

Pure Facts

Newsletter of the Feingold® Associations of the United States



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Dyes are on their way out in Europe!

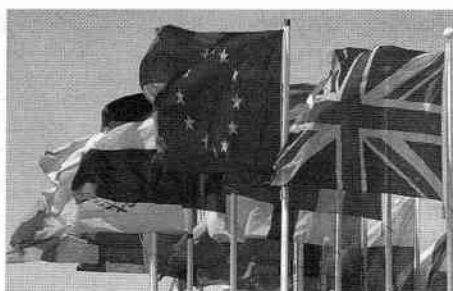
Rather than put warning labels on their food, manufacturers are replacing petroleum-based dyes with natural coloring.

As of July 20 of this year most of the food and beverages sold in Europe will be required to either eliminate six synthetic dyes or include warning labels stating **"may have an adverse effect on activity and attention in children."** Companies will be required to be sure the warning is clearly visible on the packaging -- no teeny type or printing of red words on a red background will be allowed.

Products consumed by adults, such as alcoholic beverages, will not be required to carry any warnings, so chemically-sensitive adults will need to be alert for dyes. This is not easy; food additives in Europe are labeled with "E numbers" so instead of looking for Yellow No. 5, as it is listed in the US, a consumer will need to watch out for "E102".

"EU Regulation 1333/2008" was adopted by the European Commission in July of 2008 after the publication of the government-funded Southampton study (showing that dyes cause harm for most children, not just those diagnosed with ADHD) and the consequent removal of dyes from foods in the United Kingdom.

The Commission is the executive body of the European Union, headquartered in Luxembourg.



This regulation was passed despite lack of support by the European Food Safety Authority, counterpart of the US Food and Drug Administration; the agency wanted to wait until more research was conducted before taking any action.

The dyes in question, often referred to as the "Southampton Six," are:

- Allura Red E129 - Red 40
- Tartrazine E102 - Yellow 5
- Sunset Yellow E110 - Yellow 6
- Ponceau 4R E124 - Red 4
- Quinoline Yellow E104 - Yellow 10
- Carmosine E122

The first three (Red 40, Yellow 5 and Yellow 6) are used in the US; the remaining three (Red 4, Yellow 10 and Carmosine) are banned from use in foods in the US, but are permitted in drugs and cosmetics.

The US also permits these dyes in food, but they have been banned in most European countries: Red 3, Blue 1, Blue 2, and Green 3.

The demise of dyes

Although manufacturers will have the option of continuing to use synthetic dyes in their food (with the accompanying warning label), it's likely they will replace them with natural colors. This has already begun with multi-national food manufacturers creating natural versions of their products and selling them in the United Kingdom. General Mills has a Betty Crocker yellow cake mix in England that is colored with annatto and beta carotene while the US version has Yellow dyes 5 & 6. The Kraft/Oscar Mayer Lunchables in the US contain synthetic dyes while the British counterpart, Dairylea, uses natural ones. Even M&Ms in England are made with natural dyes.

Food manufacturers (as well as fast food restaurants) have always created different products for sale in different countries. For example, there are many versions of Coca-Cola's soft drink Fanta. The ingredients vary from 10% orange juice in France to a product with no juice at all in the US.

Import stores like World Market, and some upscale supermarkets, now sell imported candy with natural coloring. Many of the products still contain artificial flavoring, but it's a big step in the right direction.

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

Dustin finds his appetite!

He has only been on the Feingold Program for a few weeks, but the changes are remarkable.

Jennifer Ford worried about her youngest son's behavior and his lack of interest in food. As a toddler the only things he wanted to eat were carbohydrates like waffles and syrup. At age 4 Dustin began attending their local Montessori school and despite an excellent program and caring teacher, he was not able to benefit from either. He refused to do any work, would not sit in circle time, did not seem to listen, and was unable to pay attention. The rules meant nothing to Dustin, and none of the strategies his teacher tried seemed to have any impact.

At home it was the same story. He was having many behavior problems and the discipline techniques that were used had little effect.

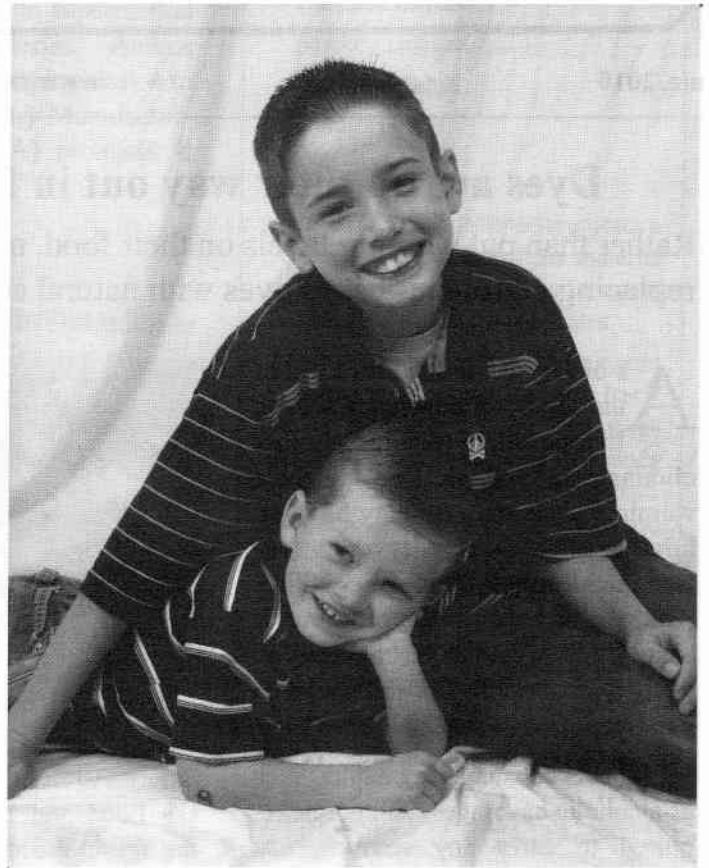
Food continued to be a huge struggle. Dustin had no interest in eating, and most nights it was a big battle to just get him to sit at the table with the family, even if he didn't eat anything. At age 4, he weighed only 25 pounds, but while Jennifer was worried about this, his pediatrician didn't seem concerned.

After 5 months of school had gone by the Fords had another conference with Dustin's teacher. She was at her wit's end, trying various strategies to get Dustin to participate in class and do the work, and didn't know how to help him. The teacher raised the idea of food allergies, and they discussed testing for things like ADHD and autism. When she returned home Jennifer began researching these issues online. She read about food allergies and behavior problems from food reactions, and in her search she learned about the Feingold diet.

The symptoms listed on the Feingold web site sounded just like Dustin so Jennifer decided to try the diet before going the route to see specialists and have her son tested.

She enlisted the help of her family and the school and began the diet on March 8. Jennifer writes, "The first thing we noticed right away was that he was calmer, not so hyper. He was able to make better eye contact and sit still a little. It began to progress from there immediately into eating like crazy. Suddenly, Dustin was hungry all the time and one night he actually ate two dinners! We had eaten at around 5:00 pm and then around 6:30 he asked if he could have dinner again.

"I soon realized that Dustin could tell the difference in how he felt when he ate the healthier food. Before he would put anything in his mouth, he asked 'Does this have dye in it?' He would then tell me 'Dye makes me silly and wiggly.'"



Dustin, who just turned 5, now weighs in at a healthier 35 pounds. Dorion is his biggest supporter.

"Each day has brought a change," Jennifer reports. "All of the little things he has always refused to do have become no problem for him, things as small as refusing to put his shoes on or screaming and fighting when Dad drops him off at school.

"The food diary has been so helpful that we have even narrowed things down to know that he can only tolerate a small amount of sugar, but does okay with honey as a sweetener. And the natural sugars in fruit don't affect him."

Dustin's teacher says he has become a completely different person. His sentences are coming together and making sense and he is now reading and doing math. Dustin is also playing well with the other children.

Eleven-year-old Dorion has noticed the huge change in his brother and has been very careful and helpful in supporting the diet. While he never had the problems Dustin did, Jennifer reports that the program has greatly improved Dorion's attitude and his ability to concentrate at school.

GAPS - gut and psychology syndrome

Digestive disorders can be the start of many behavior, learning and health problems.

Natasha Campbell-McBride, the author of *Gut and Psychology Syndrome*, is both a physician and the parent of an autistic child; she has treated hundreds of autistic children at the Cambridge Nutrition Clinic in England. The book explains that a fundamental cause for a diverse group of symptoms is a digestive system that is not working well.

"I have yet to meet an autistic child without digestive problems."

How are the gut and the brain linked?

A healthy digestive system contains a large supply of beneficial bacteria or "flora." They protect us from the harmful bacteria found there.

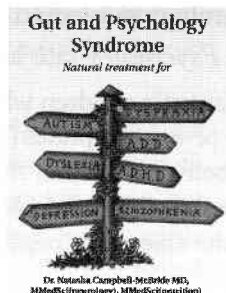
The cell walls of beneficial bacteria in the gut absorb many toxins including carcinogens. Our entire digestive system is coated with a protective layer of good bacteria that provides a barrier to keep undigested food, toxins, viruses, and parasites from getting into our body.

"All diseases begin in the gut."

Hippocrates

But when this protective layer is damaged, harmful substances can escape into the bloodstream and make their way to other parts of the body, including the brain. In addition to providing a protective barrier, the villi -- little projections on the walls of the small intestines -- produce cells that absorb nutrients from our food. When the villi are damaged we cannot absorb nourishment. So, even if you have a healthy diet, you cannot benefit from it if your body is unable to absorb the nutrients.

"...like a tree with sick roots is not going to thrive, the rest of the body cannot thrive without a well-functioning digestive system."



"...the more children I saw the more it became clear that we have other epidemics emerging. [ADHD], dyspraxia, dyslexia, various behavioural and learning problems, allergies, asthma, eczema...I hardly met one child who presented with just one of the above conditions. Every child has two, three or more of these health problems at once."

Dr. Campbell-McBride

Antibiotics

Antibiotics are a primary reason for the lack of good bacteria (beneficial flora) in the gut since they kill off good microbes as well as bad ones. But humans get antibiotics from many sources, not just from prescriptions. Cattle and poultry are routinely fed antibiotics in order to promote growth and weight gain, and these drugs end up on our dinner plate.

Antibiotics can change our good bacteria into harmful versions that can attack our bodies and cause disease. They make our bodies more vulnerable to infection, and that is typically followed with more prescriptions for more antibiotics.

In addition to antibiotics, other drugs -- both prescription and over-the-counter -- can damage the gut if they are taken on a long-term basis.

Alcohol is produced by a damaged gut

When the gut is damaged and there are too few good bacteria, harmful ones like candida flourish.

In a healthy gut glucose is changed into beneficial things like lactic acid, water and energy. But too much candida causes the glucose to be converted into alcohol and a byproduct called acetaldehyde. So even if the person never drinks alcohol they can be "drunk," especially after they eat a meal high in carbohydrates.

Breast feeding helps to establish healthy bacteria in the baby's gut; a newborn has none.

Acetaldehyde does even more damage; it causes the immune system to change from protecting the body to attacking it. This can lead to many problems including multiple sclerosis, where the body's immune system attacks the myelin -- cells that protect nerves.

How mental illness is treated

"The father of modern psychiatry French psychiatrist Phillipe Pinel (1745 - 1828), after working with mental patients for many years, concluded in 1807: 'The primary seat of insanity generally is in the region of the stomach and intestines.'"

Harmful bacteria not only damage our gut but their by-products can then escape and travel to the brain and the entire nervous system, causing chaos. "Due to the absence or greatly reduced numbers of beneficial bacteria, the GAPS digestive system gets taken over by opportunistic and pathogenic microbial flora, constantly producing a river of toxicity flowing from the gut to the brain," the author writes. "This is the toxicity which is probably making these children and adults autistic, schizophrenic, hyperactive, dyspraxic, dyslexic, psychotic, depressed, obsessed, etc., etc."

Continued on page 4

Dr. Campbell-McBride believes that most doctors fail to see the connection between the digestive system and the brain, "As they give out millions of prescriptions for antidepressants, sleeping pills and other drugs, which the patients have to place into their digestive systems in order to affect their brains, they still fail to see the connection between the digestive system and the brain."

"...when the gut flora is damaged...the whole immune system in the body gets out of balance."

Much of this small book is devoted to dietary changes to address the GAPS, using the Specific Carbohydrate Diet, designed to reduce gut inflammation and restore beneficial flora by limiting carbohydrates, thus starving out the harmful bacteria.

The author does a good job of presenting complex information in a way that is understandable to the layperson. She provides a fascinating look at both the limitations of the current state of medicine, and at the potential for a healthy diet to address a host of behavior and health issues -- issues that are actually less mysterious than they appear.

However, Feingold members will be disappointed by the author's misinterpretation of the Feingold diet. She believes that the removal of gallic acid is the basis for the Feingold diet, and that it is found in 70% of all foods. Her conclusion is that the diet eliminates most foods! But in fact, the parents who use Feingold as well as other diets say it's the most liberal approach they have used. These parents also understand that with the more rigorous diets, the additives we eliminate are routinely removed. Thus, most other diets start out by getting rid of synthetic dyes, etc., which is the heart of the Feingold diet.

The possibility and probability of a gut-to-brain connection in autism

Norwegian researchers published their study, with the above title, in the *Annals of Clinical Psychiatry* late last year.

They found that autistic children who followed a gluten-free, casein-free diet had a reduction of urine peptides (protein fragments) and an improvement in behavior after being on the diet for a year. This work is significant since it shows an objective way to measure a physical effect that corresponds with autistic behaviors, and that the amount of peptides is related to the special diet.

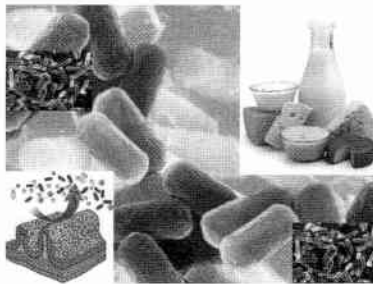
In April of this year some of the same researchers published a similar study that appeared in the journal *Nutrition Neuroscience*. The children who were in the group that was on the gluten-free, casein-free diet did so well that at the end of the study all of the children were placed on the diet.

Adding probiotics

Our entire digestive system, beginning with the mouth, is designed to enable us to absorb valuable nutrients while at the same time prevent harmful substances from breaking through the protective barrier and getting into our bloodstream, causing damage to our cells and organs.

This process can be helped along by adding beneficial bacteria like those found in supplements and in a high-quality yogurt.

Fermented foods are also a good way to introduce healthy microbes into the digestive track. Pickled vegetables and fish, and well as sourdough and rye breads are traditional sources of food that enhance digestion and overall health.



The Weston A. Price Foundation has comprehensive information on these and other traditional foods that keep the gut healthy. See westonaprice.org.

What's really in that "natural" soy product?

The Cornucopia Institute has issued a report on a little-known fact about soy: a chemical called "hexane" is used to extract protein from soy, and traces of it will remain in the finished product. Chronic exposure to hexane can cause nervous system damage, and even death, but little is known about any effects from consuming smaller amounts of it in foods.

While soy products described as "natural" are likely to contain hexane, those that are labeled "organic" may not contain the chemical solvent.

Hexane is also used to extract oils from various grains, but the industry is seeking safer alternatives.

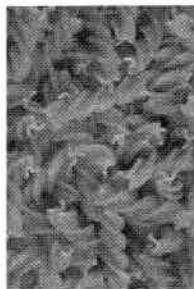
Soy protein isolate, soy protein concentrate and texturized vegetable protein function in a way that is similar to MSG (monosodium glutamate). If they are not organic, they will also contain traces of hexane.

Ronzoni's Smart Taste isn't

For many years Feingold members knew that they could choose any plain pasta for use on Stage One. The only exception is pasta with added tomato (which would make it Stage Two).

But now Ronzoni has come out with its "Smart Taste" line of pastas with added vitamin D3 that is preserved with both BHA and BHT. (The preservatives are found in some, but not all, versions of the pasta.) The addition of this valuable vitamin is fine, but if the vitamin company felt compelled to add a preservative, why not choose a natural preservative made from vitamin E, rather than those two notorious petrochemicals?

Pure Facts has attempted to learn why the New World Pasta Company has made this decision, but our calls have not been returned. You can call their consumer care number at (800) 730-5957, and tell them if you think their Smart Taste pasta is really smart.



If you like Peanut Butter and Chocolate

A long time ago, in a galaxy far away, there were candies made with real chocolate and natural flavoring and they were free of the preservatives BHA, BHT and TBHQ. They went by the names Mounds, Almond Joy, York Peppermint Patties, Raisinets, Goobers, Payday, and Reese's Peanut Butter Cups.

But alas, big companies gobbled up little companies faster than chocoholics gobble up Goobers, and the natural ingredients were replaced by the very chemicals Feingold families shun.

But it came to pass that families throughout the galaxy found a **chocolate peanut butter cup** that is free of the unwanted chemicals. The product goes by the name "Great Value" and can be found in a place called Wal-Mart.

Looks like The Force is with us!

Dr. Zevia is a natural alternative

The Southern soft drink icon, Dr. Pepper, now has some competition! **Dr. Zevia Natural Diet Soda** has just been added to the Feingold Association's Stage Two list. It contains the following salicylates: cherries, cloves, and coffee. The product is sweetened with the natural no-calorie stevia and is free of both gluten and casein.

Walnuts, Cherries and the FDA

In 2006 the Food and Drug Administration (FDA) threatened cherry growers with fines and legal action for statements they made about their fruit.

The growers publicized studies from scientific journals that described numerous health benefits from eating cherries. Since the FDA claims that part of its mission is to provide information on how to use foods and medicines to improve health, what reason would they have to object to this? And what has recently caused the agency wrath to be directed at the walnut growers?

Here is a portion of the letter the FDA sent to Diamond Foods, a major distributor of walnuts: "Based on claims made on your firm's web site, we have determined that your walnut products are promoted for conditions that cause them to be drugs because these products are intended for use in the prevention, mitigation, and treatment of disease."



Walnuts are an excellent source of omega-3 essential fatty acids (EFAs).

The FDA cites these statements on Diamond's web site about the benefits of omega-3 essential fatty acids:

"Studies indicate that the omega-3 fatty acids found in walnuts may help lower cholesterol; protect against heart disease, stroke and some cancers; ease arthritis and other inflammatory diseases; and even fight depression and other mental illnesses."

"Omega-3 fatty acids inhibit the tumor growth that is promoted by the acids found in other fats..."

"In treating major depression, for example, omega-3s seem to work by making it easier for brain cell receptors to process mood-related signals from neighboring neurons."

Then the FDA concludes, "Because of these intended uses, your walnut products are drugs."

Thus, according to the Food and Drug Administration, anything that addresses human functioning is -- by definition -- a drug, and food apparently has no relation to health. If that's the case, then why did they allow Doritos to be promoted as "heart healthy"?

The 2006 attack on cherry growers was prompted by the agency's claim that cherries "have not been recognized as safe and effective when used as labeled." And now, this current attack on Diamond sounds positively nutty.

Pampers Problem

Industry giant, Procter & Gamble is facing a storm of angry complaints from parents who say the new Dry Max disposable diapers have resulted in **chemical burns** to their babies; in some cases the effects showed up after the first time the diaper was used. Consumers are even angrier because they believe that the company is not taking their reports seriously, sending a form letter in response to complaints, and including coupons for more Dry Max diapers.

Sensitive babies might also have health problems from the fragrances used in some disposable diapers.

Each issue of *Mothering Magazine* has a treasure trove of earth-friendly diapering options; the May/June issue has comprehensive information about the choices available to new parents. One favorite is the Bum Genius One Size Pocket Diaper, which combines the comfort and advantages of other diapers (and even has an attractive waterproof covering sewn on) but is easy and economical. A One-Size version uses plastic snaps to grow from small to large and will comfortably accommodate a baby as a newborn until the time he is ready for training pants. The price of \$17 to \$18 per diaper works out to be very affordable compared to the cost of buying disposables for several years.

[See cottonbabies.com and www.mothering.com]



Once a rare condition, the incidence of diabetes has drastically increased in countries all over the world.

Probiotics, diabetes and colic

Researchers in Finland report that when probiotics (the good stuff in yogurt) are given to women during their pregnancy, it will reduce the risk of developing gestational diabetes (high blood sugar levels).

In addition, the supplementation reduced the risk of the mother later developing type-2 diabetes, and reduced the baby's risk of developing diabetes and becoming obese as he gets older. It also resulted in fewer births of larger babies, a result of blood sugar abnormality. Larger birth size is a risk factor for later diabetes.

The study, published in the *British Journal of Nutrition*, found that there were no adverse effects associated with the probiotic supplementation.

A 2007 study published in *Pediatrics* found that babies with **colic** improved when they were given beneficial "probiotic" bacteria. The babies were given a supplement containing *L. reuteri* 30 minutes after feeding.

BPA and Babies

Bisphenol-A, better known as BPA, is a chemical used to harden plastics. It is found in plastic products of all types as well as the lining in metal cans, including infant formulas and soft drinks.

The Food and Drug Administration (FDA) had said in 2008 that the chemical is safe, but the Obama appointees are taking a critical look at BPA and expressing concerns after studies have shown harmful effects when animals were exposed to the hormone-like substance. Of particular concern are the possible effects BPA can have on the brain development of infants and children. Because it is an "estrogen mimic" it can disrupt the endocrine system and lead to reproductive abnormalities, immune system suppression, as well as neurological and **behavior problems**.

Researchers from the University of Texas recently reported that the female mice exposed to BPA were more likely to have offspring with respiratory problems like **asthma**. Other effects attributed to the chemical are the potential to trigger insulin resistance, stimulate tumor growth and promote the spread of cancer cells.

While the chemical industry defends BPA, a growing number of legislators and consumer activists are working to ban it, both nationally and on state and local levels.

Activists composed of 22% of Coca-Cola shareholders have voted to force the company to disclose the amount of BPA used in soda cans. But the cola giant has resisted all efforts to provide this information. Pepsi-Cola also lines their cans with the plastic.

The President's Cancer Panel, established in 1971, has just published their latest report. It cites hormone disruptors like **BPA** and phthalates as cancer risks, especially for children and infants. Numerous health problems, not just cancer, have been found to be related to the many harmful chemicals that are found in our food and environment. The panel cites weak laws and lax enforcement as major problems.

Diet and diabetes link

Research published in 2007 showed that when a patient increases his intake of fiber and magnesium, he is likely to reduce his risk of developing diabetes. The German work was published in the *Archives of Internal Medicine*.

Recent work from Ottawa has suggested that a wheat allergy could play a part in developing diabetes. This study was published in the August 2009 issue of the journal *Diabetes*.

PIC Report

The following products have been researched or re-researched and may be added to your Foodlist, Mail Order Guide or Supplement Guide.

Products with this symbol ^ are available in Canada.

SM = natural smoke flavoring

GF = gluten-free CS = casein-free

Stage One

365 EVERYDAY VALUE (Whole Foods Market) Organic Blue Corn Taco Shell (GF, CF), Organic Yellow Corn Taco Shell (GF, CF)

BLACK RIVER^ (available in Canada only) Bartlett Pear Juice (GF, CF)

CLEURE Sunscreen (SB, GF, CF)

COUNTRY FARMS (only available in the Southwest) 1% Milk (GF), 2% Milk (GF), Skim Milk (GF)

CREAM O' WEBER (only available in the Southwest) 1% Milk (GF), 2% Milk (GF), Fat Free Milk (GF), Half & Half (GF), Low Fat Buttermilk, Non Fat Milk (GF)

DA VINCI LABORATORIES OF VERMONT^ www.davincilabs.com Gluconic® DMG Liquid 300 mg (GF, CF), Gluconic® DMG Sublingual 125mg (GF, CF), Pycnogenol® 50 mg (CS, GF, CF)

FOOD SCIENCE OF VERMONT^ www.fslabs.com Aangamik® DMG Liquid 300 mg (GF, CF)

FRONTIER* Peppermint Flavor (GF, CF)

GO MAX GO FOODS* gomaxgofoods.com Buccaneer Candy Bar (CS, CF), Jokerz Candy Bar (CS, CF), Twilight Candy Bar (CS, CF)

GREAT VALUE (Wal-Mart) Peanut Butter Cups

HI-LAND Only Available in the Southwest 1% Milk (GF), 2% Milk (GF), Non Fat Milk (GF)

INDIA TREE^^ Butterscotch Crunch (F, GF, CF); Natures Colors Natural Decorating Colors: Christmas Green (GF, CF), Christmas Red (GF, CF)

INDIE CANDY www.indiecandy.com (available retail in the Southeast) All Shapes All Natural Gummis: Key Lime (GF, CF), Mango (GF, CF), Pineapple (GF, CF), Pomegranate (GF, CF), Watermelon (GF, CF)

KIDDIE BEE* www.kiddiebee.com (available retail in the Southeast) 100% Natural Children's Honey Cough Syrup (GF, CF)

KIKKOMAN ^ Panko Japanese Style Bread Crumbs (CF)

LORANN OILS lorannoils.com Tragacanth Gum (GF, CF)

Product Alert

Ronzoni pasta - some versions of their new Smart Taste pastas contain vitamin D3 with added preservatives. See the article on page 5 for details.

The following products now contain no salicylate so you can move them to the State One section of your *Foodlist & Shopping Guide*.

- 1) GARRETT COUNTY Turkey Franks
- 2) WELLSHIRE FARMS All Natural Turkey Uncured Premium Franks
- 3) WELLSHIRE FARMS All Natural Cheddar Cheese Premium Uncured Franks

Stage One, continued

MAPLETON'S ORGANIC^ Only In Canada Vanilla Chocolate Chip Ice Cream

MISS ROBEY'S* www.allergygrocer.com Simply Soft Bread Mix (GF, CF)

NATURE'S PATH ORGANIC^^ Cereal: Flax Plus Multigrain (CF), Whole O's (GF, CF); Chewy Granola Bar: Chococonut (CF), MMaple Pecan Flax Plus (CF), Peanut Buddy (CF), Peanut Choco (CF); Instant Hot Oatmeal: Flax Plus (CF), Maple Nut (CF); Pomegran Plus with Oatbran Waffles (CS)

TRULY NATURAL MIXES www.trulynaturalmixes.com Belgian Waffle & Pancake Mix (GF, CF), Double Fudge Chocolate Chip Brownies (GF, CF)

UTZ'S www.utzsnacks.com Pretzels: Country Store Stix (CS, CF)

WHOLE FOODS (Whole Foods Market) CoQ10 200mg (GF,CF), CoQ10 30mg (GF,CF), CoQ10 60mg (GF,CF)

Stage Two

365 EVERYDAY VALUE Old Fashioned Fully Cooked Uncured Beef Hotdogs (SM, GF, CF, cherries)

CREAM O' WEBER only available in the Western US 100% Orange Juice (GF, CF)

CROFTERS ORGANIC^ Mango Premium Spread (GF, CF, apple pectin)

ENJOY LIFE FOODS^^ www.enjoylifefoods.com Snack Bars: Sunbutter Crunch (F, GF, CF, raisins)

GO MAX GO FOODS* Mahalo Candy Bar (GF, CF, almonds)

GROVE'S PRIDE only available in Western US 100% Orange Juice (GF, CF)

The Feingold Association does not endorse 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.

King Corn & HFCS

Some editorial comments

As a growing number of Americans express concern over the damaging health effects of high fructose corn syrup (HFCS), and as more food companies replace the sweetener with sugar, the Corn Refiners Association continues their efforts at damage control.

One such effort was to ask the Food and Drug Administration (FDA) for permission to change the name from HFCS to just "corn syrup." The FDA agreed to the request, but decided they needed to rethink the decision after they received a letter of complaint from the Sugar Association. (I wonder if the needs and welfare of the consumer were taken into account by the taxpayer-funded agency.)

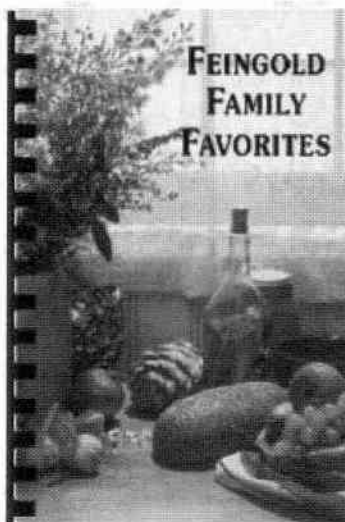
The \$30 million corn growers have spent on advertising does not appear to have been successful in convincing consumers that HFCS is no different from any other sugar, and that it's fine to eat "in moderation." But moderation is difficult since the sweetener is used in huge quantities and in so many types of foods. Fast foods and school foods add HFCS to meat dishes as well as desserts. It is in condiments, salad dressings, and prepared foods of all types, making it very hard to decide just how to eat it "in moderation." Personally, if I'm going to binge, I want my added sweetener to come in the form of a brownie, not catsup or salad dressing!



It's not all bad news for King Corn. While sales in the US continue to fall, HFCS, which costs 40% less than sugar, is enjoying a bonanza in Mexico as it replaces sugar. For many years cola fans were able to buy sugar sweetened soft drinks in Mexico and in Hispanic markets here in the US.

Better Food?

About once a year public attention is focused on the serious, costly health problems that are being created by the unhealthy food found in supermarket aisles and school cafeterias. And as interest grows in creating legislation to address this, the Grocery Manufacturers Association (GMA) promises it will reform itself.



To order our *Feingold Family Favorites Cookbook*, visit www.feingold.org.

The solution? a little calcium, some whole grains or a bit of fiber is added to the usual junky food, or the size of a portion is reduced, or there may be a reduction of sodium, sugar or fat -- and an increase in additives!

In response to First Lady Michelle Obama's call for healthier food, the fox again has volunteered to guard the hen house with a GMA web site called "Making Food Better."

Moving?

An easy way to let us know your new address is to email: fausmem@yahoo.com.

New e-mail address?

Please let us know that as well.

Pure Facts

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Pure Facts is published ten times a year and is a portion of the material provided to members of the Feingold Association of the United States

Membership provides the Feingold Program book which includes Recipes & Two Week Menu Plan, a regional Foodlist containing thousands of acceptable US brand name foods, a telephone and E-mail Help-Line, and a subscription to *Pure Facts*. The cost in the US is \$69 plus s+h. A *Pure Facts* subscription plus Member's Message Board access is \$38/year when ordered separately.

For more information or details on membership outside the US, contact FAUS, 37 Shell Road, 2nd floor, Rocky Point NY 11778 or phone (631) 369-9340.

The articles in this newsletter are offered as information for *Pure Facts* readers, and are not intended to provide medical advice. Please seek the guidance of a qualified health care professional concerning medical issues.

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