



Pure Facts

Vol. 6 No. 3

March, 1982

Nutrition Information Group Established

The Network for Better Nutrition has been established by a group of officials from food companies, advertising agencies and government agencies to provide nutrition information to the public and to monitor the efforts of other groups in the field, according to a recent edi-

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Colas Are Now The Breakfast Drink of Many

Remember when children drank milk and fresh-squeezed fruit juices for breakfast? Some even had hot cereals or eggs and toast.

Now far too many children eat corn chips or potato chips and cola drinks for breakfast, says Earl Mindel, author of the *Vitamin Bible*.

He estimates that approximately 5,000,000 individuals consume cola drinks each day at breakfast.

In a recent newsletter the Federation of Homemakers pointed to these cola generation children as the ones who usually have learning problems and disrupt their classrooms. ■

Next Month:

- * More Bad News On Food Dyes
- * Synthetic vs Natural

Remember When Eggs Made Waffles Yellow? Houston Breaks No Eggs About It

"Why is the Houston School District serving yellow waffles, french toast and pancakes?" That's what Houston parents wanted to know.

Dianne Nixon, a Houston parent and chairman of the Education Committee for the Feingold Association, was told that yellow dye was used in the waffles, french toast and pancakes as a substitute for real

eggs. And that this was being done in prosperous Houston as an economy measure.

When Nixon asked exactly what dyes were used in the brightly colored popsicles, school district officials had no idea and sent her on a trail of referrals that culminated at a laboratory in New Jersey.

The laboratory identified the

cont. on page 2

When "Flavored" Means Natural

Food labels can be confusing, incomplete and misleading. Usually such confusion works to the manufacturer's advantage but sometimes they are also caught by the system.

For example, according to the standard of identity for ketchup, the product must be made with sugar as an ingredient. If the manufacturer chooses to use a more natural sweetener such as

honey or no sweetener, he must call his product "imitation ketchup".

Many soft drinks are artificially colored with caramel—a natural product. Unfortunately synthetic caramel is also used as a colorant and the shopper has no way of knowing which type of caramel has been used.

Currently the Food and Drug

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Spatini
spaghetti sauce mix



INGREDIENTS:
Sugar, Salt, Dehydrated Onions, Potato Starch, Spices and Herbs, Artificially colored with Natural Beet and Carrot Powder, Egg White Powder, Whey, Monosodium Glutamate (Flavor Enhancer), Natural Flavor, Vegetable Gum.



**NATURAL
IMITATION
CATSUP**
SWEETENED WITH HONEY



INGREDIENTS: Tomato Paste, Water, Honey, Vinegar, Sea Salt and Natural Spice.

"Artificial", "Imitation" or "Flavored" doesn't always mean synthetic.

Feingold Audio-Visual Tape Now Available

An excellent 50 minute, VHS, audio-visual tape featuring Dr. Feingold is now available to parent groups, schools, teachers or any interested individual.

The cost of production of the tape has been absorbed by the Kaiser-Permanente Program thus making it possible to offer the tape at reproduction cost.

To order send \$25 plus postage (1st class: \$2.64—3rd class: \$1.44) to:

Dr. Ben F. Feingold
Kaiser Permanente Medical Center
2200 O'Farrell St.
San Francisco, CA 94115

Please specify which size tape (1/2" or 3/4") you desire. ■

Nutrition, continued from page 1

tion of *Food Chemical News*.

NBN will pursue two goals:

"Improving the information base upon which food and nutrition information/education programs can be based; (and) increasing the effectiveness of communicating food and nutrition information so that the consuming public can make more informed dietary choices."

The structure and objectives of NBN were formulated last June by the following executive committee members: Richard Laster, General Foods; Carol Tucker Forman, a nationally recognized consumer advocate and consultant to the Consumer Federation of America; Richard Manoff, Manoff International Advertising Agency; John Prenn, Safeway Stores; Helen Ullrich, Society for Nutrition Education; Howard Seltzer, U.S. Office of Consumer Affairs; and Mary Jarratt, Assistant Agriculture Secretary.

Eggs, continued from page 1

specific dyes used in the lunch room popsicles as: Red No. 40, Blue No. 1 and Yellow No. 5—all "coal tar dyes".

According to the Center for Science in the Public Interest, Blue No. 1 is banned in the United Kingdom and in the European Common Market because it is a suspected carcinogen.

CSPI also noted that The World Health Organization refused to grant even temporary approval for Red No. 40 because



represents the biggest names in the food industry. It's a conflict of interests since the same major companies that advise the school districts are selling them food."

She added that, "To consult the Nutrition Foundation is like asking the wolf to guard the hen house door."

In 1979, after a campaign launched by concerned parents of the Houston School District, most synthetic dyes were removed from the school lun-

Kathryn Mikeska:
"To consult the Nutrition Foundation is like asking the wolf to guard the hen house door."

it hasn't had proper testing for public consumption, and Yellow No. 5 is suspected of exacerbating food allergies.

So why are these dyes being used in our school lunches? Claud Keen, head of food services for the Houston School District, says, "We don't get into what's in the food. If it's on the local market and it is under specifications and purchased through an open bid, we buy it."

But Kathryn Mikeska, a Houston parent and officer for the Feingold Association points out that those specifications are suspect. "The Houston Independent School District's medical advisory board quoted the Nutrition Foundation which

ches. Now Houston parents are feeling bitter frustration as they see the non-nutritious additives creeping back into the lunch program.

But the fight is not over as they discredit the excuses by pointing to the successful New York City school system program which specifies "no artificial coloring, no monosodium glutamate, no non-beneficial additives, reduced sugar, reduced salt and reduced fat in all school lunches served by the district." And they do this all with no increase in cost.

New York proves that a nutritious additive-free lunch is possible as long as parents accept no less. ■

PURE FACTS

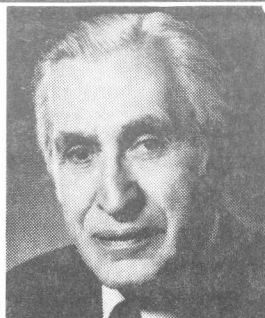
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Pure Facts is published monthly, except for a combined July/August issue, by the Feingold Association of the United States, Inc. Subscription rates: \$12 per annum in the U.S., Canada and Mexico; \$16 elsewhere. Additional contributions gratefully accepted.

All correspondence, subscriptions, renewals and change of address notifications should be sent to: *Pure Facts*, 2087 G Tucson Ave., Andrews AFB, Maryland 20335.

Portions of the newsletter may be reprinted provided *Pure Facts* is cited as the original source.

To find the location of the nearest Feingold Chapter or obtain general information about FAUS, write to: Feingold Association of the United States, Inc., Drawer A-G, Holtsville, N.Y. 11742.



**Dr.
Feingold
Explains:**

Why MSG is Not Eliminated by the Feingold Diet

"It is well recognized that MSG affects the nervous system in some individuals, manifested as the so-called 'Chinese Restaurant Syndrome'—headache, nervousness and generalized tingling—but MSG is very infrequently a cause of hyperactivity.

"However, it is important that the public be aware of the rapidly growing prevalence of MSG in our food supply, which makes it almost impossible to avoid without deliberate awareness for the chemical.

"Because of the more widespread occurrence of MSG in foods, more and more individuals are experiencing adverse reactions to the chemical. (But) it should be emphasized it is not a common cause of hyperactivity.

"Great caution must be exercised in incriminating any suspected chemical. If every compound that causes hyperactivity in one to a hundred thousand or one to a million people were eliminated, nothing would be left. The diet would become so cumbersome and impractical, it would fail of its own weight."

Chocolate Substitute

If you are cutting down on or eliminating chocolate it's easy to substitute carob. In place of one square of unsweetened chocolate use three teaspoons of carob plus one teaspoon of oil.

Simple Tricks for Baking With Unprocessed Ingredients

The Feingold Nutrition Program is a simple concept for those trying to help their children or themselves overcome a disorder with a hundred names, most commonly—hyperactivity. But today, even non-Feingold families are using less and less processed foods.

One minor downfall in using the less processed unbleached flour is that our cakes may not rise as they used to. Even this minor problem can be helped. Bleaching flour is not a necessary process, but it does help oxidize flour, which increases the volume of baked goods.

Oxidizing will occur naturally with time so you may want to buy an extra bag of unbleached flour to sit on your shelf to "mature" while using the first bag.

Another point to consider is that fast acting baking powder begins to evolve CO² immediately upon contact with water. This is why having your baking pan prepared, preheating the oven

and mixing dry ingredients with wet ingredients last are important parts of your recipe and need to be followed.

Rumford baking powder is a simple, fast acting baking powder and is merely baking soda, cream of tartar and corn starch. Calumet, also approved, contains an added chemical, Sodium Aluminum Sulfate, which only starts to work after your batter is in the oven heating up and will give you a high lighter cake.

By the way, using extra baking powder is a trick that does not work; in fact it will often lead to a collapsed cake. ■

... Submitted by Barbara Hoffstein
Treasurer-FAUS
(and Nutrition Education
student at the University
of Maryland).

T'anks But No Tang

One of our astronauts-in-training was allergic to the yellow dye in Tang breakfast drink. The poor man passed out in anaphylactic shock. This little incident cost him his job.

---Prevention



FAUS Treasurer Barbara Hoffstein speaks to nutrition-conscious parents at a Maryland public library. Feingold members across the country are being asked to speak to public and private groups of people who want to know more about building a healthy body through selective eating.

Flavored, continued from page 1

Administration requires manufacturers to identify chocolate products whose chocolate source comes from cocoa as "chocolate flavored" which might lead a buyer to believe that it is synthetically flavored.

As you can see, reading labels is not enough. Consult your Feingold Safe Food List, compiled by the product information committee to make sure that you're getting what you think you're getting. ■

Chapters Report

Parsley is nature's own very effective breath freshener. Simply chew a sprig.

--F.A. PATH of Illinois

Smooth those chapped lips using homemade lip balm. Melt equal parts of beeswax (available at health food stores) and vegetable oil in a double boiler using low heat. Remove from stove and whip quickly with a fork until mixture solidifies. Store at room temperature.

--F.A. of New York

If your child is taking a musical instrument it is possible that a reaction could be induced by some cleaning and sterilizing agents which are used from time to time. These can be artificially colored and flavored.

Brass instruments need only soap and water to clean the mouthpiece; and a brass cleaner for the instrument itself. Woodwinds need only hot water and any wax to keep them in good condition. Check with your school's music department to find out what is being used.

--F.A. of New York

Additive Hotline

Mazola Corn Oil has been **approved**.

* * *

Hellmann's Real Mayonnaise (Best Foods) has been **approved**.

* * *

Budweiser Beer has been **approved**.

* * *

Nature's Burger (Fantastic Foods) is **approved conditionally**. It contains green peppers and tomato powder (salicylates).

* * *

BASIS soap now contains BHT and EDTA and should be **removed from your approved list**.

What is FAUS?

The Feingold Association, founded in 1976, is a volunteer, non-profit organization comprised of parents and interested professionals dedicated to improving the health and behavior of hyperactive/learning disabled children, and similarly affected adults, through the Feingold Nutritional Program. This program is based on the elimination of synthetic colors, synthetic flavors, BHA, BHT, TBHQ and naturally occurring salicylates from our food supply.

M is for **maltose**, one of the many forms of sugar. It is usually derived from a malt starch. As with all forms of sugar, the greatest harm from maltose is when used in excess.

A is for **allergic and alcohol**. The Center for Science in the Public Interest is studying allergic reactions or other health problems due to the ingredients in alcoholic beverages. If you have experienced any such reactions write to:

Alcoholic Beverage Allergy Survey
CSPI

1755 S. St. N.W.

Washington, D.C. 20009

R is for **ritalin**. A stimulant drug prescribed to hyperactive children in staggering frequency. It is estimated by *American Educator* magazine that 2.5 million children in the U.S. are treated with such behavior modifying drugs as **ritalin**.

Double Check Your "FUN-SHAPES"

FAUS members have been using FUN-SHAPES popsicles with confidence, but no more. Some dairies have reformulated the recipe and are adding synthetic coloring. Read the label carefully to make sure you are buying a natural product.

Don't let the March winds (or the children) blow you away. Keep two feet on the ground with *Pure Facts*. Order today. (See page 2.)

PURE FACTS

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