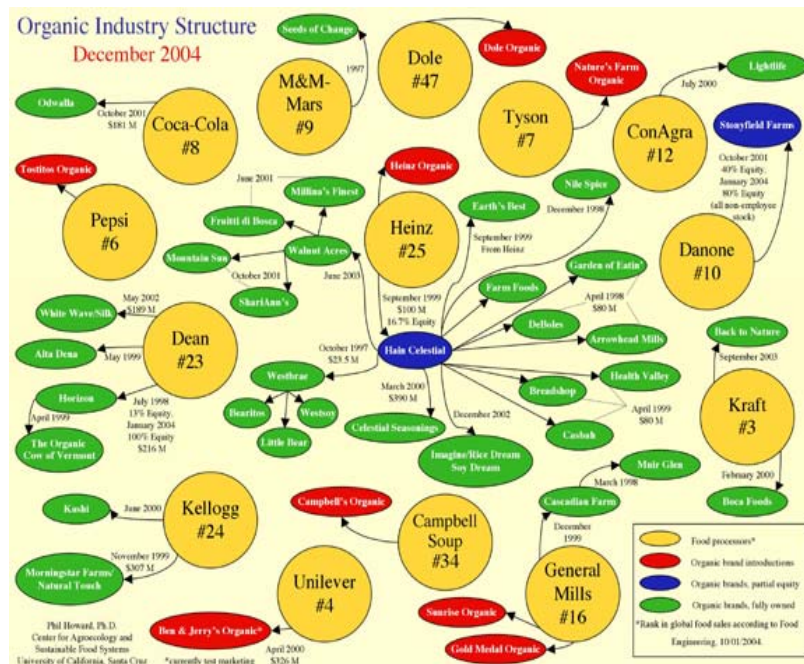
Be sure and watch the interview with author of *Fast Food Nation*, Eric Schlosser, found in the Special Features section of the DVD. When director meets author, the burgers & fries really start flying.

## Organic

(continued from page 2) standards due to lobbying pressure on Congress by America's largest and most influential agribusinesses. Recent buy-outs of long-time family owned natural food producers has led to increased influence to reduce "organic" certification standards. As soon as the organic movement got going, mergers & acquisitions closed in. The organic food movement has always been a grass roots consumer-driven phenomenon, and it is important that we all speak out to our congressmen to ensure that the federal organics standards not only stay intact but continue to strive for the highest quality food and the safest farming practices.

For more information on how you can contribute to the organic foods movement go to [www.organicconsumers.org](http://www.organicconsumers.org)

### 2004 "organic" food industry's mergers & acquisitions chart



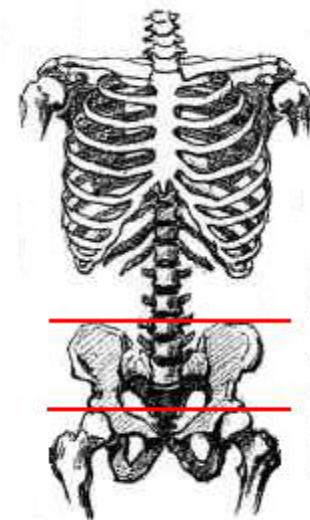
Graphic courtesy of Phil Howard, Ph.D., University of California at Santa Cruz

## TESTIMONIAL

thanks for coming to the rescue.

Dr. Shephard,  
 This has been quite a year for me. Never would I have guessed working on my back would be an important part of healing my spiritual & emotional self. By helping me to face my fear & embrace my "ugliness", I've grown so much & can actually look at my back & body in the mirror with love! Thanks so much for helping me to cross that bridge in my life! You are a true healer.

*Celeste Aquino '05*



LEVEL

A chiropractic evaluation can precisely detect a short leg and related spinal disorder. Correction of this imbalance can have long lasting health benefits

## Short Leg

(continued from page 1) Podiatric Medicine showed body weight being shifted dramatically to the long leg side when there is a leg length deficiency of 1/4 of an inch or greater. When this occurs soft tissues such as muscle, tendon and ligament are placed under greater than normal levels of stress. Joint failure and soft tissue breakdown follow. Inflamed lower back and hip structures, collapsed arches, and knee tendonitis have all been correlated to leg length deficiency.

One of the most important considerations for chiropractors when there is a leg length problem is the "tilted pelvis." This is when the foundation of the spine is uneven or tipped, which can cause spinal curvature (scoliosis). Determining leg length deficiency at an early age reduces the likelihood of scoliosis and helps to ensure a life free of pain and dysfunction.

We encourage chiropractic structural evaluations in the early teen years, particularly when there are spinal symptoms, a history of scoliosis in the family or when there are obvious postural defects. We believe it's important that leg length determination be performed using an "upright" X-ray with a "grid" analysis and most importantly, that this assessment be performed by a chiropractor.

If you have a concern about your child's posture, or if you are concerned that you might have an imbalance that is affecting your own performance or health, be sure to schedule a basic structural evaluation.

## Best Wishes Sandi

After 8 years of exemplary service, Sandi Walker has left Shephard Chiropractic for a new job opportunity. Sandi will be missed by all of our staff and beloved patients.

Over the years, we realized that Sandi had a special knack for understanding the philosophy of chiropractic. You can imagine our surprise last year when Sandi discovered from a family member that her great grandfather was a chiropractor!



Sandi Walker

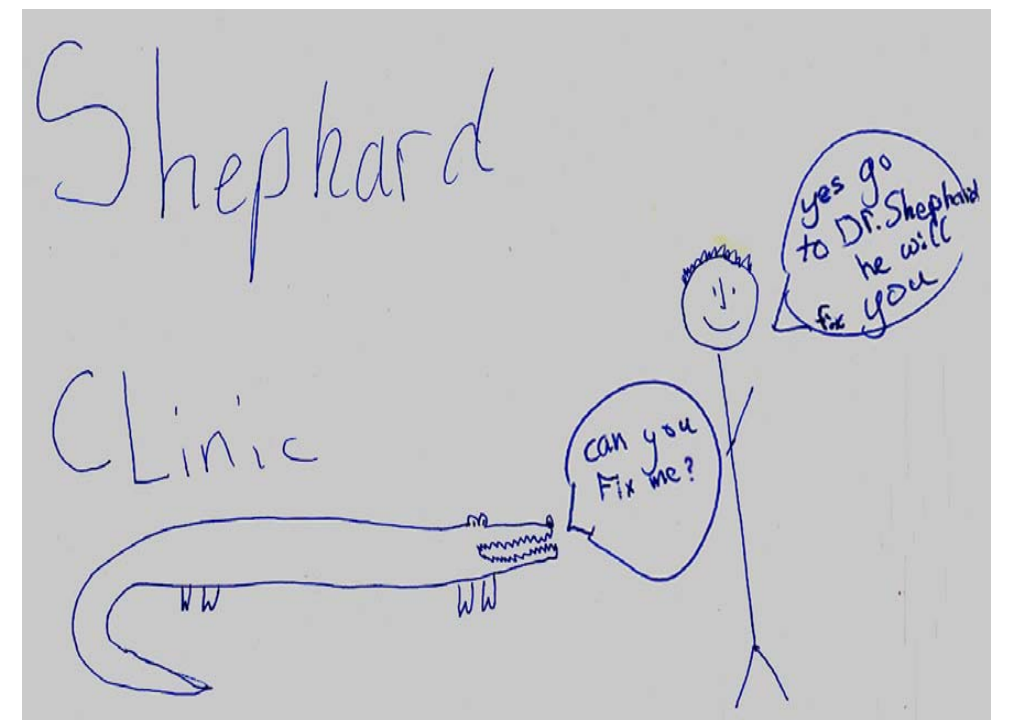
Dr. James "Doc" Stephens was a graduate of Palmer College in 1922 and maintained a practice in Medicine Lake for most of his life.

It's no wonder Sandi became such an asset to the clinic. She has a passionate understanding of the value of chiropractic treatment. We wish Sandi well in her new venture and look forward to her clinic visits.

### Slip & Falls on Ice



If you fell on the ice during the January ice storm, be sure and call to schedule for a chiropractic check up. Whether your symptoms have persisted or not, it is better to be safe than sorry. Many times minor traumas can become bigger problems with the passage of time.



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