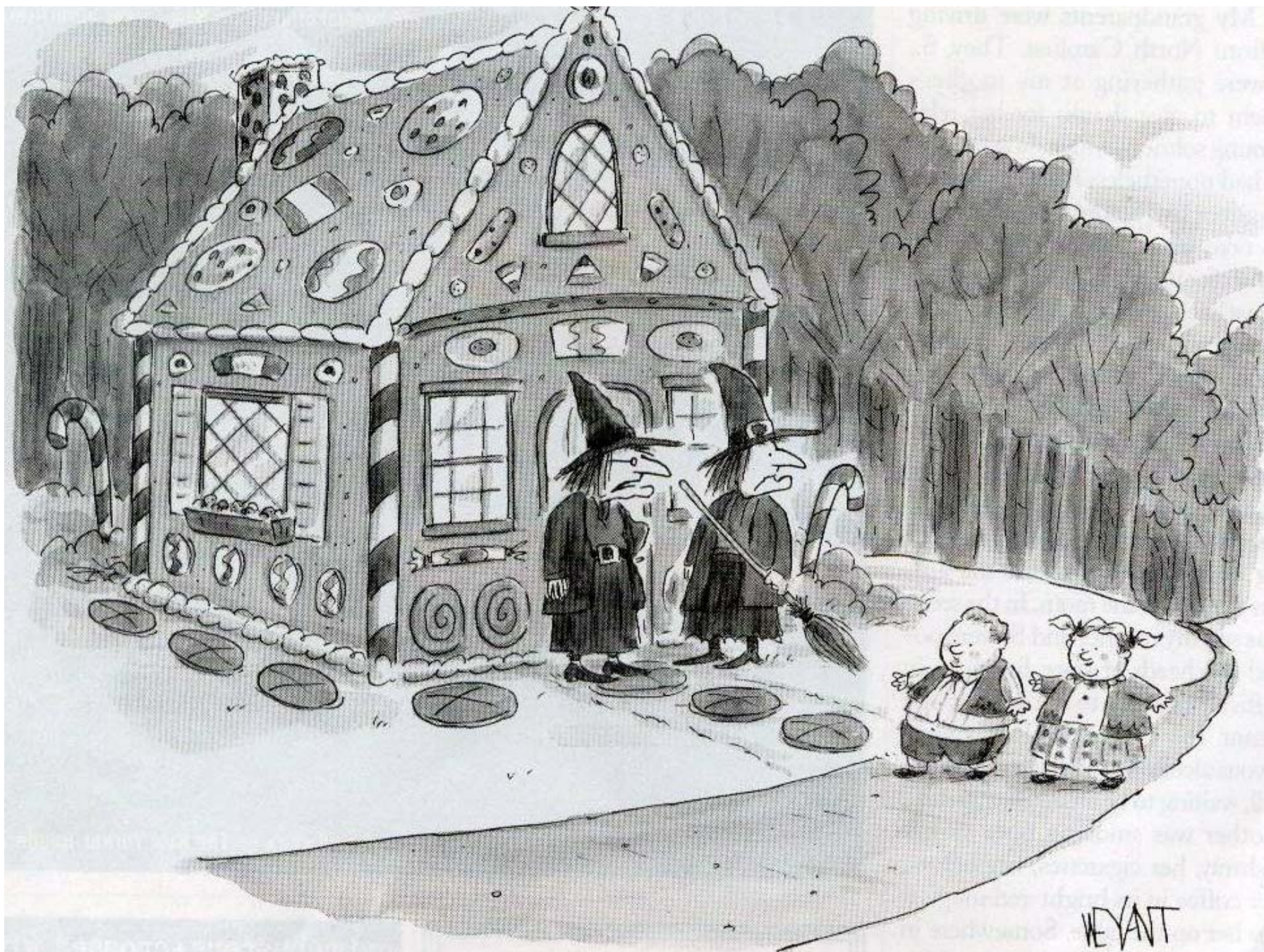


Food Marketing, the Food System, and Healthy Kids



2009 Healthy Food Policy Forum
February 12, 2009

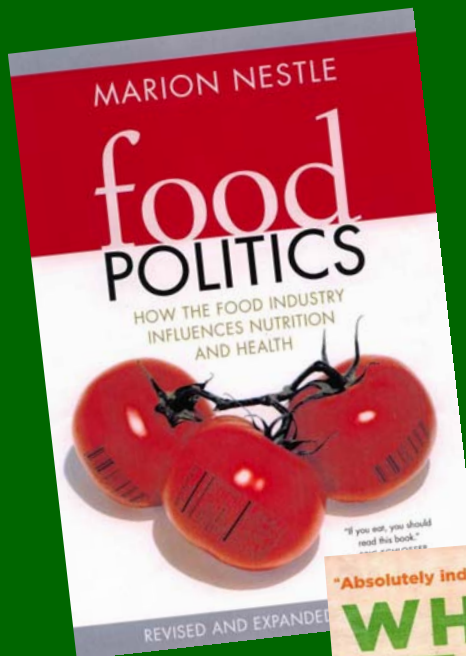
Department of Nutrition, Food Studies, and Public Health, NYU
Website: www.foodpolitics.com



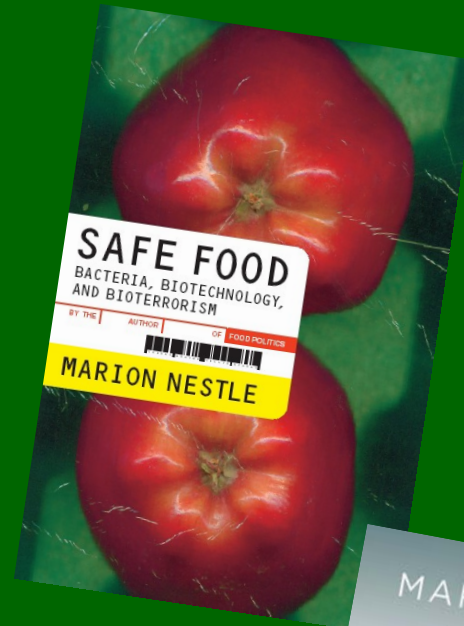
"Remember when we used to have to fatten the kids up first?"

FOOD SYSTEMS: Production to Consumption

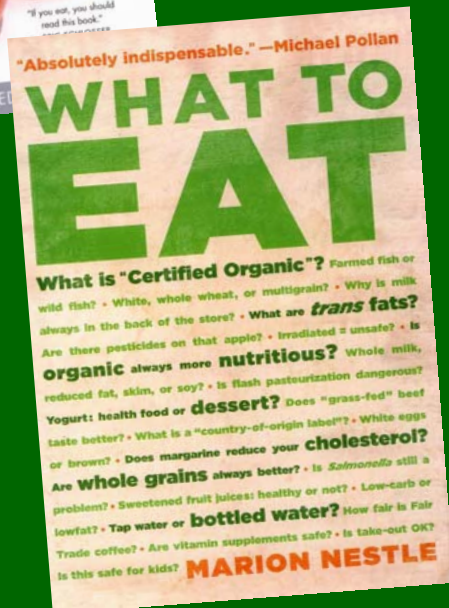
AGRICULTURE



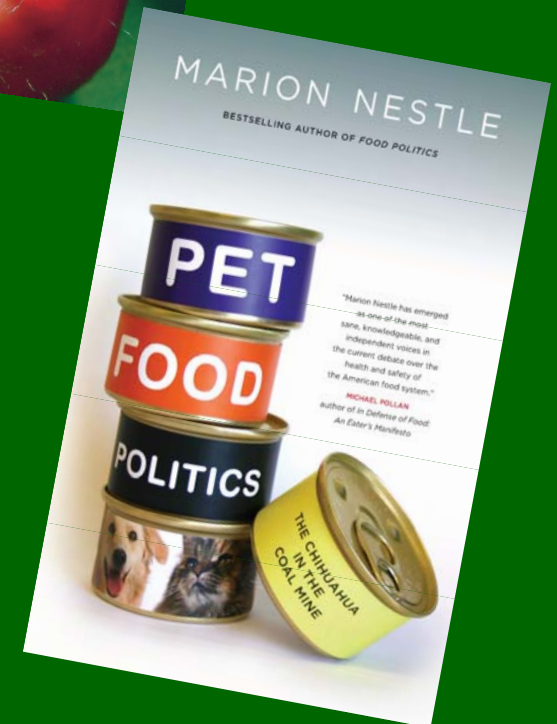
FOOD



NUTRITION



PUBLIC HEALTH
Obesity
(Food Safety)



Science

FAT IS BAD, BUT GOOD FAT IS GOOD. WHAT ABOUT FISH? WINE? NUTS? A NEW APPETITE FOR ANSWERS HAS PUT SCIENCE ON A COLLISION COURSE WITH THE MEDIA.

FOOD NEWS BLUES

BY BARBARA KANTROWITZ AND CLAUDIA KALB

YOU COULDN'T MISS THE HEADLINES. The New York Times: LOW-FAT DIET DOES NOT CUT HEALTH RISKS, STUDY FINDS. The Atlanta Journal-Constitution: REDUCING FAT MAY NOT CURB DISEASE. The Boston Globe: STUDY FINDS NO MAJOR BENEFIT OF A LOW-FAT DIET. The Los Angeles Times: EATING LEAN DOESN'T CUT RISK. When the results of a massive, federally funded study were released last month, TV, newspapers and, yes, magazines around the country trumpeted what seemed to confound conventional wisdom and standard medical advice. Fat, these articles seemed to say, wasn't so bad for



E•A•T•I•N•G

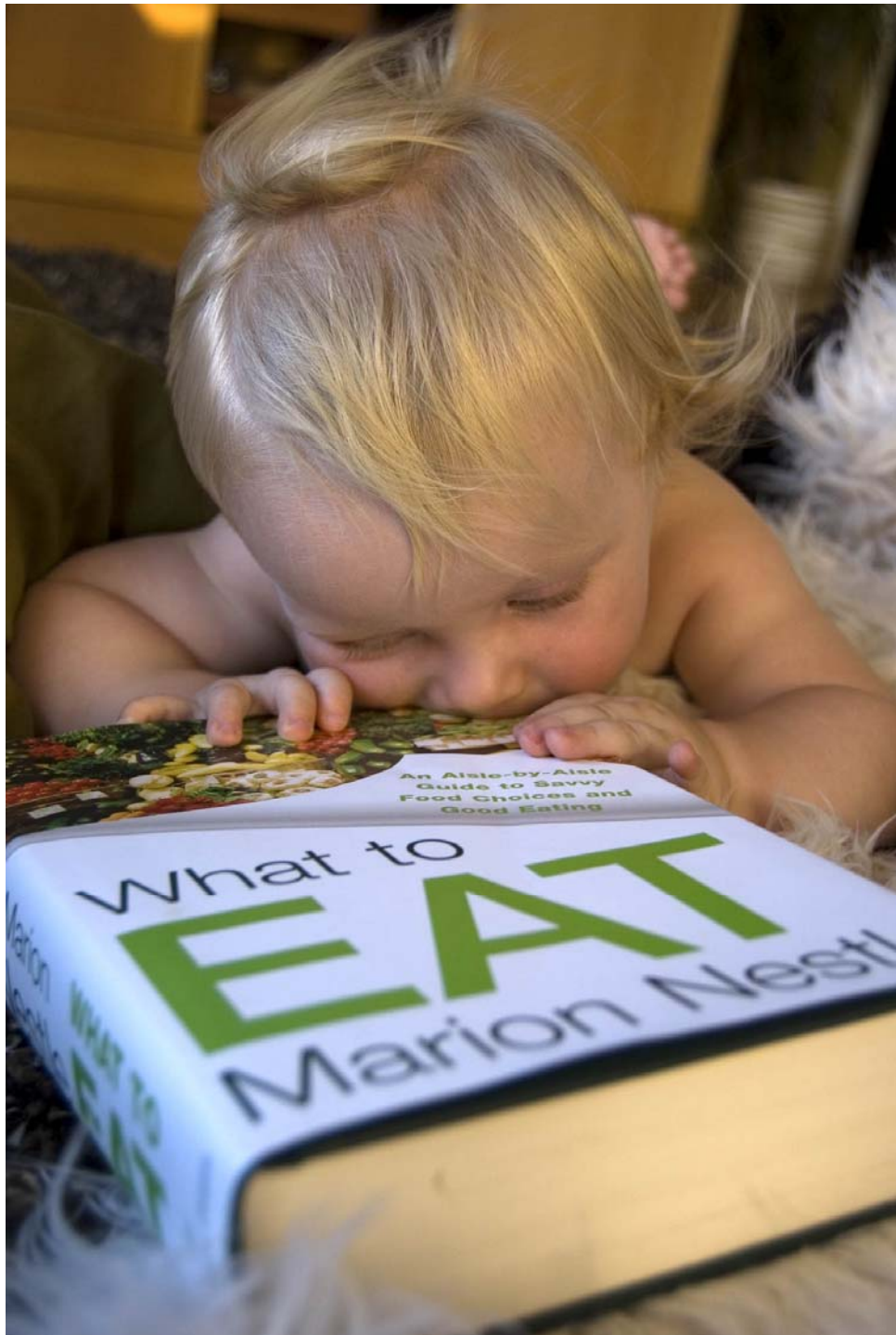
You shouldn't have to be an Einstein to figure out what to eat for supper or what to buy at the supermarket or how to get your family members to sit down and eat the same meal at the same time—preferably one that's healthy. But those simple questions have become absurdly complicated in an era of conflicting dietary advice, too many food choices and not enough common-sense tradition to guide us. In this special report, we offer some nutritious fare on topics ranging from grocery shopping to willpower. *Bon appétit!*

Illustration for TIME by Hanoch Piven



"You shouldn't have to be an Einstein to figure out what to eat for supper"

Time 6-12-06



- Eat Less
- Move More
- Eat Fruits and Vegetables
- Don't Eat Too Much Junk Food
- Enjoy!

Obesity Fear Frenzy Grips Food Industry

Why Coke's Creative Chief Esther Lee Isn't Alone in Fearing FTC, Critics

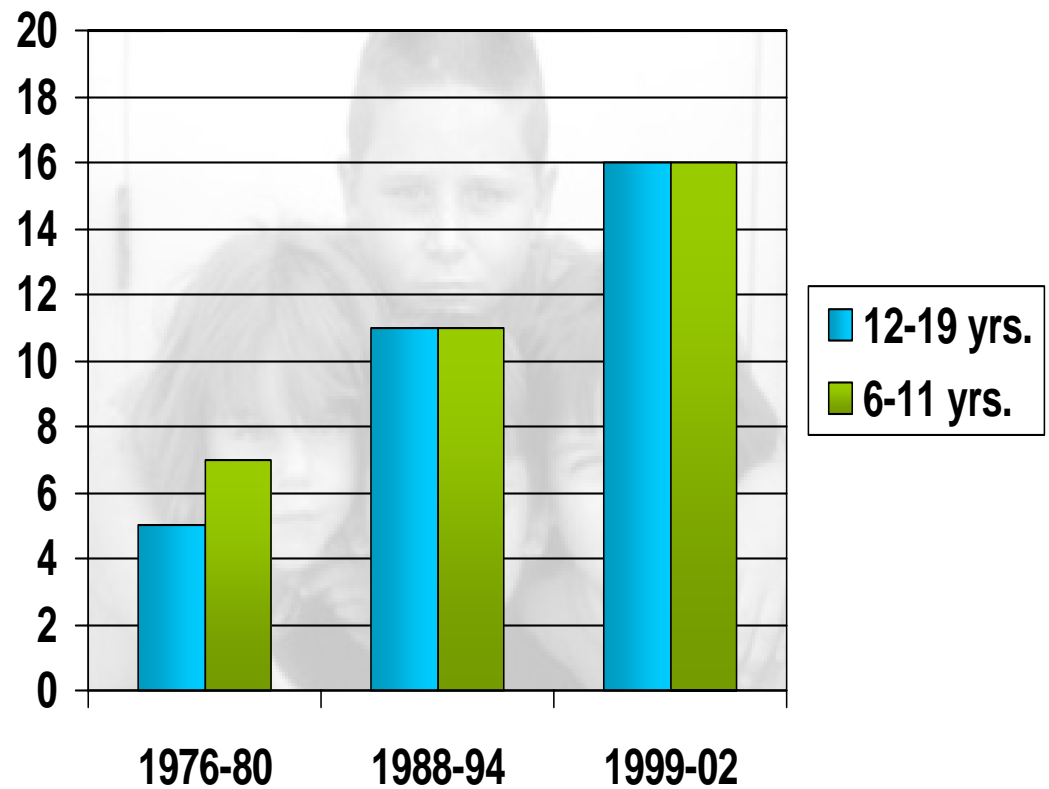


"Our Achilles heel is the discussion about obesity...It's gone from a small, manageable U.S. issue to a huge global issue. It dilutes our marketing and works against it. It's a huge, huge issue."

--Advertising Age, April 23, 2007



Childhood Obesity, %



The Economist

DECEMBER 13TH-19TH 2003

www.economist.com

Gore anoints Dean

PAGES 12 AND 33

America's Taiwan test

PAGES 12 AND 29

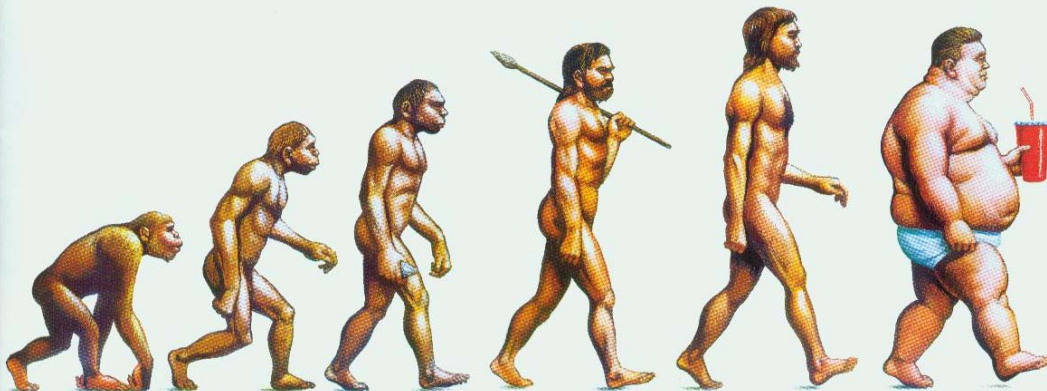
The future of flight

PAGES 79-81

A SURVEY OF FOOD

AFTER PAGE 52

The shape of things to come



US\$4.95 • C\$6.95



Argentina.....	\$6.50	Canada.....	C\$6.95	Jamaica.....	J\$330	Spain.....	€4.50
Barbados.....	Bds\$11.40	Chile.....	Ch\$3,300	Mexico.....	Mex\$45	UK.....	£3.00
Bermuda.....	Bds\$4.95	Colombia.....	Col\$14,000	Panama.....	US\$8.00	USA.....	US\$4.95
Brazil.....	R\$16.00	Guyana.....	G\$1,000	Peru.....	S/.25.00	Venezuela.....	Bs12,500

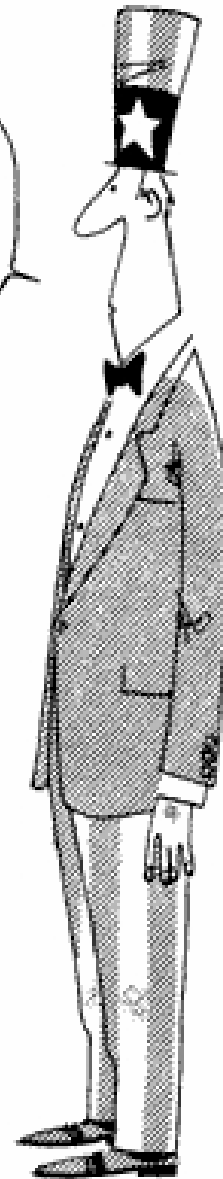
The personal responsibility approach:

"If people want to eat their way to grossness and an early grave, let them"

Remedy:
Teach individuals !

HOW ABOUT AN
ANTI-OBESITY
PROGRAM
FOR KIDS THAT
ACTUALLY WORKS?

UM... IT'S
CALLED
'PARENTING'...



Science Times

The New York Times

TU

The Gorge-Yourself Environment

By ERICA GOODE

From giant sodas to supersize burgers to all-you-can-eat buffets, America's approach to food can be summed up by one word: Big.

Plates are piled high, and few crumbs are left behind. Today's blueberry muffin could, in an earlier era, have fed a family of four.

But social norms change. Free love has given way to safe sex. Smokers have be-

come pariahs. The gin fizz and the vodka gimlet have yielded to the mojito and the cosmopolitan.

Now many health experts are hoping that, in the service of combating an epidemic of obesity, the nation might be coaxed into a similar cultural shift in its eating habits.

Traditionally, the prescription for shedding extra pounds has been a sensible diet and increased exercise. Losing weight has been viewed as a matter of personal responsibility, a private battle between dieters and

their bathroom scales.

But a growing number of studies suggests that while willpower obviously plays a role people do not gorge themselves solely because they lack self-control.

Rather, social scientists are finding, a host of environmental factors — among them, portion size, price, advertising, the availability of food and the number of food choices presented — can influence the amount the average person consumes.

"Researchers have underestimated the

powerful importance of the local environment on eating," said Dr. Paul Rozin, a professor of psychology at the University of Pennsylvania, who studies food preferences.

Give moviegoers an extra-large tub of popcorn instead of a container one size smaller and they will eat 45 to 50 percent more, as Dr. Brian Wansink, a professor of nutritional science and marketing at the University of Illinois, showed in one experiment. Even if the popcorn is stale, they will still eat 40 to 45 percent more.

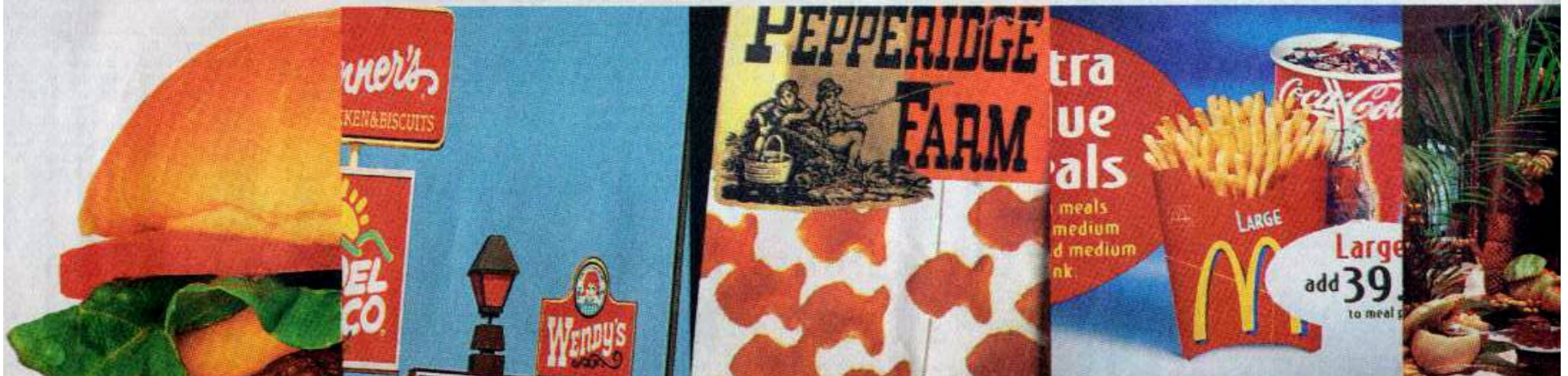
Keep a tabletop cookies and candies tray in their way through restaurants and diners will in a culture where

course meals instead of single-course meals are abundant. In a culture where attractive gains are abundant, the spice but the

Conti

More Food, More Choices, More Eating

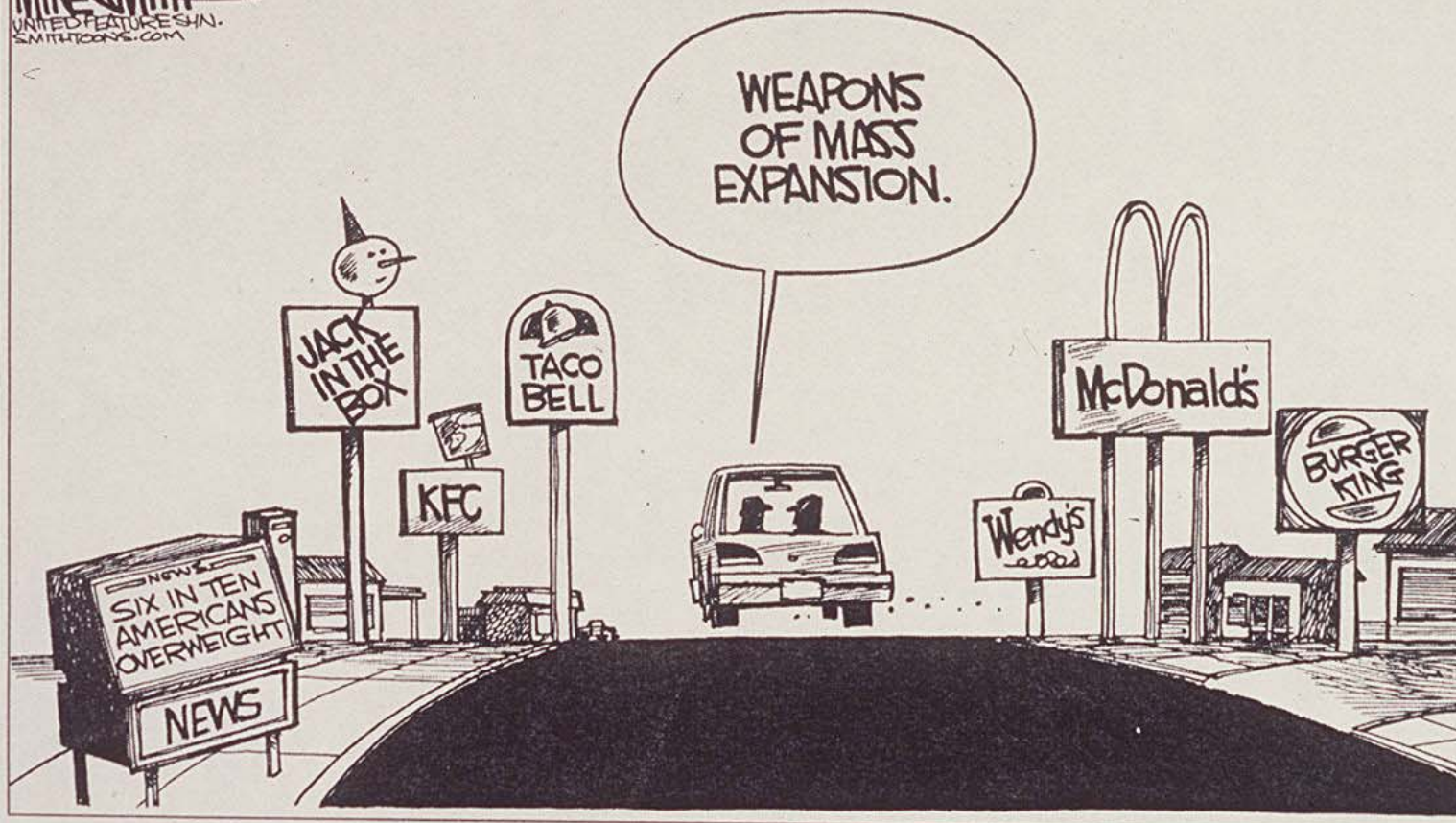
In an affluent society, decisions about what and how much to eat are dictated by many factors besides hunger. Bigger, cheaper and more varied meals, heavily advertised and widely available, may induce people to eat more than they need to.



Remedy: Change society !

J

MIKE SMITH USA TODAY 2002
UNITED FEATURE SHIN.
SMITHTOONS.COM

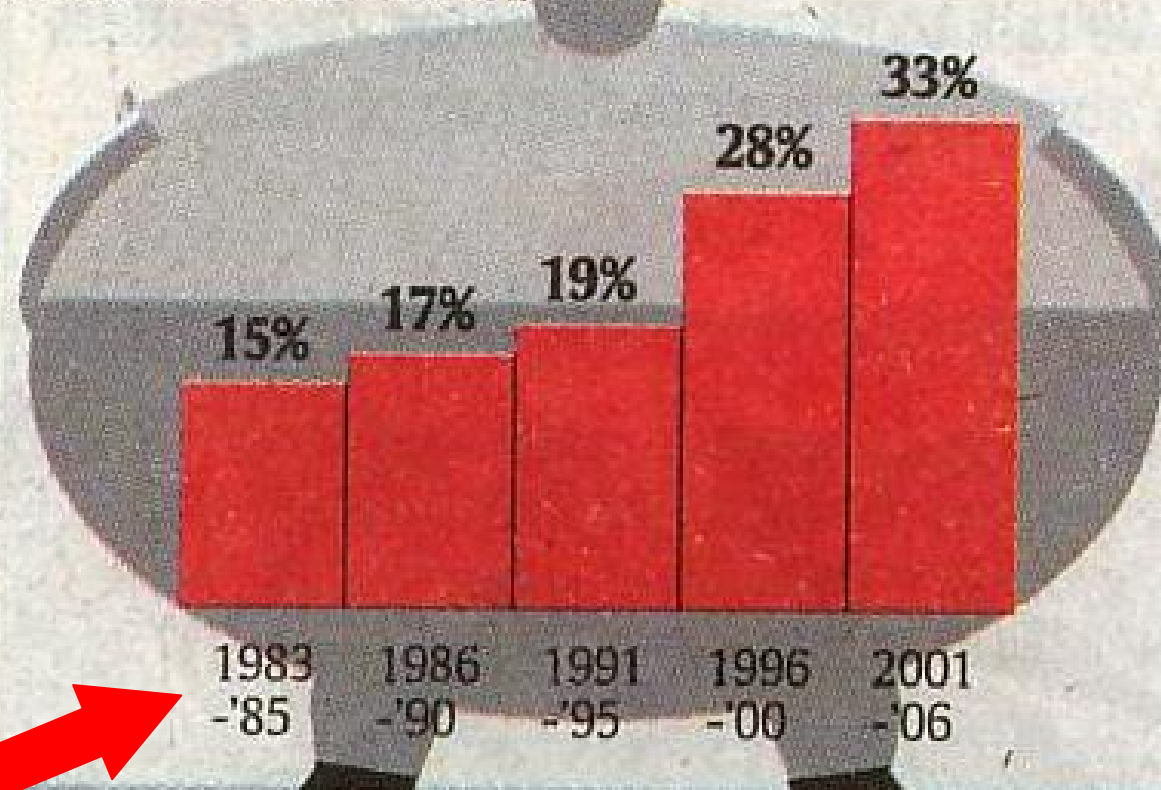


By Mike Smith, Las Vegas Sun, for USA TODAY

USA TODAY Snapshots®

Packing on the pounds

Average percentage of obese¹ adults in the USA:

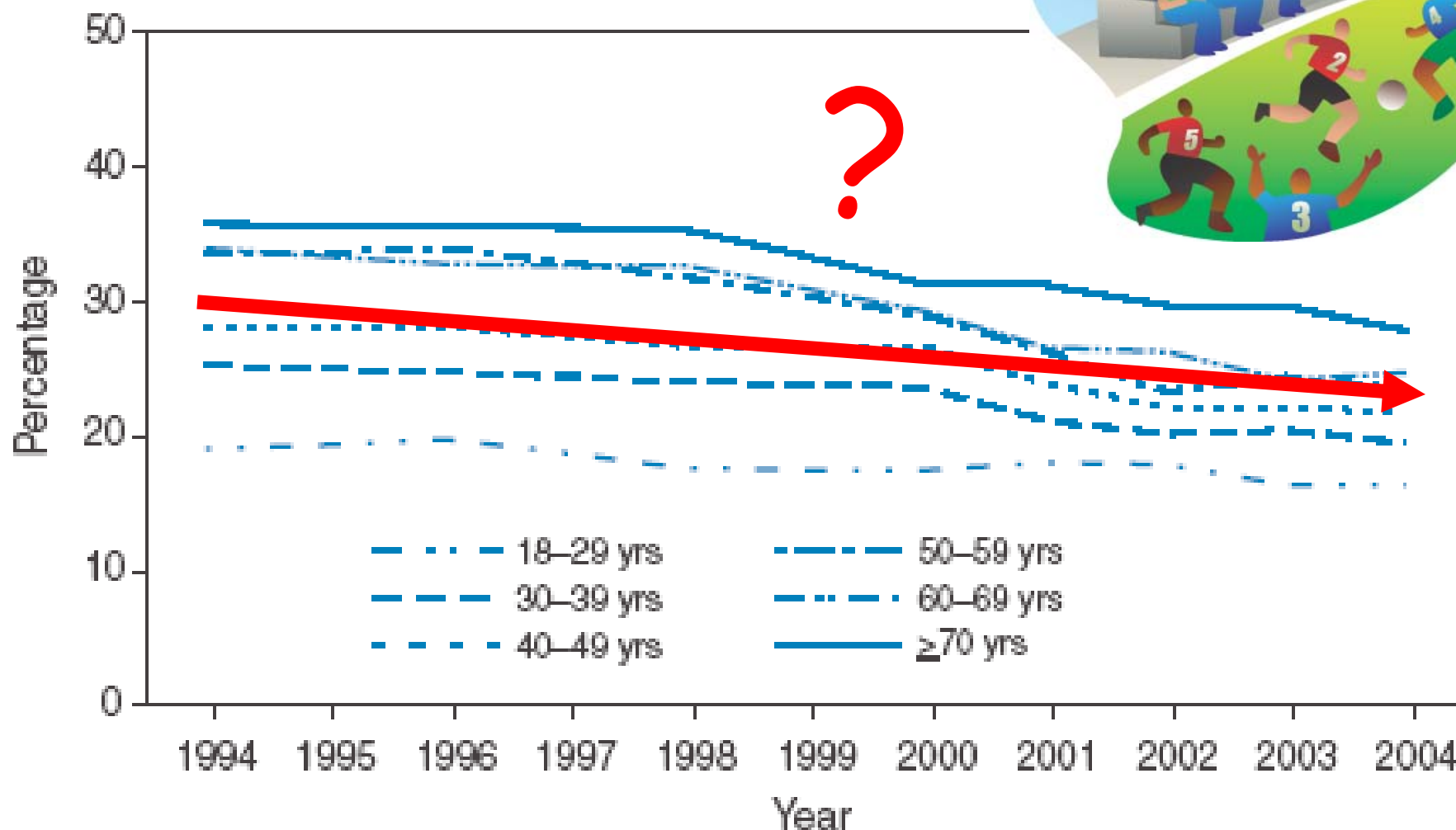


¹ - Harris Interactive defines obese as weighing 20% or more than the recommended weight based on height and body type by the Metropolitan Life Tables.

Source: Annual Harris Interactive telephone surveys of adults ages 25 and older self-reporting weights. Margin of error is ± 3 percentage points.

By Cindy Clark and Sam Ward, USA TODAY

Decline in reported **INACTIVITY** 1994 - 2004 (CDC/MMWR October 7, 2005)



Calories per person per day

	<u>1980s</u>	<u>Now</u>	
Food supply	3,200	3,900	+ 700
			← Reality ?
Dietary intake	1,900	2,100	+ 200

Calorie intake ↑



MORE MOMS STAYING (AND EATING) AT HOME

59.4%
PERCENTAGE
OF WOMEN 16 AND
UP IN THE WORK
FORCE IN 2007

Restaurants feel the heat as
number of women in the
work force flattens



1980

2000

% women in the
workforce

1950 1955 1960 1965 1970 1975 1980 1985 1990 1995 2000 2005

Ad Aae 10-22-07

Source: Bureau of Labor Statistics

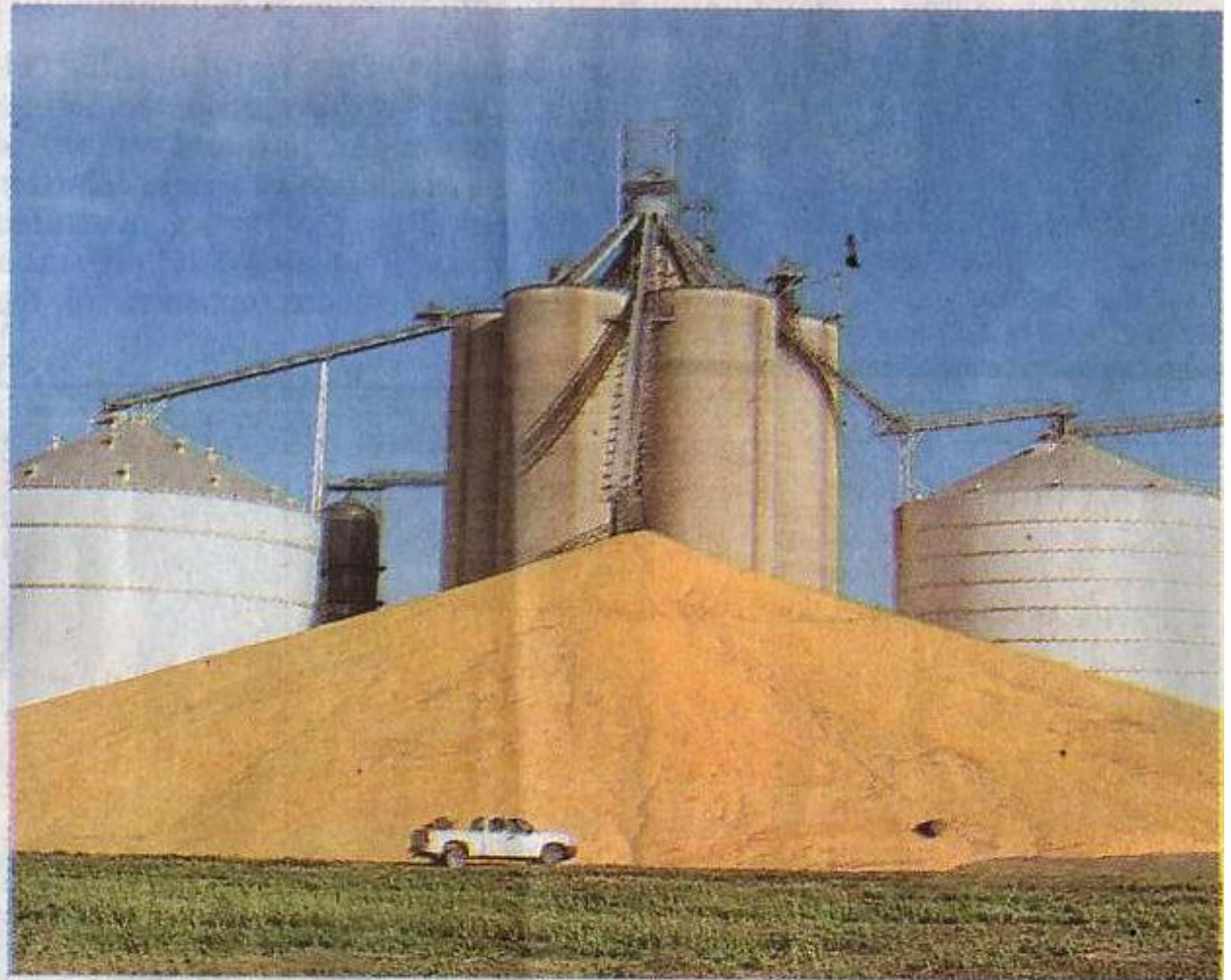
Mountains of Corn and a Sea of Farm Subsidies

By **ALEXEI BARRIONUEVO**

RALSTON, Iowa, Nov. 4 — As Iowa finishes harvesting its second-largest corn crop in history, Roger Fray is racing to cope with the most visible challenge arising from the United States' ballooning farm subsidy program: the mega-corn pile.

Soaring more than 60 feet high and spreading a football field wide, the mound of corn behind the headquarters of West Central Cooperative here resembles a little yellow ski hill. "There is no engineering class that teaches you how to cover a pile like this," Mr. Fray, the company's executive vice president for grain marketing, said from the adjacent road. "This is country creativity."

At 2.7 million bushels, the giant pile illustrates the explosive growth in corn production by American farmers in recent years, which this year is estimated to reach a nationwide total of at least 10.9 billion bushels, second only to last year's 11.8 billion bushels.



Mark Kegans for The New York Times

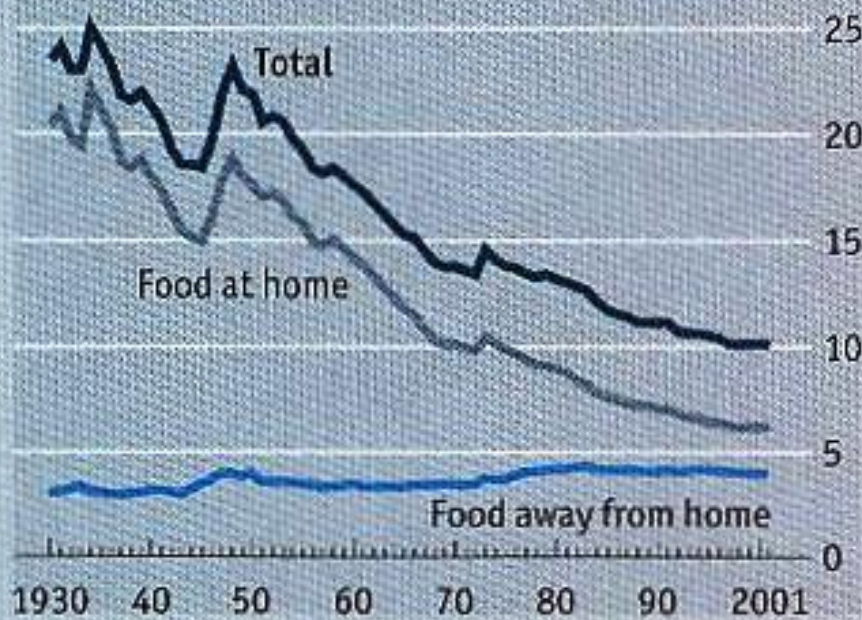
About 2.7 million bushels of corn is piled 60 feet high on the ground beside full elevators at an agricultural cooperative in Ralston, Iowa.

NYT 11-9-05

Spending on food ↓ Calories in food supply ↑

Too cheap and too plentiful

Spending on food as % of disposable income



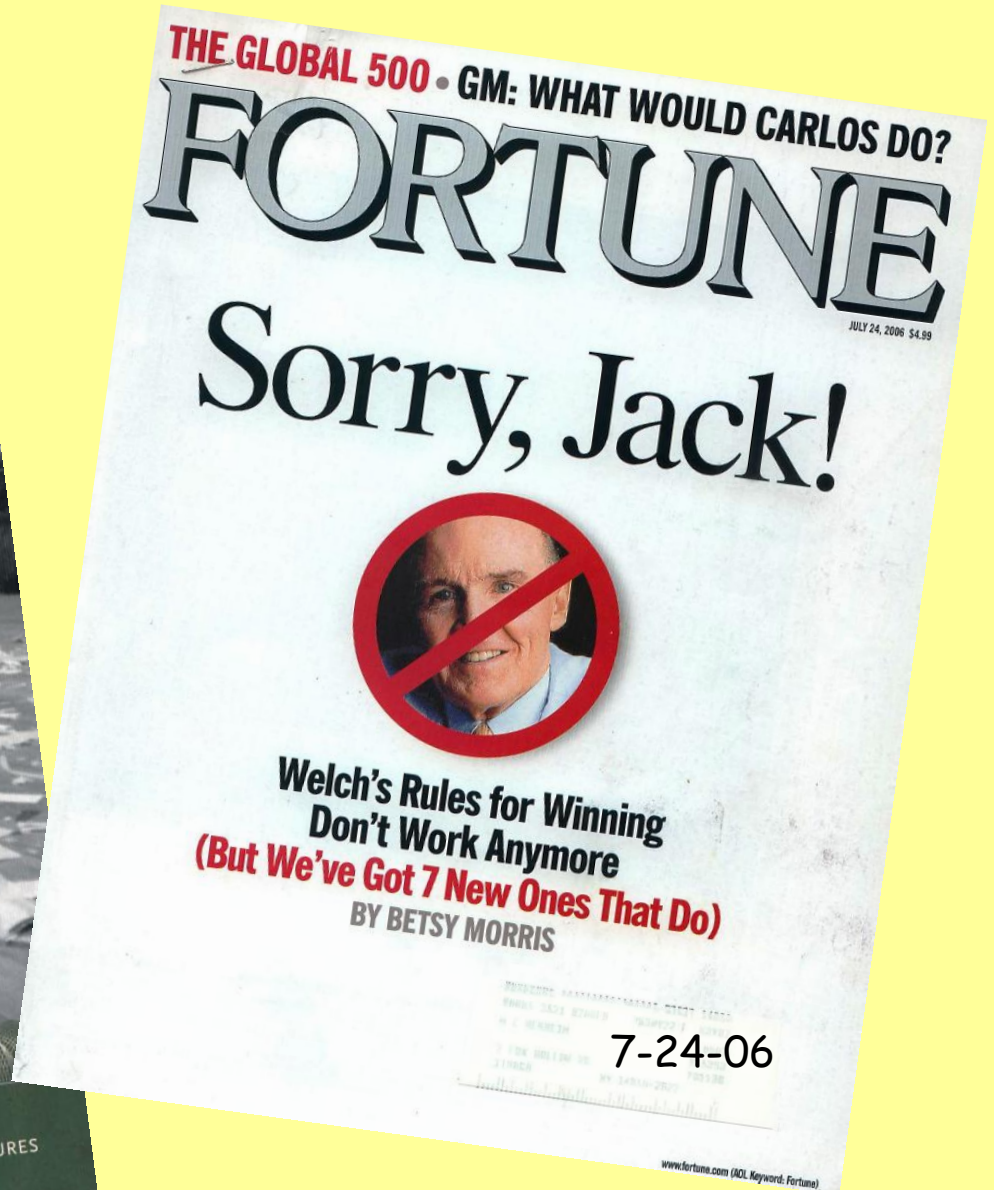
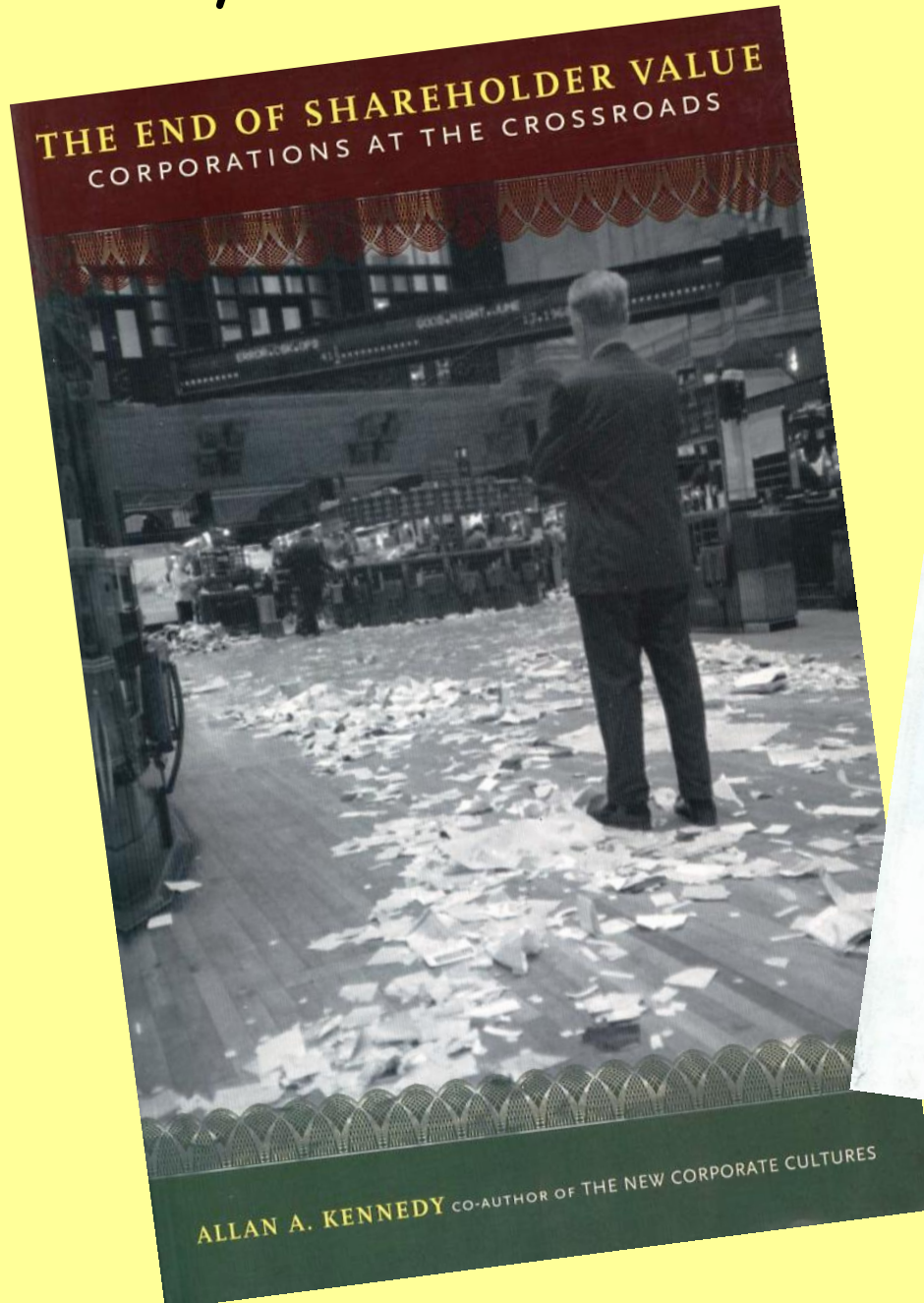
Source: USDA Economic Research Service

Kcal consumed per person per day



The Economist, 3-27-04

Early 1980s: "Shareholder Value Movement"



PepsiCo Profit Increases 13% On Strength of Overseas Sales

By Reuters

PepsiCo said yesterday that quarterly profit rose a better-than-expected 13 percent as strong growth in its international beverage and snacks businesses offset weak sales of carbonated drinks in the United States.

PepsiCo, like its larger rival Coca-Cola, has been struggling with weak United States sales of carbonated soft drinks as Americans move away from sugary beverages.

PepsiCo, whose products include Gatorade and Doritos, reported a profit of \$1.19 billion, or 70 cents a share, in the second quarter that ended June 11, compared with \$1.06 billion, or 61 cents a share, a year earlier.

Analysts, on average, had been expecting earnings per share of 67 cents, according to Reuters estimates.

Shares of PepsiCo rose 75 cents, to

drinks. Revenue rose to \$7.70 billion from \$7.07 billion. Sales by volume rose 4 percent during the quarter.

Profit at PepsiCo's international unit rose 23 percent and revenue rose 15 percent on strong sales of snacks and drinks in countries like Russia. International revenue rose 10 percent.

Volume at the beverage unit fell because of a downturn in the sales volume of soft drinks. But in the sales volume of beverages like Aquafina and Aquafina's profit by

PepsiCo's revenue rose 13 percent to \$2.56 billion from \$2.25 billion, or 53rd week previous forecast of \$2.36 billion.

The average

Corn Seed Sales Buoy Earnings at Monsanto

ST. LOUIS (AP) — Monsanto said Wednesday that its fiscal second-quarter earnings more than doubled on increasingly strong sales of corn seed and herbicide in the United States.

Monsanto earned \$1.13 billion, or \$2.02 a share, in the quarter, ended Feb. 29, up from \$543 million, or 98 cents a share, in the period a year earlier. Revenue increased more than 45 percent, to \$3.8 billion, from \$2.6 billion.

The company said that sales of corn seed were a standout in the quarter, jumping to \$1.7 billion from \$1.2 billion the year before.

The company forecast a 2008 profit of \$3.15 to \$3.25 a share. The analysts had predicted \$3.20. Monsanto earned \$1.79 a share in its last fiscal year ended Aug. 31.

In trading Wednesday, Monsanto's shares fell about 1 percent.

Monsanto cited increases in corn seed revenue in the United States, as well as higher sales of Roundup and similar herbicides in North America, Europe and Africa.

There have been reports that many farmers will shift their acreage this year to soybeans.

Profit at Burger King Rises 23%

By Reuters

Burger King Holdings reported a higher-than-expected profit yesterday, but its stock fell after it said private equity firms that own more shares plan to take.

The company said funds controlled by G Capital, Bain Capital and Goldman Sachs planned to make a leveraged buyout of 23 million shares, reducing their ownership to about 58 percent.

cent and 41 percent.

Burger King, the No. 2 hamburger chain, behind McDonald's, said net income rose 23 percent, to \$49 million, or 35 cents a share, in its fiscal first quarter ended Sept. 30, from \$40 million, or 30 cents a share, a year ago.

Analysts on average had expected 34 cents a share, according to Reuters Estimates.

Total revenue for the quarter rose 10 percent, to \$602 million. Burger King shares were down \$1.01, or 3.6 percent, to \$27.79.



MONSANTO, VIA BLOOMBERG

Corn seedlings at a Monsanto greenhouse could give way to a greater focus on soybeans.

Nestlé's Profit Climbs on Higher Prices

By MARTIN GELNAR

VEVEY, Switzerland—Nestlé SA reported a 16% rise in full-year net profit, boosted by price increases and tight cost controls, and signaled it may soon sell its majority stake in U.S. pharmaceutical company Alcon Inc.

The world's largest food and beverages company by revenue, with brands such as Maggi, Nescafé and Perrier, said net profit for 2007 rose to 10.65 billion Swiss francs (\$9.68 billion) from the year-earlier figure of 9.20 billion francs, beating analyst expectations of 10.38 billion francs. It also announced a dividend increase and a stock split. The company doesn't break out quarterly earnings.

Nestlé said its huge size and com-

raw materials, Nestlé Chief Executive Peter Brabeck said he expects the upward trend to level off. "Costs of agricultural commodities will rise at a slower pace overall this year. The price of milk, our most important category, will even come down," Mr. Brabeck said.

A ton of milk powder surged to \$5,400 last year from \$1,800 a ton. "We expect a level of around \$3,000 this year," Mr. Brabeck said. Milk accounts for about 25% of Nestlé's agricultural commodities basket. Cocoa and coffee prices, driven higher because of the involvement of hedge funds, should also stabilize.

Nestlé

Net income, in billions of Swiss francs



Note: 1 billion Swiss francs = \$917.9 million at current rate
Source: the company

lion francs from 98.46 billion francs.

At a media conference at its headquarters here, Nestlé said it doesn't see large acquisitions in the immediate future after the recent sizable purchases.

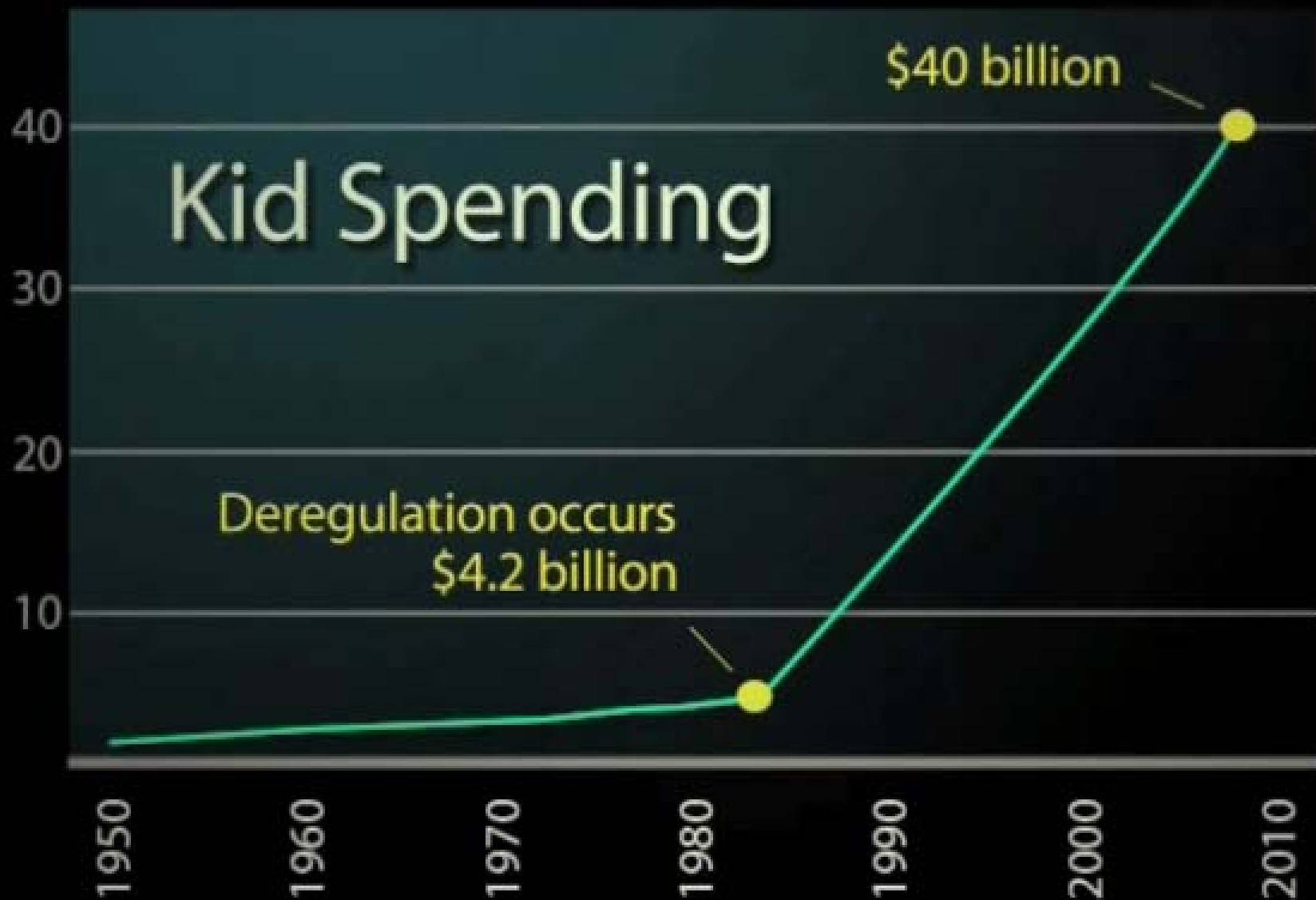
Turning to Nestlé's large stakes in nonfood companies—Alcon, a U.S. eye-care company of which Nestlé controls 76%, and cosmetics company L'Oréal SA, in which Nestlé holds a 29% stake—Mr. Brabeck noted Nestlé and Alcon may soon part ways. "Alcon doesn't need Nestlé and Nestlé doesn't need Alcon anymore," Mr. Brabeck said. A divestment of Alcon

Whole Foods



Result: companies must sell *more* to grow

Kid Spending

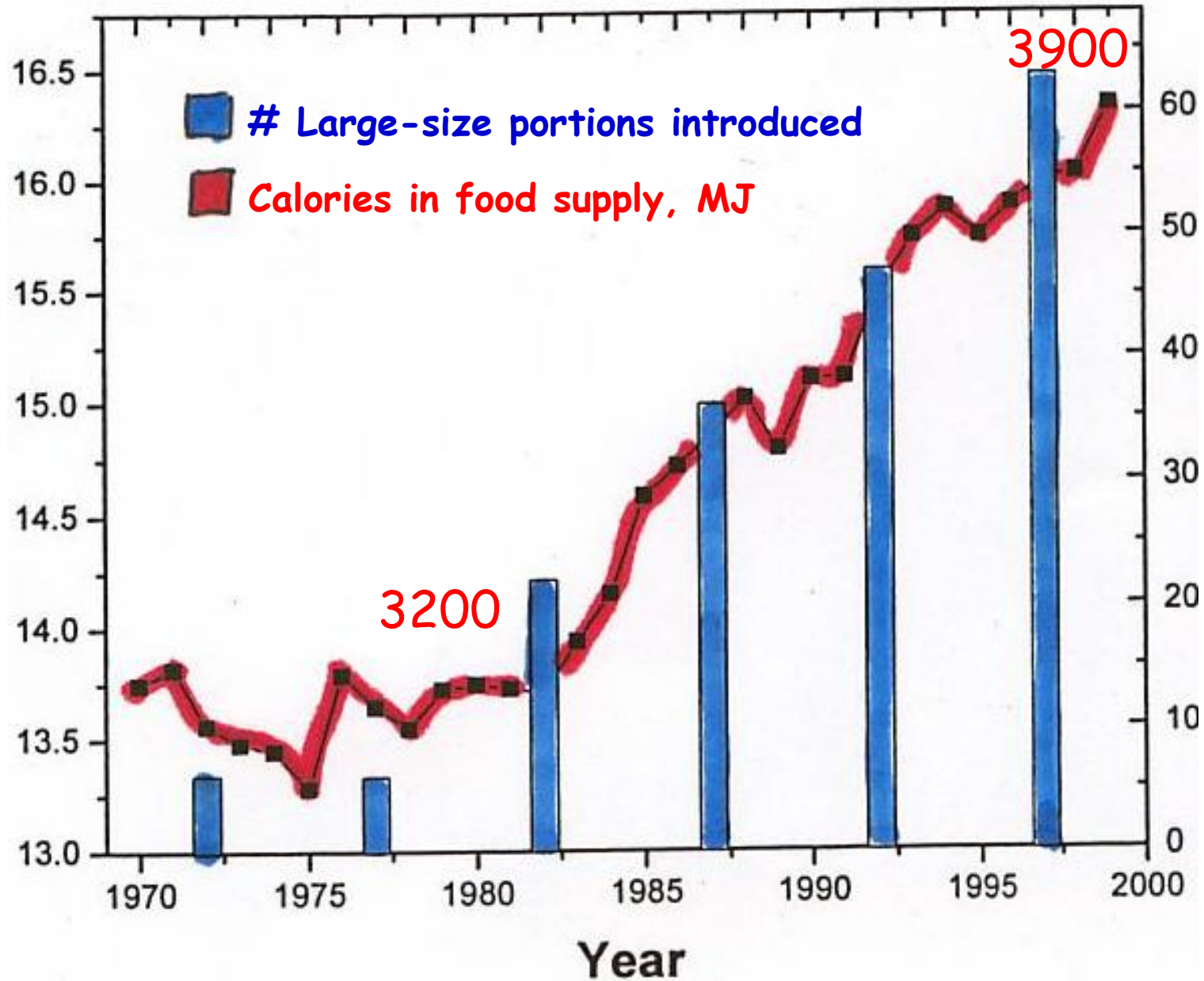


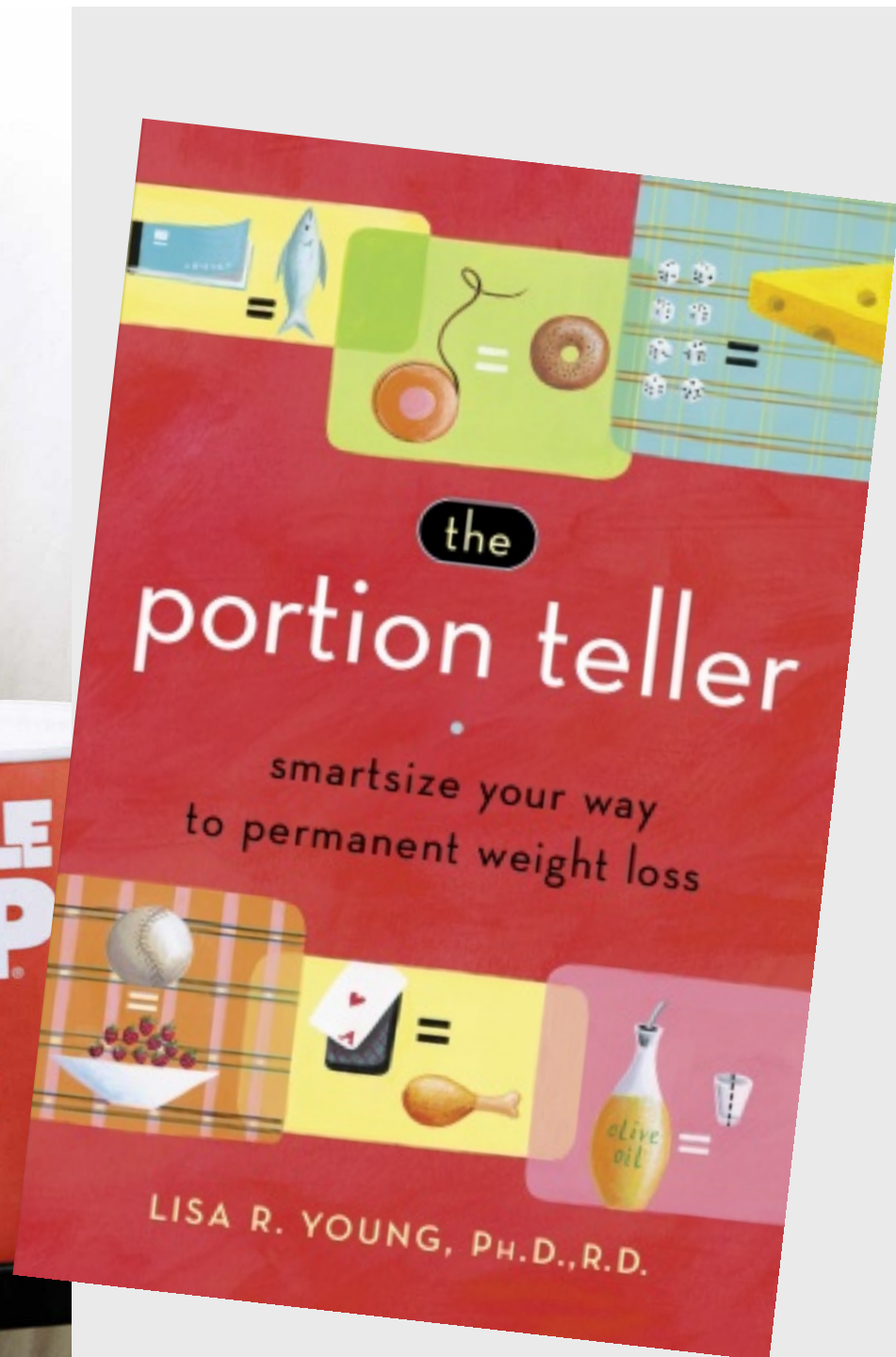
Consuming Kids, 2008

"Eat more": Food outside the home !

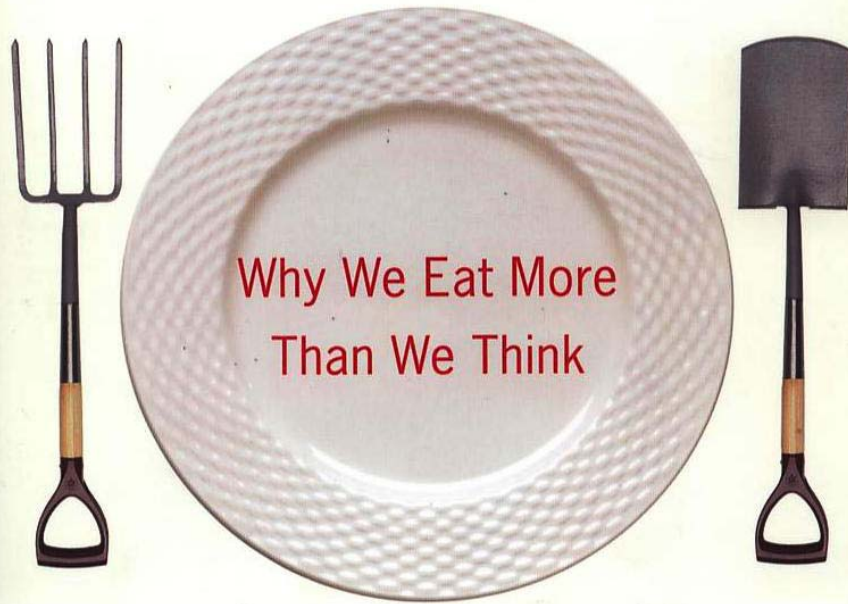


"Eat more": Larger portions !

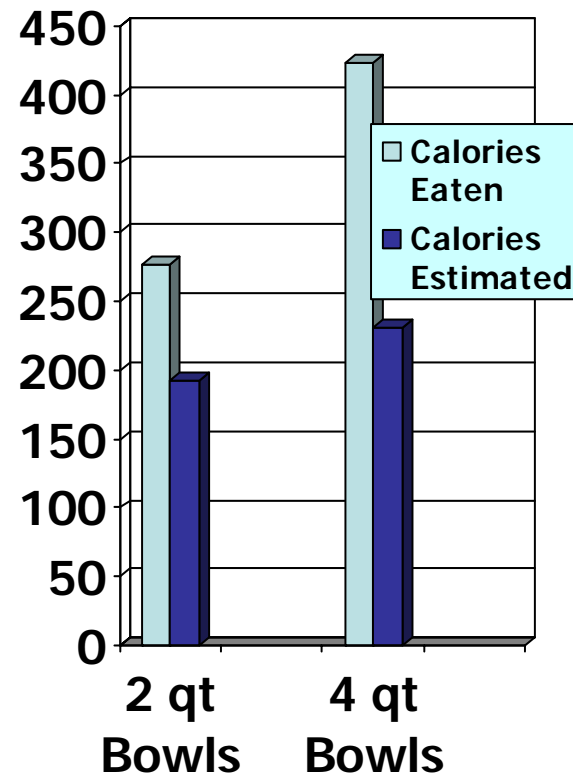
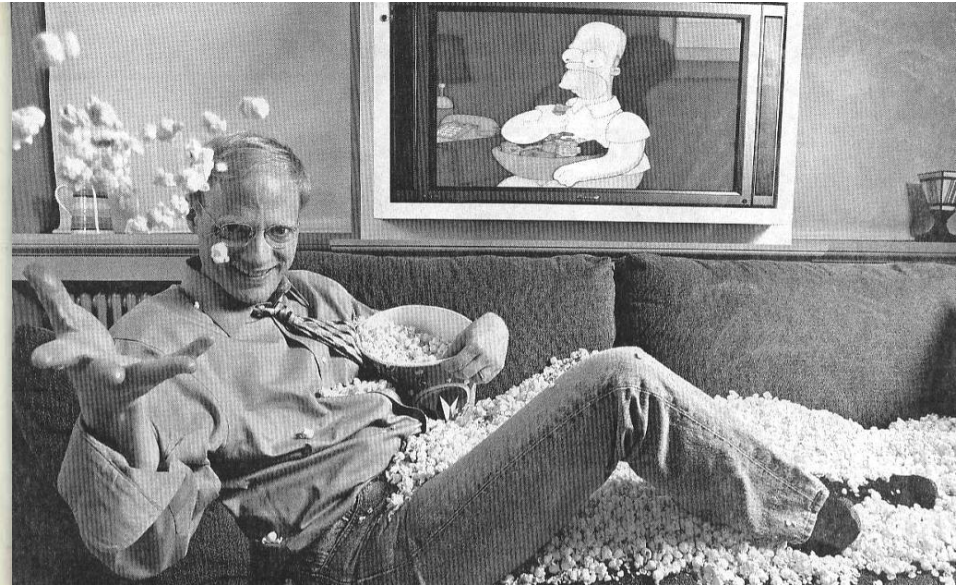




Mindless Eating



Brian Wansink, Ph.D.



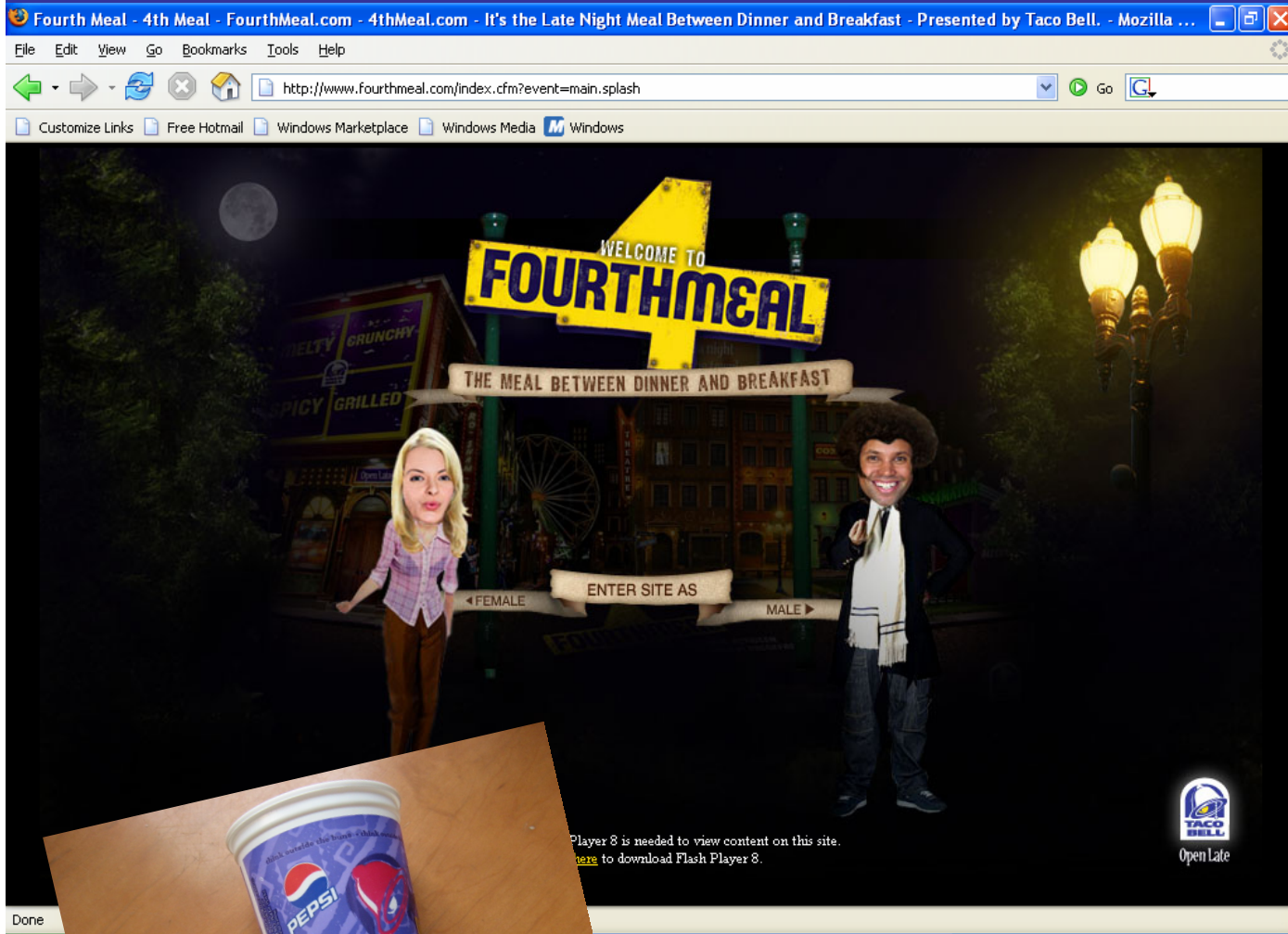
“Eat more”: Ubiquity !



"Eat more": Proximity !



Frequency !





One dollar can buy you:

- A) Fresh lettuce, tomato and onions.
- B) A quarter pound* of 100% pure beef.
- C) A toasted sesame seed bun.
- D) All of the above.

Dollar  Menu

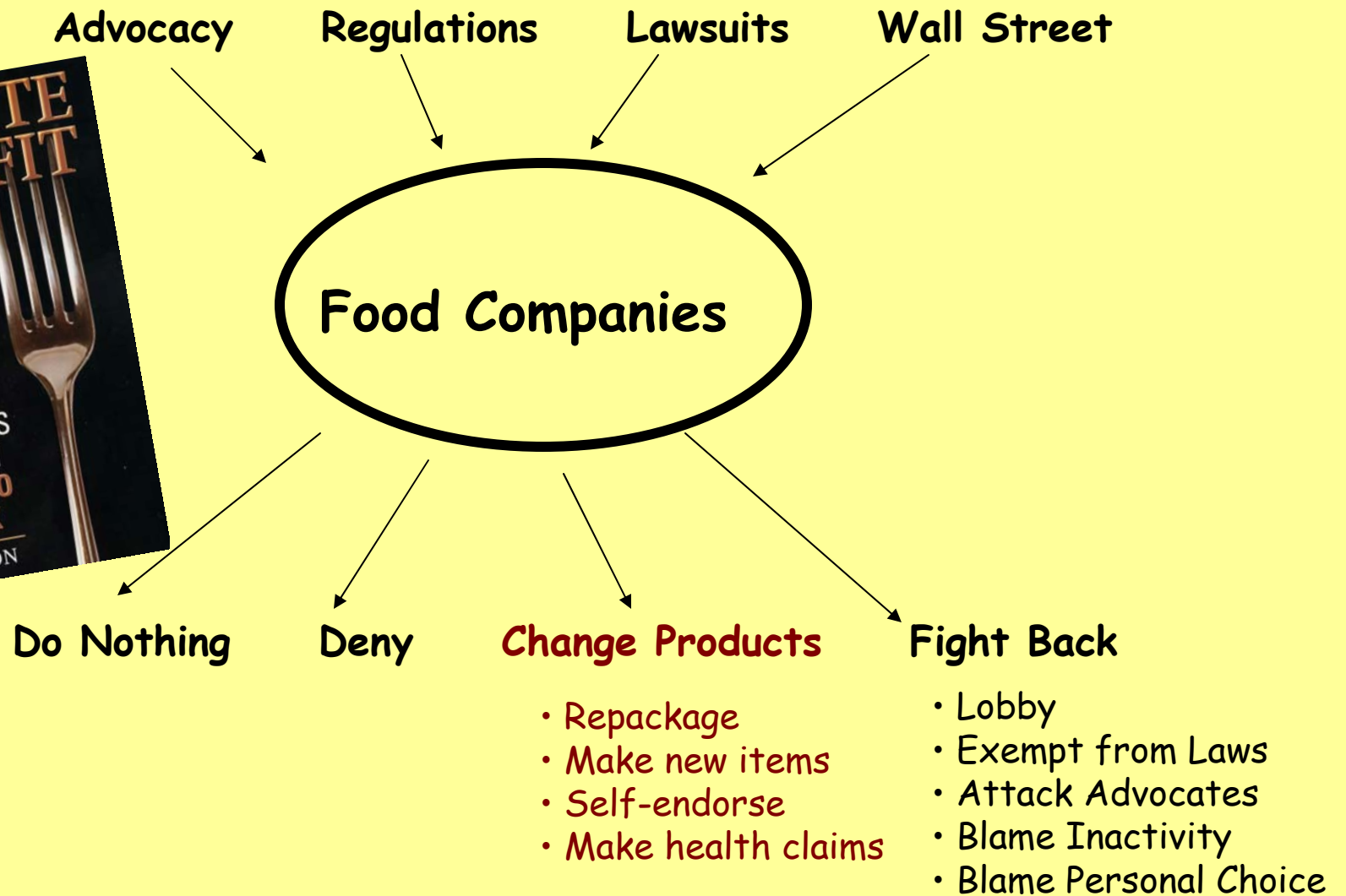
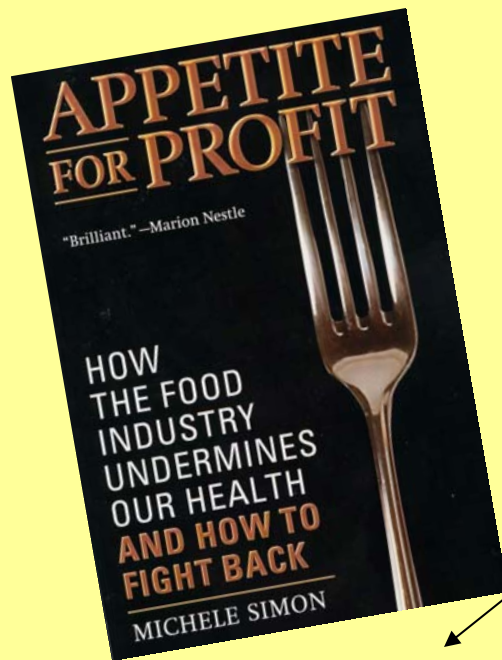
If you answered D, you're in luck, because the Big N' Tasty® is on McDonald's® Dollar Menu! And don't forget to try our other Dollar Menu items like the McChicken® Sandwich, Snack-Sized Fruit'n Yogurt** Parfait, McValue® Fries, Apple Pies and more. Each for a dollar, every day at McDonald's.

*Weigh before cooking. 5.2 oz (148.4 grams). **Made with lowfat yogurt. Current prices and participation based on independent operator decision. Prices may vary. Chicken sandwich variety may vary. © 2002 McDonald's Corporation.

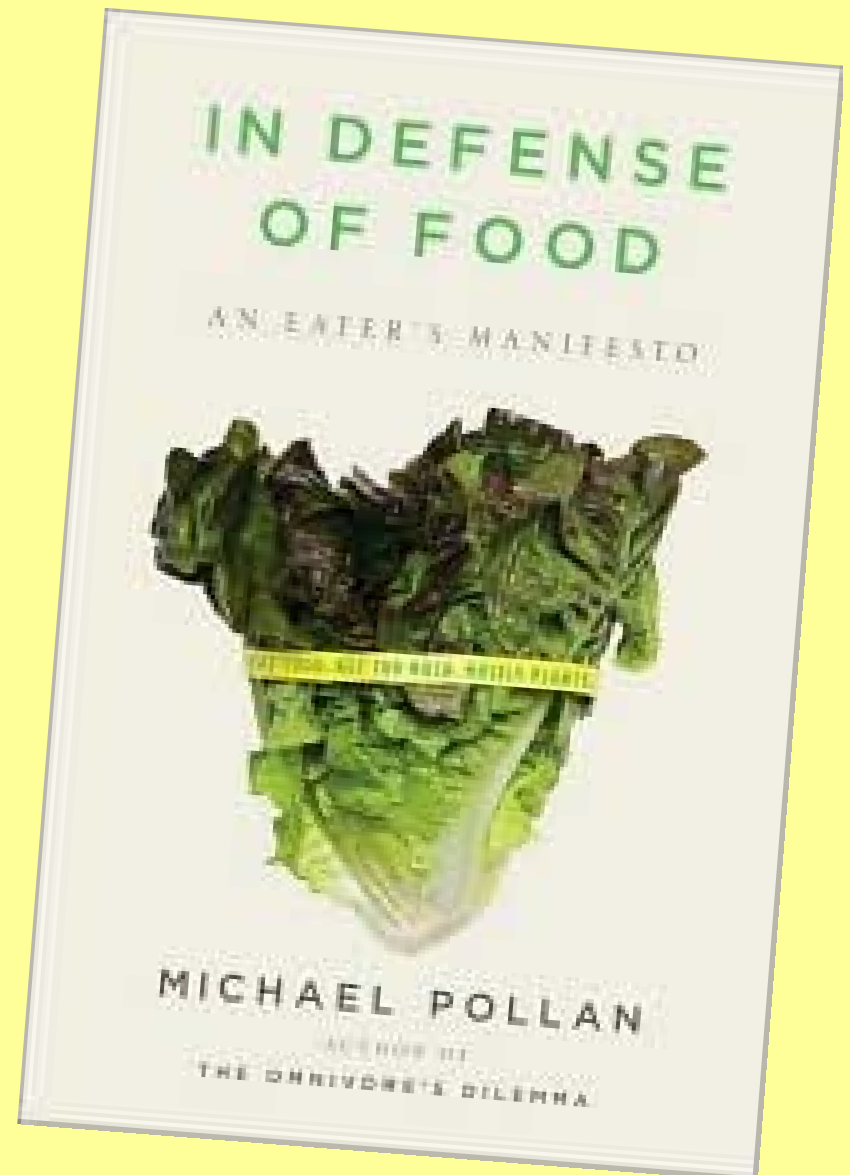
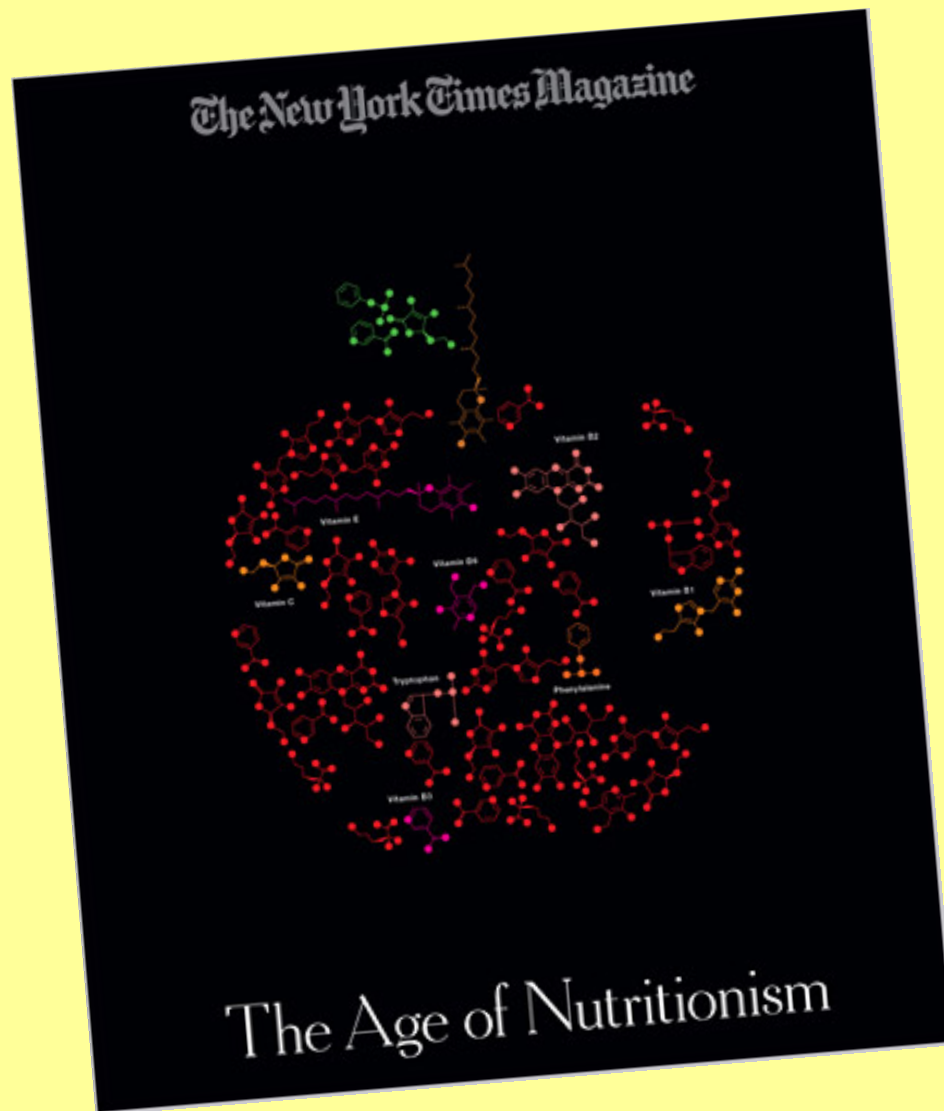
NY Times
11-17-02

**"Eat more"
Low prices !**

**Compare:
Salad = \$4.99**



"Nutritionism" = Calorie Distraction



Use nutrition to sell foods



Nutrition Labeling Act of 1990: Nutrient Content Claims

Kellogg's®

Each 1 1/4 cup (60g) serving provides these percentages of the GDA based on a 2,000 calorie diet.

Calories	Total Fat	Sodium	Sugars	Fiber	Magnesium
230	3g	140mg	17g	5g	80mg
12%	5%	6%	*	23%	20%

Nutrition
at a Glance

See side panel
for more
information

SMART
START®

Healthy Heart

With oat bran, potassium, and low sodium

Original

Lightly sweetened, toasted oat bran
flakes and crunchy oat clusters

DOES NOT
INCLUDE FRUIT
FLAVORING
OR ARTIFICIAL
FLAVORS

grams
TRANS
FAT

contains ingredients that may help
lower BOTH
Blood Pressure &
Cholesterol

American Heart
Association
Meets American Heart Association food
criteria for saturated fat and cholesterol
for healthy people over age 2.
heartcheckmark.org

*Diets containing foods that are good sources of potassium and low in sodium, such as Kellogg's® Smart Start® Healthy Heart, may reduce the risk of high blood pressure and stroke.

*Three grams of soluble fiber daily, from oat bran in a diet low in saturated fat and cholesterol, may help reduce the risk of heart disease. Kellogg's® Smart Start® Healthy Heart has 2 grams per serving.

NET WT. 15.2 OZ. (431g)

INGREDIENTS: OAT BRAN, RICE, SUGAR, OAT CLUSTERS, SUGAR, TOASTED OATS, ROLLED OATS, SUGAR, CANOLA OIL WITH TBHQ AND CITRIC ACID TO PRESERVE FRESHNESS, MOLASSES, HONEY, BHT FOR FRESHNESS, SOY LECITHIN, WHEAT FLAKES, CRISP RICE (RICE, THOSE, HONEY, CINNAMON, BHT FOR FRESHNESS, ARTIFICIAL VANILLA FLAVOR), CORN SYRUP, POLYDEX-SYRUP, MALT FLAVORING, POTASSIUM CHLORIDE, SALT, BAKING SODA, ASCORBIC ACID (VITAMIN C), NIACINA-MIDE, ZINC OXIDE, CALCIUM PANTOTHENATE, REDUCED-IRON, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), THIAMIN HYDROCHLO-RIDE (VITAMIN B1), VITAMIN A PALMITATE, BHT (PRESERVATIVE), FOLIC ACID, VITAMIN B12, VITAMIN D.



GOODNESS CORNER™



120 CALORIES PER SERVING

Reduced
Sugar

**Cocoa
Puffs**

Frosted
Puffs

GREAT
CHOCOLATEY
TASTE

**75% LESS
SUGAR**
than Original Cocoa Puffs!

**Whole
Grain**

ALL
General Mills Cereals
Are Made
With **WHOLE
GRAIN!**

Look for this seal to
ensure whole grain.

NET WT 12 OZ (340g)



Sweetened with
Splenda
Brand

Makes Great Strawberry Flavoured Milk!

CARING FOR KIDS

Hubbards
NOURISHING THE NATION

Berry Berry Good

The goodness of wholegrain wheat with corn & rice
- light & crunchy with great strawberry flavour
98% Fat-Free* • High in Fibre • Source of Wholegrains*
Contains Prebiotic Fibre
- helps keep kids' tummies healthy

Strawberry Flavoured Cereal

350g NE

DI COUNTER
See side and back of pack for details of achieving a balanced diet.

PERCENTAGE DAILY INTAKE (DI) PER 50g SERVE							
ENERGY	PROTEIN	FAT	SATURATED FAT	CARBOHYDRATE	TOTAL SUGARS	FIBRE	SODIUM
785kJ	4.3g	0.8g	0.4g	39.1g	8.3g	3.2g	55mg
9.0%	8.6%	1.1%	1.7%	12.6%	9.2%	10.7%	2.4%

NATIONAL HEART FOUNDATION
APPROVED

CARING FOR KIDS

Hubbards
NOURISHING THE NATION

Berry Berry Good

It's all about goodness... the goodness of three grains with great strawberry flavour
Corn, rice and wholegrain wheat – they're flakes and puffs, all mixed up together in
Berry Berry Good. These light, crunchy, easy to eat grains are also:

- High in Fibre
- Low in Fat (98% fat-free)
- Made with wholegrain wheat
- And a few yoghurt-coated flakes

your treat amongst the berry flavoured goodness

That's why Berry Berry Good has The Tick
- to show you it's good.

And to help smaller bodies make the most of this yummy cereal, Berry
Berry Good also includes a **pre-biotic fibre** (nothing to do with an
anti-biotic!) which makes sure the good bacteria in the tummy are doing their job, keeping things feeling good.

Hubbards is proud to sponsor the Ronald McDonald House (Auckland), providing thousands of families with a 'home away from home' when their young ones are critically ill.

ronald mcdonald house auckland

New Zealand
November 2007



GOODNESS CORNER[†]
LE COIN DES BIENFAITS[†]



110 CALORIES PER SERVING • 110 CALORIES PAR PORTION

Honey Nut Cheerios[®]

au miel et aux noix

A Toasted Whole Grain Oat Cereal
with Nuts and Honey

Céréales d'avoine entière grillée,
avec des noix et du miel



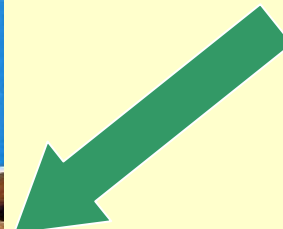
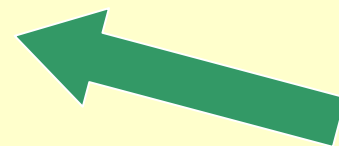
General Mills
Whole Grain
Grains entiers

ALL
General Mills Cereals
Are Made With
WHOLE GRAIN!
TOUTES les
céréales General Mills
sont faites de céréales à
GRAINS ENTIERS!

375 g U



[†] See side panel.
[†] Détails sur le côté de la boîte



SMART BALANCE OMEGA PEANUT BUTTER

Contains 1000mg Omega-3's (ALA)
from flax oil per serving.

All natural... so spreadable it's incredible!

- No Trans Fatty Acids... Naturally.
- No Hydrogenated Oils.
- No Refined Sugar.
- Made with special, deep roasted premium peanuts for extra flavor.

(Shhh, just don't tell the kids it's healthy.)



Boost
Omega-3's with
Smart Balance

NEW DELICIOUS
LIGHT MAYONNAISE!

One Tasty Dollop... Packs an Omega-3 Wallop!

(and replaces higher fat mayonnaise)

First Mayo Dressing to Offer all these Health Benefits

- Natural Plant Sterols
- 500mg of Omega-3's per serving!
- No Hydrogenation - No Trans Fats
- Superb Ratio Omega-6 to Omega-3's - (3 to 1)
- Half the fat and calories of regular mayonnaise

You don't need high fat to make delicious
salads and sandwiches.



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Now, our milk will really
go to their heads.

life'sDHA
HEALTHY BRAIN, EYES, HEART
A PLANT SOURCE OF OMEGA-3

Horizon Organic® Milk Plus DHA Omega-3... to

Milk is now even more nutritious. That's because it's
include DHA*, an all natural Omega-3, which suppo
function throughout life. Each delicious glass is full o
p, it's the easy way to make a difference for your who
w.horizonorganic.com/DHA

able brand of organic milk with life'sDHA™. Not to be used as infant formula.



2008

Fiber = 1 g

Sugars 12 g



10% DV
25% with milk

2009

Kellogg's

NEW!

FiberPlus[™]

Antioxidants

Rich in Antioxidants Vitamin E and Zinc

Chewy
Bars

35%
of your daily
fiber

4g fat per
serving

Vitamin E
Zinc
Fiber 35%



ENLARGED TO
SHOW DETAIL

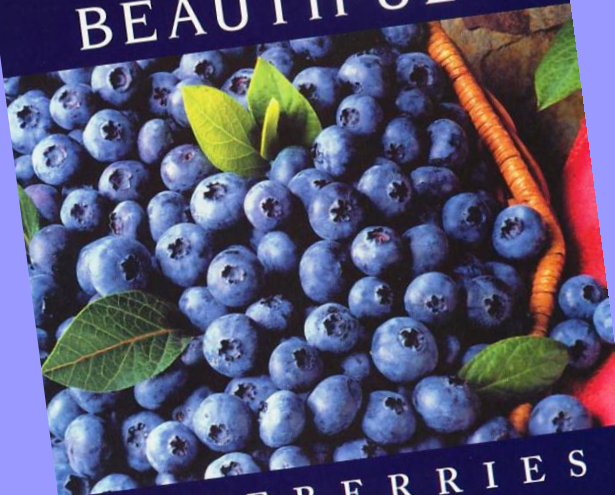
5 1.2 OZ. (36g) BARS
NET WT. 6.3 OZ. (180g)

SAMPLE NOT INTENDED FOR SALE



Chocolate Chip
NATURALLY & ARTIFICIALLY FLAVORED

**BRIGHT
BOLD
BEAUTIFUL**



BLUEBERRIES

BRIGHT The star-shaped calyx found on Highbush blueberries marks the natural starpower of this real honest-to-goodness blue fruit.

BOLD Luscious blueberries impart vivid color, delectable flavor, and healthbenefits. Create a harmonizing melody of pure blueberry goodness in sweetand savory compositions.

BEAUTIFUL Beautiful, bountiful Highbush blueberries stand out from fruit imitators. Support real blueberries. Use the Real Blueberry Seal. Let consumers know products contain bright bold, beautiful blueberries!

US Highbush BLUEBERRY COUNCIL
www.blueberry.org

"Nature's #1
Antioxidant Fruit"

NOT JUST BLUEBERRIES...

Wild BLUEBERRIES



Frozen, dried, powder, extract or concentrate, Wild Blueberries are the perfect ingredient choice for exciting new product ideas.

THE #1 FRUIT INGREDIENT CHOICE

For powerful new product ideas, choose Wild Blueberries: the ingredient with extraordinary taste, superior performance, a unique small size and outstanding marketing appeal. Wild Blueberries have all the advantages plus potential anti-aging benefits, that have scientists and health-conscious consumers buzzing.

NATURE'S #1 ANTIOXIDANT FRUIT™

According to recent USDA studies, Wild Blueberries are highest in antioxidant capacity per serving, compared with more than 20 other fruits!—higher than a serving of cranberries, strawberries, prunes, raspberries and even cultivated blueberries. It's just what today's consumers are looking for to fight cancer, heart disease and aging.

Remember... **NOT JUST BLUEBERRIES,
WILD BLUEBERRIES™**



www.wildblueberries.com



Compared with 20 other fruits, Wild Blueberries rank #1 in USDA studies measuring antioxidant capacity (ORAC) per serving.

* Journal of Agricultural and Food Chemistry, 2004, 52: 4026-4037

©2005 Wild Blueberry Association of North America



The power of POM. Now in one little pill.™

1000 milligrams. 0 calories.

Introducing POMx™ – a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants from the very same pomegranates in **POM Wonderful 100% Pomegranate Juice**. Our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending. So now you can get all the antioxidant power of an 8oz glass of our juice in the convenience of a calorie-free capsule.

Ready to take on free radicals? Put up your POMx and fight them with a mighty 1000mg capsule – that's more concentrated pomegranate polyphenol antioxidants than any other 100% pomegranate supplement. A initial UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men w cancer.^{1,3} And preliminary human research suggests that our California-grown pomegranate juice also promotes health.^{2,3} Take your antioxidants into your own hands. **Call 1-888-POM-PILL now, or visit pompills.com** your first monthly shipment for just ~~\$29.95~~ \$24.95 with this coupon.

POM IN A PILL™

CALL 1-888-POM-PILL now, or visit pompills.com/nyt

Not available in stores | 100% money-back guarantee



SAVE \$5 ON YOUR FIRST ORDER.

Call 1-888-POM-PILL or visit pompills.com/nyt and enter or mention code **NYT5** at checkout. To pay by check, call 1-888-POM-PILL for instructions. Hurry, offer expires July 31, 2007.

Offer valid on first order only. Offer expires July 31, 2007. Some restrictions may apply. Offer cannot be used on other products. One coupon redemption per customer. Cannot be combined with other offers. See pompills.com for details. Offer good on orders of \$25 or more. Void where prohibited. © 2007 Pom Wonderful LLC. All rights reserved. POM Wonderful, POMx, "POM in a pill" and "The power of POM. Now in one little pill" are trademarks of Pom Wonderful LLC.

¹pomwonderful.com/cancer.html ²pomwonderful.com/heart_health.html ³These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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Munchies[®]

KIDS MIX[®]

0 grams
Trans Fat

GUARANTEED FRESH
• UNTIL PRINTED DATE •
2 MAY06
1.99
23E2017 8
14:54

8 Essential
Vitamins and Minerals



SERVING
SUGGESTION



BLACK MIX

NET WT. 7 1/4 OZ. (205.5g)

INGREDIENTS:
ROLD GOLD® BRAND CLASSIC TWIST PRETZELS
ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), CORN OIL, CORN SYRUP, SALT, YEAST, MALT EXTRACT, SODIUM BICARBONATE, AMMONIUM BICARBONATE, AND ARTIFICIAL FLAVOR. CONTAINS A WHEAT INGREDIENT.
DORITOS® BRAND NACHO CHEESE® BRAND FLAVOR (BITE-SIZE) TORTILLA CHIPS
WHOLE CORN, VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: CORN, SOYBEAN, OR SUNFLOWER OIL), CHEDDAR CHEESE (CULTURED MILK, SALT, ENZYMES), SALT, BUTTERMILK SOLIDS, WHEY PROTEIN CONCENTRATE, ROMANO CHEESE FROM COW'S MILK (CULTURED MILK, SALT, ENZYMES), TOMATO POWDER, MONOSODIUM GLUTAMATE, ONION POWDER, PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OIL, WHEY, ASCORBIC ACID (VITAMIN C), VITAMIN E ACETATE, MALTODEXTRIN, GARLIC POWDER, DEXTROSE, SUGAR, DISODIUM PHOSPHATE, LACTIC ACID, POTATO STARCH, BETA CAROTENE (VITAMIN A), NATURAL FLAVOR, CITRIC ACID, SPICE, PARMESAN CHEESE (CULTURED MILK, SALT, ENZYMES), NIACINAMIDE (A B VITAMIN), ARTIFICIAL COLORS (INCLUDING YELLOW 6, RED 40), DISODIUM INOSINATE, DISODIUM GUANYLATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), AND RIBOFLAVIN (VITAMIN B2).
CONTAINS MILK INGREDIENTS.
SMARTFOOD® BRAND REDUCED FAT WHITE CHEDDAR CHEESE FLAVORED POPCORN
POPCORN, VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: CORN, SOYBEAN, OR SUNFLOWER OIL), CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), WHEY, SALT, MALTODEXTRIN, BUTTERMILK, WHEY PROTEIN CONCENTRATE, PARTIALLY HYDROGENATED SOYBEAN OIL, BUTTER (CREAM AND SALT), NATURAL FLAVORS, CREAM, SODIUM CITRATE, NONFAT MILK, CULTURED WHEY, LACTIC ACID, TOCOPHEROLS (TO HELP PROTECT FLAVOR), ASCORBIC ACID (VITAMIN C), VITAMIN E ACETATE, POTATO STARCH, NIACINAMIDE (A B VITAMIN), BETA CAROTENE, VITAMIN A, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), AND RIBOFLAVIN (VITAMIN B2).
CONTAINS MILK INGREDIENTS.
CHEETOS® BRAND ASTEROIDS® BRAND CHEESE FLAVORED SNACKS
ENRICHED CORN MEAL (CORN MEAL, FERROUS SULFATE, NIACIN, THIAMIN MONONITRATE, RIBOFLAVIN, AND FOLIC ACID), VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: CORN, SOYBEAN, OR SUNFLOWER OIL), WHEY, CHEDDAR CHEESE (CULTURED MILK, SALT, ENZYMES), PARTIALLY HYDROGENATED SOYBEAN OIL, SALT, MODIFIED FOOD STARCH, MALTODEXTRIN, DISODIUM PHOSPHATE, SOUR CREAM (CULTURED CREAM, NONFAT MILK), ARTIFICIAL FLAVOR, MONOSODIUM GLUTAMATE, LACTIC ACID, ARTIFICIAL COLORS (INCLUDING YELLOW 6), AND CITRIC ACID. CONTAINS MILK INGREDIENTS.
CAP'N CRUNCH® CEREAL (ORIGINAL)
SUGAR, CORN FLOUR, OAT FLOUR, BROWN SUGAR, COCONUT OIL, CORN STARCH, SALT, NIACINAMIDE (A B VITAMIN), REDUCED IRON, ZINC OXIDE (A SOURCE OF ZINC), ARTIFICIAL COLOR (YELLOW 5, YELLOW 6), THIAMIN MONONITRATE (VITAMIN B1), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), BHT (A PRESERVATIVE), RIBOFLAVIN (VITAMIN B2), AND FOLIC ACID.



Make lunch more
Jump-for-joy-able

An excellent source of calcium,
protein, & pure kid joy.

Serve up more WOWable lunchtime fun for your kids and check out
all of our nutritional improvements at lunchablesmom.com.

It's more than lunch. It's **Lunchables**



100% Fruit Juice

Nutrition Facts

Serving Size 1 package

Amount Per Serving

Calories 450 Calories from Fat 110

% Daily Value*

Total Fat 12g 10%

Saturated Fat 5g **25%**

Trans Fat 0g

Cholesterol 30mg 10%

Sodium 600mg 25%

Total Carbohydrate 70g 25%

Dietary Fiber 3g 12%

Sugars 34g

Protein 16g 29%

2006



Hannaford Supermarkets: 23% of 27,000 products qualify

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

Food Marketing to Children and Youth

**Threat or
Opportunity?**

Institute of Medicine
December 2005

Marketing to Kids*

- Research Enterprise
- Research Methods
- Product Expenditures
- Product Sales
- Effects on Requests
- Effects on Health

*Based on 123 Studies

\$ 32.8 Million

Kellogg, 2007



**Real Kids.
Real Meals.
Real Smiles.**

Serve a warm, real meal your kids will really eat. With Kid Cuisine's white-meat chicken and real cheese, it'll warm their hearts – and yours.

Kid Cuisine

In The Freezer Aisle.

Kid Cuisine is a registered trademark of ConAgra Brands, Inc. ©ConAgra Foods, Inc. All rights reserved.

Kid Cuisine

**Dip & Dunk
Cheese Pizza Strips**
with Pizza Dipping Sauce • Corn
Fruit-Shaped Fruit Flavored Snacks

**Made with
Mozzarella Cheese**

NET WT 9.37 OZ (266g)

KEEP FROZEN • COOK THOROUGHLY

- Brand Loyalty
- Pester Factor
- Kids' Foods

Kellogg to Phase Out Some Food Ads to Children

By ANDREW MARTIN

Froot Loops' days on Saturday morning television may be numbered.

The Kellogg Company said yesterday that it would phase out advertising its products to children under age 12 unless the foods meet specific nutrition guidelines for calories, sugar, fat and sodium.

Kellogg also announced that it would stop using licensed characters or branded toys to promote foods unless the products meet the nutrition guidelines.

The voluntary changes, which will be put in place over the next year and a half, will apply to about half of the products that Kellogg currently markets to children worldwide, including Froot Loops and Apple Jacks cereals and Pop-Tarts.

Frosted Flakes, for example and Rice Krispies with Real Strawberries will still make the nutritional cut, though regular Rice Krispies will not (too much salt).

The president and chief executive of

Kellogg, David Mackay, said that the products that did not meet the guidelines would either be reformulated so that they did, or no longer be advertised to children.

"It is a big change," Mr. Mackay said. "Where we can make the changes without negatively impacting the taste of the product, we will."

If the product cannot be reformulated, Mr. Mackay said, the company will either market it to an older audience or stop advertising it.

The policy changes come 16 months after Kellogg and Viacom, the parent company of Nickelodeon, were threatened with a lawsuit over their advertising to children by two advocacy groups, the Center for Science in the Public Interest and the Campaign for a Commercial-Free Childhood, and two Massachusetts parents.

Because of the changes by Kellogg, the

Continued on Page 2



Al Behrman/Associated Press

Froot Loops and Apple Jacks would not make the cut under new nutritional guidelines, but Frosted Flakes would.

NY Times 6-14-07

Watchdogs: Marketers are sidestepping U.K. ban on junk-food ads



THIS TIGER IS STILL ROARING: Marketers' own cartoons are allowed in U.K. TV ads.

Groups chastise Kellogg, others for using web to push sugar to kids and continuing to use cartoons

By **EMMA HALL**
ehall@adage.com

[LONDON] U.K. regulators have clamped down on marketing junk food to children, but critics are howling that marketers are already finding ways around new government rules introduced July 1.

the Tiger, are still allowed.

Marketers' widespread use of cartoon characters on packaging, while legal, is condemned by the Consumers' Association. While Disney and Warner Bros. no longer use their cartoon characters to promote unhealthy food, many marketers still overtly target children in

bedrock of the ban on advertising junk food to children. Milk was controversially banned, along with other childhood staples such as cheese and raisins, but following publicity about the absurdity of the rules, milk's fat content was recalculated, and now it can be advertised on TV before 7 p.m.

Where's the Fruit?

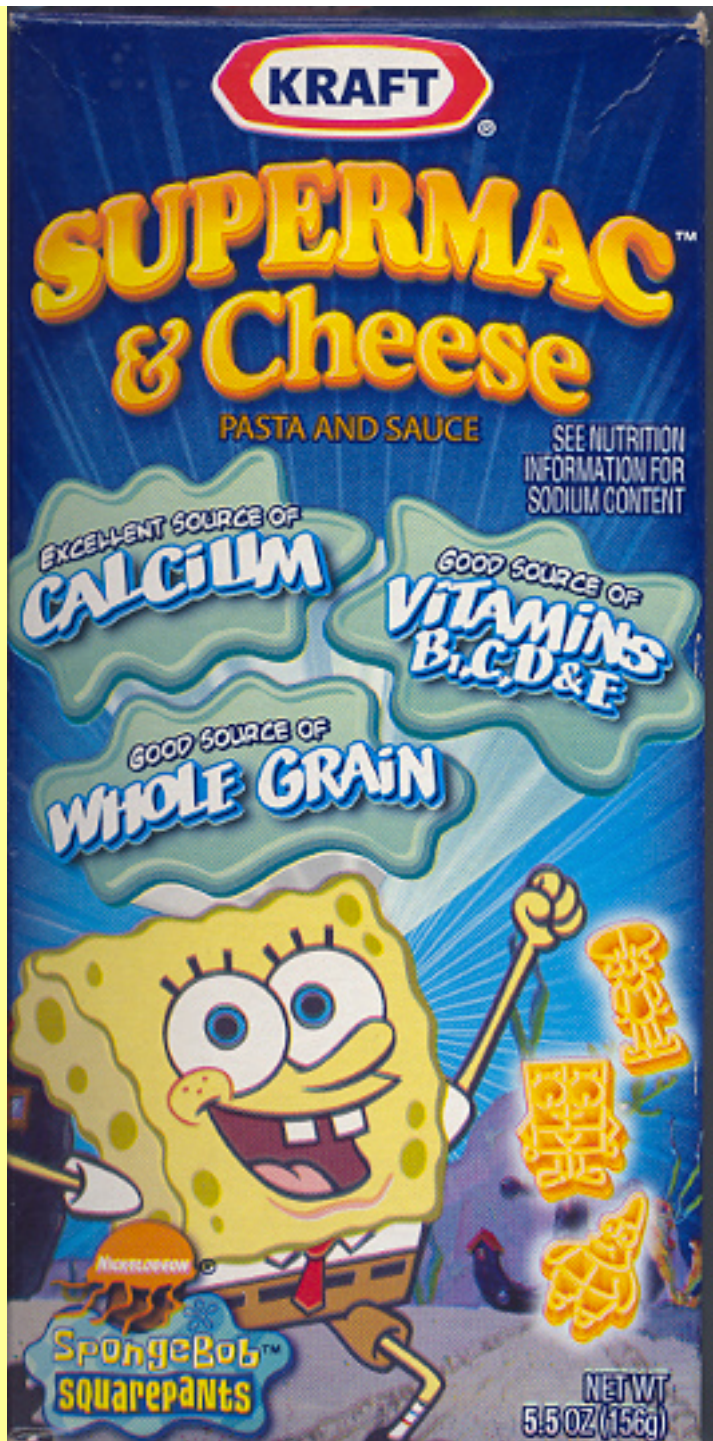
Strategic
Alliance
Promoting healthy food & activity environments



1-27-07



Panamá
January 2009





Panamá, January 2009

• AHORA CON CALCIO
• NO CONTIENE COLESTEROL

INFORMACION NUTRICIONAL
Una porción: aprox. 1 taza (28 g)
Porciones por paquete (1)

Choco Zucaritas® de KELLOGG'S® aporta:	1 porción (28 g)	1 porción con 1/2 taza de leche descremada*
Energía / Contenido energético		
Kilocalorías (Kcal)	130	170
Kilojoules (KJ)	535	700
Proteínas (g)	1	5
Grasa total (g)	1	1
Colesterol (mg)	0	0
Hidratos de Carbono disponibles (g)	25	31
de los cuales:		
Azúcares (g)	12	18
Almidones (g)	12	12
Fibra dietética total (g)	menos de 1 g	menos de 1 g
Sodio (mg)	125	180
Potasio (mg)	50	250

*El uso de leche entera agrega 35 Kcal, 4 gramos de grasa y 15 mg de colesterol

Vitamina A (µg ER)	% idoneo**	% idoneo**
Vitamina C (mg)	15%	20%
Vitamina B1 (mg)	25%	25%
Vitamina B2 (mg)	25%	25%
Niacina (mg)	25%	35%
Vitamina B6 (mg)	25%	25%
Ácido Fólico (µg)	25%	25%
Vitamina B12 (µg)	25%	25%
***Ácido Pantoténico (mg)	25%	55%
Calcio (mg)	15%	25%
Hierro (mg)	8%	25%
Zinc (mg)	25%	25%
Proteínas (g)	10%	10%
	2%	10%

DE ACUERDO AL CODEX ALIMENTARIUS
**INGESTA DIARIA RECOMENDADA / DOSIS DIARIA RECOMENDADA
*** DE ACUERDO AL FOOD NUTRITION BOARD OF U.S.



Kellogg's®

Avalado por



Asociación Pediátrica
de Guatemala




Kellogg's[®]

EXTRA CALCIUM SHAKTI

CHOCOS[®]

ORIGINAL CHOCOLATY SOLID BREAKFAST

100% Veg



krishna
...aayo natkhat nandlal

Game CD **FREE**
with this pack

Offer valid Nationally till stocks last. Packs without this offer also available. © 2005 S. M. K. S. Krishna Audio Video Pvt. Ltd.

CYBER MEDIA DIGITAL

krishna
...aayo natkhat nandlal

GANES

FREE
with
Kellogg's
CHOCOS



PC CD-ROM

Offer valid Nationally till stocks last. Packs without this offer also available.

"Getting your child to eat breakfast can be a struggle"


1 serving =

- Fibre of 2 chapattis
- Calcium of 2 glasses of milk
- 11 vitamins and minerals



Kellogg's CHOCOS The Goodness of Whole Wheat Enriched with **Calcium Shakti**

Being a mother is quite difficult, more so in the mornings... Getting your child to eat breakfast can be a struggle. Often in the midst of morning rush and your child's fuss about food, a glass of flavoured milk is all you can manage before you wave him off to school - his half-empty stomach still playing on your worried mind. You need a perfect balance of something filling and tasty...



1 serving of Kellogg's Chocos = Fibre of 2 chapattis* + Calcium of 2 glasses of milk**

Kellogg's Chocos with Calcium Shakti and fibre are enriched with 11 essential vitamins and minerals that makes for a **SOLID** breakfast.

With delicious tasting Kellogg's Chocos for breakfast - your kid will willingly eat breakfast and drink milk - all at one go!

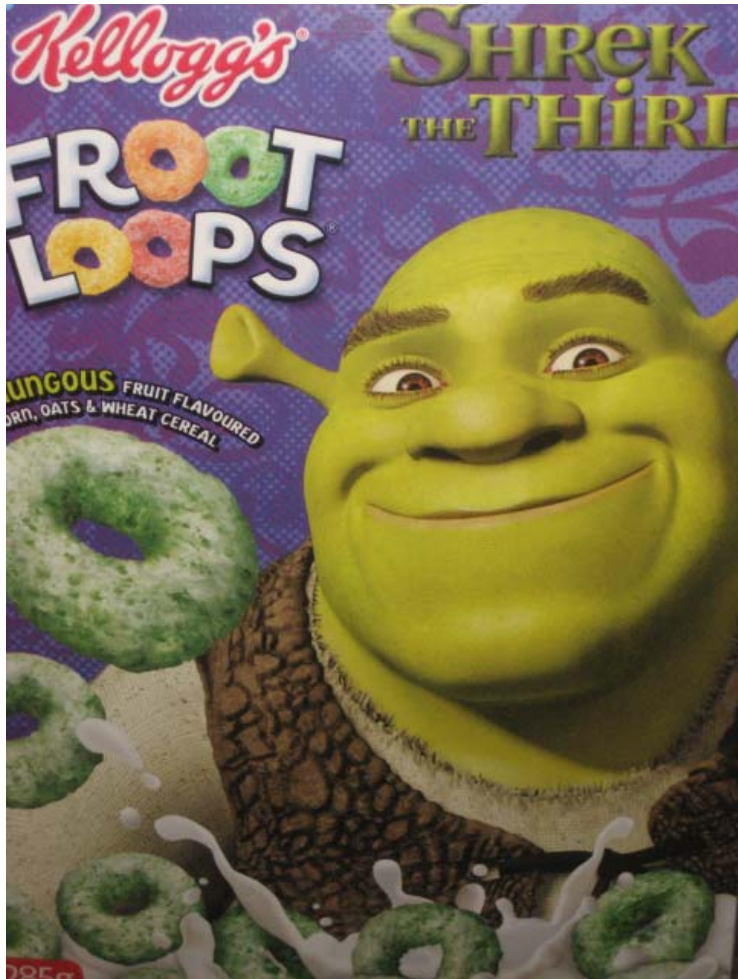
For a filled tummy and happy mummy-

**Kellogg's Chocos -
SOLID Breakfast for SOLID Nutrition !**

* Comparisons done basis fibre in one serving (30g Chocos + 120 ml skim milk) of Chocos and fibre of 2 chapattis (made from 30g whole wheat flour)
** Comparisons done basis calcium in 1 serving of Chocos (30g Chocos + 120 ml skim milk) and that in 2 glasses of cow's milk (120ml each)
Source: Nutritive Value of Indian foods by National Institute of Nutrition edition 2000.

Adelaide, July 2007





FROOT LOOPS®

Goodness of vegetables

To be a hero in your own kingdom, you need to be strong and healthy. That's why it's important to have a balanced diet, including lots of vegetables every day. Vegetables come from many different parts of the plant including the leaves, roots, flowers, stems and seeds.

Why are they so good?

Vegetables are important to help keep growing bodies healthy. They contain many vitamins and minerals, are rich in fibre and are low in fat.

Five a day

Generally, you need to try and aim for five serves of different vegetables every day, where a serve is equal to 1/2 cup of



smallstep
kids

BE A PLAYER

Get Up And PLAY An HOUR A Day!



www.healthierUS.gov



Shrek® © 2007 DreamWorks

Cutting Shrek Down to Size

We'll leave it to the ethicists to determine whether Shrek, an animated ogre who is hugely popular with the preteen and preschool set, is too hobbled with conflicts of interest to serve as a health adviser to his fans. Shrek is appearing in public service ads urging youngsters to exercise as an antidote to the worsening childhood obesity epidemic. Yet he is also the star of a soon-to-open sequel whose image is being used to promote all sorts of candies, cookies, soft drinks, sweet cereals and other high-calorie "junk food."

That sure does send a mixed message to the kiddies. But perhaps Shrek can rationalize his dual role by noting that if you eat the junk food he promotes, you will become as stout and potbellied as he is and will really, really have to exercise to take off excess pounds.

That's an important development. Childhood nutrition may be a new set of standards for snack foods in schools just proposed by the Institute of Medicine, a unit of the National Academy of Sciences. Schools are already required to meet some nutritional standards for the meals they serve un-

der federally subsidized programs. But the array of soft drinks, candies, cakes, chips and other junk foods that students gorge on from vending machines and school stores are a nutritional wasteland, with lots of calories but dubious health value.

The institute, at the request of Congress, has now developed standards for foods that are not already subject to the rules for federally subsidized programs. The standards promote the consumption of fruits, vegetables, whole grains, low-fat dairy products and other healthy foods, while limiting calories, saturated fat, added sugars and other menaces to health or waistlines. They effectively rule out high-calorie, low-nutrient snacks and beverages, exile vending machines for even many acceptable snacks to lightly traveled areas, and ban marketing symbols on the machines (no Shreks allowed).

Although the standards could help wean young people off junk foods and steer them toward healthy lifetime eating habits, it may be hard to wean school districts from the revenues they receive from snack food vendors. Congress could assist by mandating the standards.

“...if you eat the junk food he promotes, you will become as stout and potbellied as he is and will really, really have to exercise...”



**I WANT YOU
TO EAT MORE**

Michael Pollan: Letter to the Farmer-in-Chief

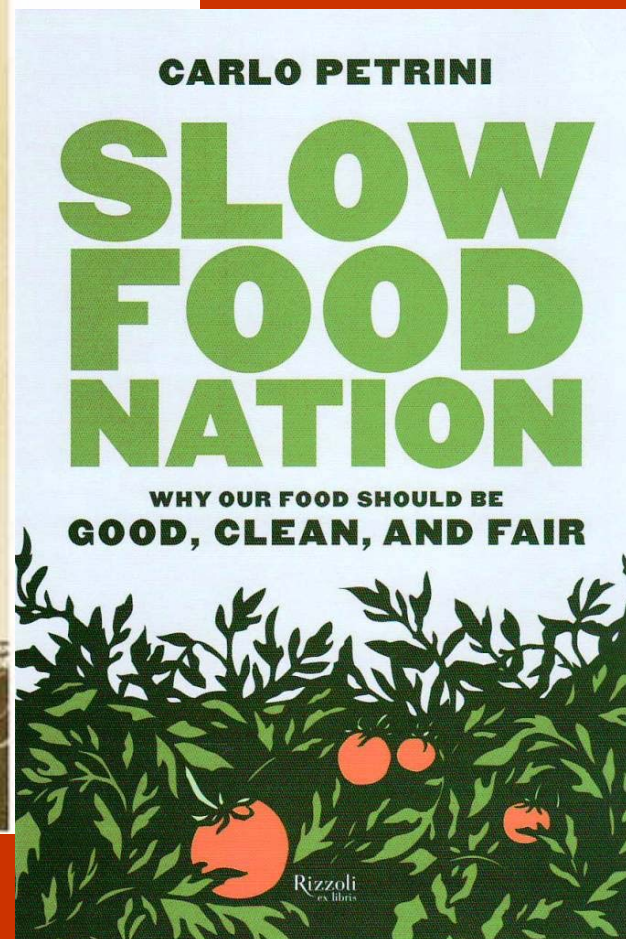
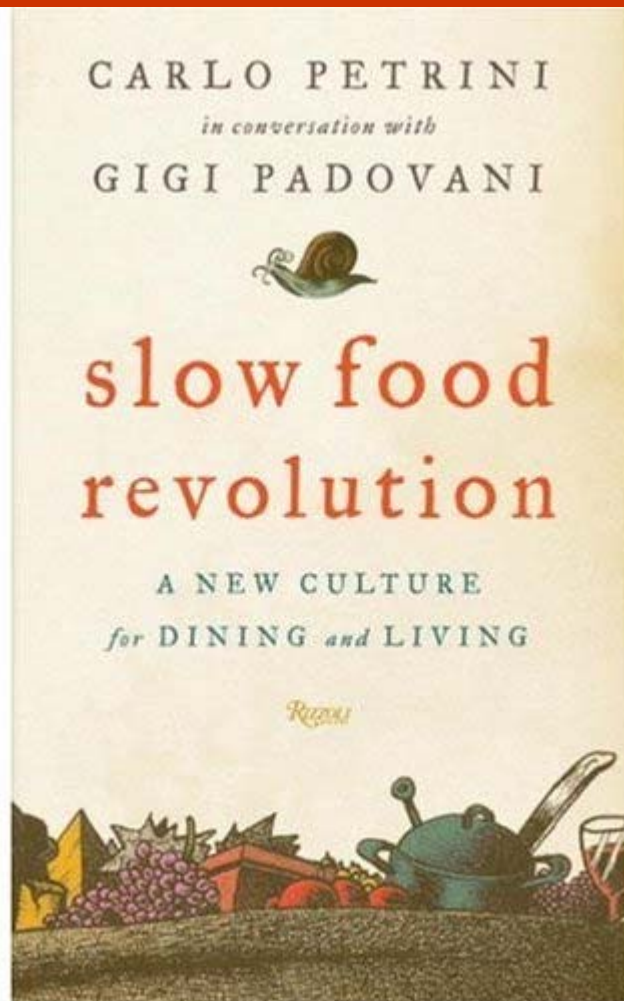


- Resolarize the American farm
- Reregionalize the food system
- Rebuild America's food culture

Food as a new social movement



Food as a Social Movement: *Production* *Good, Clean, Fair—Slow*

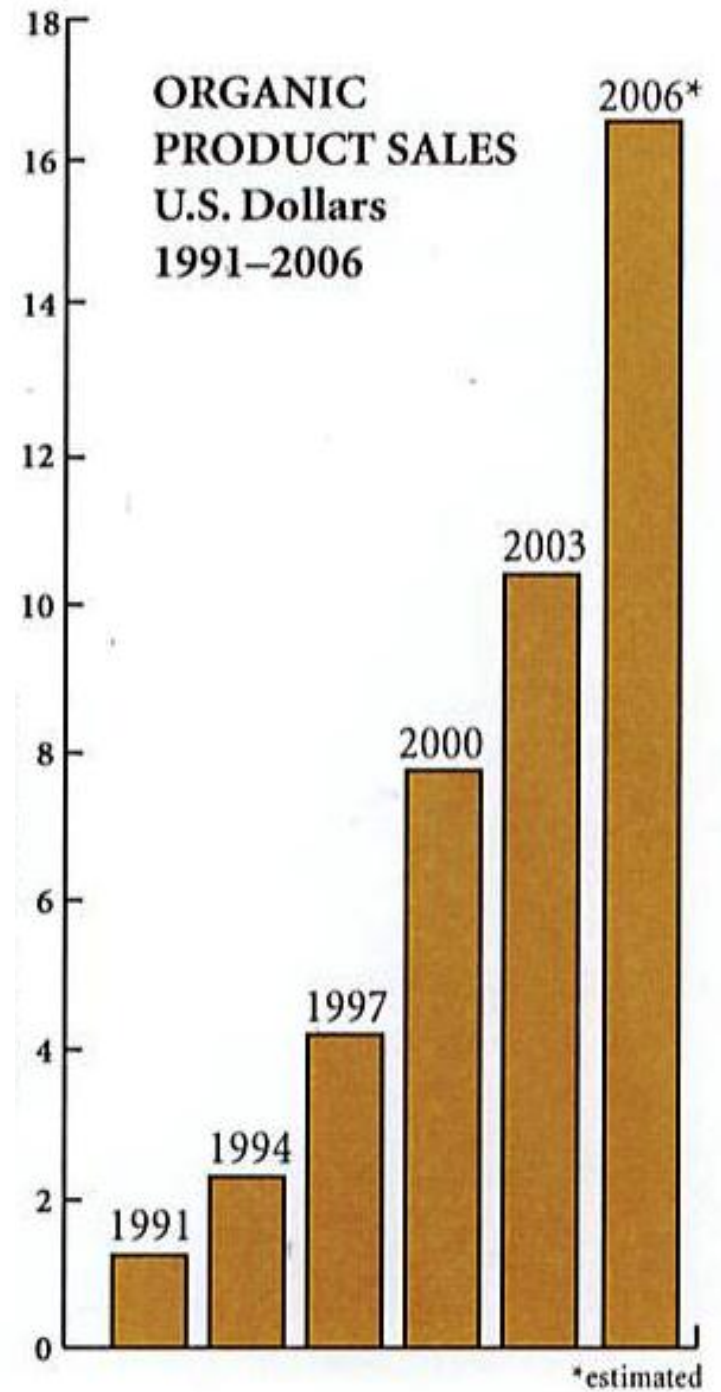
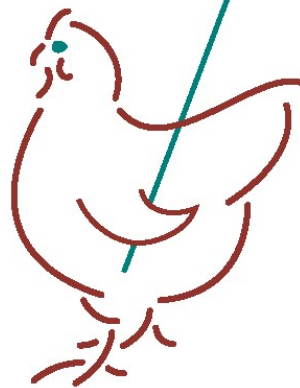


**Take
Action!**





What do we want?
100% Organic Feed!
When do we want it?
NOW!



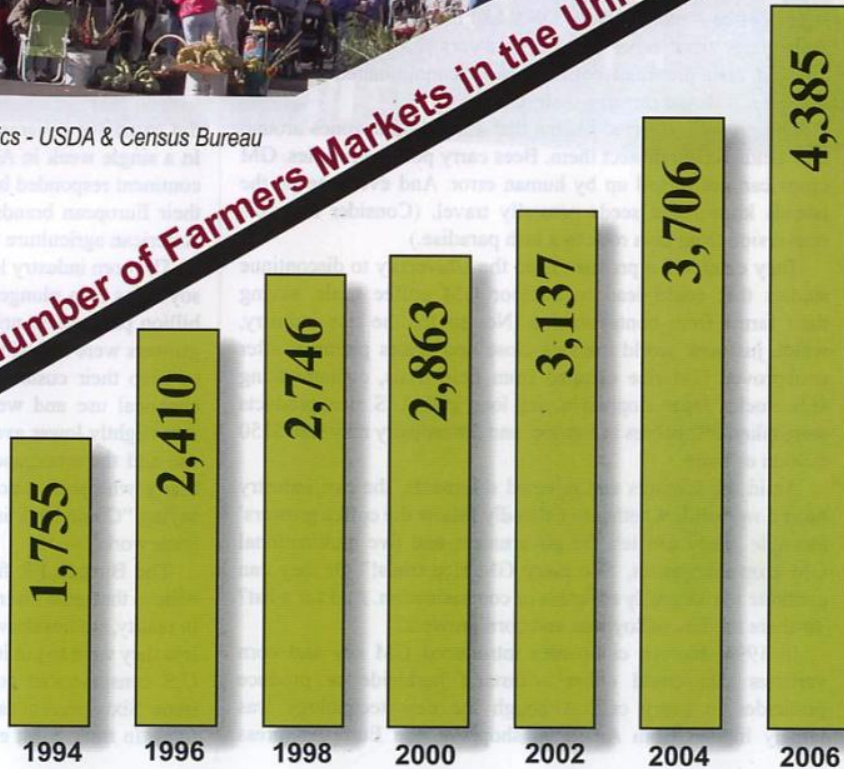
Local Foods

See Dramatic National Growth



Statistics - USDA & Census Bureau

Number of Farmers Markets in the United States



Issue No. 12 January / February 2007

SUPPORT LOCAL AGRICULTURE



Smithfield to Phase Out Crates

Big Pork Producer Yields To Activists, Customers On Animal-Welfare Issue

By LAUREN EYER

Smithfield Foods Inc., the nation's largest pork producer, plans to announce today that it will phase out "gestation crates" at all of its company-owned sow farms over the next decade.

The company has come under fire by animal-rights activists in recent years over the crates, where some female pigs can spend most of their lives. The issue also played a role in last year's midterm elections.

Smithfield is the first major pork producer to move to ban the crates, but the company's efforts may not be fast enough for critics. "It's a big step," says Bernard Rollin, a professor of philosophy at Colorado State University

Activists also say that pigs are intelligent animals that develop compulsive behaviors while kept in the crates, such as "chewing on cage bars and obsessively pressing against water bottles," according to a PETA Web site. Speaking of the crates, Mr. Rollins says: "If you see one you'll never forget it."

Smithfield will replace the crates with "group housing," where the animals can socialize with one another. The pens will hold between six and 55 sows, depending on the size of the barn, according to the company. The crates at Smithfield's farms will be phased out by 2017. The company says it will continue to use crates at its contract farms, at

Donald's, in a statement. "Animal welfare is an integral part of McDonald's corporate social responsibility efforts and supply chain practices."

Sow crates became a hot-button issue during last year's midterm election. Arizona voters passed an initiative, called the Humane Treatment of Farm Animals Act, which requires farmers to house sows in pens larger than the gestation crates. In 2002, Florida passed a similar regulation. The gestation crates are banned in Europe.

This is somewhat of a risky move for Smithfield since its independent producers could bear the cost of transforming their barns to the new standard. Smithfield doesn't own any farms in Arizona, but

Greener Pastures

How grass-fed beef and milk contribute to healthy eating



Union of Concerned Scientists
Citizens and Scientists for Environmental Solutions

Burger King Shifts Policy On Animals

By ANDREW MARTIN

In what animal welfare advocates are describing as a "historic advance," Burger King, the world's second-largest hamburger chain, said yesterday that it would begin buying eggs and pork from suppliers that did not confine their animals in cages and crates.

The company said that it would also favor suppliers of chickens that use gas, or "controlled-atmospheric stunning," rather than electric shocks to knock birds unconscious before slaughter. It is considered a more humane method, though only a handful of slaughterhouses use it.

A Project of The Pew Charitable Trusts and Johns Hopkins Bloomberg School of Public Health

Putting Meat on the Table: Industrial Farm Animal Production in America



A Report of The Pew Commission on Industrial Farm Animal Production



Food as a Social Movement: *Consumption*



Tom Harkin (Dem-Iowa), March 16, 2005



tap
water
is, on
average,
500 times
cheaper than
bottled water.*
boycott the
bottle.

*The Chartered Institution of Water and Environmental Management (CIWEM) - Policy about Bottled Drinking Water - November 2005

Anti-bottled water movement



Bisphenol A

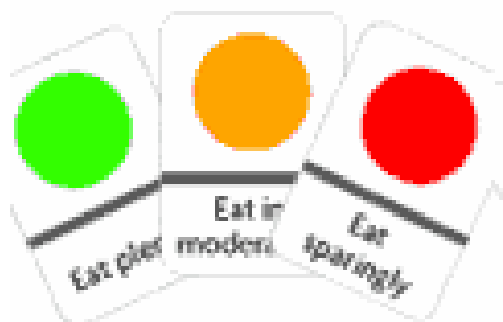


The Food Ranking Movement

YALE GRIFFIN PREVENTION RESEARCH CENTER

scientific conference

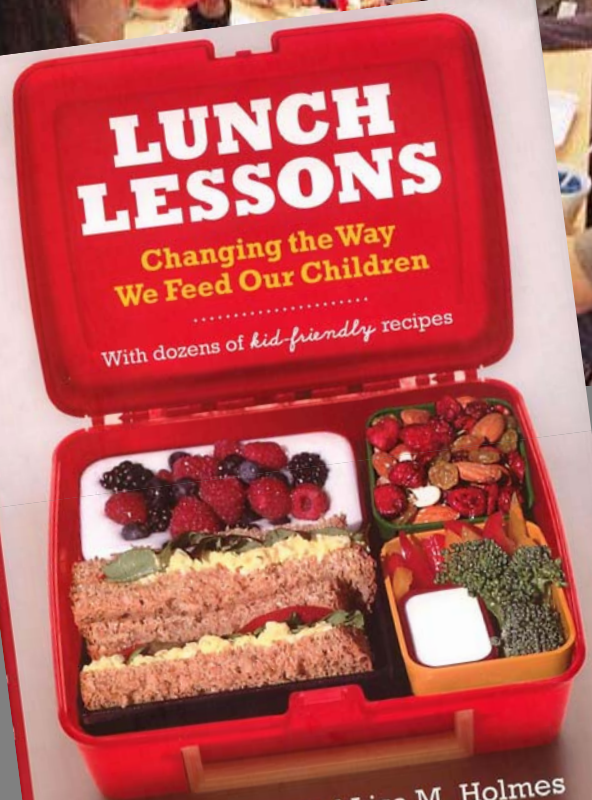
Orange	100
Banana	91
Almonds	82
O.J.	39
Sodas	1



U.K. Gov't

Industry



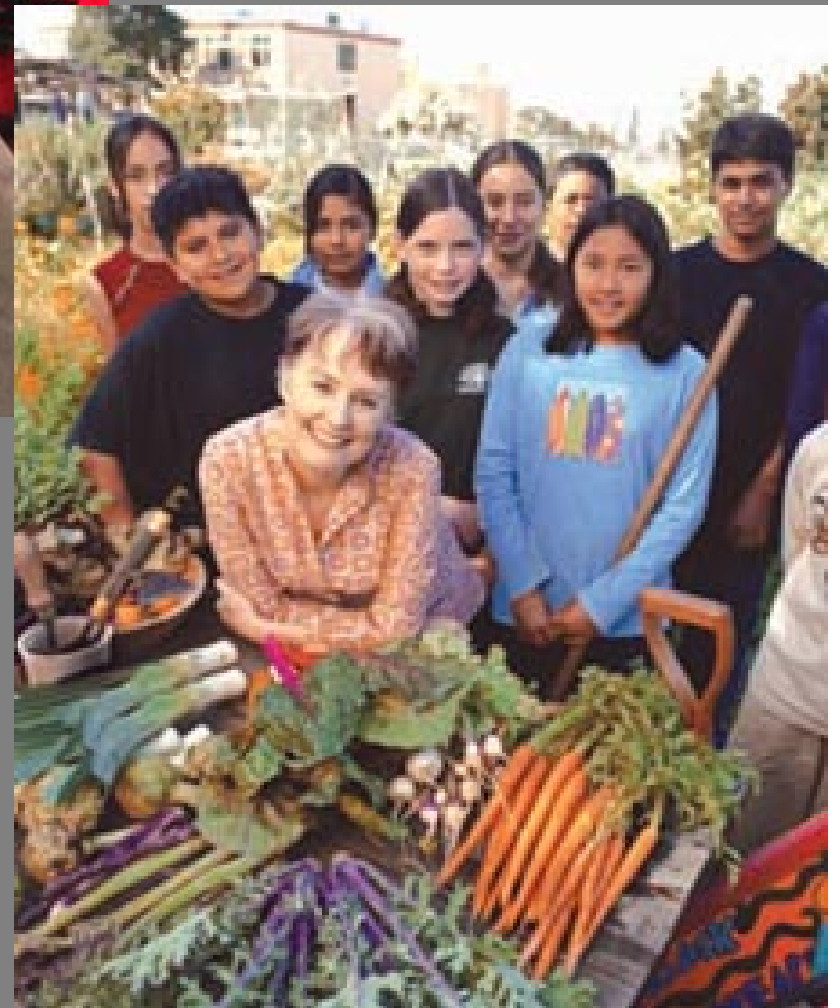


LUNCH LESSONS

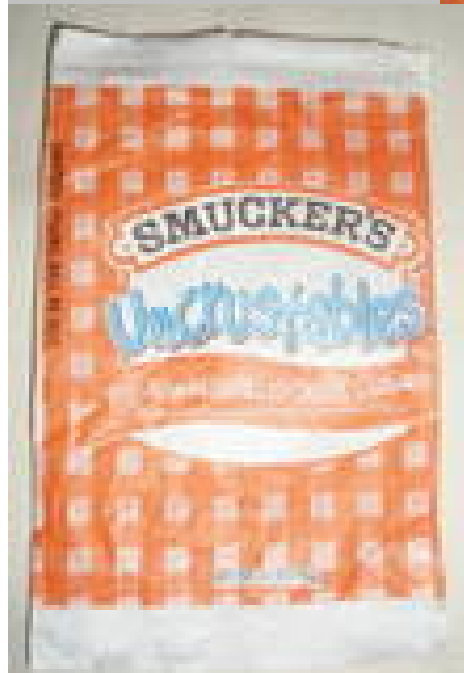
Changing the Way We Feed Our Children

With dozens of kid-friendly recipes

Ann Cooper and Lisa M. Holmes
Coauthors, *In Mother's Kitchen* and *Bitter Harvest*
Foreword by Mehmet C. Oz, MD



Uncrustables: The latest in school lunches!



Nutrition Facts			
Serving Size 1 Sandwich (99g)			
Servings Per Container 1			
Amount Per Serving			
Calories 310		Calories from Fat 150	
		%Daily Value*	
Total Fat 17g			33%
Saturated Fat 10g			50%
Trans Fat 0.5g			
Cholesterol 55mg			11%
Sodium 1000mg			42%
Total Carbohydrate 22g			7%
Dietary Fiber less than 1g			3%
Sugars 3g			
Protein 16g			
Vitamin A 10%	•	Vitamin C 0%	
Calcium 35%	•	Iron 8%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: PASTEURIZED PROCESS AMERICAN CHEESE; AMERICAN CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES, ANNATTO (COLOR)), WATER, CREAM (FROM MILK), SODIUM CITRATE, SODIUM PHOSPHATE, SALT, CONTAINS 2% OR LESS OF: SORBIC ACID (PRESERVATIVE), ARTIFICIAL COLOR, APC CAROTENAL (COLOR), ACETIC ACID, LACTIC ACID, SOY LECITHIN. BREAD: ENRICHED UNBLEACHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, HIGH FRUCTOSE CORN SYRUP, YEAST, PARTIALLY HYDROGENATED SOYBEAN OIL AND/OR SOYBEAN OIL. CONTAINS 2% OR LESS OF: WHEAT GLUTEN, SALT, DOUGH CONDITIONERS (MAY CONTAIN ONE OR MORE OF: DIACETYL TARTARIC ACID ESTERS OF MONO AND DIGLYCERIDES [DATEM], MONO AND DIGLYCERIDES, ETHOXYLATED MONO AND DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, CALCIUM PEROXIDE, ASCORBIC ACID, AZODICARBONAMIDE, L-CYSTEINE), YEAST NUTRIENTS (MAY CONTAIN ONE OR MORE OF: MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CALCIUM PROPIONATE (MAINTAIN FRESHNESS), CORN STARCH, ENZYMES (WITH WHEAT), GUAR GUM, XANTHAN GUM.

51 Ingredients !

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Robert Surles, known as Chef Bobo, with Lori Serling Sklar, a parent volunteer, in the kitchen at the Calhoun School, where the menu is based on healthy, organic ingredients.

At Private Schools, Healthier Food Wins Favorable Reviews (Mostly)

By ANEMONA HARTOCOLLIS

Soon after he was hired to cook healthy food in the cafeteria at the Calhoun School, a private school on the Upper West Side, Robert W. Surles, better known as Chef Bobo, decided that one of his first symbolic acts would be to ban ketchup. The

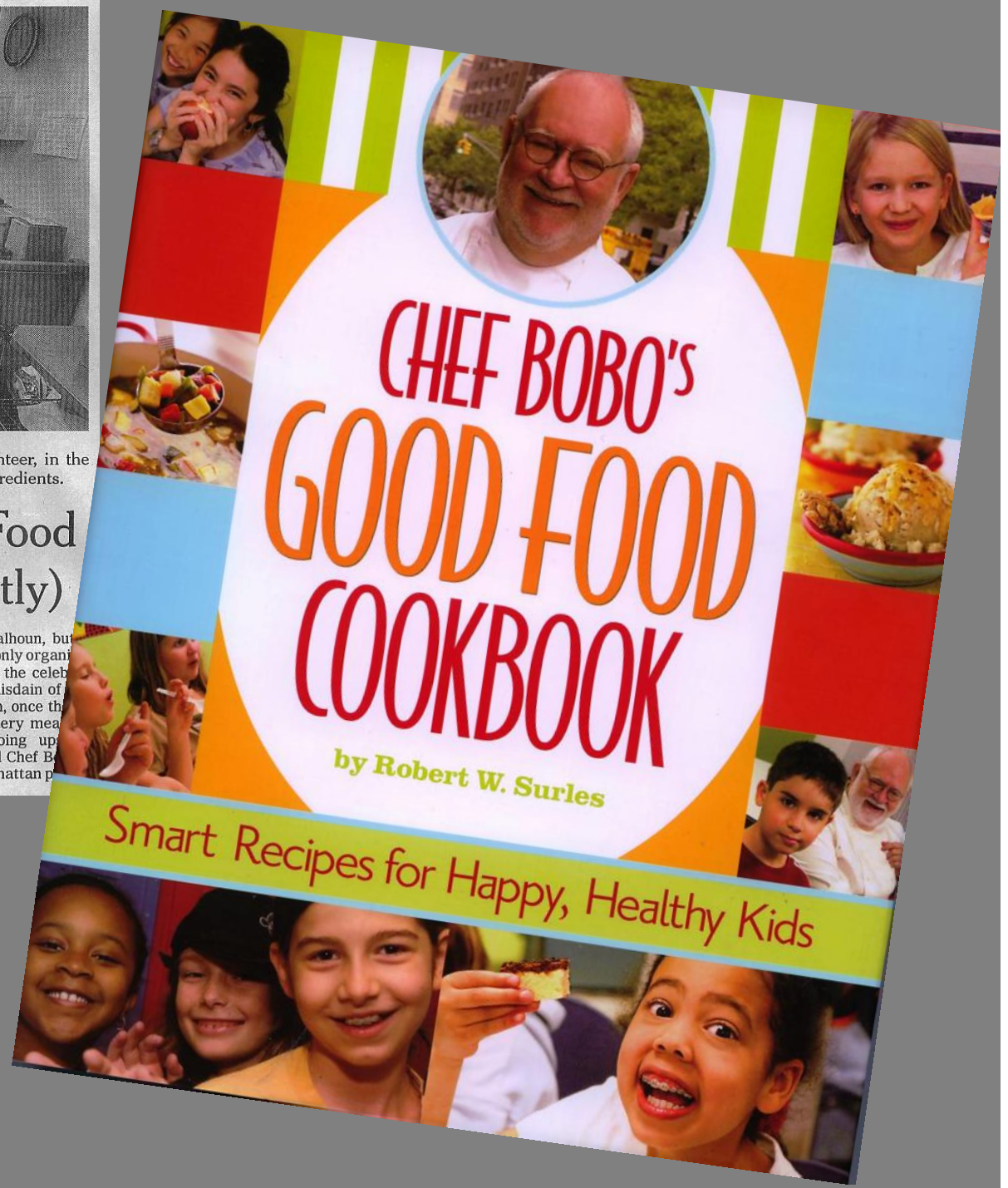
children would never learn to appreciate fine natural food, he reasoned, if they kept smothering it in a sauce that masquerades as a vegetable.

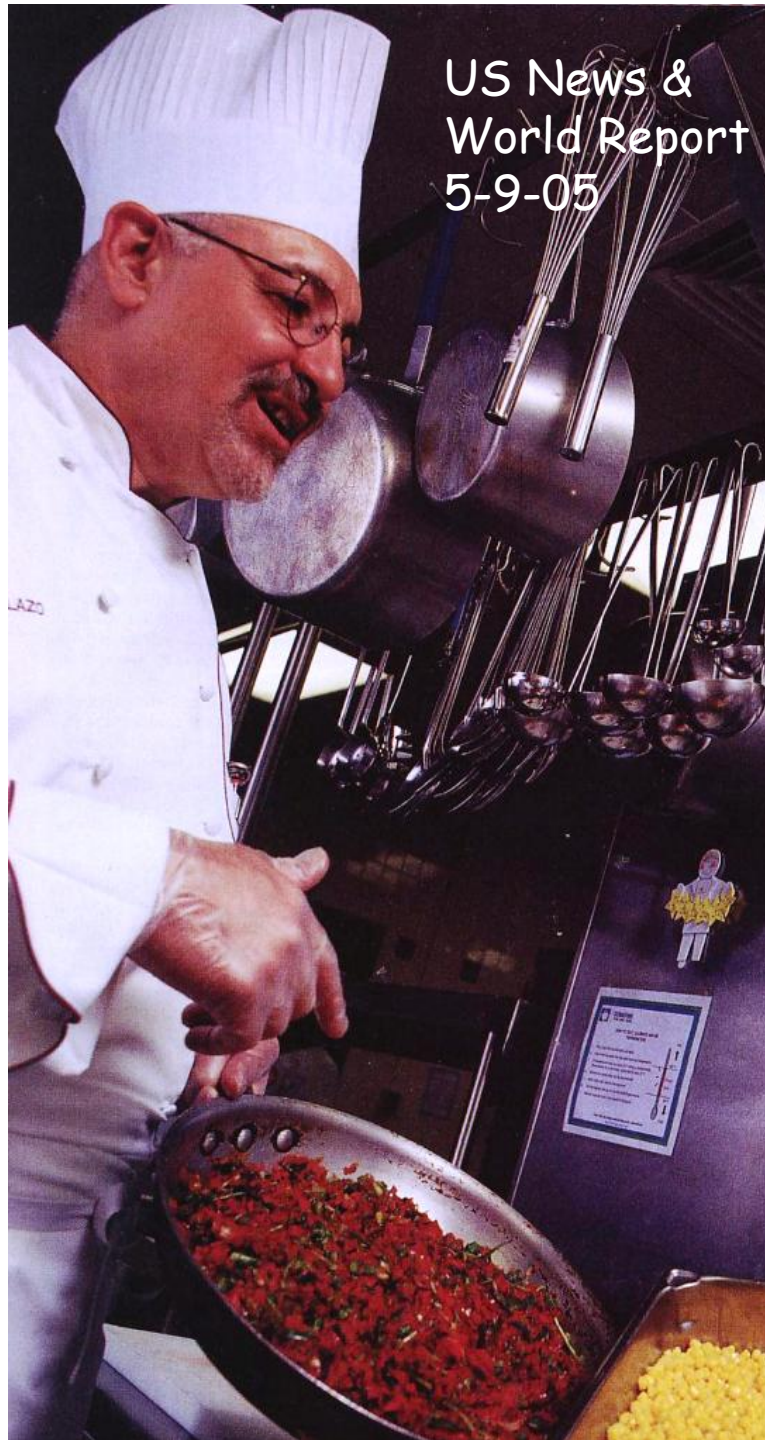
At Halloween, a middle-school girl showed up dressed as a ketchup bottle with a sign around her neck: "Please Put Me on the Menu." What to do? Ketchup is back on the menu

at Calhoun, but and only organic

To the chagrin of the disdain of lunch, once the mystery meat is going up, hired Chef Bobo of Manhattan p

New York Times
November 26, 2004





US News &
World Report
5-9-05

THE WORLD OF CHIEF JORGE

It's a daunting task: Make New York City's school lunches healthful—and fun to eat

By Amanda Spake

The kitchen at Long Island City High School is bustling. It's most always lunchtime, with some of the school's 3,800 students. Cooks in aprons and hairnets ready pans of shepherd's pie, curried chicken wraps, and trays of apples, bananas, yogurt, and chocolate skim milk for the hungry kids marching down the cafeteria line. Kitchen staffers refill the lettuce, tomatoes, and other selections at the salad bar. Popular snacks include "pineapple ups"—individually wrapped pieces of fruit—and oat bran pretzels.

"Kids like salad bars, and one of our key focuses is to promote greater consumption of plant-based foods."



VEGGIES. The salad bar has been one of the most popular innovations. "The salad bars are an extra, extra, extra."

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New York Gets Ready To Count Calories

By KIM SEVERSON

TODD HANSHAW wanted a Big Mac, a large order of fries and a Diet Coke for lunch. That it added up to 1,130 calories, or a little more than half of what his trainer suggested he eat for the day, made no difference.

"You splurge and then you take it back later," said Mr. Hanshaw, a fashion director who was eating a quick lunch in Midtown Manhattan before getting on a plane to Los Angeles, where he lives.

That's not quite the attitude the New York City Board of Health was hoping for when it passed a law last week that will force some restaurants to list calories on menus by this summer.

The point of the measure, part of a food-regulation package that will also eliminate trans fats in restaurant kitchens, is to help prevent obesity and the diseases that go along with it. Health officials hope that once someone sees that a Starbucks mocha made with whole milk and whipped cream has 420 calories, the

pes, the hand of an over-eager cook might add more cheese or oil, throwing off the count.

A few chain restaurant operators are already wondering if it would be easier to simply take down any publicly available nutrition information before the deadline, thus exempting themselves from the law.

"The problem is that more and more restaurants aren't going to want to provide this information," said Sue Hensley, a senior vice president with the National Restaurant Association. "Why would they? It's a great idea to provide nutrition information. It's just that this is not an effective way to do it."

The biggest challenge might sim-

What will the city's new ruling mean?



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Subs From The Oven!

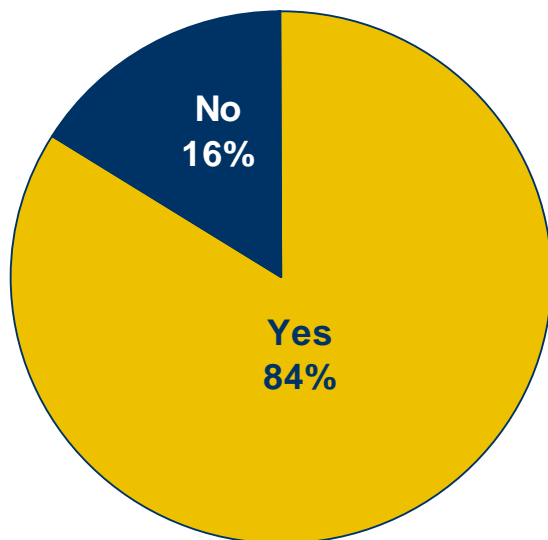
Cal		6" Sub or Wrap
560	Meatball Marinara	3.99
450	Italian BMT	4.49
480	Spicy Italian	3.99
400	Steak & Cheese	4.99
380	Subway Melt	4.99
580	Chicken & Bacon Ranch	5.49

Hungrier? Make it a FOOTLONG! Only 1.75 More

A Huge Majority are Surprised by the Calorie Counts and Find Them Higher Than Expected

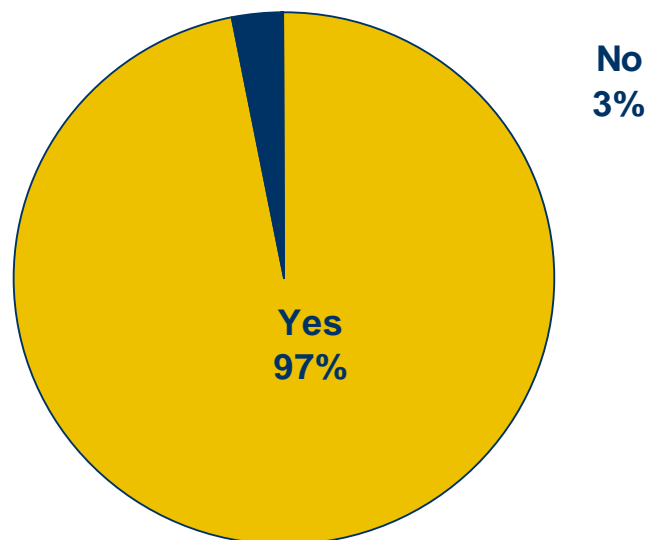
Have you been surprised by the calorie counts?

Base: Have read calorie information = 161



Are they higher than expected?

Base: Surprised by calorie content = 136



Can the Food Industry Play a Constructive Role in the Obesity Epidemic?

David S. Ludwig, MD, PhD

Marion Nestle, PhD, MPH

IN RESPONSE TO INCREASING RATES OF OBESITY, MANY FOOD companies have announced policies of corporate responsibility. McDonald's claims, "[we] encourage individuals to make informed choices to maintain the essential balance between calories consumed as food) and energy expended (through physical activity)." ¹ A new broad-based program that reaches even the youngest says, "we can play an important role in helping children live healthier lives by offering healthier choices and by developing healthy products that promote active living." ² Kraft says, "helping children and their families make healthy food choices while encouraging physical activity has become part of how Kraft gives back to communities." ⁴ In light of such statements, should the food industry be welcomed as a constructive partner in the campaign against obesity?

The Dark Side of the Food Industry

Simon⁵ examined food corporation practices in the United States, especially with regard to school nutrition, and concluded that companies "lobby vociferously against policies to improve children's health; make misleading statements and misrepresent their policies at government meetings and public venues; and make public promises of corporate social responsibility that sound good, but in reality amount to little more than empty promises." ⁵ At the request of the National Commission on the Causes and Prevention of Obesity, Simon⁶ compared the promises of food companies in the United States with actual practices. He found significant discrepancies. Deceptive advertising was used at least up to 2005 to promote trans fats and hydrogenated vegetable oil (and was responsible for deceptive advertising); to promote products to children with toys, games, and trips to Disney World; and to promote supersized versions of Happy Meals.⁶ Kraft, the second com-

Child health advocates?

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Personal Responsibility

- Food, not products
- Smaller portions
- Buy local
- Cook at home
- Teach kids to cook



Societal Responsibility: Change Policy !

- School food
- Marketing to kids
- Food safety
- Farm supports
- Income equity
- Campaign financing
- Corporate regulations



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U.S. News & WORLD REPORT
MAY 19, 2008

How to Solve The Global Food Crisis

There are no easy answers. But here are key actions that could ward off impending disaster


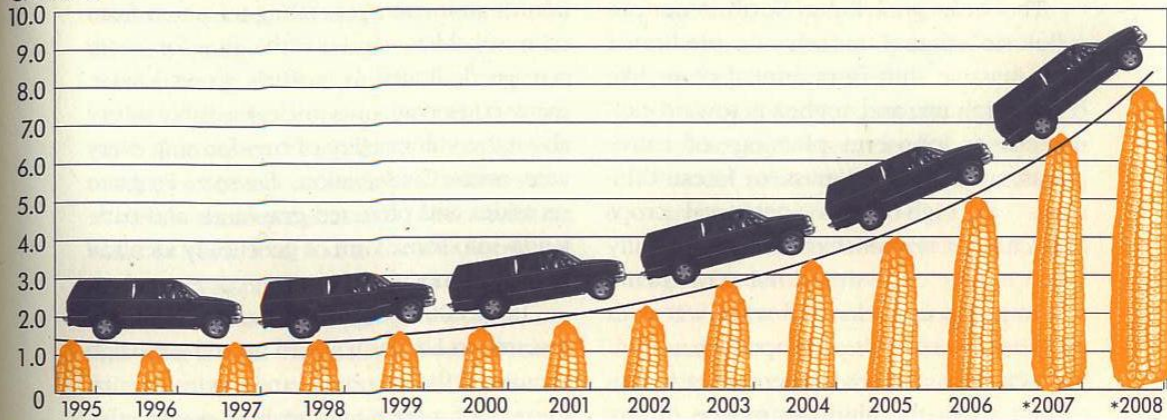


Figure 25

The Grain Ethanol Gold Rush

U.S. Corn-based Ethanol Production 1995-2008

Billions of Gallons



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