

30th
Anniversary

Celebrate
with us

30 Surprising Facts about Azure Standard



Inside Cover



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Delivery Maps
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30 years! ...and many miles traveled
to bring healthy food to you, our
loyal customers and friends.

Dear Customers and Friends,

It was during the week between Christmas 1987 and New Year's Day 1988 that we gave Azure Standard its name. And by mid-January 1988 our first catalog (all 6 pages) was printed. You can watch a video of me and my wife, Kimberly, reminiscing about those days by visiting ourazure.com/video. A lot has changed since we typed out that first catalog on a word-processor/electric typewriter -- and a lot has stayed the same, like our commitment to providing quality food at affordable prices.

In a time when personal interaction is replaced with digital communication and community gatherings are discouraged, we're proud to be the leader in the healthy-food community that's growing across the U.S.

We hope you enjoy these pages filled with facts and bits of trivia about Azure now, and Azure over the past 30 years. How many questions do you know the answers to already?

David Stelzer

PS. A PDF version of this booklet is available at ourazure.com/pubs.



About Azure Standard

Azure Standard is your source for quality, healthy food at affordable prices. We can bring you frozen foods, refrigerated goods, fresh produce and even plant starts for your garden, in one shipment with all the dry goodies!

Order for delivery on one of our routes or by parcel carrier (UPS or USPS).

Call us at: 971-200-8350

Fax: 971-645-4759

Email: info@azurestandard.com

Mail to:

Azure Standard
79709 Dufur Valley Road
Dufur, OR 97021

Website: www.azurestandard.com

Facebook:

www.facebook.com/azurestandard

Twitter: [@AzureStandard](https://twitter.com/@AzureStandard)

Blog/Articles/Recipes:

www.azurestandard.com/healthy-living/

What if you don't "do" the Internet?

- Request a print catalog.
- Get a snail-mail subscription.
(See the inside back cover for details.)

30

Trivia Questions Answered

#1

Q: What was the "Petal Pusher"?



A: The "Petal Pusher" was Azure's first real delivery **truck**... a Chevy Luv pickup (with a special box on the back) that was purchased from a florist shop in 1988. Before that, a blue Ford Escort car was used to make deliveries.

#2

Q: When was the first delivery made by a semi-truck?



A. David Stelzer's uncle, Norm, an established truck driver, agreed to

deliver the largest loads in his big rig starting in August 1991.

#3

Q: What was the first refrigerated item Azure carried?



A: Nancy's yogurt was the first refrigerated item David began delivering. He'd pack the yogurt in a picnic-cooler with ice and take it along in his car or truck on those early routes in 1988.

#4

Q: Who was the first non-family worker at Azure?



A: Drew King started working for Azure in 1991 and still works for us on the receiving crew.

#5

Q: What was one of the very first brands to advertise in Azure's sale flyer when the option was offered in 1997?

A: NaturalCare placed one of the first ads in our December 1997-January 1998 sale flyer. We still carry most of the items advertised in this ad.



Find Natural
Care on our website at
ourazure.com/naturalcare

#6

Q: What was one of the very first brands to advertise in Azure's seasonal catalog?

A: Eden Foods was one of the first to advertise with us. The picture below is from our Spring 1998 catalog.



Find Eden Foods on our website at
ourazure.com/edenfoods

#7

Q: Although there are many, what is one brand that started small and grew to national prominence with Azure as its first supportive distributor?

A: Selina Naturally, the makers of Celtic Sea Salt. (It was called the Grain & Salt Society when we first started carrying their salt years ago.) We've supported many other start-ups since then. (See sidebar).

Find Selina Naturally's Celtic Salts on our website at ourazure.com/celticsalt



Core Value #7

Support Independent & Family-Owned Ventures
ourazure.com/corevalue7

Azure Supports Independent Suppliers

Invisible during your Azure shopping experience, we have a special program called "VCI" that allows start-ups in the healthy products world to introduce their products to you easily.

Short for "Vendor Controlled Inventory" this program makes it possible for our customers to be the **VCI** first to try some great, new, innovative products without requiring an outlay of money by Azure, nor all the hassles and expense new businesses must endure at other distributors.

Almost like consignment, Azure pays the VCI vendors when their product sells. In turn, our customers get a wider variety of cutting-edge products to choose from.

Of course, all products offered from VCI vendors are reviewed to make sure they meet the Azure standard of quality and healthfulness.

Our Standards

Find out more at
ourazure.com/standards

GMOs, Glyphosates & Unintended Consequences



David Stelzer talks about the effects of glyphosates in a video on Vimeo titled "Myths and Truths of Gluten Intolerance".

The labeling of genetically modified foods has been a heated debate even somewhat dividing health food enthusiasts.

During the election when several states sought to require labeling of GMO ingredients, we saw large corporations put lots of money behind the campaigns to stop mandatory labeling of GMOs. Why? They don't want consumers to know they're using these dangerous organisms in the food.

At the same time, other companies have volun-

tarily started removing GMO ingredients from their products and winning a lot of support for it.

The Non-GMO Project has been instrumental in creating a standard for the sometimes murky areas of genetic modification.

But, buying *organic* foods and products is the best choice for two reasons.

1) *Organic* is always Non-GMO. No question. Certifiers such as Oregon Tilth Certified

Organic (OTCO) help ensure that.

2) *Organic* foods are not sprayed with glyphosates (AKA Roundup). Turns out, glyphosate is used heavily on "Roundup Ready" GMO crops to kill weeds without killing the planted crop. But, astonishingly, it is also used directly on grain crops at harvest time as a dessicant to dry out the grain to the right moisture level.

How does this affect us? Please watch David Stelzer's informative video titled, "Myths and Truths of Gluten Intolerance". Video is at ourazure.com/gluten



Bottom line: GMO's damage gut bacteria and gut lining, while glyphosates poison the system. In our food supply they can create gluten intolerance. This, despite grains sustaining people and animals for thousands of years.



#8

Q: What is the all-time #1 Best Seller at Azure over the last 30 years?

A: As far as units sold, bulk apple cider vinegar was the #1 item for years on end.



#9

Q: What is the #1 selling item right now?

A: As of December 2017, Scratch & Peck Chicken Feed is on top as the most popular item.



Core Value #4

Embrace change. Practice flexibility.

ourazure.com/flexible

#10

Q: What did David Stelzer's two oldest sons grow in 2001 that convinced them to focus on growing fresh produce?

A: Zechariah and Zephaniah intended to grow winter squash that year because it would store well over the winter and could be sold gradually. But, the seed company mistakenly sent yellow straight-neck summer squash seeds instead. At harvest time they had to work hard to sell the very perishable produce. After that, they were no longer afraid of the perishable produce market and now sell tomatoes, cucumbers, carrots, corn, peppers, radishes, tree fruit, etc. under the Azure Husbandry label.



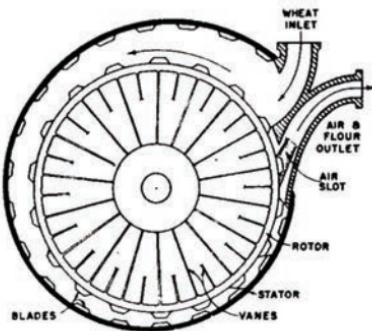
#11

Q: Which enterprising family member was grinding grain grown on the farm and selling the flour before Azure even got started?

A: Long before Azure officially started in 1987, David Stelzer's mother, Evagene, was grinding small batches of grain in her home kitchen to sell at the co-op in Hood River, OR. She still has the old flour mill she used to use! But now, she uses flour from our Unifine Mill.



edge. The wheel and the outer casting were both equipped with small removable blades fitted together. The clearance between the two surfaces was greater at the inlet and narrowed as the wheat moved around the perimeter, until it was released at the outlet. But, the modern mill has been improved for higher volume and better flow.



#12

Q: What is it that makes the Unifine Milling process unique, as compared to the traditional stone-ground and roller milling processes?

A: The grain is virtually shattered instead of rubbed or rolled. The original experimental mill was small and simple in design. It consisted of principally two concentric surfaces--an inner wheel and an outer casting. The inner wheel or rotor revolved at high speed (3500 rpm) at its outer

The Unifine mill easily "grinds" all kinds of grains and even beans. The resulting flour is very fine and light. The grain never reaches a high temperature as in stone-ground. There is no water used as in roller milling processes, so less chance of mold contamination.

This flour makes wonderful

Core Value #5

Pursue Learning and Innovation.
[*ourazure.com/corevalue5*](http://ourazure.com/corevalue5)

baked goods and offers many baking options in the kitchen.

#14

#13

Q: When did Azure start selling Unifine Flour?

A: Although we began using the new mill in 1998--when we realized there were huge benefits over stonemill or roller milling-- we didn't really market it until we launched our Azure Farm brand in 2001. That brand name was used for the organic side of our repackaged products and milled items. But, when customers seemed confused that not everything under the Azure Farm brand was grown on our farm, we switched the brand name to "Azure Market" in 2015.



Q: Is "Azure Mills" a real place?

A: Azure Mills is a flour mill and packaging facility over the hill from Azure Standard's headquarters in Dufur, Oregon.



Buttermilk Waffles



1 cup Azure Market Pancake Mix
2 eggs
2 Tbsp. cooking oil
1/2 to 3/4 cup warm water

Directions: Mix together pancake mix, eggs, oil, and enough warm water to obtain desired batter consistency. Bake on an oiled/buttered waffle iron.

#15

Q: How many warehouses has Azure occupied?

A: Five. (as follows)



1st - A spare bedroom in David and Kimberly's house was the first place food was stored for delivery.



2nd - The old schoolhouse which originally served the homesteads which now make up Azure Farm.



3rd - An RV storage building (now remodeled to be Zechariah's house).

Page 8



4th - The "original," "big" warehouse in Dufur, OR (now head-quarter offices, fruit-packing line, and carob manufacturing facility).



5th - The new and larger warehouse we currently use in Moro, Oregon, where we moved in 2007.



Core Value #10

*Create Joy & Fulfillment Through
Serving & Making a Positive
Difference in the World.*

ourazure.com/corevalue10

The Need for an Independent Food Supply Chain

It was happening before Amazon bought Whole Foods, but that purchase made it very clear. Our food supply is at risk when everything becomes consolidated at only a few behemoth companies.

In the last 30 years many small, independent health food distributors and manufacturers have been gobbled up by big corporations who are in it for the money -- not to help make a healthier world with thriving communities.

If the food supply is monopolized, your ability to get good food at affordable prices could be affected. For you to continue to have access to affordable, quality food, you need an independent food-supply chain (farmer > manufacturer > distributor > your local store).

At this time in history, it is particularly important to do what you can to support independently owned businesses along

the entire healthy-food chain. Who makes up this healthy supply chain?

1) Small farmers conscientiously tending the land and animals...

2) Innovative family-owned manufacturers working to provide truly the best products...

3) Azure Standard being your independent "Indie" distributor in the chain (needed to set the standard for quality in the industry)...

4) The mom-n-pop stores in your local area who care about you.

We're all working together to preserve an independent supply of quality food -- in the shadow of the well-funded giants.

Every step in an independent ("Indie") food chain is important. Here at Azure, we try to support Indie's by bringing their products to you. But, we need your help.

When you buy most (or all) of your groceries at



Azure, you're not only getting quality food at affordable prices, you're helping support the fabric of America -- the foundation of a healthy society. By supporting Azure with your food dollars:

A) You're bringing jobs to people in both urban and rural areas,

B) You're supporting innovation, and rewarding diligence.

Azure has a lot of well-funded competition. But, together we can keep diversity in the natural food market and keep an independent food chain alive. (Find more info about "Indie" on the last page of this booklet and also on-line at ourazure.com/indie.

#16

Q: What food allergy does David Stelzer have?

A: Dairy (specifically the casein protein in dairy) causes David to have asthmatic symptoms. Yet, his children drink raw farm-fresh cow and goat milk from their own animals. David sees dairy as a nutritious food for those not allergic, so we carry grass-fed and organic dairy products from companies like Sierra Nevada Cheese, Organic Valley, Nancy's, and Organic Pastures.



#17

Q: What foods does David Stelzer himself use to replace dairy in his diet?

A: David enjoys sesame seeds made into a variety of dressings to make sure he gets enough calci-

um. (See recipe, opposite page.) He also uses avocados in place of sour cream on potatoes, and in place of cottage cheese in salads.



#18

Q: What is the top allergy concern among Azure's customers?

A: Gluten Free items are very popular at Azure. So popular we created a category just for them. ourazure.com/glutenfree

Please see our article on page 4 for some interesting insights on gluten intolerance.



#19

Q: What major worldwide scare caused Azure's business to boom tremendously about 20 years ago?

A: Y2K (the Year-2000 fear that computers would not be able to handle anything other than 19_ for the digital date and this would cause power and Internet outages.) In the years leading up to December 31, 1999, Azure became known as THE place to buy quality bulk foods at affordable prices. The sudden increase in business would stretch our capabilities to almost a breaking point. But, we became a better company for it.

#20

Q: When did Azure begin selling frozen products?

A: In 1992 a walk-in freezer was added to the warehouse and Azure began carrying frozen foods. Amy's was one of the first frozen brands which we've been carrying for more than 25 years.



David's Sun Seed & Sesame Dressing



1/2 cup almonds
1/2 cup sunflower seeds
1/2 cup sesame seeds
1 lemon, peeled well and seeds removed
2 cloves garlic
1/2 teaspoon sea salt
1/4 teaspoon dill weed
Pickle juice as needed

Directions: In a blender or food processor, blend almonds, sunflower seeds, and sesame seeds until finely ground.

Add lemon, garlic, salt and dill weed and blend with pickle juice to a smooth consistency.*

**Note: Raw apple cider vinegar may be added, if a more tart flavor is desired.*

Used over a sprout salad, you have a "complete meal" which will tickle your palate!

Your Journey to Health

Back in 1989, Azure Standard, young as it was then, was featured in a book by Lindsey Williams. The book not only included Stelzer family recipes and product information, but other resources to help the readers improve or regain their health. Many health problems were addressed that still plague us today.

Some 30 Years Later

Have we, as a society, really made much improvement in health since then? In some ways, no. Many promising therapies are simply not allowed in the US. False information is still routinely spread by the media, government and the "health" industry. Despite much evidence to the contrary, low-fat/high-carb diets are still recommended, fructose is still recommended for diabetics, and drugs are pushed as the answer for nearly every malady. People still feel sick and tired despite

trying to follow the "recommended guidelines".

Good Changes

On the other hand, there have been MANY improvements in the last 30 years! For example:

- **Organic foods** are now much more available, popular and truly superior to their conventional counterparts.
- **The Internet** helps people do their own research and connect with others.
- **A return to traditional foods** has transformed the way people live and eat. Healthy fats, pasture-raised meat, dairy, and eggs have become the true foods of good health. Folks are turning away from highly-processed foods, GMO products, excessive sweets, and soy.

- **An outcry against GMOs** (and the concur-

rent Glyphosates) has gotten national attention.

Your Journey

Everyone is on a personal journey to better health. Some are just now discovering that Aspartame (NutraSweet) is the source of their horrible migraines. Others are discovering that white sugar doesn't have the trace minerals that natural sugars, honey, and maple syrup contain. Still others see the importance of reducing all sugars and have adopted the Ketogenic Diet.

Some have discovered that statin drugs rob them of CoQ10 and supplementation is needed, while others are working toward becoming completely free of drugs by making dietary changes.



Here at Azure we've always tried to support you no matter where you are in your journey to good health.

Core Value #1

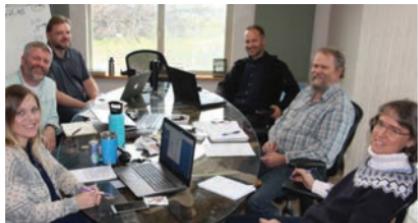
Inspire Healthy & Abundant Living.

ourazure.com/corevalue1

#21

Q: When Azure has manager's meetings at our headquarters that go a little overtime, what snacks are the most popular?

A: Tropical Trail Mix, San J Rice Crackers, and Tanka Bars.



#22

Q: When did Azure start carrying coffee?

A: We began carrying organic coffee in 2016.

ourazure.com/coffee



#23

Q: What did David take with him on sales calls to stores in 1988?

A: Carob candies made by his sister, Anita. Later in 1994, when his father-in-law took over the manufacturing, the candies were branded as Doc's Choice. But when we discovered that the pre-made carob base we had been using now had undesirable ingredients, we set out to formulate our own organic recipe. In late 2017, we launched this new recipe in the shape of bars under the brand name of Uncommon Carob.

ourazure.com/uc



#24

Q: What has Azure's role been in exposing the dangers of GMOs?

A: In the year 2000 we sent out a questionnaire asking our vendors whether they used genetically modified organisms (GMOs) in their crops or products. Many told us they did not, but since the

GMO issue was just coming to light, many of our suppliers had never heard of it and requested more information. We began publishing their responses in our Extra Info Booklet 2000/2001 edition. In some ways it was, perhaps, the start of the movement against GMOs.

Please see article on page 4.



kraut is one part of David Stelzer's "favorite meal". He says, "New potatoes and avocados with raw sauerkraut is probably my favorite meal. Is that weird?"



#25

Q: What was the first lacto-fermented pickle and sauerkraut brand Azure carried?

A: Bubbie's was the first to introduce "no-vinegar" pickles to the Azure line-up.

In those days, before the knowledge of lacto-fermentation was so ubiquitous, pickles without vinegar sounded like something "not preserved". But, as time showed, lacto-fermentation is a beautiful thing -- no vinegar needed.



Bubbie's has been the long-time favorite for sauerkraut and pickles. But, they're "neither pasteurized nor raw". Three other brands, Wildbrine, Pickled Planet and Oregon Brineworks, are truly raw. In fact, lacto-fermented raw sauer-

#26

Q: Did David Stelzer only grow grain before starting Azure?

A: No. He actually raised Scottish Highlander Beef while he also grew grain on the farm. Now his brother, Nathan, raises Piedmontese beef, and his son, Zechariah, raises pastured eggs and lamb (both under the Azure Husbandry brand.)



#27

Q: What year did Azure erect the first greenhouse?

A: In 2001, when David's daughter, Sarah, was just 14 years old, she began growing plant starts in a small greenhouse.



#30

Q: How many states does Azure now deliver to?

A: We deliver to all 50 states, plus the US Territories (Virgin Islands, Puerto Rico, Guam). Trick question, maybe? We deliver everywhere by Parcel Carrier (such as UPS and USPS) and are even set up to ship cold and frozen items by this method (although it can be spendy).

We've contracted with independent carriers to deliver orders along our routes in 32 states. As you can see from the route map on the next page, our routes cover most of the Lower 48 except for the far northeast. With your help, we plan to add that area to our routes eventually also.

We can even service Alaska and Hawaii by delivering to Barge Lines in the Seattle, Portland and San Francisco areas.

On the pages that follow, you'll see where our routes currently go. Do you know someone who's near the routes and might like to be able to get Azure products delivered to them? Perhaps you can share this booklet with them. We can send them a catalog and get them started.

#28

Q: Where are Azure's 4 largest Drops located?

A: *Boise, ID* boasts the largest Azure drop in the country. "Boise Warehouse" delivers to most of Southern Idaho.

Second largest drop is in *Dufur, OR* at the "Azure General Store."

Third largest is in *Williston, ND* with the "April Litfin Drop".

Fourth largest is *Baton Rouge, LA* with the "Baton Rouge Drop."

#29

Q: The customers in which states buy the most (by dollar amount) from Azure?

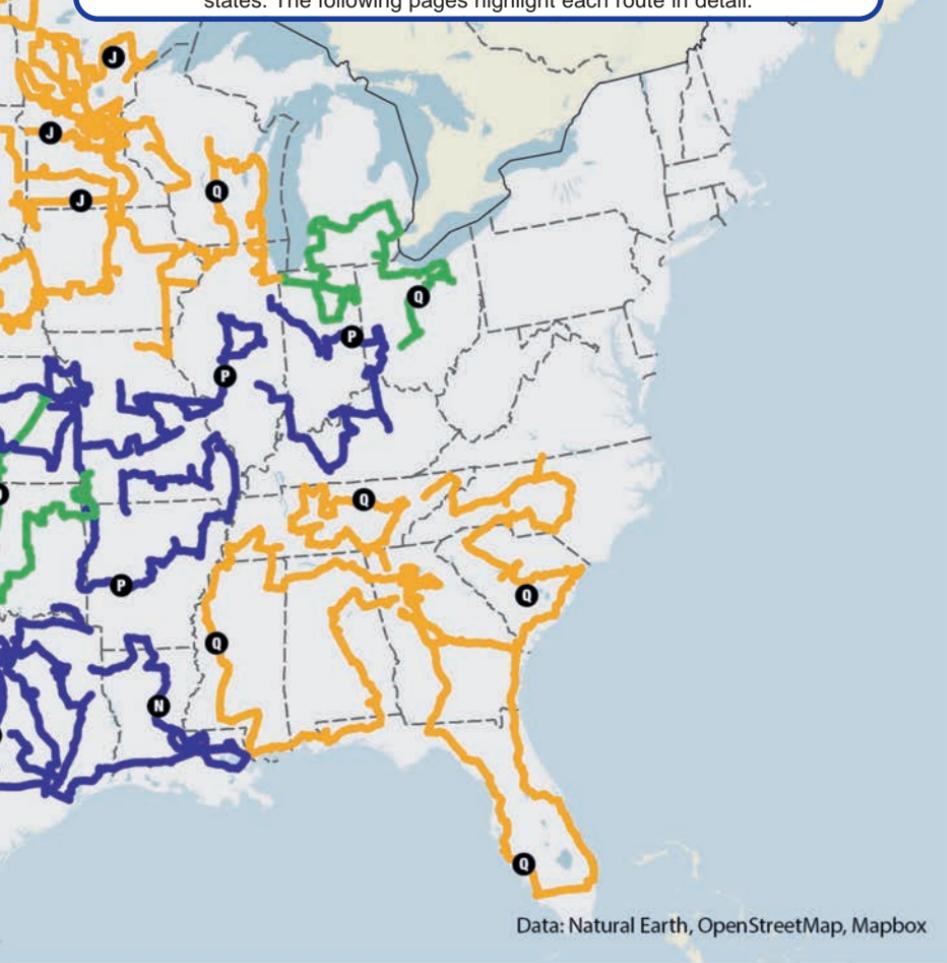
A: Washington State, Oregon, California, Idaho, and Minnesota, in that order.



All maps are available and enlargable
at ourazure.com/maps.

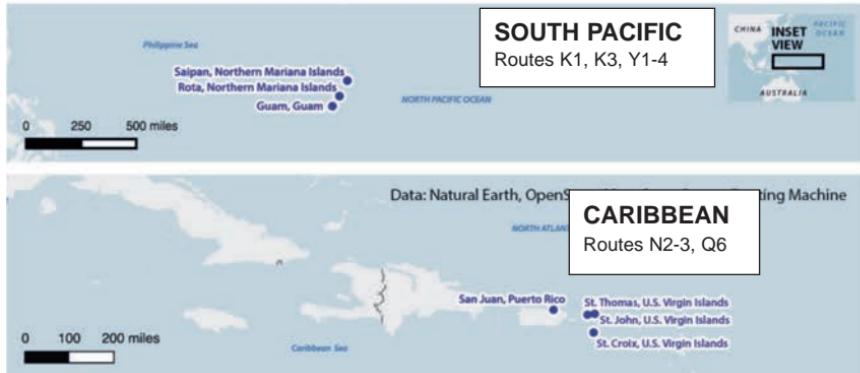
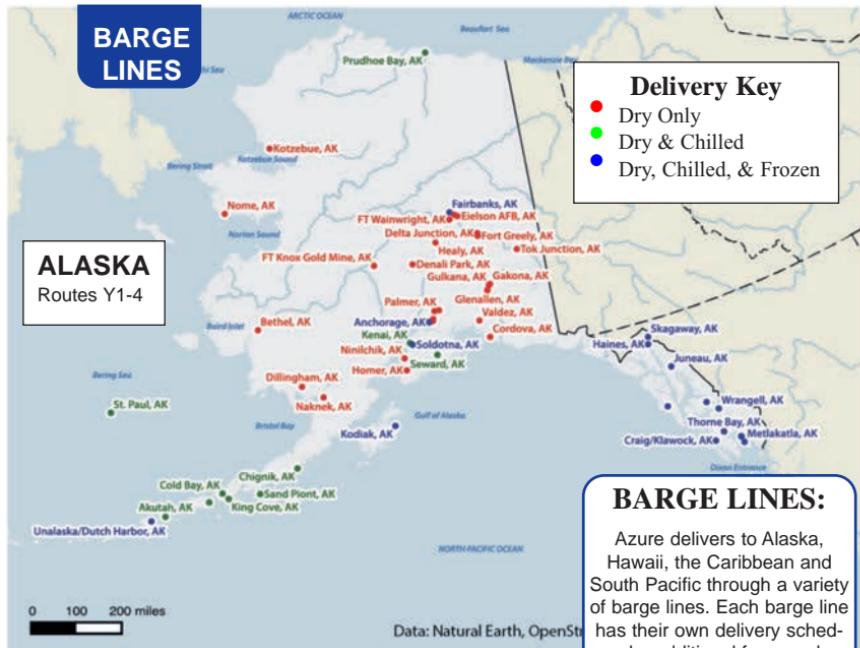
AZURE ROUTES AT A GLANCE

Azure Standard delivers to more than 3,000 drop points across the country on multiple truck routes. Below is an overview of the routes in the contiguous 48 states. The following pages highlight each route in detail.

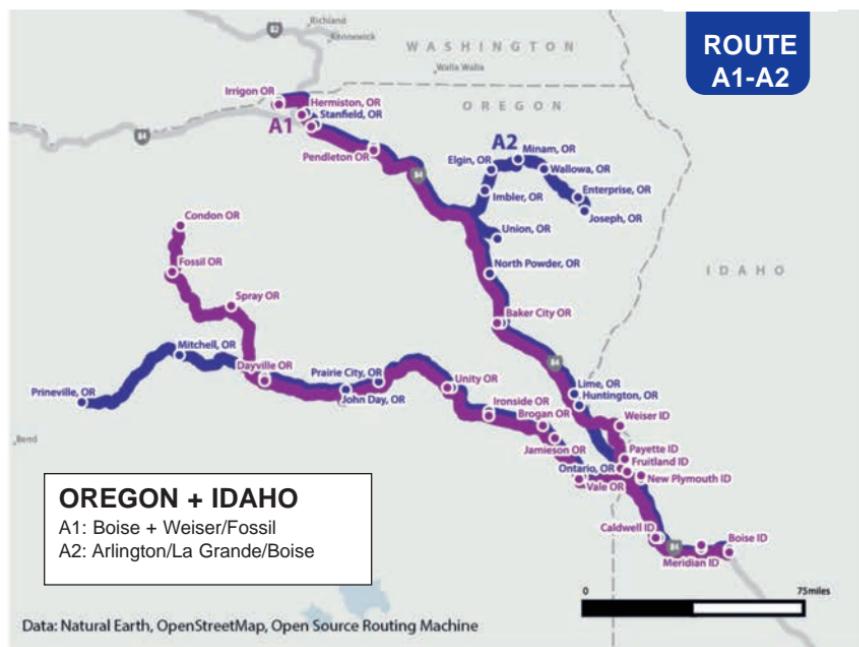


And remember... we deliver all over the country
by parcel carrier (UPS or USPS), too.

Azure Standard... it's how we feed our families!



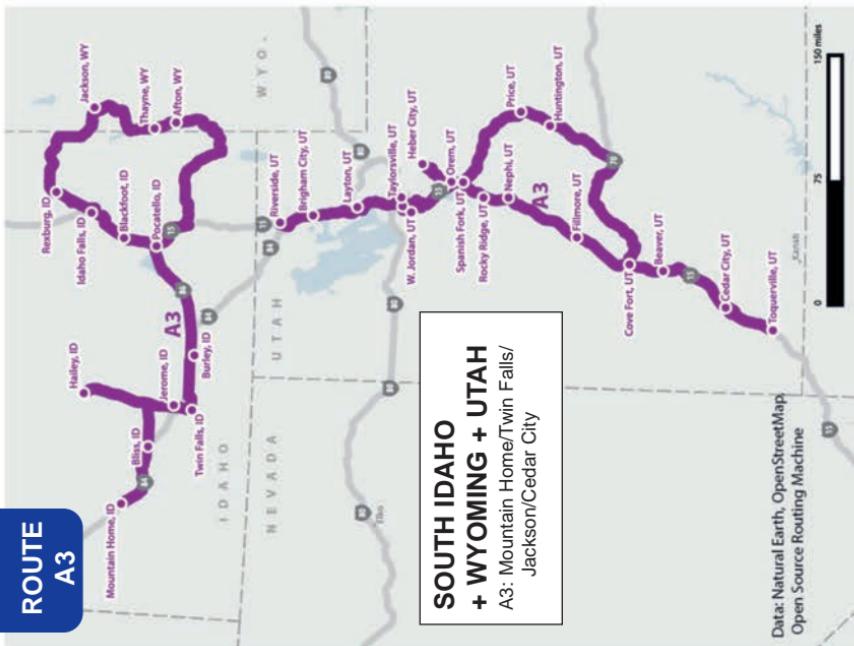
ROUTE A1-A2



Data: Natural Earth, OpenStreetMap, Open Source Routing Machine

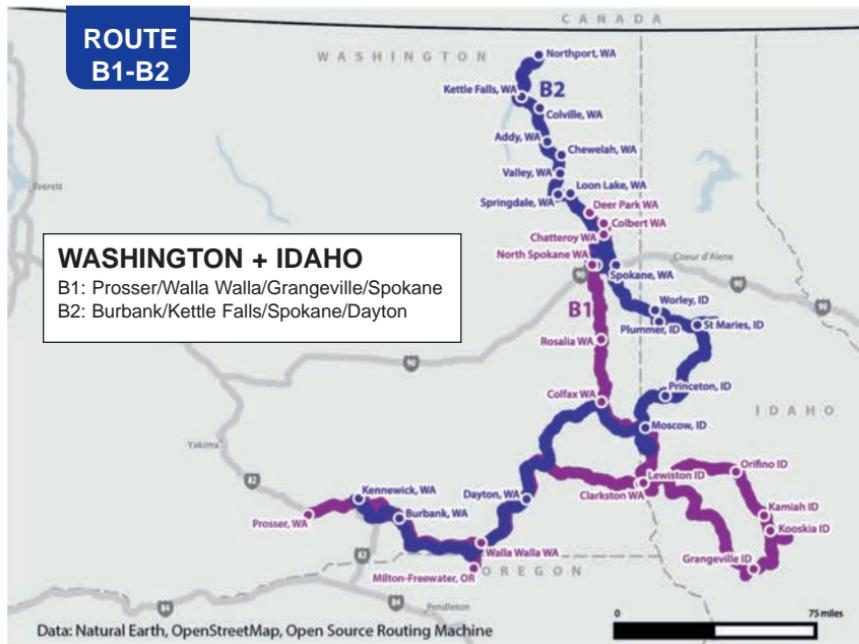
SOUTH IDAHO + WYOMING + UTAH

A3: Mountain Home/Twin Falls/
Jackson/Cedar City

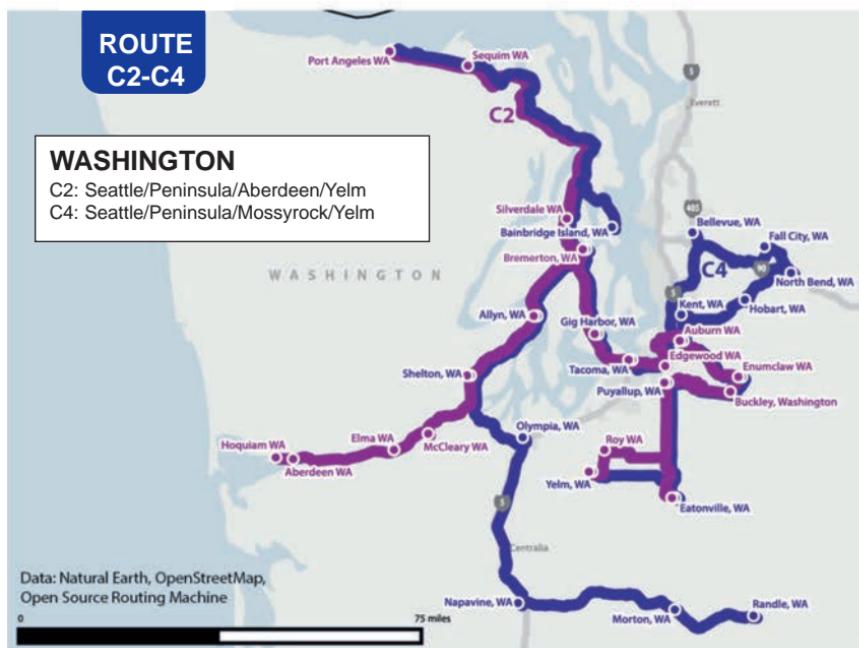


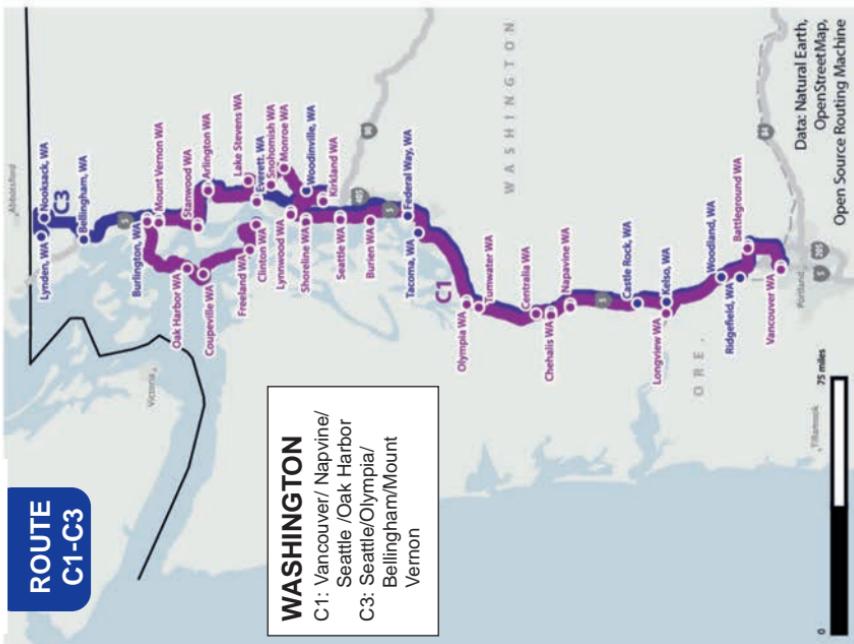
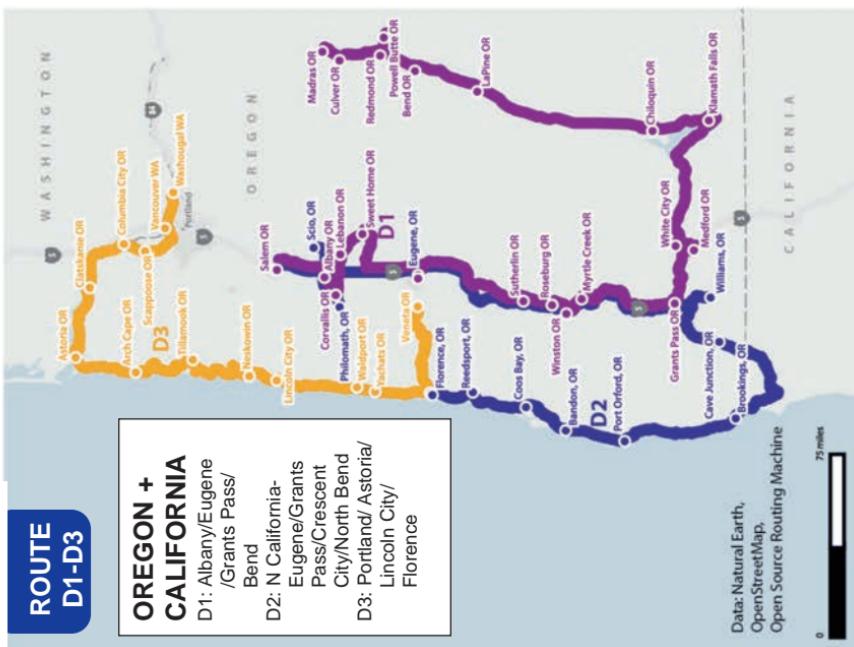
Data: Natural Earth, OpenStreetMap
Open Source Routing Machine

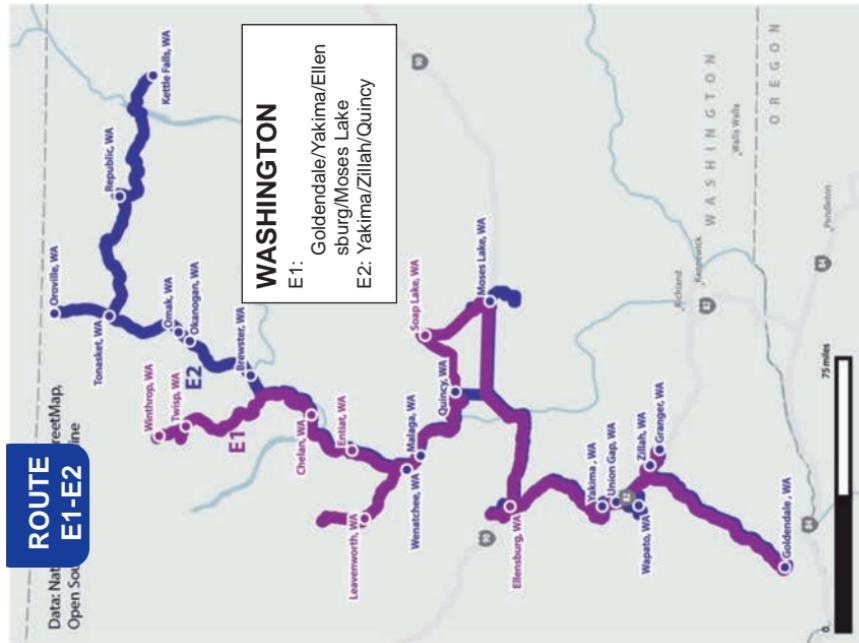
ROUTE B1-B2



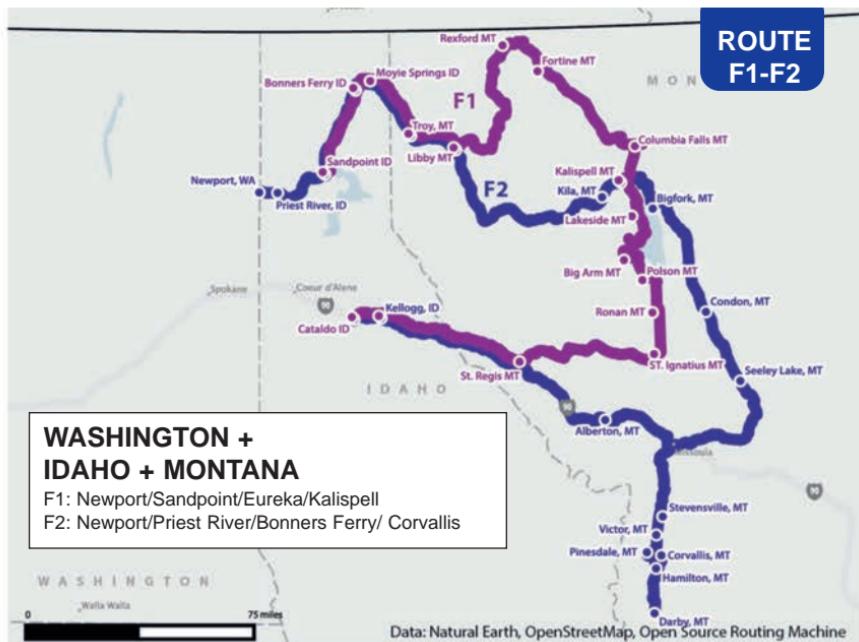
ROUTE C2-C4



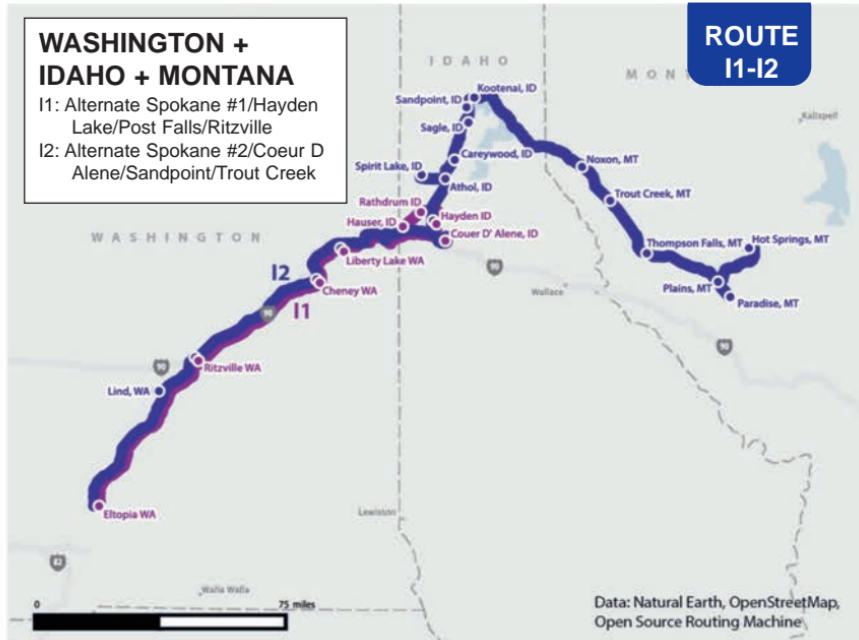




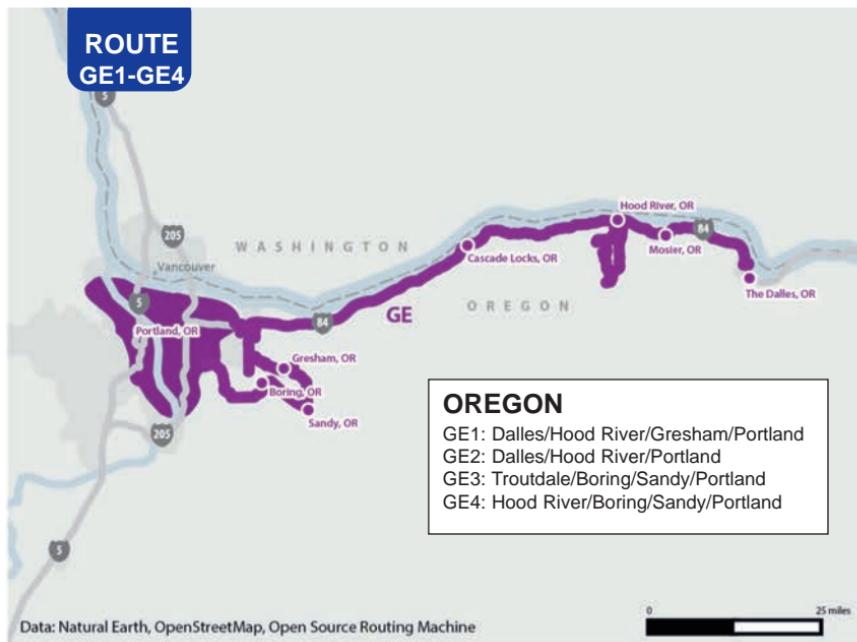
ROUTE F1-F2



ROUTE I1-I2



ROUTE GE1-GE4



ROUTE GW1-GW4





MONTANA + NORTH DAKOTA + MINNESOTA + IDAHO

J1: Helena/Williston/Minot/Grand Forks
 J2: Missoula/Coeur D'Alene/Dickinson/Bismarck

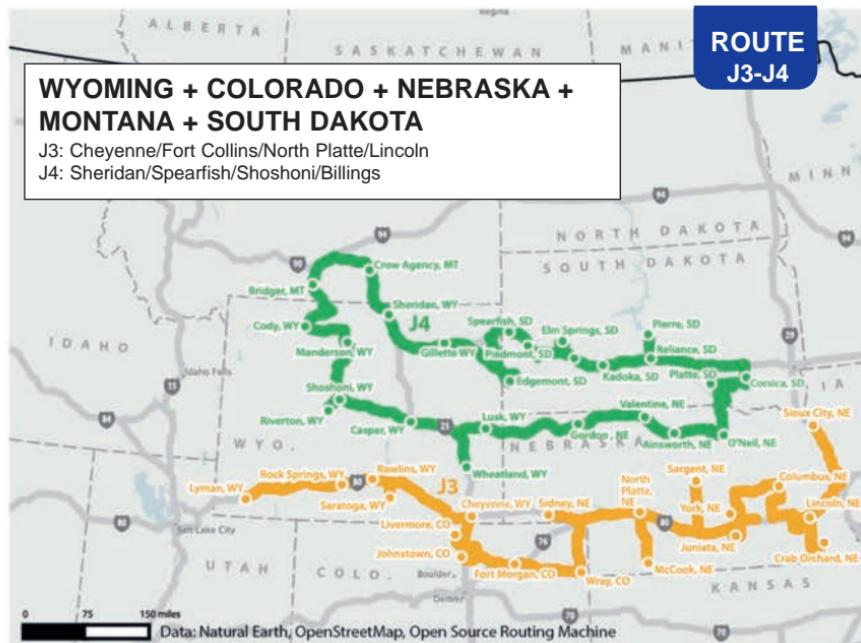
0

75 150 miles

Data: Natural Earth, OpenStreetMap, Open Source Routing Machine

**ROUTE
J1-J2**

**ROUTE
J3-J4**



WYOMING + COLORADO + NEBRASKA + MONTANA + SOUTH DAKOTA

J3: Cheyenne/Fort Collins/North Platte/Lincoln
 J4: Sheridan/Spearfish/Shoshoni/Billings

0

75 150 miles

Data: Natural Earth, OpenStreetMap, Open Source Routing Machine

ROUTE J5-J8

MINNESOTA +
WYOMING +
NEBRASKA + IOWA
+ NORTH DAKOTA +
SOUTH DAKOTA +
WISCONSIN

- J5: Avon/Saint Cloud/Elk River/Litchfield
- J6: Cheyenne/Omaha/Des Moines/Cando
- J7: Beach/Alexandria/Moose Lake/Moorhead
- J8: Dell Rapids/Sioux Falls/Minneapolis/Sparta

Data: Natural Earth, OpenStreetMap, Open Source Routing Machine



CALIFORNIA + OREGON

- K1: Redding/ Yuba City/Santa Rosa/Oakland
- K3: Mount Shasta/ Redding/Santa Cruz/Morgan Hill
- K6: Paisley/ Placerville/ Turlock/ Sacramento



ROUTE K2.K4.K5

K2: Fresno/ Bakersfield

Valley/Santa Ana
K4: Paso Robles/ Thousand
Oaks/ Los Angles/Costa
Mesa
K5: Bishop/Riverside/ San

ARIZONA + CALIFORNIA + NEW MEXICO

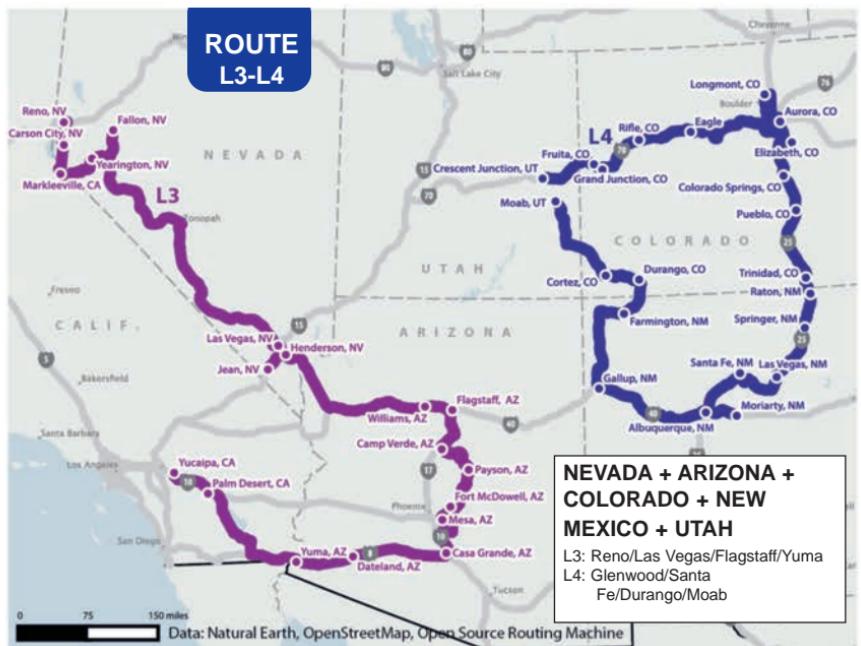
L1: Lakeview/Prescott/Scottsdale/Joshua Tree

L2: Snowflake/Tucson/Marana

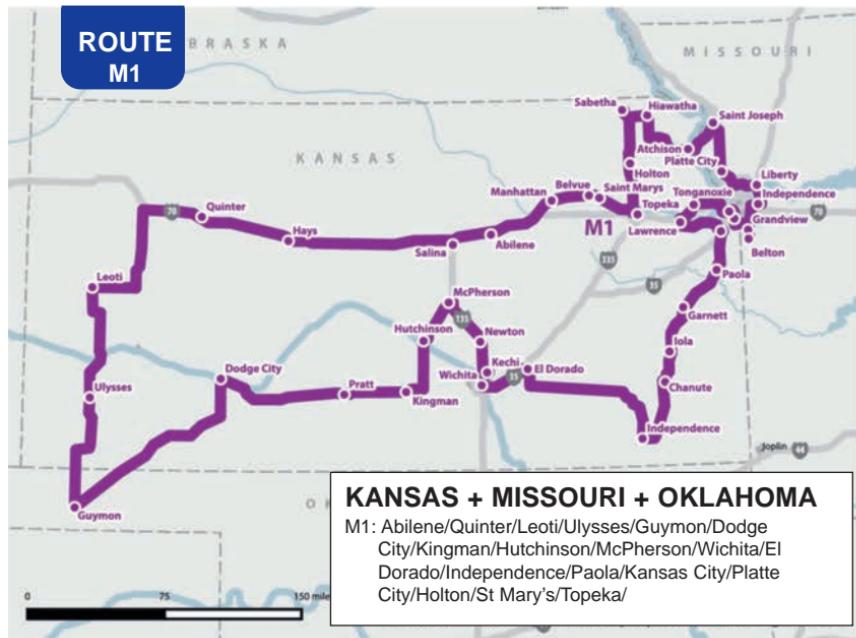
ROUTE
L1-L2



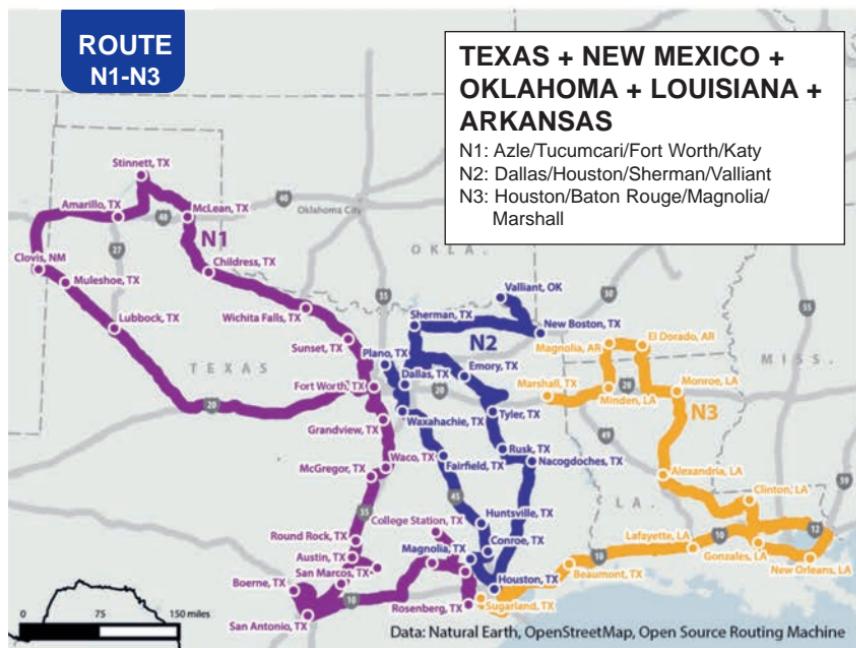
ROUTE
L3-L4



ROUTE M1



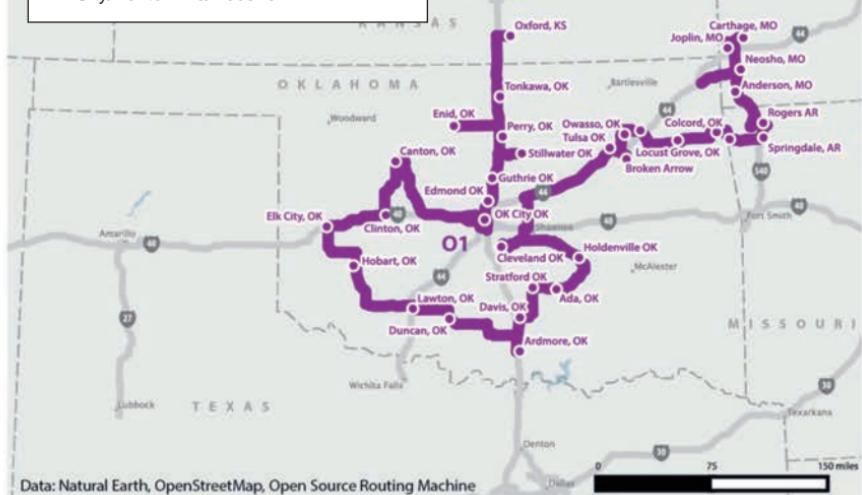
ROUTE N1-N3



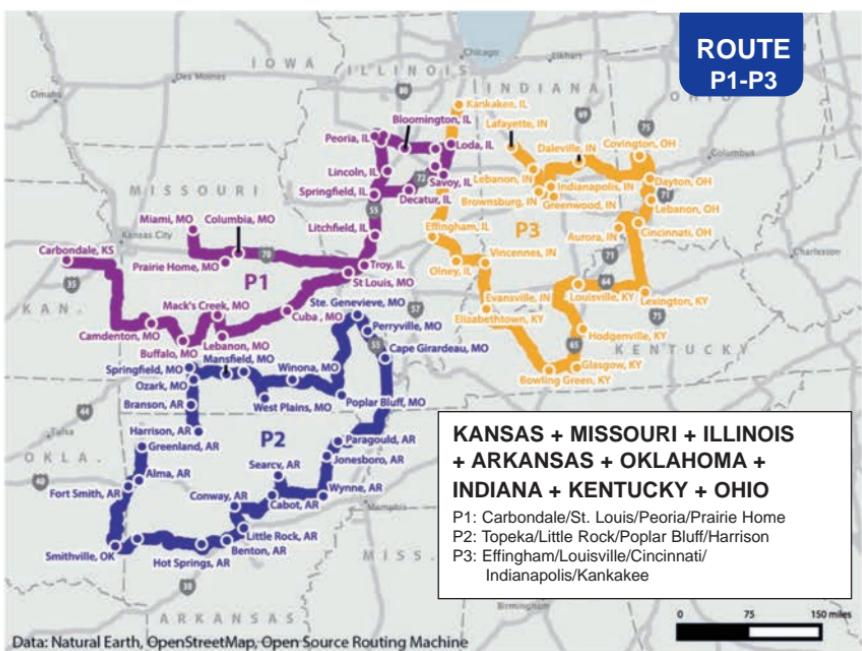
KANSAS + OKLAHOMA + ARKANSAS + MISSOURI

O1: Oxford/Oklahoma
City/Bentonville/Neosho

ROUTE
O1



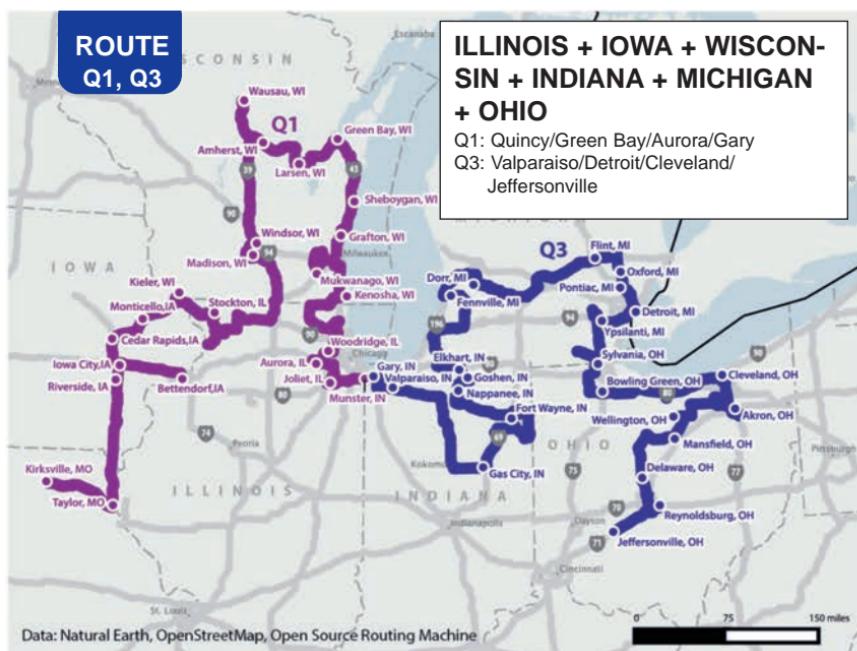
ROUTE
P1-P3



ROUTE Q1, Q3

ILLINOIS + IOWA + WISCONSIN + INDIANA + MICHIGAN + OHIO

Q1: Quincy/Green Bay/Aurora/Gary
Q3: Valparaiso/Detroit/Cleveland/Jeffersonville



ROUTE Q2, Q4, Q5

TENNESSEE + GEORGIA + S. CAROLINA + N. CAROLINA + VIRGINIA + ALABAMA + MISSISSIPPI + FLORIDA

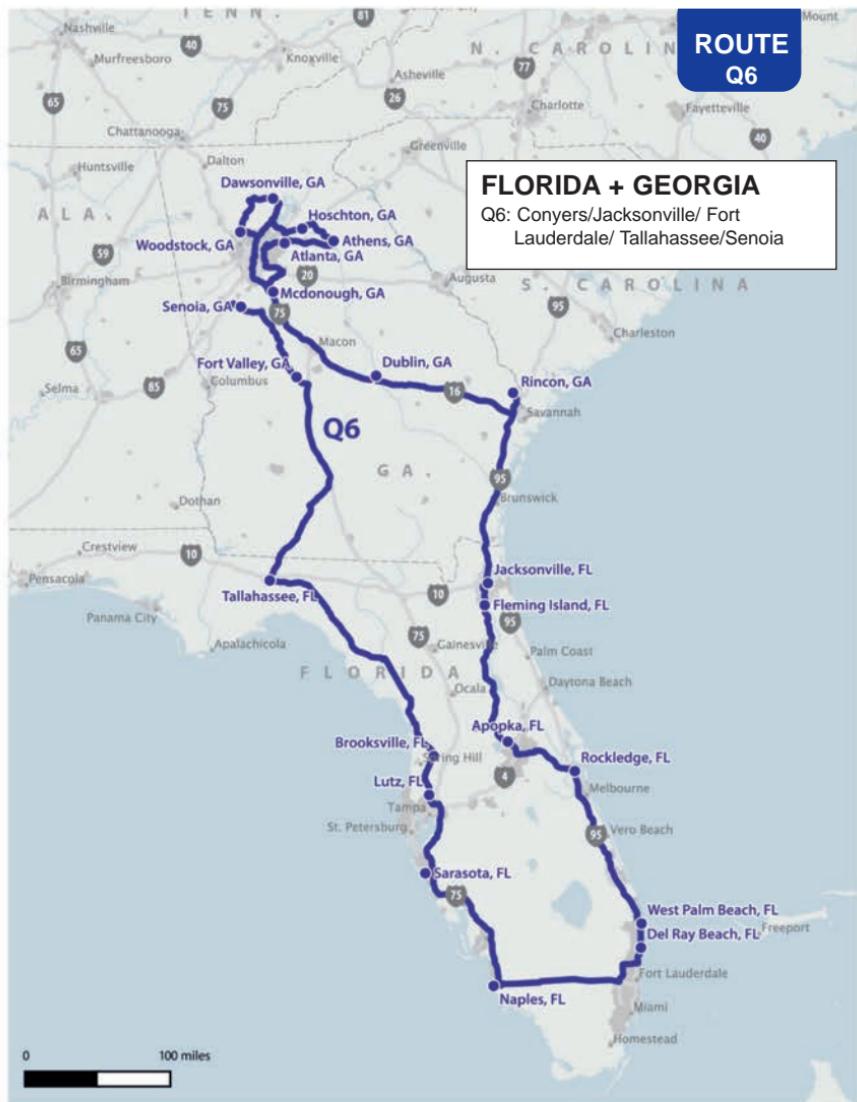
Q2: Chattanooga/Nashville/Trenton
Q4: Senoia/Charlotte/Danville/Dandridge
Q5: Woodstock/Huntsville/Memphis/Tallahassee/Douglasville



ROUTE
Q6

FLORIDA + GEORGIA

Q6: Conyers/Jacksonville/ Fort Lauderdale/ Tallahassee/Senoia



Enjoying the journey, connecting our Azure Family!

We hope you enjoyed seeing all the places our dedicated and friendly truck drivers travel to bring good food to so many health-minded people! Together we can grow the Azure community and make our country healthy again. Please spread the word about Azure to friends and family you know along our routes. ourazure.com/maps (And if we don't go to their town just yet, we can certainly deliver to them through parcel carrier such as UPS and USPS.)

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When the sale took effect, that bathroom cleaner sold like crazy! David Stelzer came up to the office after pulling orders the first day of the sale and said, "That picture really worked! The bathroom cleaner is flying out of here!"

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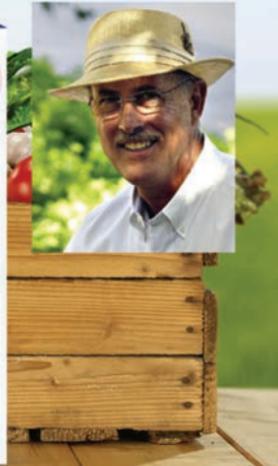
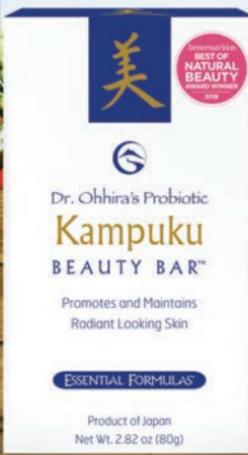
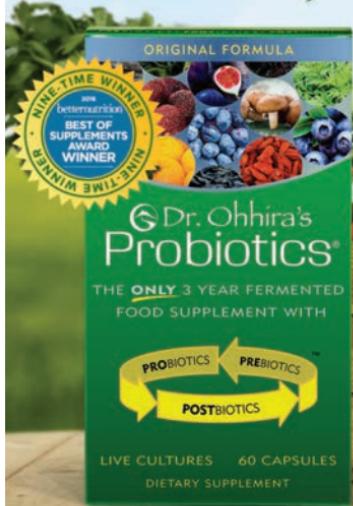


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30th
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