

IT'S ALL ABOUT RAW CHOCOLATE & GOJI BERRIES!

Reported Health Benefits, Launch Parties, Raw Recipe Challenge & Much More...

With Avena's introduction of two of the most dynamic, exotic, raw super foods into our product line, we decided to focus our ENTIRE July newsletter on Raw Chocolate and Goji Berries! Needless to say, since our announcement of these raw super foods, our head office has received numerous phone calls from members, requesting even more detailed information. Member response has been awesome!

As usual, we strive to provide in-depth information, and are including the reported health benefits of Raw Cacao (Chocolate) and Raw Goji Berries. To accelerate our launch of these two fantastic super foods even further, Avena has revved it up even more, with our **120-day Raw Chocolate and Goji Berry Recipe Challenge**. Plus, **Raw Chocolate & Goji Berry Launch Parties** are being scheduled across Canada and the United States—featuring live demos, raw food preparation with Avena's Cacao Nibs and Goji Berries, and of course sampling of our exotic raw super foods!

Also, we are excited to announce our suppliers of these fantastic RAW SUPER FOODS! Their photo and biographies are included in this newsletter. These two are authorities on raw food that you can trust and admire for their dedication to the raw food lifestyle, their commitment to quality and steadfast integrity.

CERTIFIED PRISTINE—WHAT DOES THIS MEAN?

Certified Pristine is the next generation of food standards—far surpassing Certified Organic by addressing areas most people rarely consider, including:

- Protection from Irradiation
- Protection from X-Rays
- Protection from exhaust fume absorption during transit
- Ensuring correct harvesting methods, for peak nutrient profile
- Ensuring correct Genus and Species of product
- Determining exact chemical residue levels to ensure products are clean (free from pesticides, herbicides, fungicides, petrochemicals and heavy metals)
- Protection from oxidation (slow cooking by oxygen exposure) during shipping and storage
- Protection from GMO (Genetically Modified) contamination
- Protection from microbial (bacteria/fungus/yeast/mold) contamination

Certified Pristine encompasses these and other energetic testing parameters. An immaculate level of product quality and commitment! For more information, go to <http://CertifiedPristine.com>

INTERESTING FACT—IRRADIATED OR “GENETICALLY ENGINEERED” FOOD

Did you know that irradiated food is the industry's version of a “forever” shelf life? This is because its living enzyme molecules have been destroyed. In the book entitled “Young Again!” the author reveals that “bugs and microbes will NOT eat food whose molecules have been scrambled. They “read” the energy signals given off by left spinning food stuffs. They are smart and follow their instincts.”

TOP REPORTED HEALTH BENEFITS OF 100% RAW CHOCOLATE (CACAO)

- Rivalled as nature's #1 weight loss food
- Increases energy substantially, known as a "high energy" food
- As a brain food, increases neurotransmitter activity, assists in focusing and staying alert
- Balances low levels of neurotransmitters regulating mood, food intake and compulsive behaviors
- Diminishes anxiety, and increases our ability to ward off stress
- Provides a feeling of well-being
- Highest source of naturally occurring magnesium, a natural laxative, helps to relieve constipation
- Helps relax muscles, increases flexibility and strength
- Balances hormones and soothes PMS symptoms
- Regulates blood pressure, dilates blood vessels, and helps prevent heart disease
- Mild diuretic and cardiac stimulant
- Facilitates anti-aging and rejuvenation
- Allows more neurotransmitters to remain in the bloodstream, stimulating the central nervous system
- Enhances the immune system, and helps to prevent free radical damage
- Helps to raise consciousness, known to activate dormant parts of our brain and neurochemistry
- Natural anti-depressant, youthening agent, enhancer of intuition

TOP REPORTED HEALTH BENEFITS OF 100% RAW GOJI BERRIES

- Extends life, protecting from premature aging through their powerful antioxidant action
- Increases energy and strength, especially when fighting disease
- Makes you feel and look younger—stimulates the secretion of HGH (human growth hormone), the "youth hormone"
- Maintains healthy blood pressure, reduces cholesterol
- Promotes normal blood sugar in early adult-onset diabetes
- Enhances sexual function and treats sexual dysfunction
- Helps you to lose weight, and eliminate cellulite
- Relieves headaches and dizziness
- Relieves insomnia and improves quality of sleep
- Supports eye health and improves vision
- Strengthens the heart
- Improves disease resistance
- Builds strong blood, enhancing production of red blood cells, white blood cells and platelets
- Supports healthy liver function
- Treats menopausal symptoms
- Prevents morning sickness in the first trimester of pregnancy
- Improves fertility
- Strengthens muscles and bones
- Improves memory and recall ability
- Supports normal kidney function
- Promotes cheerfulness and brightens spirit—often referred to as the "happy berry"
- Alleviates anxiety and stress

Disclaimer - Statements made have not undergone FDA evaluation. The information and products shared are in no way meant to diagnose, treat or cure any disease.

120-DAY RAW CHOCOLATE & GOJI BERRY RECIPE CHALLENGE

Avena Originals is excited to announce our 120-Day Raw Chocolate and Goji Berry Recipe Challenge! This contest is open to all members of Avena Originals with an active membership. Enter as many recipes as you like, just be sure to purchase your Raw Chocolate and Goji Berries from Avena Originals to be eligible. All recipe ingredients must be 100% raw, using only live plant foods. Refer to the enclosed insert for complete details. We look forward to receiving entry photos of your gorgeous raw creations.

With many exciting prizes (including an Excalibur® dehydrator—the dehydrator of choice by raw foodists—package valued at \$399.35 USD! Thanks Excalibur® for your contribution!!!), start “uncooking” with Avena’s Raw Cacao and Goji Berries today!

RAW CHOCOLATE & GOJI BERRY LAUNCH PARTIES

Coming soon to a city, town, or urban centre near you... Avena Originals is excited to announce our Raw Chocolate and Goji Berry Launch Parties! Across Canada and the United States, several members and team leaders have already started to plan their local Raw Super Foods Launch event!

Featuring live demonstrations, sampling of our exotic raw super foods, basic raw food preparation using Avena’s Certified Pristine Raw Chocolate and Goji Berries to create delicious 100% raw delights—guaranteed an event you won’t want to miss. Your local launch party will be an opportunity for you, your family and friends to experience the energy of our exotic raw super foods!

The first city to register their Raw Super Foods Launch Party is Winnipeg! This dynamic event will take place on Thursday, July 6, 2006 at the Victoria Inn Winnipeg, 1808 Wellington Avenue, and begins at 7:00 pm. Martin and Charlene Wieler will be flying to Winnipeg to launch this event. They will also be sharing their story of how they lost 183 pounds, were freed from many diseases (Asthma, IBS, Crohn’s & tumors), increased their mental clarity, and restored Charlene’s vision to 20/20! If you have family and friends in Winnipeg, be sure to invite them to this life-changing event!

For complete details, including how to host a launch party in your area (minimum participation numbers, venue recommendations, equipment and ingredient suggestions, etc.) log onto our site at www.avenaoriginals.com/events/rawlaunchparties — discover how Avena Originals is willing to support your local event.

Kelowna has also scheduled their Raw Super Foods Launch Party. This dynamic raw event in Kelowna, British Columbia, presented by Martin & Charlene will take place on Tuesday, September 5, 2006. Don’t miss it! Stay tuned to future newsletters for announcements of additional launch parties—or connect to Avena’s website for our up-to-minute calendar of events.

MEET OUR SUPPLIERS: DAVID FAVOR & YEMIAH



Avena Originals is proud to introduce David and his wife Yemiah to our members! Their forty five plus years of dedication to Raw Foods earns them the title of authorities in the Raw Food Lifestyle. Years of combined research ranks them as two of the most knowledgeable within the industry. Searching the globe for Exotic Raw Super Foods of the highest grade became their quest. Today, their import business specializes in some of the rarest super foods—with 100 plus super foods, functional foods and beverages—many that are one of a kind, which they specifically designed and engineered to meet their meticulous requirements for purity, quality and integrity!

BIOGRAPHY—DAVID FAVOR: David's health journey began when he was just two years old. One hot, dusty Oklahoma day he opened his water jug, tilted back his head, and filled his stomach with gasoline. After stumbling into the house, his family discovered that one of their farm hands had accidentally filled David's water jug with gasoline. For the next two weeks, David experienced a series of near death experiences, and continuously phased between life and death. But thanks to his Mom, and a very smart old country doctor, David survived!

Then, in 1978, he was told by a medical doctor that he would have to have his stomach and intestinal tract removed in order to live. David figured this was "about as smart as a bag of hammers", and opted to rather research health for himself. His next 33 years were focused on health research, and in 1989, began his Raw Food Journey, following what the experts at the time suggested—eating only Whole Foods.

But eating demineralized foods without Super Foods presented an entirely new set of problems. In 1995, he had rapidly accelerating Crohn's disease which ballooned his weight, his hair went white, and he stopped digesting/eliminating. Again, the prognosis was to remove his stomach and intestinal tract. Fortunately for David, he again ignored the so called "experts", and instead merged what he already knew, together with the commonsense he picked up from farm living, pushing his next set of health experiments to the edge!

David met Yemiah in 1996, and in 1997 they were joined. David's synergy with Yemiah, and their being focused on their health together greatly accelerated his regeneration. By 2001, his health transitioned through cleansing and regeneration into transmutation—moving past what most people experience as health into an expansion of creativity, cognitive abilities, energy and productivity. David's belief is that his health improved dramatically after switching to an eating style of high fat, high salt, consisting primarily of Super Foods. Eating high quality fats, salts and other minerals turned the tide for him!

David discovered that we're able to exceed levels of health previously thought unattainable. He realized that within us, we have receptor systems (or locks), which connect to our DNA—98% of which is dormant. These locks turn/unlock when presented with appropriate keys. And these keys are found in Avena's Super Foods—foods eaten by people for ages to achieve what seem like magical experiences and abilities.

Searching the globe for these Super Foods became David's quest, which birthed their import business, specializing in the rarest, most exotic Super Foods our planet has to offer! Today they have 100+ Super Foods and Functional Foods/Beverages in various stages of production—many of these are one-of-a-kind, as they've specifically designed and engineered the production of these super food products to meet their meticulous requirements and standards of quality.

Message from David: Each of these products is Yemiah's and my gift to you through the immaculate service Avena provides, and will transition into Avena's line over the next several years. Yemiah and I look forward to serving you and meeting you. – David: Austin, Texas, June 9th, 2006

BIOGRAPHY—YEMIAH: Yemiah began her Raw Food Journey around 1978. Not necessarily because of any health problems, although she was raised on the S.A.D. (Standard American Diet). She considered herself to be in relatively good health, as far as she knew what health meant.

Yemiah's first exposure to natural food and vegetarianism came through her boyfriend, when he gave her a copy of Paavo Airola's book entitled "Are You Confused?". As soon as she read this, she became a vegetarian. She went to her cupboards and refrigerator, and threw away anything that had sugar, preservatives, chemicals or processed ingredients in it. Then she started her first one-week fast, which instantly set her on her path! Yemiah's next upgrade came when a friend gave her a copy of "Survival Into The 21st Century" by Victorinus Kulvinskis. Raw Food, Fruitarianism, Sprouts, Breatharianism—her heart said yes! She was hooked and knew that this would be a major part of her life. She did much cleansing in the beginning—through fasting, colonics, lots of sprouts and fresh juices.

Surprisingly, it was easy for Yemiah to fast. At the drop of a hat, she could make the choice to do a 21, 30 or 40 day fast, and sail through it with ease, even while working. She fasted on juice, rather than water, which gave her the energy to detox while still being able to perform daily activities. Many years later, she tried her first water fast, which turned out to be a completely different experience for her—no activity on this one—much too intense! To this day, she still prefers juice diets/fasting. Yemiah integrated into eating living foods quite smoothly, and discloses the last thing she gave up in terms of cooked food was cheese.

In 1980, Yemiah got married, and in 1981, had her first child. Even before she was married, she knew that she would raise her children raw. Yemiah studied and practiced what she learned, and had a smooth and easy pregnancy, gaining a total of 18 pounds. Her midwife was surprised at how non-symptomatic her pregnancy was, and how calm her baby's vitals were! When it came time to give birth, she went into labor, and birthed her first baby in just 90 minutes. While she expected an easy labor and delivery, since it was her first she was not sure if it was her lifestyle choices, or simply good luck that lent to easy birthing.

But after repeating this experience three more times, with the same outcome (birth between 50-90 minutes), she realized that indeed her choices did have a dramatic effect on her birthing experiences. Yemiah discovered that the closer ones lives to nature, and nourishes the body as nature intends (Raw Food), the easier it is for the body to perform it's functions naturally—including birth, which is definitely one of the most intense! All of her babies were healthy and calm—no colic or sickness and in all her child rearing years, Yemiah's children never went to a doctor (aside from two incidents of stitches).

Yemiah states that while she's made mistakes along the way, the most profound out of ignorance was thinking that she would receive nutritionally everything she required only from good food. No Super Foods. No whole food supplementation. That choice ended poorly by totally demineralizing her body. Especially after birthing four children and nursing for nine years. She was also constantly cleansing, and not rebuilding. Yemiah's beloved husband David was her savior on this point, and after they came together, they discovered the world of Super Foods and Whole Food Nutrition.

Now for Yemiah, it took her two years to remineralize her body, and today, she sees her regeneration and youthening taking place. She's in the best shape of her life, and her body seems to function at a higher, more efficient level every day! She's maintained her high school weight throughout her adult life. And at this place in her life, she's choosing to share her years of experience on this path through books and food preparation DVDs, as well as through individual consultations.

David and Yemiah support the people in Austin, Texas with Live Food potlucks and classes, as well as hosting people who are leaders in the Raw Food community to come into their home, to share and inspire those in their community. They have a great desire to share the Super Food technology available to them with as many people as possible—because through their experience, it has made the difference between doing okay, thriving and regeneration.

Note from Yemiah: My prayer is for our brothers and sisters to embrace their highest choice, and experience body, mind and spirit. The magic and transformation available to us all through living food cuisine and Super Food Nutrition. Namaste and peace be with you. – Yemiah: Austin, Texas

Raw Chocolate & Goji Berry Recipes from David & Yemiah

Be sure to check out this month's Raw-4-Life Recipe section, featuring raw Chocolate and Goji Berry recipes from David & Yemiah's kitchen. These recipes are simple, delicious, and sure to get you inspired to create your own Raw Chocolate and Goji Berry recipes for Avena's 120-Day Raw Recipe Challenge!

Raw-4-Life Recipes

Chocolate Halvah

by Yemiah

- 1 1/2 cups walnuts or almonds or mixture of both (soaked and dehydrated)
- 1/2 cup raw tahini
- 3 Tbsp. raw honey
- 2 tsp. vanilla extract
- 1 1/2 Tbsp. raw carob powder
- 1 cup raw chocolate—cacao nibs (nibs soaked overnight, water drained)
- 1 tsp. Himalayan salt

Place all ingredients into a food processor except for Chocolate Nibs. Process until creamy smooth. Transfer mixture from food processor to bowl. Fold in Chocolate Nibs by hand. Place mixture onto large plate and form into a cake shape. Enjoy! (Store covered in refrigerator.)

Simple Coco Chai

by David Favor

- 4 Tbsp. raw chocolate—cacao nibs
- 1 Tbsp. raw goji berries
- 1 Tbsp. raw carob powder (optional)
- 1 Tbsp. raw maca (optional)
- 1 Tbsp. raw bee pollen (optional)
- 1 Tbsp. raw hemp seeds (optional)

- 1/8 tsp. Himalayan salt
- 1/8 tsp. cinnamon
- 1/8 tsp. cardamon
- 1/8 tsp. nutmeg

1/2 cup raw agave nectar or 4-8 dates (remove pits and avoid purchasing pre-pitted dates)

Soak all ingredients with 1 cup water from 15 minutes to overnight. Transfer mixture to a blender and blend until smooth. Add water to desired thickness and agave or dates to desired sweetness. Drink with wild abandon!

NOTE: Use as many of the optional ingredients that you have access to. Try adding fresh or frozen (4-8 oz.) blueberries or strawberries for variety. Truly, the options are limitless—so be creative!!

Goji Bars

by Yemiah

Soak the following for two hours:

- 1 cup macadamia nuts (or almonds soaked for 8 hours)
- 1 cup dried, shredded unsweetened coconut
- 1 cup raw goji berries
- 3/4 cup dates (remove pits and avoid pre-pitted dates, which are steamed at high temperatures)

After soaking, pour into colander, rinse and drain off water. Place all ingredients into a food processor with 1 tsp. Himalayan salt. Pulse till chunky. Form into bars, rolls or balls and enjoy as is, or dehydrate for eight hours for a more crunchy treat.

AVENA ORIGINALS

120-DAY RAW CHOCOLATE & GOJI BERRY RECIPE CHALLENGE

Categories: 1. Raw Chocolate
2. Raw Goji Berries
3. Raw Chocolate & Goji Berries Combined

Contest Start Date: July 1, 2006

Contest Close Date: October 29, 2006

How To Enter:

- Submit your recipe entries online at www.avenaoriginals.com/rawrecipechallenge or via email to Charlene our Raw Foods Lifestyle Specialist at charlene@avenaoriginals.ca or members without internet access may postal mail their entries to Avena Originals, #20, 6200 – 67A St., Red Deer, AB, T4P 3E8.
- Entries must be received on or before October 29, 2006.
- All entries must include the following to be eligible to participate or win:
 - a photo of your gorgeous raw creation,
 - your name, address, telephone number & email address (if available),
 - the name of your dish (be creative with this... it plays a big part!),
 - your complete recipe, including: ingredient list, exact measurements or weights, equipment used, and complete preparation instructions.
- Please be sure to also indicate your preference of FREE product (Cacao or Goji Berries), in the event that your recipe is selected as one of our semi-finalists, or printed in one of our future publications.

Prizes:

- Each semi-finalist will receive their choice of one FREE 16 oz. package of Raw Chocolate (Cacao Nibs), or one FREE 12 oz. package of Raw Goji Berries.
- Recipes (whether selected as a semi-finalist in the contest or not), if published in an Avena Originals Raw-4-Life Recipe Segment, or any other Avena Originals publication will be entitled to receive their choice of one FREE 16 oz. package of Raw Chocolate or one FREE 12 oz. package of Raw Goji Berries.
- So far, one of our dynamic GRAND PRIZES is an Excalibur Dehydrator, model #3926T. Excalibur® has donated one of their top-of-the-line 9 tray food dehydrators (your choice choice of white or black), complete with a FREE 10-year warranty, 26 hour timer, 9 teflex sheets, and free shipping direct to your door—a package valued at \$399.35 (USD). Thanks Excalibur®!!!
- Many exciting prizes are still to come, which will be announced in future newsletters and our website. Stay connected via www.avenaoriginals.com/rawrecipechallenge

Contest Rules & Regulations:

- Contest open to all members of Avena Originals with active memberships. Staff of Avena Originals are ineligible to participate.
- Participants must have purchased their Raw Chocolate and Goji Berries from Avena Originals in order to participate, or be eligible to win.
- Recipes must be original, and not a duplication of someone else's work. So be creative!
- Submit as many entries as you like (however, each of your entries must be unique from any other entries you submitted).
- All recipe ingredients must be 100% raw, using only live plant foods. No soy, yeast, grains, maple syrup, artificial sweeteners, or animal products permitted. For complete details, including a list of ingredients to avoid, go to our website listed below!
- Failure to comply with contest rules may result in a contestant's disqualification.
- Avena Originals reserves the right to edit, publish, promote and otherwise use recipe entries and photos without further permission or notice.

Contest Details:

- Ten semi-finalists will be selected in each of the three categories by Avena Staff.
- Semi-finalist recipes will be announced and posted online (complete with the photo submitted), on Wednesday, November 1, 2006.
- All future voting for this contest will be interactive, taking place online via Avena's website!
- Anyone with internet access and an email address will be able to vote (online voting will not be restricted to Avena members). Please invite your family, friends, co-workers, friends in online bulletin boards, or acquaintances in online raw communities to join our contest by submitting their vote for the best raw recipe!
- Online voting for our finalist round will begin on Wednesday, November 1, and ends Tuesday, November 14, 2006.
- Based on results from the online votes, entries will be narrowed down to 3 finalists in each of the 3 categories.
- Online voting for the grand prize winners in each of the 3 categories will begin on Wednesday, November 15, 2006, and ends Tuesday, November 28, 2006.
- Grand prize winners will be selected based on the results of the online voting, and announced on Thursday, November 30, 2006 on Avena's website.
- We hope to deliver the prizes to all winners, including our Grand Prize Winners in time for Christmas!

For Complete & Up-To-The-Minute Contest Details:

Be sure to check out our website often for complete contest details—including voting specifics, new grand prize announcements, etc.

Stay connected at www.avenaoriginals.com/rawrecipechallenge