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Avery Gregurich: To Susan

Saturday, 27 December, 2014 Periphery.

To Susan, A Part Owner and Sales Associate of the Local Health Food and Wellness Store

I'm not sure how to write this in any formal or polite fashion, and so will just come right out with it: you and your business have your noses turned so far upward that I'm afraid your lumbar systems will never be able to straighten out straight again.

I haven't felt this way for long, letting your business operate under my own nose for some months with absolutely no reason at all to step into your store. That is until my son comes home from college at Thanksgiving with a vegan girlfriend who stared at me aghast and angry as I carved the turkey with the same electric knife I've used since the kids didn't care about things like whether or not the bird suffered much before he passed. (Should have known, letting him go to a liberal arts college.)

He told us that they were still a "thing" when he came home for Christmas, and while I'm not sure exactly what that entails, my wife informed him that we'd be getting her a gift for Christmas. Now my wife is a little more what they call "open-minded" about these sorts of things, and as punishment for my bank vault of a head, she makes me pick these gifts up.

That's what had me in your store in the first place, and I assure it was the only reason, simply picking up a \$25 gift card, which I realized after spending a little over 15 seconds in your store would buy her about two ORGANIC, GMO FREE Gala apples, a single box of ORGANIC, GMO FREE, GLUTEN FREE, TASTE FREE Honey-O cereal, a couple of ALL NATURAL bottles of pop, and a pack of ginger gum promising NO ARTICIAL FLAVORS, NO PERSERVATIVES, NO SYNTHETICS.

I wondered aimlessly for a while, mouth agape at the products and certainly the prices, (\$7 for a loaf of bread is too much, I don't even care if there is pure copper pipe in it to be redeemed at the scrap yard for over \$3 a pound). I ran into a mother, young and tall with a purse which didn't look like it could hold more than a value priced tube of toothpaste around her shoulder, which I'm learning makes it cost more for some ungodly reason. Her little boy, a cute kid with curly blonde hair, was looking around, charged with the task of picking things up for his lunch. His little shoes probably cost more than mine did, and he was reaching for the pre-packaged ham, those pigs probably given pillows to sleep on and better grub than what we dole out in foreign aid packages to refugees and sometimes, even our own.

When I finally got to you Susan, you were taking inventory on a clipboard in the pharmacy type section. I'm not sure whether you saw me get off the bus or judged by my look of shock, but you pointed a finger wrapped with a hemp laced ring towards the back corner and said this:

“The clearance section is back over there. I'm sure you will find what you're looking for there.”

I'm not sure what you were implying by that remark, either about me or your own business, but it took every ounce of my being to keep from putting one of my boot toes straight through that side stack display of ORGANIC CALIFORNIA CHARDONNAY. And while I bought the gift card because my fear of my wife is greater than my moral principles, you can rest assured that you won't see my thin wallet or sorry ass anywhere near your storefront again, unless it's with a picket sign that reads: “I'M USDA ORGANIC. SEE HOW EASY IT IS TO GRAB THAT LABEL?”

Maybe that's why everybody is getting so soft nowadays, no more DDT on their fruit and steroids in their beef. I've eaten them all my life and will do so till the day that I die, and I turned out just fine.

Yes, Susan, you all are running a racket and I won't support it. Shove those organic avocados where even that California sunshine won't be able to find them.

Sincerely,

Kurt Volmer

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