

# Pure Facts

Newsletter of the Feingold® Association of the United States



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www.feingold.org

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## The new American food

The food Feingold members have called for during nearly 4 decades is fast becoming a reality.

Those who manufacture our food, sell it, and serve it in restaurants have seen that a rapidly growing number of consumers are no longer willing to pay good money for bad food.



Hershey's has pledged to get rid of the fake vanilla now in their milk chocolate bars and Kisses and to use non-GMO sugar, and milk from cows that have not been treated with growth hormones. They will also reformulate their other candies to remove the artificial colors and flavors as well as high fructose corn syrup.

Swiss candy giant, Nestle, has also pledged to remove artificial colors and flavors from their candies.

Jelly Belly announced they will be offering a line of organic jelly beans and fruit flavored snacks made with real fruit juices and purees.

The Center for Science in the Public Interest is pressuring Mars to follow suit, but so far the company has not indicated it will take any action. Consumers would especially like them to replace the synthetic dyes in M&Ms with natural versions, as they have done in Europe.

In a rapidly growing trend, 40% of consumers now seek out organic products!

Coke and Pepsi promise to remove brominated vegetable oil (BVO) from their drinks in the near future. BVO, which is also a flame retardant, has been banned in Europe and Japan, but for 44 years, it has been permitted in the U.S. on a provisional basis. In 1971, the Food and Drug Administration allowed BVO to be used on an "interim" basis, pending safety studies. To date, those studies have still not been done.



Pepsi plans to remove aspartame from their diet soda, but unfortunately they will replace it with sucralose (Splenda) and will continue to use the fake sweetener acesulfame K.

Similarly, General Mills removed the aspartame from their Yoplait Light yogurts but replaced it with sucralose.

Kraft received vast media coverage when it announced plans to remove Yellow 5 and 6 from all of their mac & cheese mixes by 2016. But they have not indicated any plans to get rid of the corn syrup, MSG clones and "milk protein concentrate."



Earlier this year, Kraft teamed up with the trade group, the Academy of Nutrition and Dietetics (AND), adding the Academy's "Kids Eat Right" seal of approval on their packages of "singles." The product cannot legally be called "cheese" since it contains "milk protein concentrate," a cheap milk substitute which may not legally be used in real cheese. Nevertheless, the Academy's blessing was given to Kraft's "Pasteurized Prepared Cheese Product."

The deal met with howls of protest from so many groups and individuals (including dietitians) it was quickly ditched. The AND denied that the Kids Eat Right label constituted an endorsement or that the money given to AND by Kraft had anything to do with it.

*Continued on page 2*

New, from page 1

**General Mills**, manufacturer of a line of neon-colored cake mixes, has launched a line of Pillsbury "Purely Simple" cookie, cake, frosting and brownie mixes that boast no synthetic colors, flavors or preservatives. The company is also working to use palm oil that is 100% sustainably sourced. Unfortunately, General Mills has consistently refused to work with the Feingold Association.



### Stores are changing, too

**Whole Foods** has seen success with their smaller stores in smaller communities and in areas where they would not normally locate (i.e., downtown Detroit). Now they have announced they will create a chain of healthy markets that feature lower prices than their current stores.

A rapidly growing chain is **Aldi's** -- small no-frills stores selling low-cost foods, owned by the same German company as Trader Joe's. Not only are they expanding across the US, but they are increasing their natural and organic lines.

**Walmart** has been bringing better food to consumers with their line of Wild Oats organics. The company is pressuring their suppliers to provide meat and poultry that has not been given unnecessary antibiotics and is raised in a humane environment.

**Target** has found that their natural and organic products increase traffic to their stores and has announced it will double the number of organic choices this year.



**Costco**, which has their own popular line of (mostly natural) foods under the Kirkman label, has joined the ranks of businesses rejecting the careless use of antibiotics. They now offer organic chicken as one choice but have announced they are working to stop selling meat from animals that are raised with the antibiotics that are used in humans.

Poultry giant Tyson says they are working to remove the human antibiotics from the feed they use.

### Restaurants are changing

**McDonald's** announced that within the coming 2 years, its 14,000 U.S. restaurants will stop serving chicken raised on feed containing human antibiotics. But they will continue to serve meat raised with antibiotics that are not used in humans. They have also said they will buy hormone-free milk and cheese.

In 2001, and again in 2003, they made a similar pledge, but they have never carried through.

**McDonald's** has also reduced the number of ingredients in their new Artisan Grilled Chicken sandwich. Rather than 18 ingredients (which included artificial flavor, sodium benzoate and potassium sorbate), they are now down to 12. Unfortunately, the oils the chain uses continue to be a problem since they are preserved with TBHQ. (Note: the list of ingredients in McDonald's in the UK does not include TBHQ.)

**Chipotle** now serves only non-GMO foods in its 1700 restaurants and is working to remove the few synthetic additives they still use.

Even **Taco Bell** has pledged to get rid of artificial colors, flavors and trans-fats in most of their food, but they won't change their big money-maker -- the Doritos Locos Taco.

The most dramatic changes continue to come from **Panera**, which has published a long list of food additives that they are working to remove by 2016. The restaurant refers to them as "The No No List." They include the additives of greatest concern to the Feingold Association.

### Consumers are changing

Sales of **organic food** grew 11% in 2014 and it is losing its position as a special niche category. The increase is not confined to the Northeast and Pacific Northwest as it has been in previous years. The growth has been greatest in Utah, Texas and Arizona, with gains of over 30%.



### The demand for GMO-free

Activists in various states push for laws requiring genetically modified foods (GMOs) to be labeled, and the Grocery Manufacturers Association is spending huge amounts of Big Food money to defeat them. But it's the consumer who is bringing change by voting with her pocketbook. An executive at the natural food conglomerate Hain Celestial noted, "We sell organic products ... gluten-free products and ...natural products. But where the big, big demand is, is GMO-free."

The US Department of Agriculture has initiated a program that will certify foods that are free of GMOs. ■



## Sensitive to the world

Most children are comfortable with the everyday things in their life -- the people and sounds around them, the clothes they wear and the food they ingest are all a part of their daily experience. But for a child with extreme sensory dysfunction, they are constant sources of pain.

As an infant, Haidyn suffered so badly from reflux her parents worried she would not get enough nourishment to develop normally. And in her toddler years, the extreme sensory issues made life very difficult for everyone. Nourishment continued to be a worry as she rejected the texture of most foods. Crowds and noises other children barely notice overwhelmed her senses. The feel of her clothes was painful, and motor skills were slow to develop, adding more to the little girl's frustration.

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It didn't take much to set her off. The smallest stimulus could result in a major temper tantrum. Our nickname for her was "Hurricane Haidyn."

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At age 3, Haidyn's progress was so slow, way behind other children who knew basics like colors, numbers and letters, that it looked like she would not be ready to enter preschool.



The intensive (and expensive) therapies weren't helping very much, so their doctor suggested they try the Feingold Diet. Haidyn's mom, Cory, felt that the family had a good diet and didn't believe that it would help, but she was eager to find some way to reclaim the sweet little girl she knew was there.

On the Diet, there was a major reduction in all of her sensory issues, and the real Haidyn emerged. She was able to go to preschool and to catch up with her classmates. Today, at just six years old, she is a good reader and is doing well in all of the academic subjects. An outgoing little girl, she gets along well with other children.

The most dramatic evidence of Haidyn's progress came last year, just before her 5th birthday. Cory posted this photo on the Member's Facebook and wrote: A little over a year ago our sensory kiddo couldn't handle any loud noises, crowds, music, etc. Tonight she went to her first concert and had an absolute blast without even wearing the ear plugs we brought. For six months she had been begging to see Katy Perry, who happened to be coming to our area the week of her birthday. We decided to go for it and she loved every minute. Thank you Feingold! Here she is belting out "Firework."

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## Night terrors can be another symptom of additive/salicylate sensitivity



Like most Feingold families, more than one member has benefited from the program. It might be a sibling, but when a child is sensitive, there is inevitably a parent who is as well.

From the time she was an infant, Haidyn's older sister Alexis suffered from night terrors. At least 5 nights every week, the little girl would wake up in a terrified state. Actually, she was not always awake as she suffered through the frightening images she perceived. In addition, she sometimes walked in her sleep.

Sleep disorders of all types can be triggered by one's exposure to synthetic additives. For some people, salicylates will have the same effect.

On the Feingold Program, Alexis no longer experiences them, but the occasional exposure to the additives can bring a return of the night terrors.

Now that her daughter is sleeping well and feeling great, Cory writes, "Alexis is a USAG competitive gymnast and pretty awesome!" ■

## Labeling for mechanically tenderized meat

Equipment that is used to tenderize meat requires cleaning and sanitizing, and the chemicals used as sanitizers can pose a problem for some Feingold members. New labeling will alert consumers.

The meat industry has several ways to optimize meat scraps and tougher cuts. The most familiar is grinding it for use as hamburgers, etc. Another way to use tough cuts is to tenderize them by piercing the meat with needles or sharp blades. But a concern for chemically-sensitive people is that any residue of a sanitizing agent left on the equipment will be transferred to the first batches of meat that are run through.

Another way to maximize profits is to actually "glue" together scraps of tender meat so that they appear to be a single cut. (This technique is so successful even butchers have a hard time detecting it.)

The main concern on the part of food safety experts is the fact that all of these procedures increase the chances of pathogens being present in the meat if it is served rare.



The surface of meat is where contaminants are likely to be found, and the more surfaces that are exposed, the greater the chances of their surviving the cooking process. This is why a steak that is rare in the center is not likely to pose a problem but a rare hamburger is. When meat is mechanically tenderized, pathogens can be driven into the center of the cut, and unless the meat is well cooked, they can survive, causing serious illness or even death for some consumers.

Years ago, food safety activists asked the Department of Agriculture to require labeling for mechanically tenderized meat, but red tape and pressure from the meat industry have prevented any action. Now the agency has announced that new labeling designed to protect consumers will go into effect, but not until May of 2016. The new labeling will apply to raw and partially-cooked beef products, but not to cooked, prepared meat.

For the Feingold member, this will tip them off to the possibility that a residue of sanitizing agents on the meat could pose a problem. If you buy meat from a store that actually has butchers working on the premises, see if you can get meat that has not been in the first batch to be run through the tenderizer.

As of last year, Health Canada required that mechanically tenderized beef sold in that country must include clear labeling and instructions for safe cooking. ■

### Applegate Farms gets "Spammed"

Applegate Farms, a poster child for organic, antibiotic-free, non-GMO meat is being acquired by Hormel, creators of the much maligned Spam.

The \$775 million acquisition will put Hormel shareholders in a position to profit from the increasing sales of natural foods. The company has already made progress in this area with their Natural Choice line of lunchmeats.

Big Food is hurrying to catch up with rapidly-changing consumer demands for healthier food. Companies like Hormel seek to align themselves with the shopper who wants to buy food that is free of harmful chemicals and has been raised in a responsible manner. But it's an awkward place to be in when these same companies have long produced products that are loaded with fake ingredients, have mistreated animals and have spent millions of dollars to prevent us from knowing if our food has been genetically modified.

As always, money will decide which direction companies like Hormel, General Mills, etc. take. Will they focus on squeezing more profit out of a respected product (as is the case with Nestle and Campbell in the adjacent article) or gaining and keeping the trust and a larger market share of today's educated consumer? Stay tuned. ■

### No Foolin'!



The non-profit Center for Science in the Public Interest has accused **Gerber** (owned by Nestle) and **Plum Organics** (owned by Campbell) of deceptive marketing by using low-cost juices and water as the first ingredients in their baby foods. As more food giants buy up more of the small, organic companies, this could be a recurring problem. ■

## Nourishing Sweetness

Three varieties of palm trees produce a sweet sap that is made into sugar. They are date, coconut and Palmyra.

Unlike refined white sugar, they contain important vitamins and minerals. SugaVida (which means "sugar of life") is harvested from Palmyra palm trees grown in Southeast India. Used in Ayurvedic medicine for thousands of years, and popular in Europe, this sweetener is now available in the United States. It can be ordered from Amazon.com and other online sources.

Very rich in B vitamins as well as 15 other essential vitamins and minerals, just one tablespoon of powdered SugaVida provides over 500% of the RDA of vitamin B1. The taste is similar to brown sugar and caramel, and unlike some other sweeteners, it does not have an unwanted aftertaste.



[www.sugavida.com](http://www.sugavida.com)

Because it is very low in fructose, SugaVida can be used by diabetics. It works well as a sweetener for coffee or tea and can be sprinkled on oatmeal. It can satisfy a sweet tooth without the down side of many other sweeteners.

The sap is collected twice a day, and because the cuts that are made into the tree heal themselves and are not prone to disease, there is no need for chemical herbicides or pesticides. All of the harvesting is done by hand, so the cost of the sweetener is higher than other sugars, selling for \$13.95 for an 8.8-ounce container.

SugaVida is a product of Conscious Food Ltd., located in the UK. The company supports local organic farmers and encourages sustainable practices that are good for both the consumer and the environment. For over twenty years, Conscious Food has been working directly with farmers in India, to ensure they receive fair wages. ■

## Just right for summer refreshment!

True Citrus has expanded their line of natural products to include three (Stage 2) varieties of powdered drink mix. They are the first beverage mix of their kind to be made with whole fruit powder and none of the unwanted additives. A serving contains only 30 calories and provides the daily requirement of vitamin C.



Drinks like this should help get "bug juice" off of the supermarket shelves a little sooner.

Check out your *Foodlist* for the Stage 1 options, including lemonade.

There are some great suggestions for using the various True Citrus products in cooking and food preparation. For example, sprinkle True Lemon on avocado or other fruit to stop it from browning. There are mouth-watering recipes at [www.truelemon.com](http://www.truelemon.com) that use their various spice blends in main dishes, salads, sauces, beverages and desserts. ■

Kick the high calorie, high fructose corn syrup habit with Birdie and Bill's zero calorie Craft Sodas, sweetened with a blend of stevia and erythritol.

They were created by Bill Sabo, who had been a flavor chemist for 35 years when his sugar-laden diet caught up with him and he suffered a severe heart attack. He put his expertise to use to create this line of sodas.



**Stage One flavors include: Bananas Foster, Cola, Cream, Ginger Ale, Lemon Lime, Pomegranate, and Root Beer. Stage Two sodas are Orange, Strawberry and Cherry Cola.**

Bill Sabo (aka The Flavor Guy) is the CEO of Nature's Flavors, the amazing company that provides a wealth of natural products, including colorings, flavorings and syrups just right for natural Sno Cones. The sodas are sold retail in the western half of the US and at various stores in the Toronto area in Canada. ■



## The danger in your medicine cabinet

Most people do not associate the term "drug overdose" with the non-prescription medicine Tylenol. But the research continues to accumulate that points to serious, sometimes fatal, side effects from this commonly-used product.

**A**cetaminophen is the active ingredient in Tylenol, Datril, Anacin, Contac, Coricidin, Dristan, DayQuil, Excedrin, NyQuil, Tempra, Triaminic, etc., and it is also used in some prescription pain killers. In Europe, it is known as paracetamol.

Because it has a reputation of being a well-tolerated pain-killer, it's easy for consumers to take too much, especially if they combine it with other over-the-counter or prescription medicines that contain acetaminophen. Combining it with alcohol or taking other drugs (including those that don't have acetaminophen) is also a high risk factor.

More than 20,000,000,000 doses of acetaminophen are sold in the US each year.

Taking just a little more than the recommended amount can cause serious damage. It is the number one reason for calls to Poison Control Centers in the US and is responsible for more than 56,000 visits to hospital emergency rooms.



Researchers from the UK reviewed 1,888 studies on the adverse effects of the drug and published their findings in the *British Medical Journal* in March. These side effects include damage to the heart, liver, and kidneys and excessive bleeding, as well as death. The studies showed the more acetaminophen one took, the greater their risk of death.

The US Food and Drug Administration (FDA) is aware of the risks, and an advisory panel recommended that the agency require a warning label that the drug can cause liver damage. That was back in 1977! Finally, this year the FDA recommended that doctors not prescribe more than 325 mg of acetaminophen per dose. ■

McNeil Consumer Healthcare, the manufacturer of Tylenol, pleaded guilty to criminal charges for failing to stop the sale of their infant and children's liquid Tylenol that contained metal particles. The company knew of the problem for nearly a year before they took action to resolve it.

## "Tattoos," Feingold Style

Check out your *Foodlist* for acceptable brands of face paint kits for children (and adults). Or, substitute natural cosmetics; both are found in the section of the book on "Personal Care -- Makeup."

For easy removal, first apply a thin layer of Gloves in a Bottle, or a fragrance-free cold cream. ■



## Tattoos

Heading for the beach this summer? You might encounter kiosks offering temporary tattoos using what they refer to as "black henna." If you see them, keep on walking!



**G**enuine henna is made from a plant found in parts of Asia and Africa. It has been used for thousands of years to decorate the skin with elaborate designs, especially for ceremonies. Most people are able to tolerate it well.

Black henna, by contrast, is likely to be a blend of henna and black hair dye, or it might actually be just hair dye. Black hair dyes made from coal-tar can contain a potent chemical known as phenylenediamine or PPD. But while hair dye is in contact with the skin for a relatively short time, when it is applied to the skin as a tattoo, it stays there for much longer and can cause serious problems.

The reactions to black henna can vary from mild to severe, and they can include blistering, weeping lesions, as well as an increased sensitivity to sunlight and even permanent scarring.

Temporary tattoos can come in the form of **decals**, but they involve exposure to dye or to adhesive, and neither option is a good idea for chemically-sensitive people.

**Face-painting** is popular at children's events, but can be a problem for a child on the Feingold Program. If your child wants to participate, first apply a coat of Gloves in a Bottle, which will provide a barrier between the paint and your child's skin. ■

## PIC Report

The "Any List" are foods where all brands are acceptable.

ANY BRAND of

- . Arrowroot powder
- . Baby foods - Stage One fruits that have water, ascorbic acid or citric acid added
- . Baby foods – Stage One vegetables that have water or salt added
- . Baking powder
- . Baking soda
- . Beans - dried beans
- . Beans - canned beans with only beans, water, and salt
- . Beef or pork - fresh beef or pork (*Freshly packaged meats are preferable to prepackaged.*)
- . Butter – made from cream, with or without salt
- . Cheese - white natural cheese without added flavors or colorings Ingredients should read: milk, enzymes, salt, calcium chloride.
- . Chicken - see Poultry
- . Cornmeal - white or yellow
- . Cream – without added flavors
- . Eggs - fresh eggs
- . Fish – plain un-breaded fresh or frozen fish
- . Flour – plain flour made from wheat or other grains. Unbleached flour is preferred over bleached.
- . Fruits - fresh or frozen Stage One fruits
- . Fruits - Stage One canned fruit in water or only in its own fruit juice and citric acid
- . Garlic – fresh, powdered or flaked
- . Grain - plain grain
- . Honey - pure unflavored honey
- . Maple syrup - pure 100% maple syrup
- . Milk - raw milk
- . Mustard - dry mustard
- . Nuts - uncolored nuts in the shell, except almonds which are Stage Two
- . Pasta – Most dry macaroni and pasta are acceptable; the only ingredients should be enriched flour (semolina, durum, rice, etc.), and sometimes eggs or egg yolks. Pasta containing tomatoes is Stage Two.
- . Pepper – black or white; coarse or ground

## PIC Alert

CLEURE Nail Polish - All colors contain artificial color so they need to be removed from your *Foodlist*.

WENDY'S CHILI - Although products in the Feingold *Fast Food Guide* are not researched by the Product Information Committee, we want to tell you Wendy's chili has been removed because we believe it contains synthetic dye.

- . Popcorn – uncolored, unflavored popcorn kernels - (**NOT** microwave or pre-popped popcorn)
- . Pork - see "Beef or pork"
- . Poultry - fresh or frozen plain poultry – chicken, turkey, goose, duck or game bird – may be used. Processed poultry such as ground, smoked, pre-stuffed, pre-basted and rolls may contain unacceptable ingredients. Avoid added broth and flavors. (*Freshly packaged poultry is preferable to pre-packaged.*)
- . Rice – all types of plain rice
- . Salt – plain, kosher or sea salt without added corn sweetener such as dextrose
- . Spices - plain non-salicylate spices (**NOT** spice blends)
- . Sugar - unflavored white sugar, granulated or powdered
- . Vanilla extract - that lists only vanilla and alcohol or whole vanilla beans
- . Vegetables - Stage One plain vegetables, fresh or frozen
- . Vegetables - Stage One canned vegetables with only added water and salt
- . Water – plain bottled or tap water, or plain carbonated, sparkling, mineral, or unflavored seltzer water
- . Yogurt – plain unflavored yogurt made from whole milk, without pectin (which is sometimes derived from salicylate fruits)

### Non-food:

- . For cleaning, you can use white or clear unscented liquids.
- . Laundry detergent without added dyes or fragrance, often labeled as "free and clear"
- . Plain white unscented tissues, toilet tissue, paper towels and napkins
- . Plain white or foil cupcake liners
- . Plain unscented band-aids, cotton balls, Q-tips
- . Hydrogen peroxide

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.

## Kraft and Heinz merge to form the 5th largest food/beverage company in the world

It will be called the Kraft-Heinz company, with revenues of \$28 billion. But the picture may not be as rosy as it appears. "These two companies are old school....Both are stodgy, old brands that haven't kept up with the times in terms of shifting consumer appetites," notes food industry analyst Lou Biscotti. Another food industry professional, Dr. Kurt Jetta, believes the merger demonstrates the weaknesses of both companies, not their strengths.

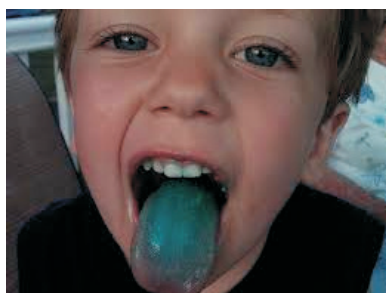


"While consumers have long associated the stuff on the labels they can't pronounce with Big Food's products -- the endless strip of cans and boxes that primarily populate the center aisles of the grocery store -- they now have somewhere else to turn. And that has brought the entire colossal, \$1-trillion-a-year food retail business to a tipping point. Steve Hughes, a former Con Agra executive who co-founded and now runs natural foods company Boulder Brands, believes so much change is afoot that we won't recognize the typical grocery store in five years. 'I've been doing this for 37 years,' he said, 'and this is the most dynamic, disruptive and transformational time that I've seen in my career.'"

*Fortune magazine, June 1, 2015* ■

## Color me disappointed!

While most companies are working to fix the ingredients in their food, America's iconic crayon company is going in the opposite direction with candies designed to color a child's mouth. While exposure to synthetic dye can cause many different behavior, learning and health problems, it is especially damaging when there is prolonged contact with the skin -- or in this case -- the tongue and tissues of the mouth. While dyes in foods that are swallowed must make it past the gastrointestinal system before they can get into the bloodstream, the full dose of Crayola dyes will quickly enter a child's bloodstream.



**Here comes trouble!**

The company claims, "At Crayola, we are committed to making and selling products that meet the highest standards of quality and, in this case, food safety."

They are ignoring the many consumers who have petitioned them to remove the products, as well as the volumes of research showing the damage caused by such ingredients.

To add your name to the petitioners, go to: [tinyurl.com/colormouth](http://tinyurl.com/colormouth).

Crayola sees these products as a "fun way for kids to colorfully express themselves." Too bad we can't bring a busload of our sensitive kids to Crayola's headquarters and let them spend the day there so the executives can experience our targets "colorfully expressing themselves!" ■

## 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 Handbook* which includes recipes & two-week menu plan, a national *Foodlist* book containing thousands of acceptable US brand name foods, a telephone and E-mail Help-Line, access to our member's Facebook with information and support from experienced volunteers, a *Fast Food Guide*, as well as a subscription to *Pure Facts*.

For more information or details on membership outside the US, contact FAUS, 11849 Suncatcher Drive, Fishers IN 46037 or phone (631) 369-9340.

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**In one respect, it's a good fit for Crayola since some of the pigments they use in their crayons and paints are also used in food.**