

Pura Vida and half and half.

by Martin Lively

“Pura Vida” can be literally translated into English as “Pure Life.” But that doesn’t convey the broad and significant thrust of the slogan of Costa Rica.

In response to “Good morning, how are you?” it means “Fine.” You will hear it used in the same manner when the mechanic checks your oil and, showing you the dipstick, exclaims “Pura Vida.”

When applied to the quality of life that we experience in Atenas the meaning combines the English terms pure, good, natural, simple, complete, wholesome, full, uncluttered, genuine – and much, much more. That list came from a thesaurus. The word that helps me get the meaning is balanced.

While back in the States and grocery shopping in a mid-size, neighborhood supermarket my pura vida balance was disturbed as I reached for a half pint of half and half for a friend’s coffee. The dairy case displayed: three sizes of containers for three brands of genuine half and half, and two brands of each of the following in quarts – organic half and half, fat free half and half, and half fat free half and half. That’s fifteen choices! That’s more than a few too many for me. There is nothing bad or impure or wrong with such excess – it’s just not Pura Vida



I finally remembered --- red with hunter, white with fisherman.