**Bluebird Grain Farms**

**Newsletter February 2014**

**Customer Profile:** [**Jessie Moore of Whole Foods Market**](http://www.wholefoodsmarket.com/stores/sandy)

One of Jessie Moore’s earliest memories is helping her mother level off cups of flour and counting tablespoons, standing on a chair so she could reach the counter. The youngest of four children, Jessie remembers the kitchen of her childhood as the heart of the home, with her mother cooking nearly everything—even baby food—from scratch.

As soon as Jessie was old enough to work in a kitchen, she got a job as a pastry assistant in her hometown of Rochester, NY, which fostered a lifelong (so far!) love of baking and pastry. After attending culinary school in upstate New York, Jessie moved to Yosemite National Park for an internship with the upscale [Ahwahnee Hotel](http://www.yosemitepark.com/the-ahwahnee.aspx) in the park. Under the stunning backdrop of Yosemite scenery, Jessie made truffles, petit fours, and other dessert specials and relished the creativity of pastry preparation. Five years later, Jessie had under her belt an intimate knowledge of Yosemite, an education from world-class pastry chefs and chocolatiers, and two summers as a chef at [Yosemite High Sierra Camps](http://www.yosemitepark.com/high-sierra-camps.aspx), where she prepared hearty dinners and breakfasts for grateful hungry hikers—“a tremendously rewarding experience,” Jessie says.

A move to Portland left Jessie a bit disenchanted with the life of a pastry chef, however. Although she still enjoyed the artistry of pastry and had full creative expression and her own menu at a Northwest restaurant, without Yosemite’s trails out her back door Jessie found it increasingly difficult to maintain a healthy lifestyle. She had finally realized her childhood dream of being a pastry chef, but the rich foods she surrounded—and, inevitably, filled—herself with began to take their toll on her.

A switch to the prepared foods kitchen at [Whole Foods Market Hollywood](http://www.wholefoodsmarket.com/stores/sandy), (WFM) in Portland, OR, gave Jessie entre to a healthier work environment that trickled down into her personal life—she began eating more fresh fruits and veggies, started working out at a cross-fit gym, and even took wearing a bike helmet more seriously. “I was driven to work closely with people to help inspire cooking healthfully at home,” Jessie says, so moving into the position of Healthy Eating Specialist & Cooking Coach at WFM was a natural fit.

“Being able to answer questions about food ingredients and alternative healthy cooking methods is a constant learning process,” says Jessie, “but it’s a very empowering role. I get to work with children, the elderly, people with special needs, high school students, WFM coworkers, WFM customers, nutritionists and dieticians, other healthy eating specialists from the Pacific Northwest.” She continues, “It is such a privilege to share this knowledge with people because it truly can save lives and take away suffering. I believe that I am positively impacting the world—without a doubt—and that feels so good.”  
  
Jessie knows that some WFM customers want the resources to cook healthfully for their families with recipes that are creative and delicious. Some want to sample the [healthy recipes](http://www.wholefoodsmarket.com/recipes) she cooks up and then try them at home for their families, others want basic instruction in the fundamentals of cooking. Through WFM, Jessie can provide it all, whether it’s helping someone adapt a favorite chocolate cake recipe to eliminate refined sugar or adjusting a diet to prevent or reverse a disease.

Jessie learned about [Bluebird Grain Farms](http://www.bluebirdgrainfarms.com/) by experimenting with the grains in the bulk section at WFM, where they carry the [potlatch pilaf](http://shop.bluebirdgrainfarms.com/product.sc?productId=42&categoryId=31), [cracked emmer farro](http://shop.bluebirdgrainfarms.com/category.sc?categoryId=7), and [heirloom rye berries](http://shop.bluebirdgrainfarms.com/category.sc?categoryId=10) in bulk bins. The [nutritional value of Bluebird’s whole grains](http://www.bluebirdgrainfarms.com/nutritional-information.html#7) appeals to many health-conscious WFM customers. The [heirloom rye berries](http://shop.bluebirdgrainfarms.com/category.sc?categoryId=10), for example, are high in fiber and protein, as is the [potlatch pilaf](http://shop.bluebirdgrainfarms.com/product.sc?productId=42&categoryId=31), which also contains magnesium and zinc—two minerals key for the human digestive and immune systems. The [cracked emmer farro](http://shop.bluebirdgrainfarms.com/category.sc?categoryId=7) is the most nutritious of the bunch, with all of the above dietary essentials plus a healthy dose of niacin, which helps lower “bad” LDL cholesterol levels and prevents the accumulation of arterial plaque.

All of the Whole Foods Markets in the Pacific Northwest have healthy cooking coaches—in-store educators who provide [healthy eating education](http://www.wholefoodsmarket.com/healthy-eating) to their communities. Says Jessie, “Please use us as a resource if we can be of service to you in spreading healthy cooking and eating knowledge to your neighborhood!”

For more information about [Whole Foods Market Hollywood](http://www.wholefoodsmarket.com/stores/sandy), [visit their website](http://www.wholefoodsmarket.com/stores/sandy).