Natural Eating: Eating in Harmony with our Genetic Programming

June 1999

Nutritional Anthropology

Volume 2.06

www.naturaleater.com Private Subscription Newsletter

Diseased America; Toxic Breasts; Lo-fat WWII; Darwin Pizza; Black Bean Salad; Cry for Veal; Lo-Fat Kids; Fitness fights plaque; Milk Antidote; Britons' Bigger Bras; Q&A: fructose costs; fruit timing, famished feeding; Tips to Stay on Track; Dining out Tips; Osteoporosis: acid/alkali Index; Toxic Pollen; Canine tooth myth; Celeste exposed; Ketchup onslaught; Cola/Milk Wars.

News this Month

75% Americans Diseased

Under Proposed New Definitions A recent report proposes to lower the definition of:

- diabetes from a fasting glucose of 140 mg/dL to 126 mg/dL, -adding 1.7 million more US diabetics.
- high blood pressure from 160/100 to 140/90, -- adding 13 million more US hypertensives.
- cholesterol adding 42 million more US hyper-cholesterolemics.
 Obesity -- adding 29 million more
- US over-weights.

Altogether, improving diagnostic thresholds would "label 75% of the adult US population as diseased."

The authors warn that the new definitions might increase public anxiety. That it might be better to stay with the status quo. *SOURCE: Effective Clinical Practice*

1999;2:76-85, 96-99.

Comment:

This report is a damning indictment of the state of the nation's health – and of the pusillanimous nature of our health guardians.

We know that peoples, who nourish themselves in accordance with our natural adapted programming, have vital signs well within even the new, proposed, guidelines. And they are healthy and long-lived to boot.

Will the 'guardians' grasp the nettle? Did you notice the vacillation? "Don't alarm the public!" is the cry. "Better to keep the grades falsified" is the attitude that pervades the full article.

But listen out for the sounds of battle. After all, the medical profession would suddenly have 87 million new customers...

You Are What You Eat

DDT laced Breast Milk

Although most Western countries have long banned DDT, it still persists in many soils. And it is still used in many third world countries.

As a result, DDT still finds its way into the food chain – particularly in countries like Mexico.

DDT in breast milk has declined in most countries over the last 50 years. Nevertheless, Mexican babies still suckle unsafe, tainted, mother's milk.

Source: Int. J. Epid. 1999;28;179 Comment:

Brave New World! The use of DDT was approved with alacrity at the time. Today we still suffer the consequences. It is incumbent on all of us to resist the self-interested enthusiasms of the chemical firms.

Fat Hardship Helps

In 1945, at the end of the 2nd World War, the British ration for cooking fat was... 1 oz per week. (Imperial War Museum leaflet no 20)

Just think of it. 1 oz (28g). That comes to just 4g of fat per day! Not enough to fry an egg – let alone make a bucket of French fries...

So even though that fat was an animal saturated fat, the consumption was so low that health benefits were considerable.

Indeed, during the War years, British deaths from thrombosis (e.g.) dropped to an all-time low.

The rate took off again once the fat rations were progressively increased during the 1940's and early 50's.

What about vegetable oils like corn-oil, peanut oil and sunflower oil? They simply didn't exist!

Darwin Food Label Only the fittest survive...

Study this food label and find the pitfalls. Exposure on Page 6.



Nutrition Facts Serving size 1 pizza (221g) amount per serving

Calories 530 Calories from fat 260 %DV Total Fat 29g 45% Saturated Fat 10g 50% Cholesterol 25mg 8%

5	4	%
1	6	%

Dietary Fiber 6g 24% Sugars 6g Protein 20g Vitamin A 15%, Vitamin C 10%, Calcium 35%, Iron 15%

Sodium 1290mg

Total Carbohydrate 48g

INGREDIENTS: TOPPING: TOMATO PUREE (WATER, TOMATO PASTE), LOW MOISTURE, PART-SKIM MOZZARELLA CHEESE SUBSTITUTE (WATER, CASEIN, PARTIALLY HYDROGENATED SOYBEAN OIL, FOOD STARCH - MODIFIED, SALT, SODIUM ALUMINIUM PHOSPHATE, LACTIC ACID, NATURAL FLAVOR, SODIUM CITRATE, SORBIC ACID (PRESERVATIVE), TRISODIUM PHOSPHATE, BETA-CAROTENE (COLOR), GUAR GUM, ARTIFICIAL FLAVOR, MAGNESIUM OXIDE, FERRIC ORTHOPHOSPHATE, ZINC OXIDE, RIBOLFLAVIN, VITAMIN B12, FOLIC ACID, PYROXIDINE HYDROCHLORIDE, NIACINAMIDE, THIAMINE MONONITRATE, VITAMIN A PALMITATE), COOKED SAUSAGE (PORK, WATER, SPICES, SALT, DEXTROSE,, PAPRIKA, WITH BHT, TBHQ AND CITRIC ACID ADDED TO PROTECT FLAVOR), MUSHROOMS, PEPPERONI (PORK AND BEEF, PARTIALLY DEFATTED CHOPPED BEEF, SALT, WATER, DEXTROSE, SPICES, LACTIC ACID STARTER CULTURE, OLEORESIN OF PARIKA, DEHYDRATED GARLIC, SODIUM NITRITE, WITH TBHQ, AND CITRIC ACID ADDED TO PROTECT FLAVOR), GREEN PEPPERS, RED PEPPERS, ONIONS, LOW-MOISTURE PART-SKIM

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MOZZARELLA CHEESE (PASTEURIZED PART-SKIM MILK, CHEESE CULTURES, SALT AND ENZYMES), RIPE OLIVES, SALT, LACTOSE AND FLAVORINGS, SPICES, FOOD STARCH-MODIFIED, SUGAR, CORN OIL, XANTHAN GUM, GARLIC POWDER. CRUST: WHEAT FLOUR WITH MALTED BARLEY FLOUR, PARTIALLY HYDROGENATED VEGETABLE OIL (SOYBEAN AND COTTONSEED OILS) WITH SOY LECITHIN, ARTIFICIAL FLAVOR AND BETA CAROTENE (COLOR), SOYBEAN OIL, YEAST, HIGH FRUCTOSE CORN SYRUP, SALT, CALCIUM PROPIONATE ADDED TO RETARD SPOILAGE OF CRUST, L-CYSTEINE MONOHYDROCHLORIDE.

Phew! Now turn to page 6.

Simple Food Fix

When you are in a hurry it is good to have some simple food fixes up your sleeve. The recipes in this series are just that: quick and simple. They do not pretend to a high level of sophistication.

Black Bean Salad

Ingredients:

- 1 can (16 oz) black beans, drained
- 4 tomatoes, diced.
- 8 oz defrosted (or 2 oz fresh) chopped, onions
- 2 tbs. canola oil
- 1 tsp. lemon juice
- salt,
- pepper
- 2 sticks, celery (optional)

Method:

- Beat up the mixture of canola oil, salt, pepper, lemon juice.
- Mix in the onion.
- Add the beans and mix in.
- Add the tomatoes and optional celery and mix in.

This Month's Cause

Calf Love

Ever tempted by a veal dish? Before tucking into that mouthwatering *Wiener Schnitzel*, just think of the sacrifice made by calf (especially calf) and her mother.

The baby is torn from her mother at birth. The most elemental, natural, and fiercely emotional bond is thus cruelly ruptured. The mother's fate is to become a hormone-spiked milk-producing machine. But she is lucky.

Her new-born has a much worse future. Not for him a happy carefree childhood. His fate is to suffer a brief babyhood of grotesque torture, culminating in an early death.

He is chained by the neck in a tiny wooden crate, able only to stand or lie on hard slats covered in his own excrement.

In this wooden strait-jacket he is fed a liquid formula containing milk solids, growth hormones and antibiotics. It is deliberately deficient in iron and fiber to turn his flesh anemic, soft and pale.

He is deprived of movement, bedding, sunshine, fresh air, and mother's milk and love. His body is racked with respiratory disease and diarrhea.

After 14 weeks of wretched agony this baby is put to death – for your culinary pleasure... Can you still enjoy those gastronomic *Medaillons de Veau?*

There is good news. US consumption of veal is at an all-time low and trending lower:

Veal co lb./yr	nsumption - million
1986	3.4
1996	1.8
1997	1.6
1998	1.4

Join those consumers who have decided to say "no" to veal!

Newswire Shorts

Low-fat Best for Kids

A diet low in fat reduces the "ageassociated increase in cholesterol and is compatible with normal development" in young children, concludes a study by Dr. Nisslia's team at the University of Turku, Finland.

Western diets encourage a steady rise in levels of blood cholesterol throughout childhood and adult life. Experts believe that dietary habits, begun in childhood, set the pattern for life. Restricting kids' fat intake protects against major, chronic, diseases later in life. Of course – the naturally adapted eating pattern for children, like for adults, was ultra low-fat. But note: we still need small quantities of essential fatty acids – as originally found in vegetation and wild game. Today, purslane, raw walnuts and oily fish are good sources. Also use canola oil in modest quantities.

Fitness Fights Plaque

The development of fatty arterial plaques may be triggered by an immune response.

Dr. Smiths team, of East Tennessee State University, found that exercise reduced the production of plaque-producing cytokines by 58%.

"Children and adults alike should accumulate at least 30 minutes of intensity physical activity on preferably every day of the week."

Quite. Our Pleistocene forebears walked and ran all the time. We sludge up if the machinery is not run at regular intervals.

Milk Digest

Dr. del Val's team of the University of California says that thioredoxin, added to milk products, lowers allergenicity of milk and increase digestibility.

The major bovine milk allergen, beta-lactoglobulin, is reduced by thioredoxin.

These findings, the team concludes, "open the door to the improvement of milk products."

Source: J Allergy Clin Immunol 1999;103:690-697.

Incredible – the effort that goes into fixing' a foodstuff (milk) that is unfit for human consumption. Why bother? Just admit that humans have no business consuming the stuff and get on with researching

Pear Shaped Britons

something more useful.

According to a study by Marks & Spencer, Britain's largest clothing retailer the average British woman is a (UK) size 16, compared to size 12 in the 1950s. "50% of British women are overweight" Busts are getting bigger and "compared with the '50s, nipples are lower than they used to be."

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The periodic *M* & S studies provide a sad measure of the progressive decay in British health.

Reader's Questions

Fructose: - Free Lunch?

Q. Fructose has a low Glycemic Index. Is it therefore safe to use it as a straight substitute for sugar (sucrose)?

A. It is true that fructose is a sugar to which the human body is well adapted. Not surprising really, since we are built to consume good quantities of fruit - and fructose is the chief sugar in the 'safe' fruits.

However there's the rub. Even so, we are not going to be consuming (from the fruit) more than the equivalent of about 2 tbs. per day of fructose. Whereas the average consumption of sugar in the US is over $\frac{1}{2}$ lb.!

If we were to eat $\frac{1}{2}$ lb. per day of fructose then that would give us problems too. Admittedly not to do with blood-sugar spikes and the horrors of hyperinsulinemia, but with other health undermining factors.

First of all, fructose is still *empty* calories. $\frac{1}{2}$ lb. fructose is about 250 cal.

Next, fructose in abnormal quantities *upsets blood lipid profiles*. It tends to increase triglycerides, and LDL levels.

Finally, fructose at these levels can also *cause intestinal upsets*.

So fructose is not a free ride! Use it abstemiously to help bake the occasional dessert. -- And that's about it!

Some practical points:

- Fructose is sweeter than sugar, so you can use 2/3 the quantity.
- Fructose does not caramelize.
- High fructose corn-syrup is not fructose. It is just like ordinary sugar.

The Bottom Line? Fructose is a helpful adjunct to the strategies for savvy eating in the modern world.

But it is more important to train the palate (and the body) to not crave sweetness in all our foodstuffs

Fruit Timing

Q. I don't want to eat all my fruit in the morning – what other strategies are there?

A. Eating fruit in the morning is only one strategy to use. It works fine for many people and it is easy to prepare for and manage.

However there are many other ways of deploying your daily fruit consumption. And remember – there is no limit to it either.

Provided you keep to the food combining principles, fruit can be eaten at almost any time of the day.

For example as mid-afternoon or supper-time snacks. It is even possible to have something quite different at breakfast time - a salad or stir-fry (like the Asiatics) for example.

Alternatively, lunch or dinner can be an all-fruit affair. Just keep to the Food Combining principles:

Before starting on the fruit allow:

- 1 hour after a starch meal,
- two hours after a 'soft' protein meal,
- 3 or more hours after a 'heavy' protein dish like a T-bone steak. (There are still some unreconstructed Neanderthals out there!)

Corpse Revivers

Q. You talk about 'Bad Carbohydrates' like sugar and flour. Yet during WWII, when we had to resuscitate famine or concentration camp victims, we were told to give them a saturated solution of sugar, salt, water and flour.

A. Part of the answer is in your question. Today we are not dealing with starving people! Today the problem is the reverse. The problem is overeating.

Reviving a starving person actually takes a careful program of fluids, energy, salts and micro-nutrients. As a crude first measure, under battle conditions, giving a starving person some sugar-water with a pinch of salt is probably the best that can be done in the circumstances. Certainly no-one is going to worry about short-term insulin reactions.

As for the flour? I'm surprised that that was recommended. Even in a healthy person, raw flour is highly indigestible and gives rise to stomach ache and cramps.

Courage to the Sticking Place (5)

Tie goals to something bigger than yourself.

- like health of entire family or co-workers.

Think of your decision to improve your eating habits as giving encouragement to friends, family and co-workers.

Take that responsibility on board. Think of the people dear to you who are coming to depend on your resolution for their own strength.

Think that, by improving your own life chances, you are improving the security of your loved ones and dependents.

Dining Out

Eating out need not be a challenge if you do it to a plan.

4. Be a savvy eater.

Don't be taken in by vague terms like 'lean cuisine', 'spa cuisine', 'heart healthy', etc.... These terms are not government regulated and could mean anything that the chef/proprietor thinks will sell his restaurant.

Many menus contain dishes with a symbol like a heart or an eco-label. Treat them with the same caution that you would any other dish. They usually represents the chef's fond imaginings – like fish (yes) in a honey butter sauce (no!).

As ever, check the menu for all the pit-falls, question the waiter, and ask to have the changes made to the dishes as you want them.

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THE FOOD/OSTEOPOROSIS CONNECTION

There is a huge body of scientific studies to show that our eating habits strongly determine our susceptibility to a wide range of disease. In this series of articles we summarize these results. Last month we looked at the food/Obesity connection. This month we look at the food/Osteoporosis connection

OSTEOPOROSIS - Part 1

Contrary to popular myth, osteoporosis is caused by *hormonal imbalances* not calcium deficiency! It is a condition quite unknown by our ancestors and is eminently preventable by eating *Naturally*.

Osteoporosis is a disease of hormonal imbalances - not calcium deficiency

The chief causes:

1. Over-consumption of Protein Over-consumption of protein irritates the kidneys into *leaking* calcium from the bones into urine. This causes a deficiency of calcium in the blood-stream which is made up by drawing more calcium out of the bones.

This is one of the mechanisms by which bad food habits fool our body into losing calcium.



Worse than this, hormonal imbalances cause our body to remove calcium from where is needed – only to lay it down where it shouldn't be. For example in the arteries, kidneys and joints.

It is our body's hormones, principally parathyroid hormone, which decide when calcium is deposited, and when it is withdrawn. Ill-adapted foods, particularly excess protein, is the biggest upsetter of hormonal balances.

2. Over-consumption of Acid forming foods

The over-consumption of acidforming foods is another major dietary error today. Note that we are not talking here about foods that *taste* acid. We mean 'acid-forming' foods. These are ones that only after digestion, absorption and metabolisation by the body, have the result of acidifying the body.

The products of digestion cause the blood to be more acid. The body brings the acidity back into balance by using an alkali to neutralize the acidity. What is this alkali? None other than one based on calcium! Consuming a relentlessly acid diet causes the body to draw down its reserves of calcium.

What are acid forming foods? They are chiefly proteins like meat, fish, eggs, cheese; -- and starches like bread, flour and cereals. For example, bland roast chicken is one of the most acidifying foods around.

What are alkali forming foods? None other than fruit, salads and vegetables! Once again, the problem is not necessarily foods that *taste* acid. Many fruits taste acid, but by a curious bio-chemical pathway, their resultant on the body is *alkaline*. For example grapefruit (q.v.) although acid to the taste has a strong alkalizing effect.

The Natural Eating pattern ensures that the acid-forming to alkaliforming ratio is a healthy one: at least 75% alkali forming. (see 'acid/alkali balance' in your Survival Manual)

Consuming a relentlessly acid diet causes the body to draw down its reserves of calcium. Indexes have been worked out for most foodstuffs. This table shows the degree of acidity or alkalinity of a short, select list of foodstuffs. (For a complete list refer to the survival manual.)

survivai manuai.)	
Foodstuff	Index
Very Alkaline	BEST
Spinach, boiled	39.6
Almonds	18.3
Avocado Pears	10.7
Apricots, fresh	8.4
Celery, raw	8.4
Radishes, raw	7.2
Grapefruit	6.4
Oranges	6.1
Carrots: boiled	5.9
Cabbage: raw	5.6
Tomatoes, raw	5.6
Broccoli, boiled	4.3
Lettuce	3.8
French beans	3.7
Strawberries	3.5
Cucumber, raw	3.2
Apples, eating	3.0
↑ Bone protecting /	Alkaline 1
Neutral	ZERO
Veutral ↓ Bone destroying Cornflakes	
↓ Bone destroying Cornflakes	Acid ↓
↓ Bone destroying	Acid ↓ -2.0
↓ Bone destroying Cornflakes Bread, toasted	Acid ↓ -2.0 -2.6
↓ Bone destroying Cornflakes Bread, toasted Rice: white, boiled	Acid ↓ -2.0 -2.6 -2.6
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's	Acid ↓ -2.0 -2.6 -2.6 -4.3
↓ Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar	Acid ↓ -2.0 -2.6 -2.6 -4.3 -5.4
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat	Acid ↓ -2.0 -2.6 -2.6 -4.3 -5.4 -5.7
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked	Acid ↓ -2.0 -2.6 -2.6 -4.3 -5.4 -5.7 -5.7
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef Omelet	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9 -13.4
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef Omelet Egg: fried	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9 -13.4 -16.5
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef Omelet Egg: fried Bacon, fried	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9 -13.4 -16.5 -17.0
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef Omelet Egg: fried Bacon, fried Turkey, roast	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9 -13.4 -16.5 -17.0 -19.5
Bone destroying Cornflakes Bread, toasted Rice: white, boiled All Bran, Kellogg's Cheese, cheddar Shredded wheat Pastry: baked Spaghetti Sponge cake Peanuts Sausage, beef Omelet Egg: fried Bacon, fried Turkey, roast Beefsteak, grilled	Acid ↓ -2.0 -2.6 -4.3 -5.4 -5.7 -5.7 -7.5 -9.1 -11.6 -12.9 -13.4 -16.5 -17.0 -19.5 -23.2

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3. Micro-nutrients deficiency: Studies show that bone-building is dependent on high current intakes of fruit. There are over 20,000 active compounds in fruit and they are far from all being identified and evaluated. Certainly adequate intakes of potassium, zinc, Next menthy. The Faed/Octoope magnesium, fiber and vitamin C are important *but not sufficient.* You still have to consume the fruit and vegetables themselves to get the benefit of the other bone-building compounds!

Similar studies also show that those who eat a high fruit diet during the first part of life (up to age 40) accumulate the highest bone mass.

Those who eat a high fruit diet have the highest bone mass

Next month: The Food/Osteoporosis connection – part 2

G.M.O. Update

Genetically Modified Organisms may or may not be 'safe'. That is not the point. Volcanic ash might be 'safe' - but is it food?

GMO is taking us yet further away from our naturally adapted food supply at accelerated speed. Hence our opposition.

A. D. M. falls into line

One of the largest food processors in America, Archer Daniels Midland (ADM) has been watching developments in the European Union.

ADM is a major supplier of soybean and corn (maize) products. Over 60% of American production is now Genetically Modified.

These products are all-pervasive, finding themselves used in a vast range of processed foods – from bread to mayonnaise to pizzas and ketchup. America exports large quantities of soy bean and cornproducts to Europe.

ADM has observed the European consumer boycott against Genetically Modified Foods. – and has suffered the loss of business from European supermarket chains who are now insisting on GM-free ingredients.

As a result, ADM is now paying a *premium* of 18 c a bushel to US farmers who supply GM-free soy bean and corn.

The general market is already so contaminated by GM beans that these strains have to be grown in a special quarantined area near ADM's Decatur headquarters.

Battered Butterfly Toxic pollen kills Monarchs

The EU is delaying permission to sell a pest-resistant, genetically modified corn ("Bt-corn) because it kills the splendid Monarch butterfly.

Approval was already facing serious delays because of European concerns about GM crops in general.

A report in Nature said toxic pollen from Bt-corn can kill Monarch butterflies. Many Monarchs migrate through the Midwest, where about 20 million acres of bug-toxic corn will be planted this year.

The Union of Concerned Scientists in Washington is asking the Environmental Protection Agency (EPA) to clamp down on the planting of bug-resistant corn seed.

The issue is especially sensitive now that EU governments are pressurised by consumers and businesses to reject GM crops.

Two Novartis (Swiss chemical giant) products and one from Monsanto slipped under the wire, and already have EU approval.

Listen to this self-serving comment from a Novartis spokesman:

"These products enhance the farmer's ability to be an environmental steward of the land, by reducing the need for other insecticidal controls."

Just so ...

The insecticide is now built into the plant... You can't even wash it off!

Novartis points out that "Bt-corn products have been [dutifully] approved by the USDA, the FDA and the EPA...."

So whose interests do these agencies have at heart? Oh, and by the way, farmers get increased yields of 5%-20%.

Myths and Fallacies

"We are natural meat eaters that's why we have canine teeth" (Patricia Ireland, President of the National Organization for Women, during a Public TV discussion program.)

This is one of the hoariest of fallacies, fondly believed by people who don't like to challenge their preconceived ideas.

What accident of language caused the English to call those little pointed teeth "canines"?. Any self respecting dog would laugh like a cat at this apology for a tooth! Whatever the reason, this name has caused endless confusion.

The reality is that human dentition bears absolutely no resemblance to that of a carnivore. A carnivore has widely spaced needle sharp teeth. His snout protrudes for ripping at the throat or belly of his prey – and he doesn't have molars for crushing and grinding like we do. Finally their jaws cannot move sideways (like ours can) to grind food such as vegetation.

What is this tooth for? In the absolute, it doesn't have to have a purpose. But there is no doubt that it is good for punching through the hard covering of some fruits and most nuts.

Finally, this thought. The gorilla, 98.5% of whose DNA is shared with ours, is not a meat eater – indeed he is a strict vegetarian – yet he has impressive, really fang-like "canines".

He doesn't use them on other animals though. They are used to frighten and, if necessary bite, rivals in courtship.

Now there's a thought for Patricia Ireland and her Organization for Women!

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Darwin Label Exposed

This frozen dish is the archetypal convenience food – but convenient to whom? -- *and is it food*?

When the ingredient list is more than one column-inch it is already suspect. When it overflows onto the inside page, we can be sure that this 'product' has been engineered to be convenient only to the manufacturer's bottom line.

We will not dignify this incredibly long list of test-tube compounds with a close analysis. The Nutrition Facts say enough to give this product a wide berth.

Thus one portion contains:

• 50% of Daily Maximum of saturated fat,

• 54% of Daily Maximum of salt.

This little 8oz 'pizza' (which bears no resemblance to the true Roman pizza) also clocks up 25% of Daily Maximum of calories. Give it a miss.

Lobby Fodder

The consumer is under constant assault from vested interests:

Heinz Ketchup Facelift

Teenagers in their sights

Heinz Co. is putting a young face on its aging ketchup brand in a new \$50 million global advertising effort that takes direct aim at teens.

"there is a lot of untapped potential in teens that other advertisers weren't using. Teens are a truly global target,"

"Teens are becoming increasingly powerful consumers. Teens know what they want and are savvy when it comes to efforts to market to them."

Natural Eating Co Ltd. 7, Maxwelton Close, London, NW7 3NA tel: +44 (0)181 959 7549 fax: +44 (0)181 959 2110

Heinz advertising, attempts to give ketchup a teenage personality.

For example, one TV spot agonizes over the last bit of ketchup that refuses to budge from the bottom of the bottle. "This part of the ketchup has issues," a voice-over says.

"We created a personality similar to what teens want. A personality that's independent, original, fun, sure of itself and that doesn't care what people think of it."

Comment:

Ketchup has "issues"? has a "personality"?- has a "*teenage* personality"? One has to admire the desperate creativity of the people who dream up these ideas. The sad thing is – we'll probably fall for it.

Now if they had promoted ketchup as a raw cauliflower dip... there's an idea!

Lawmakers Bite Back

Milk Mustaches Target Soda Bait at Schools

Senators from milk-producing states accused Coca-Cola Co. and PepsiCo Inc. of giving away free sodas at public schools. Just as tobacco makers once offered cigarettes to teen-agers to develop lifelong customers.

"Providing sugar-laden beverages free is ``outrageous". It is an attempt to skirt federal laws – laws designed to encourage students to eat nutritious meals" Sen. Patrick Leahy, a Vermont Democrat, said.

Agriculture Department regulations forbid schools to sell sodas, chewing gum, candy and other socalled junk foods during lunch.

The soft-drink industry has been criticized for cultivating exclusive

Information, Letters and Queries

e-mail: <u>admin@naturaleater.com</u> Web: <u>http://www.naturaleater.com</u> relationships with U.S. schools by offering sports equipment, promotional materials and other gifts -- in exchange for exclusive contracts.

American teen-age boys gulp an average of 20 ounces of soda daily, up from 7 ounces in 1977. "Teenage girls, who need to build up calcium to compensate bone loss later in life, also consume large amounts of bone-rotting soda."

Comment:

Milk producers battling the soda producers "for share of throat" at schools. A plague on both their houses!

Once again kids are the target: hook them young, hook them for life. The same strategy as a dope peddler...

The good thing is that, with a bit of luck, commercial interests will be banned from schools altogether.

If not, like the tobacco companies, they'll be sued in a generation's time for knowingly and mischievously suborning the health of the nation's children.

Support Materials

The Introductory Guide $\pounds4.99$ (\$7.99) The Survival Manual $\pounds14.99$ (\$24.99) The Newsletter Subscription (12 monthly issues.) snail mail: $\pounds60.00$ (\$96.00) e-mail: $\pounds37.50$ (\$60.00)

Think about offering them as presents to family and friends...

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