

Pure Facts



May, 1986

Vol. 10, No. 4

PIC — How You've Grown!

The FAUS Product Information Committee (PIC) originated with Dr. Feingold's early inquiries to food companies, described in his book, *Why Your Child Is Hyperactive*.

He found it difficult to obtain accurate information on the additives used in products, on those present in the various components of a product, as well as the additives introduced via the processing techniques or packaging materials.

He knew that if he, as a physician, had such difficulty obtaining information, it would be even harder for a parent.

Thus, in the "early days," the Feingold Diet required families to avoid most processed foods and do a great deal of preparation "from scratch."

"they really didn't know what was in the foods provided by their suppliers"

As parent support groups formed, the hottest topic of conversation was "what brands can your child tolerate?" The first foodlist was a handful of products a New York mother was able to use successfully for her son. This mother, Vicki Gelardi, began the Feingold Asso-

Continued on page 4

A Mother's Day Note

Dear Pure Facts,

I am very fond of this picture. It was taken when we were home last Christmas.



The four generations: Kenneth Anderson, Orlean Anderson, Ruth Corbett, Ruth McCallum

Getting the four of us on that couch at the same time wasn't easy. Just separating Ken from the phone for 5 minutes to get the picture was a major undertaking. We were determined though, determined to have a picture of the four generations. When I look at the picture, I am struck by my son's long legs and his big feet and by the fact that he is suddenly seventeen years old.

Ken hasn't had an easy time. He has had the typical problems that hyperactive children have — problems controlling his temper, problems finding just the right friends, problems with homework and grades. I look at this picture, however, and I think about the past seventeen years and I see a growth, a moving-forward, a maturing. That maturing has a great deal to

do with his grandmother and great grandmother there on the couch with him. These two women have had a very special relationship with Ken and a very special commitment to him.

I remember the long distance calls to my mother when Ken was barely 6 years old and her shock when I told her that Ken had been diagnosed as severely hyperactive. I remember her questions . . . questions to which I had very few answers. I remember my grandmother's concern, and then a Sunday call from my mother a month later. She had read in the Houston newspaper about Dr. Ben Feingold and his controversial theories about hyperactive children. Then that Sunday there was an announcement in the church bulletin. Dr. Feingold would be in Houston to address the local Feingold Association and the meeting was to be held in our church. It was too much for my mother to resist. She decided to be at that meeting and her presence there changed our lives.

Following her lead, we launched into a new way of eating, a new definition of nutrition. We saw, in an amazingly short time, a difference in Ken's behavior, a difference that we relayed long distance to his grandmother, grand dad, and his great grandmother.

Continued on page 4

The Feingold Association of the United States, Inc., founded in 1976, is a volunteer, non-profit organization. The purpose of the Association is to support members in the implementation of the Feingold Program and to generate public awareness of the potential role of food and synthetic additives in the treatment of behavior, learning and health problems. This program is based on a diet eliminating synthetic colors, synthetic flavors, and the preservatives BHA, BHT, and TBHQ.

Happy Birthday to FAUS! * May, 1976 - May, 1986

'Fighting the Food Giants'

Paul Stitt, a biochemist and outspoken critic of the American food industry, will be one of the speakers at FAUS' 11th Annual Conference to be held in Wheaton, Illinois (near Chicago) June 25-29.

He received his Master of Science degree in biochemistry from the University of Wisconsin and then worked as a food scientist for Teneco Corporation and the Quaker Oats Company.

Paul's insistence that the industry produce nutritious foods irritated his employers, who finally fired him for insubordination.

He went on to found Natural

Ovens to prove that commercial production of nutritious foods is feasible. Today, Natural Ovens is one of the largest and fastest growing distributors of whole grain breads and natural foods.

In his books, *Why Calories Don't Count* and *Fighting the Food Giants*, Paul describes his experiences and alerts the reader to the problems of today's processed diet.

Estelle Bradley, Ed.D., will address FAUS delegates and guests. Dr. Bradley is Coordinator of Reading, Learning Disability and Behavior Disability Teachers in the Des Plains Elementary Schools.

She received her bachelor's degree from Northwestern, master's

degree from National College of Education and Ph.D. from Loyola University.

Dr. Bradley has been a guest at statewide conferences of the Feingold PATH of Illinois, describing what it is like to be a hyperactive child.

Food Additives, Asthma & Hives

The *Journal of Allergy & Clinical Immunology* reported the results of a single blind study which explored the role of food additives as a causative factor in asthma and urticaria (hives).

The study involved a total of 34 subjects. 17 of them suffered from chronic urticaria, 14 from asthma, and 3 had both.

Yellow dye (tartrazine) and aspirin were the worst offenders in provoking hives; **sulfur dioxide** presented the greatest problem for the asthmatic subjects.

In his book, *Why Your Child Is Hyperactive*, Dr. Feingold described how he devised the "K-P" (Kaiser-Permanente) diet, for the

purpose of treating aspirin-sensitive patients who suffered from hives. The use of the diet to help children with behavior and learning problems was a later development.

Has the Feingold Program helped someone in your family who suffers from hives? We'd like to hear from you.

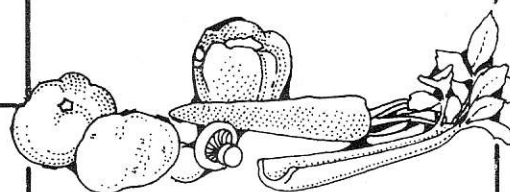
Source: "Value of Oral Provocation Tests to Aspirin and Food Additives in the Routine Investigation of Asthma and Chronic Urticaria." Genton C, Frei P, Pecoud A. *Journal of Allergy & Clinical Immunology* 1985;76(1):40-45.

Salicylates in Vegetables

Swain, Dutton and Truswell report in their analysis of salicylate content in the Australian food supply (*JADA* 85, p. 951):

"Within the vegetable group, salicylate content varied widely among the raw foods. It ranged from negligible in bamboo shoots, dried beans, green cabbage, celery, lentils, lettuce, dried peas . . . to a high in . . . gherkins" (pickles).

According to the Australian study, "Fresh tomatoes contain only small amounts of salicylate . . . however, many commonly used tomato products are considerable sources of salicylate: canned tomatoes . . . ; tomato paste . . . ; tomato sauce . . . ; and tomato soup The increase in available salicylate in the processed tomato products compared with the fresh can be attributed to the use of a fully ripe raw material, to cooking, and to concentration, but is probably due



mainly to the addition of flavoring herbs and spices."

In the Australian study, a peeled, raw cucumber had less salicylate content than a red radish. But a canned pickled cucumber had more than five times as much salicylate as the raw peeled cucumber. Most of the additional salicylate in the pickle is apparently from cloves, tumeric or other spices used in the pickling spice.

EDITOR'S NOTE: These are tests done on Australian products and may not necessarily be representative of their American counterparts.

Karen S. Garnett

Next Month: Salicylates in Exotic Fruits

New Trends in Beef

Back in 1979 Mel Coleman of Saguache, Colorado operated a modern cattle ranch — just like so many of his neighbors. He worked hard, but found that each year his ranching business showed no profit — just like his neighbors.

When his daughter-in-law told of her difficulty finding beef free of hormones and synthetic additives, Coleman took an interest.

He got rid of the feedlots where cattle are fattened on processed feeds loaded with hormones and other chemicals. Today his cattle are born and raised on the range, just as they were when Coleman's grandparents established the ranch in 1870.

Since it takes longer for his cattle to mature, the price is higher, but Coleman maintains the flavor of his beef is well worth it. With annual sales of \$5 million and distribution in 14 states, consumers apparently agree.

The line of products has been expanded to include natural lamb, pork and rabbit, as well as the beef.

Coleman's "hormone and stimulant-free" meat can now be purchased in some health food stores in New England and California.

Today his cattle are born and raised on the range

Various Denver area supermarkets carry it, and the Grand Union supermarket chain is beginning to offer it in some of their stores in the New York City area.

The interest is spreading, according to the US Department of Agriculture, and the department has been contacted by many ranchers for approval of labels describing their natural products. These ranchers are finding the way to make a better living by providing better meat.

EDITORIAL COMMENT: 'Natural' Means Something at USDA

Last month *Pure Facts* carried an April Fool's Day "tribute" to those food labels we consider demonstrate the most flagrant misuse of the word "natural." As we pointed out, the Food & Drug Administration (FDA) has no policy regarding the term.

All drugs, most foods, and non-alcoholic beverages are under the jurisdiction of the FDA, but it is the Department of Agriculture which regulates meat and poultry products.



Pure Facts interviewed Ron Brewington, Chief of USDA's labeling branch in Washington. It was refreshing to learn that this agency operates on the belief that the consumer has the right to know what he is eating.

What's more, all meat and poultry labels must be submitted to USDA for approval prior to use. So when Mel Coleman labels his product as "hormone and stimulant-free" or when Safeway calls their Manor House turkeys "natural," it is only after they have proven these claims to be accurate.

USDA's definition of "natural," Brewington explained, is a food which contains no artificial ingredients and which has been subjected to only minimal processing. It does not address the question of additives in the animal's diet.

The most frequent question FAUS receives concerning meats is whether or not coloring may be added to ground beef. USDA sometimes receives complaints that meat has been colored or that the butcher "put the fresh red meat on the outside and put the older dark meat on the inside."

Both assumptions are false. Fresh beef is dark until it is exposed to the air; it is the interaction with oxygen which changes meat to the familiar bright red color.

Pure Facts asked about the practice of bleaching the dark meat of chicken to use it for chicken nuggets and other dishes generally made from white meat. (See "Fowl Play," *Pure Facts*, June 1985.)

this agency operates on the belief that the consumer has the right to know what he is eating

This is still experimental, according to USDA, and if permission is given for bleached chicken, the product would have to be labeled as such. This raises interesting questions on how fast food restaurants would label their deep-fried nuggets!

PIC Report

The following products can be added to your foodlist:

Stage I

Shamitoff Natural Fruit Bars
Chocolate Coconut Cream
(CS)(SB)
Orville Redenbacher's Gourmet
Caramel Crunch (CS)
Sesame Crunch (CS)

(Thanks, Orville!)

The Feingold Association does not endorse or assume responsibility for any product, method, service, or treatment presented in this newsletter. This is provided for the reader's information.

Mother's Day, from page 1

That early success was all my mother needed. She joined the Feingold Association of Houston and volunteered to work several mornings a week in the office. Soon she was a member of the board of directors. Knowing how busy Ken's dad and I were with our jobs and Ken, she kept me informed about safe foods, new research, and numbers and names to call for help in the Washington DC area. I think that AT&T pocketed most of my teaching salary that year.

My grandmother was not to be left out. Her devotion to her great grandson was such that, at 83, she decided she too might like to do some volunteer work. Often I called home to find her sitting in the middle of stacks of Feingold newsletters — folding and stapling.

My mother is now in her 10th year of volunteering and is president of the Feingold Association of Texas. My grandmother, now 94, still helps with the newsletter and each July before her great grandson arrives, carefully searches her bedroom drawers to make sure there is no suspect candy left from boxes mailed to her by unenlightened nieces and nephews.

My grandmother, now 94, still helps with the newsletter.

And Ken, at seventeen, is a fortunate young man. For Ken, the support, the encouragement, the link he has with his grandmother and great grandmother has been, at times, like a life line. Their involvement in the Feingold Association has sent Ken a very strong message, a message that he is understood — understood by more than just his mother and Dad — understood in those times when even he doesn't understand himself.

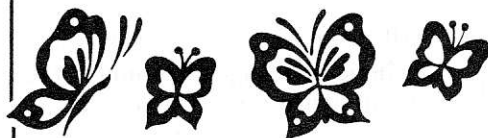
Yes, this picture is a very special one to me, and I can imagine a time when it will be very special for Ken, when he will hold it in his hand and remember a special commitment, a special love.

Orlean Anderson

PIC, from page 1

ciation in New York, and became FAUS' first president.

During the late '70s local associations formed throughout the country, and nearly all of them sent letters to food companies. The industry's frustration over having to handle duplicate requests led to the development of a Product Information Committee to research nationally available brands.



As the first PIC Chairperson, Houston's Dianne Nixon worked with Dr. Feingold to develop an inquiry form which could be used for researching products. Although she had no background in chemistry, Dianne is not one to allow details to stand in her way. With a copy of the industry manual, CRC Handbook of Food Additives, she soon acquired the information and skill to understand many aspects of food processing and communicate with the manufacturers in their own language.

Dianne notes the impact the Feingold Association had on the members of the industry. "Most of them didn't pay much attention to the ingredients they were using. When we asked them questions they had difficulty answering us; they really didn't know what was in the foods provided by their suppliers."

"Previously, decisions tended to be made on the basis of cost, not quality," Dianne continued. "We made them re-examine what they were doing."

One of PIC's hard working volunteers, Vivian Mower, was the second chairperson of the committee.

the hottest topic was "what brands can your child tolerate?"

Vivian is well acquainted with the subject of food processing through the work of her husband, who is a marketing specialist for a major food corporation.

In addition to dramatically increasing the number of companies and products researched, Vivian gave the association a better understanding of the industry's point of view. She has always believed it is possible to enjoy both the benefits of the Feingold Program along with the convenience of processed foods.

Barbara Ballmer, current chairperson of the FAUS PIC brings to the job not only the dedication and enthusiasm of her predecessors, but also the scientific background of a micro-biologist.

The most recent addition to the committee is Barbara's assistant, who promises to work tirelessly to streamline procedures, re-research products on a regular basis, has a fantastic memory, and types at breakneck speed. This new helper won't have to work around the needs of a family or job, and expects to be helping us for a long time to come. Our new Feingold worker's name is IBM PC XT.

Then and Now

The very first Feingold foodlist fit easily on one piece of paper, with plenty of room to spare.

Today, thanks to the gifts received from many friends, we have two computers to assist in our work. The results of PIC research fills ten computer disks and requires several hours to print out.

Pure Facts

Editor: Jane Hersey

Contributing Editors

Detroit: Karen Dorries

Fort Worth: Carolyn Allen

Los Angeles: Colleen Smethers

New Jersey: Cyndy Witzke

New York: Pat Palmer

San Francisco: Lynn Murphy

St. Paul: Sue Maldonado

Pure Facts is published ten times a year. Subscription rates: \$12 per annum in the U.S., Canada and Mexico; \$16 elsewhere (payable in U.S. currency).

For further information write to: Feingold Association of the United States, Inc., Box 6550, Alexandria, VA 22306.

Our computer goal of \$3500 has been reached!