Viridis: Green Living in the South"

Mary Elizabeth White

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VIRIDIS: GREEN LIVING IN THE SOUTH

by
Mary Elizabeth White

A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of the requirements of the Sally McDonnell Barksdale Honors College.

Oxford
May 2011

Approved by

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ABSTRACT
MARY ELIZABETH WHITE: Viridis: Green Living In The South.
(Under the direction of Dr. Samir Husni)

Viridis magazine is a Southern cooking and lifestyle magazine centered around food, products, and places that are good for the body, good for the Earth, and good for personal wellness. Each issue, Viridis highlights interesting people, places, recipes, and consumer products all over the Southern United States that reflect a green, eco-conscious lifestyle of eating and living. It aims at Southerners who are proud of their region of the country and love being southern, but still care about what they eat and how they live.
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Introduction

Contrary to popular belief, the magazine industry is far from dead. In fact, recent statistics make it very obvious that the magazine industry is alive, thriving, and actually growing in readership. The explosive effect of burgeoning multi-media options has had a positive effect on magazines and their readers. The confluence of the ink-on-paper magazine and nontraditional magazines such as versions on tablet readers and computers has allowed magazine publishers and advertisers to reach more readers at a greater rate. However, this new technology is not causing print magazines to fade away. In fact, it is doing quite the opposite. Constant bombardment of magazine media via new technology has caused readers to crave the ownership, tactile aspect of ink-on-paper publications.¹

Magazine readership is growing, and there is a burgeoning marketplace for new magazines that appeal to the changing ideals and interests of readers.

I. Current State of the Magazine Industry

Currently, 93% of adults living in the United States read magazines on a regular basis. Within this percentage, 96% of adults under the age of 35 read magazines consistently. These two statistics are up, 4.5% and 1.4%, respectively, since 2005.²

Furthermore, magazines appeal to a diverse subset of younger readers: 72% of teenagers

read magazines. Magazines are drawing in younger readers, and because reading a magazine is an intimate, involving experience, each reader spends an average of 43 minutes of their time per magazine issue.

FIGURE 1

The Growth of Magazine Audiences

Magazine audiences are growing at a rate second only to the internet across all groups

<table>
<thead>
<tr>
<th>5-Year Growth Trend in Media Usage – Percent Change 2009 vs. 2005</th>
<th>magazines</th>
<th>newspapers</th>
<th>radio</th>
<th>television</th>
<th>internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18+</td>
<td>4.3</td>
<td>-3.9</td>
<td>2.4</td>
<td>3.5</td>
<td>19.0</td>
</tr>
<tr>
<td>Age 18 – 34</td>
<td>1.4</td>
<td>-9.6</td>
<td>-1.6</td>
<td>-0.9</td>
<td>14.6</td>
</tr>
<tr>
<td>Age 35 – 49</td>
<td>-0.3</td>
<td>-9.9</td>
<td>-2.4</td>
<td>-1.1</td>
<td>11.1</td>
</tr>
<tr>
<td>Age 50+</td>
<td>10.8</td>
<td>5.1</td>
<td>10.8</td>
<td>10.3</td>
<td>34.3</td>
</tr>
</tbody>
</table>

Note: Internet defined as any Internet/Online usage
Source: MRI, Fall 2005 – 2009

According to The Association of Magazine Media, 56% of readers act on magazine ads, and this has increased +10% in the last five years. This fact leads to a new appeal for advertisers. Recent research has also shown that magazine advertising is more effective at reaching readers than television, newspaper, or radio. Advertising in a

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magazine gives advertisers credibility. Loyal readers of a magazine are likely to trust products and services advertised in the magazine, according to research done by The Association of Magazine Media.

Currently, magazines are attracting younger readers at an exploding rate. The one age group in which magazine readership has declined since 2005 is readers in the age bracket of 35-49 (see above chart). Excluding that group, magazine readership has skyrocketed among young adults as well as people age 50 and above. Magazines are marketing and appealing to a younger audience, which in turn increases their longevity and appeal to a variety of readers in the long run. Ink-on-paper magazines have staying power and a successful magazine will retain its readers no matter what their age. The ownership aspect of a traditional magazine adds to this reader loyalty. 4 44% of magazine readers typically finish reading a magazine the same day they receive it. Readers crave more and new information, and are willing to pay for it. 5

Even further, magazine readers are willing to pay for publications in advance. In 2009, 90% of the total circulation of magazines came from pre-paid subscriptions, while only 10% could be attributed to single copy sales. 5 This willingness to subscribe exists despite the fact that magazine subscription sales have increased yearly. The average 1-year price subscription in 2000 was $24.41 and in 2009 it was $28.86. 5 However, readers

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are still willing to pay for their subscriptions. Ink-on-paper, traditional magazines have staying power.

The key to this reader loyalty and staying power is fluidity. Magazines have to be willing to change with technology and adapt. This will allow magazines a broader reader base and an easier, more efficient way to sell content to readers. If magazines do this, research shows that readers will respond favorably, while still desiring traditional ink-on-paper magazines. Current figures show that, when offering a renewal of subscription to a magazine, 53% of readers chose a version of the magazine with digital and print components and 47% chose a print-only component. Furthermore, when magazines polled their current subscribers, they discovered that 87% of their readers who were interested in reading the magazine in a non-traditional way, such as a tablet computer, still wanted a printed copy as well.

Magazine readers also want to be able to connect with their publication digitally. As seen in the chart below, 53% of magazine consumers chose to renew their publications with digital and print components. Also, the number of magazine websites has increased exponentially in recent years. Since 2006, the number of magazine websites has grown almost 50%. Yet, as shown below, print magazines are still thriving as well. 87% of current consumers who were interested in receiving their publication on a digital

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device wanted one in print as well. Traditional and non-traditional magazines can both be successful in today’s marketplace. Embracing and engaging new technology can allow magazine publishers to reach a broader, more varied, and more available base of readers.

FIGURE 2
Digital vs. Print Subscriptions in the Magazine Marketplace

Among current subscribers, more than half chose to renew with a digital product.
Source: Next Issue Media, 2010

53% chose digital + print
47% chose print only

Among non-subscribers, nearly 40% chose an offer including print.
Source: Next Issue Media, 2010

61% chose digital only
39% chose digital + print

87% of those interested in reading magazines on a digital device still want a printed copy.
Source: CMO Council, 2010

87% want digital + print
13% don’t care about delivery

7 The adaptability of magazines must also extend to their content. According to The Association of Magazine Media, “magazines are the medium of engagement.” Readers of magazines continue to consistently report that they engage more with magazines than with television or the internet. Readers are constantly looking for magazines that share their interests and sell content that they care about. Many magazines have begun publishing in the last few years to fill niche voids in the magazine world. The nationwide

“green” movement is one of these niche markets that many magazines have sought out and focused on.

According to The Association of Magazine Media, magazines as a whole target environmentally conscious consumers. Above average consumers of magazine media are most likely purchasers of “green,” earth-friendly products, as are their friends and

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family. There some publications on the market today which make their target audience this type of magazine

Mother Earth News, which bills itself as “the original guide to living wisely,” boasts a total audience of 2.15 million readers. Of these readers, a nearly equal number are men and women alike- 50.6% male readers and 49.4% female readers. The magazine’s website also serves more than 750,000 readers per month. A high level of engagement and a vested interest in green, eco-friendly living is what leads to statistics like this. Mother Earth News reports 4 years of average subscription, 124 minutes spent reading each issue, and claims that its readers refer back to an issue an average of 3.7 times.

While Mother Earth News is incredibly successful, according to its media kit which boasts that the publication is “the most popular and longest-running sustainable-lifestyle magazine,” it is a national publication, and does not do enough to reach different subsets of green, environmentally conscious magazine consumers in certain regions of the country. When reviewing the publication’s mission and goals for each issue over the year 2010 and observing different titles in every bi-monthly issue, it becomes obvious that many of the articles Mother Earth News do not appeal to readers of certain areas of the United States, most particularly Southerners. Much of the articles are

focused on mountain or agrarian living, and some sample articles are “Grow Your Own Poultry Feeds,” “Natural Wonders Related to the Moon,” “Raise Your Own Dairy Cow,” and “The Beauty of Yosemite: A Photo Essay.” None of these articles focus on the south particularly, as Viridis will.

II. The Green Movement: Sweeping the Nation and the South

Magazine publishers have often stereotyped a large market of magazine readers as being solely interested in topics such as food, gardening, home-making, and family. The southern magazine market is filled with publications that target this audience. Southern Living, Garden and Gun, and Paula Deen magazine are three national magazines that target a southern audience focusing on food, lifestyle, and the art of southern cooking. Regional publications, such as Portico magazine, which publishes in Jackson, MS, and Birmingham, AL, and South magazine, which publishes in Atlanta, GA, target southern audiences in a narrower region of the South but with the same focus as national southern magazines- food, lifestyle, and home-making. However, these magazines do not fill the southern marketplace with a “green,” eco-conscious publication.

Just as the green movement has swept the nation, it has also taken root in the southern United States. Southerners are interested in becoming healthier, treating their surrounding in a gentler, more sustainable way, and investing in their surroundings. According to the 2010 United States Census, the southern region of the United States has grown 14.3% since 2000, experiencing the largest growth of any region in the United

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States. The southern United States consists of 110,450,832 people, and 41.5 million households. Of these southerners, 83% of people over the age of 25 had at least graduated from high school and 25% of these people had a bachelor’s degree or higher. College and graduate school enrollment throughout the south was 7.3 million people, thus proving that southerners are educated. A magazine publication is needed that will focus on educating and informing southerners about the green movement.

III. Viridis: For the Eco-Conscious Southerner

Viridis magazine will fill this void. Viridis is completely different from other Southern publications. It focuses on a certain subset of reader ideals. Viridis readers are southerners who love where they live and are proud of the place they call home, but still care about how their actions and consumerism affect the world around them. They embrace the “green” movement sweeping the United States and desire to do things like eat local and buy natural. Viridis is their all-in-one, how to guide to accomplish these goals while utilizing resources virtually in their own backyard.

Viridis does not just cover cooking or homemaking like other southern magazines. It is a lifestyle publication that focuses on the many different facets of Southern life. Besides health and wellness, Viridis concentrates on unique southern men and women who are changing the world around them or making a difference. Viridis breaks traditional southern stereotypes by introducing readers to interesting and innovative people who are doing something different in the south.


Viridis readers are not traditional, stereotypical Southerners. With the upswing in population in the south and the exponential growth of big Southern cities in the past years, this stereotypical Southerner is slowly fading. Viridis appeals to these new readers and the new south they are creating.

Instead of focusing on unhealthy, home-cooked dishes that contain a variety of processed ingredients, fats, and sugars, like many southern-inspired, traditional recipes such as fried chicken, turnip greens, black-eyed peas, and cornbread contain, Viridis will take southern staples that can be found right in readers' backyards and turn them into delicious, fresh meals. Instead of reminiscing on the southern past and rural way of life, Viridis will highlight growing southern cities and the attractions they have to offer.

Instead of profiling the typical southern housewife, Viridis will tell the stories of new southerners—immigrants and people who have always called the south home alike.

Another aspect of Viridis that sets it apart from other southern magazines is its visual appeal. Although many southern magazines are known for their visual appeal, Viridis will strive to be different by streamlining the look of its spreads, making its articles and editorials reader-friendly and easy to navigate, and doing unique and different things with graphic design. Viridis makes it a goal to place beautiful pictures and aesthetically pleasing graphic design in each issue. This allows our readers to revel in our publication, pick it up, utilize the information given while enjoying gorgeous images and unique design. Viridis is also user-friendly. Readers are told through one glance at the cover what the magazine has to offer in that issue and what they can look forward to while flipping through its pages.

IV. Technological Component
Technology is a vital component to magazines today. Through technology, readers can connect with a publication on many different levels, and readers want to do this, as shown through the chart below:

**FIGURE 4**

*Website Use by Magazine Readers*

<table>
<thead>
<tr>
<th>Percent of Group to Visit Brand Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO URL included</td>
</tr>
<tr>
<td>5%</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>URL included</td>
</tr>
<tr>
<td>13%</td>
</tr>
</tbody>
</table>

Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL. Aggregated base sizes Control n = 21,410 Exposed n = 22,619.

Source: Marketing Evolution, 2007

Ads With URLs Compared to Ads Without URLs Drive Readers to Advertiser Websites by index

<table>
<thead>
<tr>
<th>Ads WITHOUT web address</th>
<th>Ads WITH web address</th>
</tr>
</thead>
<tbody>
<tr>
<td>home</td>
<td>203</td>
</tr>
<tr>
<td>financial</td>
<td>122</td>
</tr>
<tr>
<td>fashion</td>
<td>152</td>
</tr>
<tr>
<td>mens</td>
<td>138</td>
</tr>
<tr>
<td>travel</td>
<td>285</td>
</tr>
<tr>
<td>women's service</td>
<td>163</td>
</tr>
<tr>
<td>women's service</td>
<td>198</td>
</tr>
</tbody>
</table>

Action Index: Visit Advertiser's Website
Base Actions taken based on respondents recalling specific ads.
Source: Affinity's VISTA Print Effectiveness Rating Service, 2007

Perhaps one of the biggest differences between Viridis and its competition, which will be discussed in a later chapter, in the southern magazine marketplace is its technological component. Viridis makes it a goal to connect with readers through a broad spectrum of multi-media outlets.

Viridis has a thriving, interactive website as well as a YouTube channel, Facebook page, and Twitter account. Through these technological services, Viridis connects its readers back to the content of the printed publication. Viridis also offers an e-


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magazine on tablet readers such as the iPad and Nook. This version of the magazine allows readers instant access to Viridis' other multi-media tools like its Facebook page and Twitter account. Each article on the e-magazine offers a link to these services. For example, a Viridis reader is reading the publication on a digital device, every article will have a type of click-thru link directing the reader to further information or advertisers who offer products related to the article itself. This allows advertisers greater access to readers and also puts the information readers want to know right at their fingertips—literally. Click-thru components are vital to the advertising success of Viridis as well, because by using click thru ads on digital devices, Viridis will not lose advertising dollars despite the fact that readers are not accessing a traditional, printed version of the magazine.

These click-thru links will not just allow access to ads. Different options and links embedded within every article in the digital version of Viridis will also direct readers to videos (taking them to the Viridis YouTube channel), editorial blogs (pointing them back to the Viridis website), or give them a chance to comment on the article itself (connecting readers to the Viridis facebook page). The interconnectivity of Viridis' social media outlets and the digital version of the magazine will be seamless. Readers will naturally be exposed to many different forms of everything Viridis has to offer—thus exposing them to more of Viridis' advertisers along the way. This multi-faceted approach to digital reading will allow Viridis an unprecedented amount of success with advertisers. Potential advertisers will choose to advertise in Viridis because they can reach customers on many different levels through the publication.

V. Conclusion
Overall, Viridis strives to be a publication like no other because the readers of Viridis are not typical southern magazine readers. They represent the new south and are a specific subset of southerners who care about the place they live and how the things they do affect the world around them. Just as the “green” movement is sweeping the nation, the southern “green”, local movement is sweeping the south. Viridis’ body of readers is large and it is constantly growing. Viridis seeks to reach all these readers and give them the gift of a visually appealing, content-rich publication each and every month.
Competition

Viridis magazine will face competition from a variety of sources. However, none of these major competitors will cover Viridis’ main hook- the eco-conscious, green movement in the south. The main competitors listed and analyzed in detail below do not fit the niche Viridis is seeking to fill.

I. Garden&Gun Magazine

Garden and Gun is a magazine that publishes bi-monthly out of Charleston, SC. The publication bills itself as “the only magazine that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel, from food and drink to visual splendor.” The magazine claims a total audience of 607,000 readers. These readers are wealthy, boasting an annual household income of $171,000 on average. Garden and Gun does not focus on a green, eco-friendly lifestyle in the south specifically. The magazine is centered around new and unique aspects of the south and the “soul of the South.”

II. Southern Living Magazine

Southern Living magazine is arguably the most prolific southern lifestyle magazine published today. It is published monthly by the Southern Progress Corporation in Birmingham, AL. Southern Living boasts a readership of 2,585,000 readers in 26 states.
across the United States. Southern Living now markets itself as “Southern Living: Modern Life. Southern Style.” The magazine focuses on cooking and lifestyle pieces on the South. The magazine also profiles homes and gardens around the South, as well as different cities and restaurants. However, Southern Living does not focus on green, eco-conscious living in the South. The recipes and cooking pieces do not feature health as a main component. Viridis will differ from Southern Living in both of these aspects.

III. Cooking with Paula Deen Magazine

Cooking with Paula Deen is published bi-monthly out of Birmingham, Alabama. It is an extension of the Paula Deen lifestyle brand, which began with Paula Deen’s cooking show on the Food Network. The publication bills itself as “an intimate extension of the flourishing Paula Deen brand—more of what consumers want from Paula. In each issue, readers find flavorful recipes for sharing with family and friends, along with access to Paula’s life and her family traditions. Truly a food lifestyle magazine, Cooking with Paula Deen showcases down-home recipes and cooking tips, entertaining inspiration, travel suggestions, home decorating experiences, and much more.” The magazine has a rate base of 600,000 for the year 2011. The average Cooking with Paula Deen reader earns an annual household income of $61,740 and is 47 years old. 87% of the magazine’s readers are female. Recipes in Cooking with Paula Deen focus on southern comfort food. The nutritious quality and healthy aspects of the recipes are not given consideration. Viridis will be completely different in this way. Viridis will focus on

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revamping traditional southern recipes to make them eco-friendly as well as healthy.

IV. Mother Earth News

Mother Earth News is a lifestyle magazine published by Ogden Publishers out of Topeka, KS. It is a magazine focusing solely on green, eco-conscious living on a national scale. It bills itself as "the original guide to living wisely." Mother Earth News boasts the following statistics: "#1 magazine for purchasing green products, #1 magazine for home remodeling using green products, #2 magazine for Influential Green Consumers." Readers of Mother Earth News are people connected to the land on which they live. 97% have their own garden and 66% are livestock owners. The magazine targets readers with an average household income of $74,082 and an average age of 56.8. The average Mother Earth News reader also owns 29.6 acres of land. The magazine has a total print audience of 2,110,000 readers. Viridis is different from Mother Earth News because, while both publications will strive to deliver green, eco-conscious content, Viridis will expand and focus on different lifestyle pieces, such as cities, people, and unique events. Viridis will also target southern readers, which Mother Earth News does not do.

Minor competitors will exist regionally, such as publications like Portico magazine in Jackson, MS, and Birmingham, AL, and South magazine in Savannah, GA. Larger minor competitors such as Mississippi magazine and Texas Monthly also exist. However, neither of these publications will cover the eco-conscious, green south like Viridis proposes to do. Each of these publications will also only cover certain regions of the south. Viridis will cover the south as a whole and focus on different regions.

throughout each issue. Every southern reader of Viridis will be able to find pieces they can connect to in the publication no matter where in the south they live.

Viridis will focus on everything dealing with the new Southern lifestyle-entrepreneurial supporters of the green movement in the South, budding chefs who focus on the slow-food movement and going back to the South’s agrarian roots, and new merchandisers and store owners whose main goal is putting aspects of the new South in front of their customers.

Viridis readers and subscribers will be people of various ages, anywhere from 25-45. They will be people of upper-middle class and upper-class income and social status. Most will own their own home or be in the process of owning their own home. Readers will be a mix of singles and married couples. Although Viridis will appeal to both men and women, the largest percentage of subscribers will be female. Subscribers will be straight as well as gay. The magazine’s layout and articles will appeal to a wide audience unlike other Southern magazine, who mainly appeal to women. Articles focusing on gender-neutral topics, such as interesting cities, unique chefs and restaurateurs, and religious or political topics will appeal to both men and women.

Readers and subscribers of Viridis magazine will be people who care about the world around them. They are concerned about how their actions and purchases will affect the Earth. They also have an appreciation for what the South represents and the beauty of the Southern landscape. Readers and subscribers realize that there is more to the South than just its stereotype. They want to learn more about the new things the South has to offer, as well as get back to the South’s roots- the agrarian and agricultural society the South was built on.
Sample Contents

I. Departments:

1. Table of Contents, 2 pages
   - Each issue appears at the beginning of the magazine highlighting each feature story and department.

2. Editor’s Letter, 1 page
   - Each issue, this appears at the beginning of the magazine highlighting the editor’s favorite pieces in the magazine and pulling together the theme of that issue as a whole

3. Letters to the Editor, 1 page,
   - Each issue, letters and emails highlighting reader’s questions, concerns, and praises will be published

4. This Just In, 2-3 pages
   - Each issue, a new restaurant somewhere in the South will be featured. This 2-3 page spread will highlight what the restaurant offers and how it appeals to our reader’s green, healthy lifestyles.

5. Yum, 3-4 pages
   - Each issue, easy to follow and graphically appealing recipes that are favorites of the Viridis editors.

6. On Our Shelves, 2-3 pages
   - Each issue, book and cookbook reviews by Viridis editors highlighting new publications that offer a fresh, interesting take on Southern cooking or life in the South.
7. Local Happenings, 3-4 pages
   - Each issue, editors troll big and small towns all over the South for interesting events that will appeal to our readers. Often includes food festivals, music events, conferences, etc.

8. Our Town, 3-4 pages
   - Each issue, a guest writer from town or city in the South will introduce readers to interesting aspects of the place they call home through pictures, descriptions, and suggestions of what to do when visiting.

9. Get Out of the South, 1 page
   - Each issue, at the back of the magazine, a new vacation spot somewhere in North America that complements a healthy lifestyle- hiking in the Catskills, kayaking in the North Sound, etc. will be highlighted.

II. Articles/Features

1. Grow Your Own, 5-7 pages
   - How to plant and care for your own vegetable garden during the South’s hot, humid summer months. This article will include lots of photos and do-it-yourself tips. It will be easy to read and understand- set up in bullet point or numerical format.

2. Progressive Campus, 5-7 pages
   - This article focuses on a new group based out of the University of Mississippi is working to make public-school cafeteria
lunches healthier for the entire country. This organization is
unique because it is located in the south, yet it affects the entire
nation. The article will feature an interview with the center’s
director and in-depth research focusing on what the center does.

3. The NEW New Orleans, 5-7 pages

- This will be an aesthetically pleasing photo and article spread
focusing on a different side of one of the South’s greatest cultural
gems. This article will highlight things most readers do not know
about New Orleans and will focus on interviews and research
with different chefs and merchants in New Orleans whose
priority is living a green, healthy lifestyle.

4. Deciphering the Labels, 5-7 pages

- This article will tell our readers how to easily navigate the often-
confusing world of organic grocery stores such as Whole Foods,
Trader Joe’s, and Fresh Market. The article will focus on what
readers should make sure they buy organic and what they can get
away with not purchasing organic. It will also help readers
understand the confusing world of labels- what organic, USDA
approved, etc really means.

5. Down Home Cooking Made Fresh, 5-7 pages

- This article will take traditional southern dishes- fried chicken,
collard greens, blackeyed peas, sweet potatoes, just to name a
few- and revamp them, making them healthier for our readers. It
will feature helpful tips about how readers can easily switch out certain ingredients to make their traditional southern dishes healthier.

6. Hot Chef, 5-7 pages

- Birmingham restaurateur Chris Hastings of Hot and Hot Fish Café shares his gourmet restaurant approach to a green lifestyle. This interview with him will feature interesting, aesthetically pleasing photos and a recipe from his award winning restaurant.

7. Best of the Best, 5-7 pages

- This article is a roundup of the best new organic, green products on the market for cooking, home, and lifestyle. It's a straightforward review by different feature editors of each product along with photos of the product and information about where it can be purchased.

8. Breaking Barriers, 5-7 pages

- The University of Alabama Medical School in Birmingham is on the front lines of the world-wide battle against AIDS. With award-winning researchers and world-renowned scientists, this deep south town is at the epicenter of the battle against AIDS. This article will inform readers about what goes on at the UAB AIDS Research Center.

9. South Beach, Reinvented, 5-7 pages
- This article will explore the new crop of chefs and merchants in Miami, FL’s fast-paced, whirlwind South Beach district. Interviews and photos will make up this interesting and informative spread.

10. Breaking Out of the Bible Belt, 5-7 pages
- Different mega-churches have been popping up across the deep South in staggering numbers for the past 10 years. Many of these churches make it their mission to go global—sending missionaries and short-term missions groups all over the world. This article explores what a few of the South’s largest mega-churches do to make their mission global.

11. Her Own Piece of Heaven, 5-7 pages
- The intriguing story of a native New Yorker who relocated to rural Alabama to run Belle Chevre farms, an organic goat cheese dairy farm that has grown to supply restaurants and specialty stores all over the nation with their delicious, fresh cheese. This interview with the owner of Belle Chevre will focus on her story and how she got to Alabama, and also feature beautiful photos of her farm.

12. See Your World on Two Wheels, 5-7 pages
- Many progressive cities in the Deep South have begun to encourage and build bike-friendly roads and bike trails. Viridis’ travel editor has tried out many of these and has set-up 3
different biking-centered road trips for our readers around the Deep South.

13. Explore Ashville, 5-7 pages
   - This North Carolina town at the foothills of the Appalachian Mountains has much to offer in the way of food, historic sights, outdoor activities, and shopping. This article gives readers an overview of what to do and where to stay in this not-so-typical southern town.

14. Bright Lights, Big City, 5-7 pages
   - Atlanta is transforming the way Americans think about the deep South by becoming a hub of commerce, tourism, and yes- the green movement. This article interviews and explores different people and places in this fascinating city.

15. Not Your Average College Town, 5-7 pages
   - Athens, GA, is home to the University of Georgia and also home to the largest concentration of health food stores and restaurants in small-town America. Our writer explores the town and tells our readers which ones are the best.

16. Run, or Walk- But DON’T Drive, 5-7 pages
   - The South has always been known as the region of the US where everyone commutes by vehicle. However, this practice has wreaked havoc on our environment, and many lawmakers across
the south are trying to change this by building bus and transit systems across big cities.

17. Forward Thinking, Forward Moving, 5-7 pages
- Competitive, highly intellectual private high schools are cropping up all over the South. We visit a few of these and interview some of the South’s most scholarly students.

18. Get Off the Couch and Get Out!
- The University of Mississippi’s Ole Miss Outdoors program takes college students on cost-affordable trips kayaking, biking, hiking, and more all over the South.

III. Columnists

1. Gena Knox
- This little known cookbook writer from Georgia focuses on fresh ingredients and quality. She also enjoys buying everything local.

2. Julie Keith
- This prolific writer from Birmingham, AL, loves her southern homeland and is excited to be spotlighting quirky sides of it every month.

3. Chris Hastings
- This world-renowned chef can’t wait to share unique southern recipes with our readers in his column every month.
Sample Letter from the Editor

Welcome!

We hope this inaugural issue of Viridis magazine finds you well, and we thank you for picking it up and giving it a look. Viridis, a word meaning ‘green’ in Latin, is a Southern cooking and lifestyle magazine centered around food, products, and places that are good for the body, good for the Earth, and good for personal wellness. Each month, Viridis highlights interesting people, places, recipes, and consumer products all over the Southern United States that reflect a green, eco-conscious lifestyle of eating and living. In this issue, two articles I’m personally fond of are centered around food. In traditional DIY style, Viridis’ master gardener in residence instructs our readers how to cultivate and keep up their own vegetable garden in the hot, humid southern summer. In a special celebrity feature, world-renowned chef Chris Hastings shows us around his Birmingham, Ala kitchen. It was you, our readers, who we had in mind when we created Viridis. Your eco-conscious, incredibly healthy lifestyles are an inspiration to us each and every month. There are many magazines on the market today catering to the joys of the southern lifestyle, but Viridis will tap into a subset of people who have not been reached by other publications- you, our readers. You are southerners who are proud of your part of the country and love being southern, but still care about what you eat and how you live. That being said, we need YOU! Our loyal readers are who keep us alive- friend us on facebook, follow us on twitter, and email us all your questions, concerns, or suggestions. We have a plethora of talented writers, columnists, and experts waiting to share their knowledge with you and hear what you have to say. We at Viridis magazine can’t wait
for you to see what we have in store in our upcoming issues. I can promise you that you will be interested, absorbed, and inspired! Keep coming back for more!

Thanks from the Viridis family,

Elizabeth White
Editor-in-Chief
Population Breakdown

- Viridis will be a regional publication with the goal of penetrating middle to upper-middle class green/eco-conscious households and single-person residences throughout the entire South. The US Census Bureau defines the current American South as the following 16 states: Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Delaware, Alabama, Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, and Texas. The total population of these 16 states, according to the US Census Bureau, is 113,317,879 total persons out of 307,006,550 total persons in the United States as a whole.

- The population in the southern United States has increased by 14.3% from 2000-2010. This increase is greater then any other region in the United States. The south is growing in population and is ripe for a new publication appealing to the needs and wants of new southerners.

- Viridis hopes to penetrate 5% of this market, which would ultimately be reaching around 5,000,000 readers through subscriptions and single copy sales. Although this is a very lofty goal, we feel it is possible because the green, eco-conscious movement is sweeping the nation, and the forefront of America's next generation is in the south, as evidenced by recent trends in population growth.

Advertising: Endemic and Non-Endemic Advertisers and Advertising Wish List

I. Top Categories of Advertising for Viridis Magazine

A) Endemic

- Organic food
- Ecotravel
- Fair trade supplies
- Green building (companies, supplies, etc)
- Eco-furniture
- Green pet care
- Green energy options

B) Non-Endemic

- Wine/beer/alcohol
- Finance
- Pharmaceutical
- Transportation
- Regions
- Toys

II. Advertising Wish List

The follow chart contains a list of advertisers that Viridis will contact to advertise in its prototype issue. Each corporation and retail store on the list below
produces green, eco-friendly goods or services. Viridis is a magazine for southerners, so, with the exception of some companies, all the companies on the list below provide services locally in the South or are national corporations that service the South.
<table>
<thead>
<tr>
<th>ORGANIC FOOD</th>
<th>ECO-TRAVEL &amp; TRANSPORTATION</th>
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<tr>
<td><strong>DEVA Nutrition, LLC</strong></td>
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<td>Chelsea, AL</td>
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<tr>
<td>- Manufacturer and distributor of vitamins</td>
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<td>and food supplements from local produce</td>
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<td>Manna To Go, LLC</td>
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<td>Clarksville, GA</td>
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<tr>
<td>- Food and wine company which uses only</td>
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<td>local, sustainable and organic resources</td>
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<td><strong>White Mountain Foods</strong></td>
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<td>Austin, TX</td>
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<td>- Manufactures natural yogurt, vegetarian</td>
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<td>tamales, tofu salads, and meat substitutes.</td>
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<td>Beloveds Mercantile</td>
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<td>Fort Worth, TX</td>
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<tr>
<td>- Distributor and manufacturer of organic</td>
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<td>baking mixes</td>
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<td><strong>Great Eastern Sun, Inc</strong></td>
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<td>Asheville, NC</td>
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<td>- Importer and manufacturer of macrobiotic</td>
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<td>and organic products.</td>
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<td>Green Zabiha</td>
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<td>Sterling, VA</td>
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<td>- Manufactures organic, halal, grass-fed</td>
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<td>meats</td>
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<td><strong>Southern Brown Rice</strong></td>
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<td>Weiner, AR</td>
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<td>- Manufacturers of rice milled fresh upon</td>
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<td>ordering</td>
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<td>Sunergia Soyfoods</td>
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<td>Charlottesville, VA</td>
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<tr>
<td>- Manufacturer of organic tofu made with</td>
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<td>mushrooms and vegetables</td>
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<td><strong>The Village Botanica</strong></td>
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<td>Waller, TX</td>
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<td>- Farm providing consulting services in</td>
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<td>organic farming, farmer’s markets,</td>
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<td>landscaping</td>
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<td>GroWild, Inc.</td>
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<td>Raleigh, NC</td>
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<td>- Offers healthy food with a positive</td>
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<td>impact on the planet</td>
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<td><strong>ECO-TRAVEL &amp; TRANSPORTATION</strong></td>
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<td>Revolution Rickshaw</td>
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<td>New York, NY</td>
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<td>- Rickshaw sales and longterm rickshaw</td>
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<td>rentals nationwide</td>
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<td>Global Genie</td>
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<td>Nashville, TN</td>
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<td>- Socially conscious travel organization</td>
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<td>that helps travelers manage social and</td>
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<td>environmental impact</td>
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<td><strong>Better World Club- Travel and Roadside</strong></td>
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<td>Portland, OR</td>
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<td>- Green alternative to AAA with 24-hour</td>
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<td>nationwide roadside assistance, discounts</td>
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<td>on hybrid car rentals, eco-travel hotels.</td>
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<td>Untours</td>
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<td>Media, PA</td>
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<td>- Environmentally-friendly European tours.</td>
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<td>Packages include and environmentally</td>
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<td>friendly rail pass.</td>
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<td><strong>Crooked Trails</strong></td>
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<td>Seattle, WA</td>
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<tr>
<td>- Environmentally and culturally sensitive</td>
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<td>travel programs to Nepal, India, Peru,</td>
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<td>Thailand</td>
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<td><strong>FAIR TRADE SUPPLIES</strong></td>
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<td>Colores del Pueblo</td>
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<td>Midland, TX</td>
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<td>- Latin American crafts and textiles, all</td>
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<td>made by artisan cooperatives</td>
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<td>Cooperative Coffees</td>
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<td>Americus, GA</td>
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<td>- Green coffee importing cooperative</td>
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<td>partnered through fair trade relationships</td>
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<td>with small-scale coffee farms</td>
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| **Fair Trade Quilts and Crafts**  
Virginia Beach, VA | **Global Crafts**  
Edgewater, FL | - Quilts, bedspreads, handbags crafted by artisans in Guatemala and Southeast Asia | - Fair trade art, gifts, and crafts for wholesale and retail |
| **Larry’s Beans, Inc.**  
Raleigh, NC | **Shop and Give Back**  
Falls Church, VA | - Manufacturer of slow-roasted, 100% fair trade, shade grown, organic coffee beans | - Distributor of ethically produced, organic, and earth-friendly home products |

**GREEN BUILDING**

| **Eco Smart, Inc.**  
Sarasota, FL | **Nature Neutral**  
Charlottesville, VA | - Sustainable construction systems, passive solar water, A/C systems. | - Mid-Atlantic green building supplier |
| **E3 Green**  
Austin, TX | **EcoBuilders of Virginia LLC**  
Virginia Beach, VA | - Provides green products and green rating construction services. | - Provide energy-efficient, healthy renovations using eco-friendly materials |
| **Greencastle, Inc.**  
Cape Coral, FL | **Bamboobarry.Com**  
Miami, FL | - Green home builder specializing in super energy-efficient custom homes | - Distributor of bamboo building material, fencing, poles, also offers design services |
| **DwellSmart**  
Mt. Pleasant, SC | **Fi-Foil Company**  
Auburndale, FL | - Eco-friendly building, remodeling, or furnishing products (paints, cleaning supplies, furniture, mattresses) | - Manufacturer and Distributor of eco-friendly, sustainable insulation for home and office. |
| **Nova Spray Foam Insulation, LLC**  
Leesburg, VA | | - Provides healthy and energy efficient insulation solutions for homeowners. | |

**ECO-FURNITURE**

| **Bodyfriendlyfurniture.com**  
Micaville, NC | **Carolina Morning Designs**  
Micaville, NC | Distributors of eco-friendly backrests, beds, futons, and Japanese floor seating. All products are recycled and don’t produce offgassing. | Producer of furniture that builds health and fitness into everyday activities, increases comfort- all eco-friendly. |
| **Many Moons Design, LLC**  
Lexington, KY | **Twin Oaks Hammocks**  
Louisa, VA | - Offers a full line of reclaimed building products and contemporary furniture | - Manufacturer of all natural oak-and-rope hammocks, chairs, and accessories. |
| **Erik Organic**  
Inner Grove Heights, MN | **Green Leaf Cabinetry**  
Cleveland, OH | - Creates custom-made, solid wood furniture, including baby cribs. Each piece handcrafted. | - Manufacturer and distributor of LEED-certified green cabinetry |
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<tr>
<th>GREEN PET CARE</th>
<th>GREEN ENERGY</th>
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| **Bark for Peace! LLC**  
Austin, TX  
- Provides fresh-baked and then dehydrated organic treats for dogs | **EcoPlanet-EcoChoices Green Store**  
Glendora, CA  
- Distributor of natural animal supplies: toys, snacks, shampoos, collars, leashes, beds |
| **Grasshopper Packing LLC**  
Pittsburg, KS  
- Offers a wide variety of organic and vegetarian pet foods | **Olive: Green Goods for Modern Dogs**  
Austin, TX  
- Distributor of internet products for environmentally conscious pet owners |
| **GREEN ENERGY**     | **GREEN ENERGY**                       |
| **Applied Micro Products, Inc.**  
Chapel Hill, NC  
- Manufacturer of products to protect wood rot without using hazardous materials | **Evolution BioDiesel**  
Huntsville, TX  
- Manufacturer of biodiesel processing equipment that allows homes and businesses to make their own biodiesel |
| **Geothermal Options, LLC**  
Fairfax, VA  
- Distributor of high-efficiency geothermal heating, cooling, and water systems | **Innovative Design, Inc.**  
Raleigh, NC  
- Architecture firm specializing in energy-efficient, environmentally conscious design |
| **Reluminati, LLC**  
Arlington, VA  
- Maker of solar sustainable products for travelers such as juicebags, powerpockets, and more | **20/20 Enterprises, Inc**  
Austin, TX  
- Consultant and creators of different home energy-efficiency programs such as “Kill-a-Watt” and “Queen-of-Green” |
| **MISCELLANEOUS**    | **MISCELLANEOUS**                      |
| **The Little Green Store on Monte Sano**  
Huntsville, AL  
- Sells recycled, reusable, eco-friendly goods and electronics. | **Zoe and Sprout, Inc.**  
Springdale, AR  
- Seller of eco-friendly clothing for women |
| **Maid Brigade**  
Atlanta, GA  
- Maid services offering green cleaning for home and office | **Paper-NOLA**  
New Orleans, LA  
- Manufacturer of hand-made, eco-friendly special occasion invitations and gifts |
| **Enterprise Corporation of the Delta**  
Jackson, MS  
- A nonprofit community development institution dependant on socially responsible investors. | **Green to Clean**  
Greenville, SC  
- Eco-friendly consulting firm and eco-friendly cleaning services |
| **Hidden Springs Nursery**  
Cookeville, TN  
- Manufacturer of organically grown bare root fruit trees shipped to customers all over the US | **A Wild Soap Bar, LLC**  
Manor, TX  
- Manufacturer and distributor of natural soaps and body balms made with organic ingredients |
<table>
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<tr>
<th>BabyBearShop</th>
<th>EcoColors Haircolor</th>
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<tbody>
<tr>
<td>Nashville, TN</td>
<td>Tucker, GA</td>
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<tr>
<td>- Manufacturer of a purely organic skin care line for mothers and children</td>
<td>- Manufacturer of hair colors to restore natural haircolor with no harmful dyes or chemicals</td>
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</table>
Contingency Plan for Viridis magazine

1) Mission Statement: Viridis magazine is a southern cooking and lifestyle magazine centered around food, products, and places that are good for the body, good for the Earth, and good for personal wellness. Each issue, Viridis highlights interesting people, places, recipes, and consumer products all over the southern United States that reflect a green, eco-conscious lifestyle of eating and living. It aims at southerners who are proud of their region of the country and love being southern, but still care about what they eat and how they live.

2) Viridis magazine plans to launch six times a year in its first two years of publication. The magazine will begin as a consumer-centric publication with a relatively high cover price. Once Viridis has acquired loyal readers and can prove to advertisers that it is a successful publication, Viridis will move toward becoming an advertising-centric publication. This will be successful because there is a wealth of natural/eco-conscious/organic companies but a small market for them to advertise in. Viridis will provide the medium in which they allow their products to reach consumers.

3) Longevity Plan: if the first issue of Viridis is not as successful as we, the editors and publishers, anticipate, we are prepared to continue publishing at least 4 more issues of Viridis. Our drive is customers who count- not counting customers. We truly believe that if we gain a strong base within our first four issues we will be able to build and grow that base and in turn attract more advertisers, which will generate revenue. This may result in a delayed-revenue business model, but we truly believe it will be successful in the long
run. There is a market for Viridis magazine, and our consumers are going to be willing and excited to purchase our publication.
Exploring the NEW NEW ORLEANS

Faith: Why Mega-Churches are sweeping the South p.20

Healthy Southern Comfort Food p. 34

Do It Yourself!
4 Easy Steps to Growing A Fruit and Vegetable Garden
START A FRESH LIFE

It starts with a conscious decision. A resolution. A choice. To take a step in the right direction. To eat better. To live healthier. To leave the old you. And start a fresh life.

Available from the crusting mix of Woolworths Supermarkets.

FreshLife
WWW.FRESHLIFE.COM.AU
I 26 | New Orleans has experienced a revitalization. Meet the new and notable Orleanians who are responsible.

20 | Faith
Mega-churches have sprung up across the Deep South. Many share the same goal—breaking out of the Bible Belt through missions.

34 | South
Using substitutes that taste just like the real thing, learn how to make a home-cooked southern meal with amazingly fewer calories.

40 | Buy
An easy to understand guide for deciphering tricky nutrition labels—plus a review of the south’s best earth-friendly grocery stores.
Staff

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Welcome!

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Elizabeth White
Editor-in-Chief
Contributing Writers in this issue

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This Just In

Stuff We Love

Vegetarian Food with a Southern Twist

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On The Web

Stuff We Love

Blogs We Love

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Extreme good care makes extraordinary vegetables.
Recipes, Recipes, Recipes

White Rice with Red Curry Sauce

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Shiitake Mushroom and Asparagus Pasta Primavera

Summer 2011
Blueberry-Pumpkin-Walnut Bread

Stuff We Love

Yum
Black Bean, Quinoa, and Almond Salad

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Fresh Mountain Air: Rest and Relaxation in North Carolina

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Hello, this is a document for Grove Park Inn and Spa.

Clockwise from left:
- White tablecloths and exquisite views abound at the Grove Park Inn and Spa.
- Indoor aquatics allows for swimming year-round at the Grove Park Inn.
- Fresh food is a daily treat in Asheville.
- Outdoor recreation like tennis is a must in the clean mountain air of North Carolina.

Summer 2011
FAITH

Mega-Churches are exploding all across the South.

GLO
But they don’t want to stay in the Bible Belt. Their mission is...
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Northpoint Ministries in Atlanta, Georgia
Like Wildfire:
A List of the South's Mega-Churches

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The NEW New Orleans
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FEED THE HUNGRY.
Southern Home Cooking...
Healthy Made
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Clockwise from left: By changing just a few key ingredients, traditional southern cooking can instantly become better for you while still being just as enjoyable to eat.

Fresh, farm-raised eggs are just one of the ingredients in our decadent vanilla and chocolate cupcake.

Summer 2011 | 37
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Best of the Best...
Eco-Friendly Supermarkets
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Fresh from the
Why growing your own vegetable patch is easier than it looks...

Garden

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Clockwise from left:
Butter lettuce adds texture to otherwise mundane salads.
Tomatoes inspire a love of heart-healthy cooking.
Broccoli adds color to a variety of dishes.
Fresh corn begs for summer evening suppers.

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52 Viridio
To Do yourself
Pasta for Dinner
New Takes on a Comfort Classic

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Tagliatelle with Tomato Sauce and Olives

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59 Viridis
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Summer 2011
Spaghetti with Lentils and Parmesan

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58 Viridis
Mediterranean Macaroni

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Summer 2011
Grilled Vegetable Pasta

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Things Every Good Pasta Cook Should Have in the Pantry

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Summer 2011 [61
I've never looked better

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One Sustainable Chef at a Time

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69 Viridis
Making customers its priority

Zerxin Agri Organic promises its customers a no-pesticide and no-chemical guarantee for its organically grown fresh produce.

Zerxin Agri Organic is the largest producer of fresh organic produce in Malaysia. Its farms, offering both indoor and highland organic vegetables and fruits, are spread all over Peninsular Malaysia. No pesticides or chemicals are used at any stage of its farming methods. Apart from allowing nature to run its course, Zerxin voluntarily applied to be monitored by an independent organic certification body, Sistem Organik Malaysia (SOM), which is accredited by the Malaysian Department of Agriculture. Its farm at Serpong Ranggam has been certified organic in August 2000. Two other farms at Lahan, Kuantan and New Horizon, Johor, are now being monitored by SOM for certification. In the recent Malaysian Agriculture, Horticulture and Agrotourism Show (MAHA), Zerxin was rewarded for its effort by winning an award in the special vegetables category.

Zerxin Organic Farms
Zerxin upholds transparency and integrity in the running of their farms and in conducting their business. When their farms were hit by a pest epidemic and crop diseases, Zerxin did not sprays pesticides or chemical fertilizers to prevent crop losses. Every challenge only drives them to think of better natural ways to prevent future outbreaks of crop diseases and learning how established foreign organic farmers solve similar crises.

Today, such epidemics have been kept under control through good organic farming practices. The farm workers are well trained in soil management, crop rotation techniques, and pest control through natural ways. Visiting the farms, one will see colourful yellow sticky insect traps and circular light traps placed in between the rows of crops. These are effective in attracting harmful pests and trapping or killing them. Another innovative method is to use friendly predatory insects such as ladybirds and spiders to kill the pests. Zerxin is proud to declare that its farms do not have mosquitoes because these predatory insects keep them at bay.

To ensure that the soil in its farms remain rich, Zerxin produces its own in-house agri-compost and organic fertilizer, MIDORI, which is approved by SOM. The application of beneficial microorganisms and MIDORI help to break down organic matters and release nutrients into the soil. When the soil is organically replenished, it stays fertile. This makes the plants stronger and more resistant to disease and infestation.

Zerxin Organic Park
As part of its effort to educate the public on organic farming, Zerxin's Agri Faculty farm was turned into a recreational park. Zerxin Organic Park was launched three months ago by Tan Sri Mahathir Mohamad, the Minister of Agriculture and Agro-Based Industry. Visitors can observe and even try their hand at growing organic crops. For those who are more adventurous, hands-on organic farming sessions can
Cloris Leachman
FOR PETA

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LIST OF REFERENCES


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