

Anniversary Issue ... 30 Years At Sunshine

Since 1995 our core purpose at Sunshine Natural Foods has always been to help people empower themselves through holistic health education. Many things have changed over 30 years, but that guiding principle remains the same. By doing so, it's been my hope that whenever possible, people will make their own best choices and avoid relying on toxic, big-pharma dominated products for their daily health care. That's why I write the Sun Times newsletter, offer organic lunches and juices, wrote the book entitled Wellness Uprising, and carefully select the products we carry. This remains exactly as it was 30 years ago.

Nonetheless, a lot has changed in the last 30 years. In 1995 Bill Clinton was in his first term as president. Cell phones had not "flipped," weren't very "smart," and were nearly the size of a brick. And a few billion dollars ago in 1995, Dutch Brothers had less than half-a-dozen locations – that would have been the time to buy stock!



Sunshine Baking Team, Camryn & Aiden

Sunshine has seen many changes since then as well. Sunshine's original owners, Nancy and Roland Norman, opened their doors in 1991 as a small cafe on the corner of 5th & G streets and about 2 years later moved to the current H St. location. In 1995 when I bought the store there were no vitamins or supplements, the 3-door refrigerated case where today you'll find organic dairy, eggs, miso, probiotics and store-made sauerkraut, hummus, and salsa was instead filled to the max with alcoholic micro-brews from the PNW. There also was no salad bar and no oven. Hard to imagine a time so far back in recorded history that the store didn't smell like fresh-baked bread, Sunshine granola, cookies, brownies or zucchini-walnut bread. Further, at the front counter there was a small, self-serve, glass door beverage case from the mid-1950s that needed a defrost and freon charge about once-a-week! Replacing that case was the first of many upgrades.

In February of 1995 our family was living in Boston when I saw an ad for a store for sale in Grants Pass, OR. My wife Kate and I flew to Oregon to check it all out and decided that with our 4 kids, we'd make the move. We sold our house and natural foods restaurant in Boston and prepared to go west.

In June I flew out first and my family stayed back east until I could buy a house. In the meantime I lived upstairs at Sunshine. Beside my camping mattress, the only improvement I made to my "bedroom" was a clock radio purchased from Fred Meyer that is on my bedside night table to this day. Three or 4 times a week I drove my newly acquired 1983 Chevy station wagon down to the Rogue River to bathe. Good thing it was summer. By the end of August I'd purchased a house and my family flew out. After our 13-year-old daughter actually saw where she would be living and the contrast between GP and Boston, she said that the only reason she could imagine that I ever would have moved her to such a place was if I was in the witness protection program ... I wasn't.

All of our kids have worked at Sunshine through high school and in some cases beyond. Money was tight for us and that was their opportunity to earn spending money we couldn't afford to give them. The youngest, our son started at age 8. He would ride his bike to the store on days off from school and quickly became a master of the

label guns earning 25 cents a day, which may not sound like much, but adjusted for inflation would be 53 cents today - and it was all cash! Our youngest daughter was a 3-season athlete in high school and had no time to work the usual store hours. To provide her the opportunity to earn spending money, we opened on Sundays where she would do vegetable prep and on a very good day, wait on maybe 10 customers (including her friends). After she graduated high school, Sunshine went back to being a 6-day-a-week operation.

One Of The Biggest Changes I've Seen At Sunshine Is One I've Only Experienced Indirectly

25 years ago, many of our supplement customers had to make their purchases on the down-low. They were afraid that if their doctors found out they were seeking and/or using anything not prescribed by them, the doctor might refuse to see them again. As I think back, one example is still amazing to me. A 77-year-old retired nurse named Barbara had been diagnosed with congestive heart failure. Her heart was twice its normal size and only pumping 29% of normal volume. She was nearly bed-ridden. She read a story in our newsletter about someone with a similar condition who got his life back using Co-Q-10 and hawthorn herb. She used the combination, got great results, and was extremely grateful. A few months later Barb walked nearly a mile to the store to give me the good news. She wanted to share her story in the newsletter but didn't want her doctor to be able to identify her. She had worked with him and knew he often "fired" patients for resorting to "quack" remedies. To this day, it's the only customer success story I ever printed without a full name.

Now, the **HUGE** change is that virtually every week at least one doctor refers someone to us for a specific product or sometimes even to get our advice! That **NEVER** happened 25 years ago. In fact, I've been invited several times to speak at the Asante campus to different patient groups and the hospital auxiliary volunteers on a variety of health-related subjects.



Alyse reports for her first day at work

Many people now know that hemp-derived CBD can help with pain, inflammation, sleep, anxiety, etc. Well the very first bottle we ever sold came on a referral from an orthopedic surgeon for one of his patients to use for pain management immediately after a knee replacement. Something like that **NEVER** happened 2 decades ago.

I'm quite sure that virtually every medical practitioner in the country by now has seen or knows someone who has gotten beneficial results from a natural therapy after the doctor's recommended allopathic remedy produced insufficient results or unwanted side-effects. This is a very encouraging trend.

There are 4 other interesting customer stories I'd like to share. The first is about one of our very best customers, the second customer was in the store twice, the third is about someone who was only in the store a single time and the fourth is someone who no longer drives so we now deliver to her.

Jeffery was a very kind elderly gentleman who was one of our best

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30 Years At Sunshine continued

customers ever. He was retired from the carpenters' union and before that he had been a cook in the Navy. For over a decade, 6 mornings a week, he was the first customer in the store. He would always start with either hot soup or a fruit smoothie, depending on the season. On Thanksgiving he would come to our house. One day he was



**Original Sunshine
Bicycle Delivery Team
Rob, Jon, Zack**

commenting on how much he enjoyed my soups. I told him that one day they'd be even better when I could afford to replace our 32qt aluminum soup pot with one made from stainless steel (several hundred dollars). He paused for a moment, took out his wallet, and gave me \$40 to put towards the purchase of the pot I wanted. A couple of months later all our customers were benefiting from the fact that our soups

were cooked in high quality stainless steel. For anyone who doesn't know, not only is **stainless cookware much healthier, there is a discernible taste upgrade when cooking in stainless or ceramic vs aluminum.** Jeffery later also gave me a 12" carbon steel knife he had used decades earlier. It must be 60 years old by now. We use it when cutting watermelons or large heads of cabbage for sauerkraut. Jeffery's favorite soup was our organic split pea.

A Story About A Woman Who Was In The Store Only Twice

In the early days, doing whatever we could to cover expenses, we used to bake bread and other bakery items selling them wholesale to other stores across the valley. But I found out after distributing samples and taking orders, I couldn't afford a bread slicer, so, using slicing guides, we sliced over 100 loaves a week by hand (insane right?) and the orders kept increasing. Six days a week for 9 months I visualized using an electric bread slicer.



**Sunshine junior
shoppers have loved
this shopping cart for
thirty years**

One day pre-cell phone, a woman walked in the store, explained that her car had broken down, and asked to use the phone. While she was waiting for a tow truck she had a cup of coffee and struck up a conversation. She said she worked for a restaurant supply broker and asked if I needed any equipment. I asked: "you don't happen to have a used bread slicer do you?" She said "maybe," and that she'd get back to me. A few days later she called and said she thought she may have located one whose last known whereabouts was a storage unit in Medford.

My daughter and I drove over. We had to unearth the machine from the back of a jam-packed to the ceiling store room. No electricity there to have any idea if it still worked so the sales rep said: "take it with you, check it out, see if it works and I'll call you." We hauled the beast back to Sunshine. When Kate saw the condition it was in, she started laughing. We cleaned it off, attached a loose wire, stood back, and plugged it in ... Perfection! It ran as smooth as a well-oiled sewing machine! Now I was concerned about its age and the ability to buy a new set of blades or other parts. I called the company and found out they had been making that same model since 1939 (and have continued thru 2025). All parts were readily available - a dream come true! Now it was time to seal the deal. The woman said her boss was happy to be rid of the clutter. She came back to the store for the second time and we traded the bread slicer for one Sunshine roll-up sandwich, a book off our bookshelf, and an old bagel slicer I had inherited from the Normands. We still use the bread slicer every week and that same model today sells new for over \$12,000. I have to wonder: after 9 months of daily visualization, was it purely coincidence that woman's car broke down outside our store?

Customer Who Was In The Store Exactly Once

An elderly woman came into the store first thing one morning. She was new to the area and looking to buy a juicer. Great, a first time customer! Just what we love. Unfortunately, she slipped and fell, badly injuring her shoulder. She was in a lot of pain and we couldn't get her up. The EMTs put her on a gurney and just before they left the store she turned her head and barely mouthed the words: "my dog." Turns out the dog was in her car so she gave me the keys and asked me to take care of her. Off she went to the hospital.

I had NO IDEA what my next move was. Luckily, an employee that day had a relative who owned a boarding kennel and herself was super comfortable even in the face of a car-protecting dog. She got the dog situated at the kennel. Then I started worrying the woman would get a parking ticket so I decided to move her car (actually an SUV and that becomes relevant later). I got in the driver's side and on the passenger seat was an envelope labeled, incredibly ... **Last Will and Testament.** Having no idea what would happen next, I hoped that maybe there would be some contact information in the envelope. I opened it up and ascertained that the stranger was from Colorado, no next of kin mentioned, and she intended to leave her assets to an animal hospital and a Buddhist retreat center. None of that helped me find out who I might contact on her behalf so I just moved the vehicle and went back to work.

About 3 hours later we got a call from the hospital to inform us that our new, injured, almost customer was ready for a ride home.... **Go with the flow Rob** ... I packed my bike in the back of her SUV (told you it would be relevant) and with carrot juice in the cup holder, drove to the hospital. They wheeled my new friend to the curb with her arm in a sling. I helped her into the vehicle, drove her home out on Lower River Road, helped her into bed, and placed the carrot juice with a straw on the nightstand. I then took my bike out of her vehicle, road back to the store and went back to work. She ended up having shoulder surgery and her dog stayed at the kennel for several weeks until she could take care of it. We never saw her again and our insurance company handled the rest. All for the love of juice!

A Delivery Customer's Story



A woman we hadn't seen in awhile called requesting a delivery. She lived in the direction of my ride home so it was no problem. Turned out she was 94-years-old and could no longer drive. Carrying in the groceries I saw a very small, stiff-legged, old dog with its tail wagging, using all its effort to walk over to say hello. She told me her happy old girl was 15. I asked if she'd raised it since puppy-hood. She answered no, and in fact, she had just adopted her.

Story was, the dog's owner was old & had died and a neighbor had posted an add for a free dog. The woman said she felt so lucky that she'd been the first caller and got herself a well-matched companion.

There are so many more great customer memories. Some have shopped with us for all 30 years, hundreds we know by name. **We have several customers whose parents shopped with us before they were born.** Some of them now have kids of their own. Every week we also get new customers. For all our customers there are 2 common themes we always try to convey: When it comes to your health, follow your intuition and always consider who funded the science your doctor is basing their recommendations on.

Thank you very much to all of our customers and employees, present, past, and future who have helped keep Sunshine healthy as we have done our best to help keep you healthy.

**Spanning 3 Decades We've Shared
Hundreds Of Customer Success Stories
New Ones Come In Every Month!**

Back Pain Gone!



After 2 back surgeries Marsha Emerson of GP still needed pain meds daily until she found **Green Earth Medicinals (GEM) CBD**. Marsha also later found that GEM CBD provided far superior results to any other brand she tried! Grown locally & quadruple tested for purity & potency. **It's simply THE BEST!**

Osteoporosis Reversed!



Barb Dinkowitz from GP was diagnosed with osteoporosis. She didn't want to risk side-effects from her doctor's prescription. Using **Grow Bone**, in just 13 months bone density in her hips increased 7.5% and her lumbar spine increased 7.8%.

Stomach Pain Gone!



Renda Reinhart from GP had burning abdominal pain every day. Her doctor called it gastritis and prescribed a pharmaceutical. Renda was able to replace the drugs with **Vital Gut Renew** & is now pain & drug free!

Blood Pressure Down



44-year-old Buck Arnold from GP saw his blood pressure (BP) go up to 145/92 in the last few years. Using **Cardio Tonic-BP**, before the first bottle was finished his BP was down to 126/78, a nearly 20 point reduction! We've seen several other customers with very similar results.

**Relief From COPD
and Asthma**



Brenda Cerutti from Rogue River was spending \$400/mon on 2 different prescription inhalers so she could breathe. **Lung and Bronchial Tonic** replaced both & gave her better results with no side-effects!

Improved Bladder Control



Barb McDonald had struggled with bladder control for 2 decades. **Strength-24** solved her problem. She can now sleep thru the night without having to get up. Her younger sister and 94-year-old mom got great results too! This formula has worked for hundreds.

**Amazing Benefit For
Multiple Sclerosis Patient**



Lion's Mane 8x is proven to help improve brain power. Tanya Garza from RR reports it also provides huge relief for her MS symptoms. It nourishes brain and nerves.

**Anniversary Pricing On Select Items
Save An Additional 10% All Week
Long ... August 11th thru the 16th**

**All Sunshine Rewards Members Save 10%
On The Top Sellers Listed Below,
Maximum Of 3 Of Any One Item
Double Rewards Points On All Purchases Over \$100**

- * Sunshine Healthy Cholesterol
- * Amino Sculpt liquid collagen for bones, joints, and hair
- * Garden Of Life Grow Bone, Raw Calcium, and probiotics
- * Garden Of Life or New Chapter Multivitamins
- * New Chapter Wholemega Fish Oil from Alaskan salmon
- * Green Earth Medicinals CBD tinctures, gummies, & creams
- * Now Brand any product
- * Terry Naturally Healthy Feet and Nerves, & Berberine MetX
- * Natura Cardio Tonic-BP for healthy blood pressure
- * Vital Planet probiotics, Vital Gut Renew, and fibers
- * Enzymedica Digest Gold our best full-spectrum enzymes
- * Trace Mineral Research, electrolytes, magnesium, & liver
- * Pure Essence Labs Lion's Mane 8x to improve memory
- * Strength-24 for improved bladder control
- * Source Naturals Prosta-Response for prostate health
- * Silverbiotics colloidal silver, medium and large sizes
- * Back To Health all formulas for people and pets
- * New Wave Shower & Pour-Thru Drinking Water Filters

No Rewards Card ... No Problem

We'll look up your card number or enroll you on the spot. It only takes about 1 minute. They're completely free. **Sunshine Rewards pays you back 3 ways:**

- * \$10 Good As Cash Store Coupons
- * Monthly Health Newsletter Mailed To Your Door
- * Free Organic Birthday Gift Every Year

**Need A Health-Related Guest
Speaker For Your Group?**



**Rob Pell,
owner at
Sunshine**

If you have a group of 15 people or more who are interested in holistic healthcare or lifestyle, I'd be very happy to work with you, free of charge. I make room in my schedule every month for one or occasionally two public presentations.

You can choose a topic of particular interest to your group or I can make suggestions for you. Either way we will allot time to include a question-answer period so we'll all learn something new. Call me @ 541 474 5044 between 1 & 6 p.m. and we can discuss availability & options.

In preparing for each presentation I learn a lot and engaging in the Q & A session with attendees is always fun for everyone

**Thank you very much to all the groups who
have invited me to speak at your meetings.**

30th Anniversary Celebration One Day Only!!!

Wednesday August 13th

**30% - 40% Off Our Top Brands
PLUS
\$2,000 Worth Of Free Gifts!**

Thanks to everyone who helped us get here. To express our appreciation we're giving away free gifts all day long to everyone enrolled in the Sunshine rewards program. No rewards card, no problem. We'll look up your card number or sign you up on the spot.

**Every Sunshine Rewards Member
Who Spends \$30 Or More Will Be A Winner**

Grand Prizes Will Be Drawn At 6 pm

Two \$300 gift baskets of premium quality food-based supplements.
Choose from Garden Of Life or New Chapter

Acupuncture evaluation & treatment certificate from Greg Doss
... Lasting health improvements, a \$150 value

Chiropractic evaluation & treatment certificate from Ryan Baker
at Axis Health ... Feel better fast, a \$125 value

CranioSacral Therapy with Marklan Linnemeyer can help heal trauma or for balancing and improving body mechanics... \$150 value

2 Half-hour full-body massages - certificates for half-hour, sessions from Karen Suggs... Each a \$75 value

**All Other Prizes Will Be Given Away On The Spot
Instant Winners Will Include The Following:**

12 \$30 Gift certificates from the best businesses in downtown Grants Pass: **The Kitchen Company, Carson's Bistro, Musashi, ShoeFly, Gallop and Glitz, & more**

\$40 value: Drinking water filters, shower filters, essential oil diffusers

15 \$20 gift certificates towards the purchase of any supplement from our best brands: Garden of Life, New Chapter, Green Earth Medicinals, Now Brand, Terry Naturally, Strength-24, Natura, TMR, Enzymedica, Back To Health, Pure Essence Labs, Vital Planet, Solaray, Threshold, and more.

Organic Smart Chickens, Sunshine Canvas Shopping Bags, 30th Anniversary t-shirts and hats, \$30 organic produce certificates, Azure organic grocery items, 10% off coupons,, free organic juices, smoothies, roll-up sandwiches, & more will be given away all day.

Free Cake, Guacamole, & Kombucha on tap with any purchase ... all day long while supplies last



- SEE INSIDE FOR AUGUST DETAILS -

30 Years Of Sunshine History, Read Our Story

Special Pricing On Our Top Sellers Aug 11th thru 16th

7 Customer Success Stories



**Anniversary Sale
Pricing**

August 11th Thru August 16th

**On A Selection Of Our Most
Popular And Effective
Products**

See Inside For Details



Sunshine Offers Curbside Pick-up, Free Delivery Within Grants Pass, and Free Shipping Anywhere In The US*

Vitamins, CBD, Groceries, Produce, Pet Foods, Salad and Juice bars, and more. *Call for details. 541.474.5044