

Pure Facts

Newsletter of the Feingold® Associations of the United States



May 1987

Vol. 11, No. 4

Where Can We Eat?

It won't be long before summer vacation is here, with auto trips, hungry kids, and the bewildering world of fast food franchises.

Armed with Foodlist and Handbook, the Feingold member can confidently navigate the aisles of nearly any supermarket. But coming face to face with a burger and fries is a different matter.

Can they put additives in meat patties? Do the shakes really have any milk in them? Are preservatives still used in salad bars? And is a diet salad dressing a better choice than a regular one? How about the orange colored cheese? What can we order for the kids to drink? And is there such a thing as an ok dessert?

Until franchises are willing (or required) to provide complete ingredient information the Feingold Association cannot give you the detailed information we are able to provide on other brand name products. But we can identify many of the unacceptable fast food items, and can give you a fighting chance on the rest.

If you're new to the Program, the best advice about restaurants is to avoid them. But if you have experienced a favorable response and can identify a reaction, you may be ready to venture into Burgerland.

This issue of *Pure Facts* contains a little pamphlet of suggested foods from major franchises. The information is based upon feedback from the chains, from our own members and their experiences, magazine and newspaper articles, and from other consumer advo-

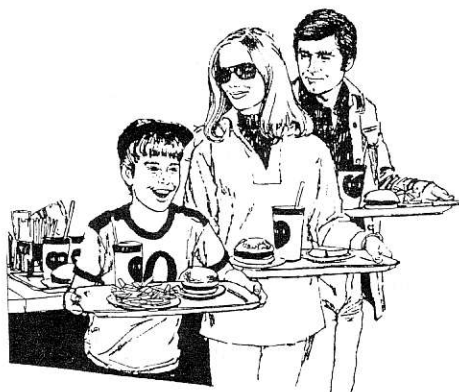
cates, especially Center for Science in the Public Interest. See the review of CSPI's new book, *The Fast Food Guide*.

Most fast foods contain many additives. The ones eliminated by the Feingold Program are: synthetic dyes, synthetic flavorings (including the artificial sweeteners saccharin and aspartame — also known as NutraSweet, Equal), BHA, BHT, TBHQ.

Some members avoid corn syrup, sodium benzoate, calcium propionate, nitrites and MSG/HVP (monosodium glutamate/hydrolyzed vegetable protein).

If you or your child are extremely sensitive, you may not be able to tolerate most fast foods; but the typical Feingold member can eat out if he chooses carefully and doesn't overdo it.

The longer you stay on the Feingold Program the greater your chances of being able to be relaxed about eating out.



'Helping Kids Learn How to Learn'

Learning Specialist to Address FAUS Conference

Children in special education programs may not be receiving the type of help they need. The student who is an ineffective learner will benefit more from specific techniques on how to learn than from watered down versions of his academic courses.



Steven Sichel, Ph.D., is a graduate school professor, teaching master's degree candidates in special education.

It is very possible to teach someone how to listen effectively, to take notes, to write well; in other words, how to succeed in school. There is no "quick fix" for the student with learning difficulties, but these skills can be taught and mastered.

The professional literature contains many examples of techniques which have been proven. "Kids who are empowered with these techniques can successfully navigate junior and senior high school," Dr. Sichel told *Pure Facts*.

Children are born with such different temperaments, and do not fit into neat categories. Dr. Sichel recognizes the importance of being open to a wide selection of techniques (including diet) to help the learning disabled child.

Continued on page 4

The Feingold® Associations of the United States, Inc., founded in 1976, are non-profit volunteer organizations whose purposes are to support their members in the implementation of the Feingold Program and to generate public awareness of the potential role of foods and synthetic additives in behavior, learning and health problems. The program is based on a diet eliminating synthetic colors, synthetic flavors, and the preservatives BHA, BHT, and TBHQ.

ACLD Symposium Links Diet & Behavior

By Judy Reninger

On February 25 I had the privilege of attending a preconference medical symposium sponsored by the Association for Children and Adults with Learning Disabilities (ACLD).

The entire day focused on how foods and other substances (such as food additives) can affect the brain and behavior.

The consensus of opinion was that there is no doubt that diet can and does affect mental functioning in some individuals. However, further study is needed to determine just how this happens, and how to apply our knowledge in the treatment of patients.

Kenneth A. Bonnet, Ph.D., Department of Psychiatry, New York University School of Medicine, was the program coordinator and first lecturer. He emphasized that there may be as many as 3 to 5 different reasons for any specific symptom. Foods and drugs can affect brain chemistry even before birth, and in many different ways all through life.

David S. King, Ph.D., of the Langley-Porter Neuropsychiatric Institute, University of California at San Francisco, spoke of the importance of well-designed research studies to determine the effects of food sensitivity. This type of study is very difficult to design and control, and a negative result on a study does not prove there is no association.

A pediatric perspective on allergic reactions was given by **John Gerrard, M.D.**, Professor Emeritus, University of Saskatchewan. He honored Dr. Feingold as the person who did the most to draw public attention to the relationship between diet and behavior. Many other scientists, beginning with Shannon in 1922, have documented behavioral effects of food reactions.

The Feingold Mom — a Mother's Day Tribute

Caring, resourceful, persistent, and smart; you are the nurturer and the key to a generation of children.

When our son was little and not on the Feingold diet, the focus of my life was to find help for him and our family.

I went from expert to expert seeking help. When they didn't have a solution, they just dismissed me as if I had been silly to even ask for help.

I remember seeking help from one doctor after Andy had pulled one of his spells of going without sleep for 48 hours. As he pushed me out of the door the doctor said, "It's probably a belly ache. Quit feeding him pizza and chili." (Andy was nine months old and I was definitely not feeding him pizza and chili!)

I was also the one who had to endure the disrespect of family, friends, teachers and shopkeepers

who, more than likely, were sure Andy's behavior was due to "bad parenting." And when I succeeded in finding a solution to my child's problem and expected that my efforts would finally be acknowledged, I was told I didn't know what I was talking about.

Some people said Andy had never been hyper and others said he had just grown out of it.

I was in one doctor's office and she commented on how much Andy's behavior had improved. I said I had put him on the Feingold diet and that it had caused this wonderful change. She looked me calmly in the eye and said, "But that diet doesn't work."

— Carolyn Reed, President
Feingold Association of Indiana

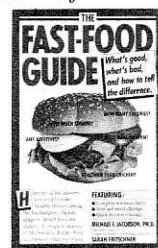
John Crayton, M.D., University of Chicago, is currently doing some very sophisticated research on the effects of food on behavior and body chemistry. After fasting in a strictly controlled setting, each adult research subject is given specific foods to test, and then participates in extensive psychological and biochemical testing. Preliminary results are showing very specific measurable changes in both mental functioning and the levels of certain natural substances in the body.

In summary, the speakers appeared to agree that diet does influence behavior and mental functioning. Every lecturer mentioned Dr. Feingold with greatest respect and admiration.

The scientific community needs to conduct more research to discover exactly what happens in the body. Also needed are methods of testing that determine what is the appropriate diet for each individual. Public interest is high, scientific progress is being made, and we should see increasing support for this approach in the future.



The Fast Food Guide, by Michael Jacobson, Ph.D. and Sarah Fritschner, is a remarkable accomplishment. Prying information from corporate headquarters is difficult, but this little book offers a wealth of information about fast foods in general, and a lot of details about the major chains.



Information on fat, sodium and fiber content are given, plus ingredient listing of many of the selections offered by the major chains.

It can be found in some bookstores or ordered from: CSPI, 1501 16th Street, N.W., Washington, DC 20036. The cost is \$4.95, plus 50 cents for postage.

Looking for a Competitive Edge

The American appetite for hamburgers has been saturated, but the consumer market for convenient take home foods is booming. 60% of fast food sales are now made at drive-through windows, according to *Business Week* magazine.

Fast food chains spend many millions of dollars on advertising campaigns. Clowns, kings, cowboys, nerds, mini playgrounds and kiddie meal boxes are among the ploys to attract the hungry consumer and his children.

Occasionally, a company uses the gimmick of wholesome food to attract customers, but this is the exception. Burger King, the number two (after McDonald's) fast food restaurant tried this and ran into trouble.

Most Feingold members can eat out . . . carefully!

Last year **Burger King** spent \$30 million to launch a nationwide advertising campaign of its new Chicken Tenders fillets — the only major brand which did not use reformed meat.

Consumers responded so well that the chain quickly ran out of Chicken Tenders and had to suspend the campaign.

McDonald's spent \$100 million to promote a healthy innovation, the addition of lettuce and tomato to the hamburger — the McDLT. This, too received an excellent consumer response.

Feingold members wish the major franchisers would put some of their funding into discovering ways to provide minimally processed wholesome foods. In other words, to take the additives out of "fast food," and put the food back in.

Fast Food can be Good Food in Maine

If your summer travel plans take you to Maine, consider a route that includes the cities of Auburn, Augusta, Portland or South Portland.

Jim and Ken Raffel own the franchise for the **Arby's** restaurants in these cities, and they are successfully changing the rules for fast food.



Standard Arby's fare makes up most of the menu, but there's also a salad bar boasting local, organically grown vegetables. Their lobster roll sandwich on whole grain bun and Maine crabmeat sandwich are highly successful innovations. Homemade soups and salad dressing are available, as well as a baked chicken sandwich.

The Raffel brothers began experimenting with the more natural foods as a gimmick. They quickly found their revised menu gave them a competitive edge over the nearby burger chains, and are earning a third more than the average Arby's franchise. (Although Arby's has 1,600 franchises, they have yet to break into the top ten.)

The Raffels will soon be opening their fifth restaurant (in Lewiston). Here's hoping this is a gimmick that will attract the attention of the clowns, the kings and the cowboys!

Product Alert

Payday uncoated candy bars now contain BHA and TBHQ. Avoid those candies with the label "new & improved."

Wrap Session

In last month's *Pure Facts*, an article on ready-to-eat cereals described problems the Feingold member encounters not only with additives in foods, but with the packaging materials as well.

Business Week (3/16/87) reports a new wrinkle in packaging materials:

Frozen foods can be welcome timesavers. But soggy pizza and pie crusts, not to mention mushy breaded fish and chicken, can make you wish frozen foods had never been invented. However, food scientists are throwing still more technology at the problem, and one answer may be to keep the dough dry with a separate packaging inside the outer one.

Owen R. Fennema, professor of food chemistry at the University of Wisconsin, has developed special films that prevent the dry portions of frozen dishes from sopping up moisture from other ingredients.

In a pie, for example, the film would go between the crust and the filling. So how would you get the film out? You wouldn't. You'd eat it along with the pie. The patented films are completely edible, made from a tasteless combination of cellulose, lipid fats, and beeswax.

Editor's note: Will Feingold members need to be wary of these films? We don't know yet, but will watch this development with interest.

Could the day be far when labels will state "No artificial colors, no artificial flavors, no preservatives, all natural packaging"?

The Feingold® Associations do not endorse, approve or assume responsibility for any product, brand, method or treatment. The presence (or absence) of a product on a Feingold foodlist, or the discussion of a method or treatment does not constitute approval (or disapproval). The foodlists are based primarily upon information supplied by manufacturers, and are not based upon independent testing.

Attention: Feingold Kids

There's still time to enter FAUS's poster contest. The topic is "How I felt before and after I went on the Feingold diet."

Draw your poster on a sheet of unlined 8½ x 11 paper and send it to: F.A.N.E., 67 Harned Road, Commack, NY 11725.

Please be sure to write your name, address and age on the back of the poster. All children participating will receive an award, and a special prize will be awarded to one child in each age group.

If you have questions, please contact Judy Schneider at (718) 356-5581.

Write a Letter

Do you have a question for the fast food companies? You can write to them at these addresses:

Arby's / AFA Service Corp.
Suite 700 / 10 Piedmont Center
3495 Piedmont Rd., N.E.
Atlanta, GA 30305
(404) 262-2729

Burger King Corp.
P.O. Box 520783
General Mail Facility
Miami, FL 33152
(305) 596-7011

Domino's Pizza
P.O. Box 997
Ann Arbor, MI 48106
(313) 668-4000

Hardee's Food System Inc.
1233 N. Church St.
Rocky Mount, NC 27801
(919) 977-2000

Kentucky Fried Chicken
P.O. Box 32070
Louisville, KY 40232
(502) 456-8300

McDonald's Corp. / Consumer Affairs
McDonald's Plaza
Oak Brook, IL 60521
(312) 887-3200

Roy Rogers Restaurants
Marriott Corp.
Marriott Drive
Washington, DC 20058
(202) 897-1490

Wendy's / Consumer Affairs
P.O. Box 256
Dublin, OH 43017
(614) 764-3100

Editorial

There has been a great deal of publicity in the media recently over the return of red M&M candies. All colors of these candies are unacceptable on the Feingold diet because they contain synthetic coloring and flavoring.

M&M's were developed during World War II, at the request of military officials. Mars Candy Company was asked to produce a candy which could be given to troops serving in the South Pacific where the tropical climate caused chocolate bars to become a sticky mess.



In 1976 the company made the decision to discontinue making the red candies.

This was the same year the Food and Drug Administration banned the notorious Red dye #2, after more than a decade of controversy.

A spokesman for Mars told *Pure Facts* that Red #2 has never been used in red M&M's, but rather a combination of Red #3 and #40. (These are the only two red dyes still approved for use by the FDA.) The red candies are again using a combination of the two dyes.

The return of red M&M's was prompted by many letters and pleas from consumers.

Although there is a growing public awareness of the hazards of synthetic dyes, it's important for Feingold members to realize how many people are still attracted to the dyed candies, and how strong the sentiment is.

Why were the red candies banished in the first place? According to the company it was due to a "misplaced concern" over the safety of food dyes!

Helping Kids, from page 1

Having been a school psychologist for over eleven years, he is concerned about the times when the system does not work for the benefit of the child. The resources are there, he believes, but they are not always used in the most productive ways.

It is very possible to teach someone how to succeed in school.

One of the greatest impediments to success occurs when the professional fails to recognize the value of the parent's input. "When a parent and counselor are working to help the child, there are two professionals in the room," Dr. Sichel notes.

He will be describing the program he is successfully using with teens, and will help Conference participants become more knowledgeable about examining and evaluating the LD program in their child's school.

FAUS Conferences are open to all Feingold members. For information on how to attend, contact: Judy Schneider, 240 Elverton Avenue, Staten Island, NY 10308 (718) 356-5581.

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. (703) 768-FAUS