

JIM HEIL, ALYSON JOHNSON, BRENDAN BRAZIER

COMMUNITY NATURAL FOODS

Nutrition is a vital part of staying fit. But for many people, this part of the equation doesn't always get the attention it deserves.

Community Natural Foods opened in 1977, and was one of the first local businesses to promote the idea of "organic" nutrition. The business started out selling no-sugar ice cream and organic bananas, and today is considered the go-to location for those seeking health and environmentally responsible nutrition choices.

"Anybody with good nutrition can be an athlete," says Allyson Johnson, a nutritionist, lifestyle coach, and athlete whose resume includes running marathons and scaling some of the world's tallest mountains. "I believe 75 per cent of athletic success comes from nutrition.

"I have always thought holistically as an athlete - quality food, fresh water, and vitamins and minerals. It came to something beyond performance; how do I make my body well and balanced?

"The role Community Natural Foods plays is to fill that gap."

Jim Heil, a health and body care sales associate with Community Natural Foods, is also a marathon runner.

"We have a lot more selection than you'd find in other supplement stores," Heil says, adding this wide selection, coupled with knowledgeable staff, is of great benefit to those who perhaps are just starting into athletics or improving their wellness and aren't sure where to begin.

"When I first started [running], I wasn't sure what I should be taking ... it was a lot of trial and error," Heil says. "I feel a lot more confident in the quality of the ingredients at Community Natural Foods, and in our product knowledge."

Community Natural Foods offers a wide variety of products to suit every lifestyle, from specialty items such as hemp protein and acai powder, to organic produce and all-natural body care.

"We have customers who ... read the whole

label because they want to know what every ingredient is," says Heil. "Our customers are so knowledgeable ... it's a challenge to keep up!"

Johnson says this drives staff to stay at the top of their game. "The staff ... live that same lifestyle," she says. "And they work with a lot of key growers and producers ... you can be guaranteed their products have been sourced from the best."

Triathlete Brendan Brazier, formulator of the Vega brand of health-optimizing products, says since 2004 Community Natural Foods has been "one of [Vega's] biggest supporters.

"They also offer a wide range of plant-based whole food options which are ideal for fuelling an athletic body," says Brazier, adding he shops there whenever he's in town.

Community Natural Foods has two locations: downtown at 1304 10 Ave. S.W., and at Chinook Station, 202 61 Ave. S.W.

For more information, visit www.communitynaturalfoods.com.



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Company: Community Natural Foods

Founded: 1977

Product or Service:

The local source for your healthy, organic lifestyle

Calgary Contact:

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 **COMMUNITY natural foods**
nourishing our community since 1977