



Supermarket Savvy

New Food Reviews



Lactose-Free Foods for the Lactose Intolerance

Lactose Intolerance is the inability to digest foods that contain lactose, the major sugar found in milk and other dairy products. According to the National Digestive Disease Clearinghouse, between 30 and 50 million Americans are lactose intolerant. African Americans, American Indians, and Asian Americans are at a greater risk for developing lactose intolerance. This condition can also develop over time in aging individuals. It can occur when there is an injury to the small intestines or when a digestive disease is present. Many food companies are marketing lactose free dairy products, and more commonly, companies are producing non-dairy alternatives, such as soy-based products.



Breyers Lactose Free Vanilla Ice Cream

Being Lactose Intolerant no longer means that you cannot enjoy the luxuries of ice cream. Breyers has created a lactose free ice cream that is easy to digest and easy on the taste buds! The flavor and texture of their lactose free ice cream is similar, if not identical to, Breyers original vanilla ice cream. In fact, the only difference in the ingredients is the addition of the lactase enzyme in the lactose free vanilla, which makes it easier to digest. So, if you are lactose intolerant and get a craving for something sweet, try Breyers all natural, lactose free vanilla ice cream.

Pros: Nice flavor and texture, and lactose free

Cons: The only available flavor is vanilla. The fat is not low (7g) nor is the saturated fat (4.5g) but the trans fat lists 0g. Calcium is only 8% DV, similar to other ice creams.

We liked the vanilla but would like to see Breyers make this product in other flavors, such as chocolate.

BREYERS LACTOSE FREE VANILLA ICE CREAM

Rating **

Claims All natural, kosher, lactose free

Allergens Dairy

\$ \$5.29 /56 oz

Distribution SM, ND

Contact 1-866-204-9750

www.icecreamusa.com

Breyers Lactose Free Ice Cream

Nutrition Facts

Serving Size: 1/2 cup	
Servings Per Container: About 14	
Calories 130	Calories from Fat 60
% Daily Value	
Total Fat 7g	11%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 35mg	15%
Total Carb. 14g	5%
Dietary Fiber 0g	0%
Sugars 14g	
Protein 2g	
Vitamin A 4%	Vitamin C 0%
Calcium 8%	Iron 0%

FYI

Breyers Organic Ice Cream

In response to consumers growing interest in organic food, Breyers has created a USDA-certified organic ice cream. This line of ice cream is 100% natural and organic. Breyers organic ice cream can be found at your local supermarket in the following flavors: vanilla bean, chocolate, coffee, and vanilla fudge swirl. This product is not lactose free or low in fat.



Our mission statement

To provide objective, balanced, and science based information on new food products, health issues, food labels, trends, and educational resources.

Key to information boxes

Rating

- *** Recommended
- ** Recommended (see 'Cons')
- * Not Recommended

Distribution

- SM = Supermarkets
- H/N = Health/Natural Food Stores
- GS = Gourmet & Specialty Stores

- DC = Drug & Convenience Stores
- CS = Club & Super Stores
- ND = Nationally distributed
- RD = Regionally distributed
- TM = Test Market
- MO = Mail Order
- IO = Internet Order
- FS = Food Service

NA = Information not available at the time of publication

FREE OFFER = Free product sample offer

= Editorial comments

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Lactaid Scoopfuls Ice Cream

Another indulgent option for the those lactose intolerant who crave ice cream is Lactaid Scoopfuls, an ice cream that is 100 percent lactose free even though the ingredients list milk, cream, and skim milk. Lactase enzyme is added to break down the lactose in the ice cream before you indulge. Besides vanilla, which makes a fabulous Root Beer Float, Scoopfuls is available by the quart in Cappuccino Swirl, Double Chocolate Chip, Creamy Butter Pecan and Mint Chocolate Chip.

Pros: Great taste and a variety of flavors.

Cons: This is a full fat (8 g) ice cream with 150 calories and 5 g of saturated fat.

Although Scoopfuls is only available in supermarkets on the East coast, you can buy it on-line through Amazon. (www.amazon.com).

LACTAID SCOOPFULS ICE CREAM	
Rating	**
Claims	Lactose free
Allergens	Milk
\$	\$2.99 to \$3.49/quart
Distribution	SM, RD, IO
Contact	1-800-LACTAID
	www.lactaid.com

Lactaid Scoopfuls - Vanilla

Nutrition Facts	
Serving Size: 1/2 cup	
Servings Per Container: About 8	
Calories 150	Calories from Fat 72
% Daily Value	
Total Fat 8g	12%
Saturated Fat 5g	25%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 40mg	2%
Total Carb. 17g	6%
Dietary Fiber 0g	0%
Sugars 9g	
Protein 2g	
Vitamin A 6%	Vitamin C 0%
Calcium 8%	Iron 0%

FYI

Lactaid Milk

Lactaid Milk is real milk naturally treated to eliminate 100% of the lactose. It is available in the dairy section of your supermarket in Fat Free, Lowfat, Reduced-Fat, Whole and Calcium Fortified (50% DV calcium). All milk contains 25% to 30% DV of calcium in an 8 oz serving.



Cabot Light Cheddar Cheese

Recent research suggests that although cheese naturally contains lactose, the fermentation process of aged cheese breaks down lactose allowing those with an intolerance to consume aged cheeses without any problems. All Cabot brand cheeses are aged and therefore contain 0 g of lactose. In fact, their light cheddar is not only lactose free but it is also lower in fat (4.5 vs. 9 g) and calories (70 vs. 110 calories) than their regular cheddar cheese and a good source of calcium (20% DV).

Pros: Lower in fat (4.5g) and calories (70 cal) than regular cheese, and a good source of calcium (20% DV)

Cons: Although it is a light product, it is still high in fat (4.5g) and saturated fat (3g).

The flavor of this cheese is complimented nicely with crackers as a snack.



CABOT LIGHT CHEDDAR CHEESE	
Rating	**
Claims	Reduced calorie, 50% less fat, & lactose free
Allergens	Milk
\$	\$4.99 / 8 oz block
Distribution	H/N, ND
Contact	1-888-792-2268
	www.cabotcheese.com

50% Light Cabot Cheddar Cheese

Nutrition Facts	
Serving Size: 1-oz	
Servings Per Container: About 8	
Calories 70	Calories from Fat 40
% Daily Value	
Total Fat 4.5g	7%
Saturated Fat 3g	16%
Trans Fat 0g	
Cholesterol 15mg	5%
Sodium 170mg	7%
Total Carb. <1g	0%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 8g	
Vitamin A 6%	Vitamin C 0%
Calcium 20%	Iron 0%

ZENSOY Pudding

It is hard to believe that a pudding this natural and healthy could actually be tasty. ZENSOY has created an all-natural pudding that is 100% Kosher, Vegan, and Organic. It also has eliminated most allergens—it is free of GMOs, lactose, gluten, eggs, casein, peanuts, and MSG. ZENSOY pudding is also low in fat (1g), cholesterol free, and a good source of calcium (15% DV). Try one of their 4 flavors – chocolate, vanilla, swirl, and banana.

Pros: Nice flavor, low in fat (1g), and a good source of calcium (15% DV) and Vitamin D (15% DV).

Cons: The pudding is not low in sugar (20g).

ZENSOY Puddings have a creamy texture and delightful sweet, but not too sweet, flavor.



ZENSOY PUDDING	
Rating	**
Claims	Kosher, vegan, organic; lactose & gluten free; calcium & vitamin D
Allergens	Soy
\$	\$2.99/4, 4oz cups
Distribution	H/N, ND
	www.zensoy.com

ZENSOY Pudding

Nutrition Facts	
Serving Size: 1/2 cup (113g)	
Servings Per Container: 1	
Calories 120	Calories from Fat 10
% Daily Value	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	3%
Total Carb. 26g	9%
Dietary Fiber 1g	4%
Sugars 20g	
Protein 3g	
Vitamin A 5%	Vitamin C 0%
Calcium 15%	Iron 0%
Vitamin D 15%	

FYI

Yogurt for Lactose Intolerant

Recent research suggests that many people suffering from Lactose Intolerance may tolerate dairy-based yogurt that contains active cultures. Although yogurt is higher in lactose content (about 6g), the bacterial cultures in yogurt produce lactase, which breaks down lactose, and allows for easy digestion.



SILK SOYLATTE

Rating	**
Claims	Organic, lactose free, soy protein, calcium & vitamin D
Allergens	Soy
\$	\$1.49/11oz
Distribution	SM, H/N, ND
Contact	1-888-820-9283
	www.silksoymilk.com

Silk Soy Latte

If you are looking for a lactose free alternative to a Starbucks Latte, try Silk Soy Latte. You still get the kick—75 mg of caffeine but not as much as a comparable Starbucks Latte. Caffeine levels vary—a cup of coffee can contain between 115 to 175 mg caffeine. Besides being lactose free, the added benefit for a Silk Soy Latte is the 7 g of whole soy protein, enough for a soy health claim. Try one of their 4 flavors: coffee, chai, mocha, and spice. This beverage is cholesterol free and an excellent source of calcium (40% DV).

Pros: Nice flavor, a good source of soy protein (7g), and an excellent source of calcium (40% DV) and Vitamin D (30% DV)

Cons: Texture is slightly chalky, and the latte is not low in sugar (29g)

🌸 Silk Soy Latte proves not all lattes need milk – soy can be a healthy dairy alternative!

FYI

Starbucks Uses Silk Soy Milk

Starbucks has selected Silk as the soy milk for its US retail locations. This new version of Silk soy milk is a formula exclusively created for Starbucks' customers. When steamed, it makes Starbucks lattes and Tazo® Chai beverages even creamier.



Silk Live! Smoothie

Silk has produced a soy smoothie that contains 19 vitamins and minerals, 7 grams of soy protein, and the benefits of 6 live and active cultures, 4 more that required by FDA. The live and active cultures in the smoothies help to promote good digestive health and a improved immune system. Because Silk Live! Smoothie is soy-based it is lactose free. Try one of their 5 fruity flavors: blueberry, mango, peach, raspberry, and strawberry.

Pros: Good source of vitamins and minerals, excellent source of calcium (35% DV), and contains 6 live and active cultures which aids in digestion.

Cons: The smoothies are not low in calories (210) or sugar (29g).

🌸 Enjoy as a meal replacement but don't overindulge.

FYI

Are 'Non-Dairy,' 'Dairy-Free' and 'Parve' Foods Lactose Free?

'Non-Dairy' and 'Dairy-Free' claims do not assure that a beverage or food is lactose free since FDA regulations do not define these terms for package labels. A product labeled 'Non-Dairy' or 'Dairy-Free' may mean that the milk fat has been replaced by a vegetable fat but may still contain other ingredients, such as whey or casein. Always double check the ingredient statement. 'Parve' or 'Parve' labeled foods contain no dairy-based ingredients and are therefore lactose-free.

Silk Soy Latte

Nutrition Facts

Serving Size: 11 fl oz	
Servings Per Container: 1	
Calories 200	Calories from Fat 40
% Daily Value	
Total Fat 4.5g	7%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	6%
Potassium 350mg	10%
Total Carb. 34g	11%
Dietary Fiber 1g	4%
Sugars 29g	
Protein 7g	
Vitamin A 8%	Vitamin C 0%
Calcium 40%	Iron 10%

Silk Live! Smoothie

Nutrition Facts

Serving Size: 10 fl oz	
Servings Per Container: 1	
Calories 210	Calories from Fat 35
% Daily Value	
Total Fat 4g	6%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 1g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Potassium 350mg	10%
Total Carb. 36g	12%
Dietary Fiber 3g	12%
Sugars 29g	
Protein 7g	
Vitamin A 25%	Vitamin C 25%
Calcium 35%	Iron 10%

Lactose Free Dairy and Non-Dairy Alternatives

✓ **SS Picks** = Products with $\geq 30\%$ DV Calcium and $\leq 3\text{g}$ fat per serving
(Arranged in order by Calcium amount)

Food	Serving Size	Calcium %DV	Calories	Fat (g)	Saturated Fat (g)	Carbohydrate (g)	Sugar (g)	Protein (g)	Sodium (mg)
Milk – dairy									
✓ Lactaid Calcium Fortified	1 cup	50	80	0	0	13	12	8	125
✓ Farmland Dairies Lactose Free Skim Plus	1 cup	40	110	0	0	17	16	11	170
✓ Lactaid Low-Fat	1 cup	30	110	2.5	1.5	13	12	8	125
✓ Land O'Lakes Dairy Ease	1 cup	30	80	0	0	12	11	8	130
Milk – non-dairy alternatives									
✓ Silk Soy Light	1 cup	30	70	2	0	8	6	6	120
✓ Organic Valley Soy	1 cup	30	100	3	0.5	11	6	7	95
✓ VitaSoy Lite Original Soy	1 cup	30	60	2	0.5	7	4	4	110
✓ West Soy Lite	1 cup	30	90	1.5	0	15	11	4	90
✓ Soy Slender	1 cup	30	60	3	0.5	3	<1	6	105
✓ Rice Dream Original	1 cup	30	120	2.5	0	23	10	1	80
✓ Rice Dream Heart Wise	1 cup	30	130	2	0	27	9	1	80
✓ Pacific Rice	1 cup	30	130	2	0	27	14	1	75
✓ Pacific Almond	1 cup	30	80	2.5	0	11	7	2	105
West Soy Rice	1 cup	25	110	2.5	0	20	13	1	110
Blue Diamond Almond Breeze Original	1 cup	20	60	2.5	0	8	7	1	150
Eden Organic - Soy Lite Original	1 cup	10	100	2	0	15	10	5	90
Cheese – dairy									
✓ Lifetime Fat Free	1oz	40	40	0	0	1	1	8	220
Cabot Reduced Fat Cheddar	1 oz	20	70	4.5	3	<1	0	8	170
Lactaid Cottage Cheese	½ cup	10	80	1	0.5	7	3	3	370
Cheese – non-dairy alternatives									
Soy Station block (cheddar)	1 oz	25	60	3	0	2	0	7	190
Galaxy Veggie block (cheddar)	1 oz	25	60	4	0	1	0	6	320
Galaxy Rice Slices	1 slice	20	40	2	0.5	<1	0	4	250
Galaxy Vegan (cheddar)	1 slice	15	35	2	0	0	0	1	150
Follow Your Heart Vegan Gourmet (cheddar)	1 oz	4	70	6	0.5	2	0	1	160
Soya Kaas (cheddar)	1 oz	0	60	4	0.5	0	0	6	250
Yogurt – non-dairy alternatives									
Whole Soy Smoothie (strawberry)	10 oz	40	230	4.5	0	36	32	9	30
Silk Live! Smoothie (strawberry)	10 oz	35	220	4	0.5	40	34	7	120
✓ Silk Soy Yogurt (vanilla)	6 oz	30	140	2.5	0	25	18	4	20
✓ Whole Soy Yogurt (vanilla)	6 oz	30	150	3	0	28	12	6	25
Stonyfield Farm O'Soy (vanilla)	6 oz	15	150	2	0	26	21	7	40
Ice Cream – dairy									
Breyer's (vanilla)	½ cup	8	130	7	4.5	14	14	2	35
Lactaid Scoopfuls	½ cup	8	150	8	5	17	9	2	40
Ice Cream – non-dairy alternatives									
Whole Soy Frozen Yogurt (vanilla)	½ cup	4	120	1	0	25	19	2	85
Its Soy Delicious (vanilla)	½ cup	3	110	1.5	0	24	9	2	130
Soy Dream (vanilla)	½ cup	2	140	7	1.5	18	10	1	140
Rice Dream (vanilla)	½ cup	2	150	6	0.5	23	17	0	100
Good Karma Organic Rice Cream (vanilla)	½ cup	2	150	7	0.5	22	12	0	75
Soy Delicious Organic (vanilla)	½ cup	0	130	3	0	24	13	1	55
Soy Delicious Purely Decadent (vanilla)	½ cup	0	170	8	0.5	29	18	1	20
Tofutti (vanilla)	4 oz	0	190	11	2	20	15	2	210
Other									
Silk Soy Latte (coffee)	11 oz	40	200	4.5	1	34	29	7	140
Silk Live! Smoothie	10 oz	35	210	4	0.5	36	29	7	120
ZenSoy Pudding	4oz	15	120	1	0	26	20	3	75
Lactaid Egg Nog	½ cup	15	170	9	5	20	19	4	95
Silk Egg Nog	½ cup	2	90	2	0	15	12	3	75
Soyatoo Soy Whip Topping	2 tbsp	0	10	0.5	0	1	0	0	0

Lactose Intolerance

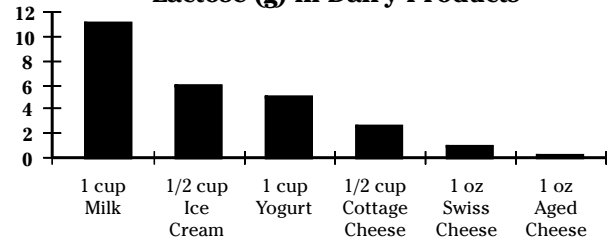
What is Lactose Intolerance?

Lactose Intolerance is the inability to digest foods that contain lactose, which is the major sugar found in milk and other dairy products. Common symptoms of Lactose Intolerance include nausea, vomiting, cramps, bloating, gas, and diarrhea. Symptoms will usually occur 30 minutes to 2 hours after consuming products containing lactose.

What should you do if you have Lactose Intolerance?

- ◆ Limit foods that contain lactose, such as milk and dairy products.
- ◆ Consume foods containing lactose with other non-lactose foods at meals in order to slow digestion and avoid symptoms.
- ◆ Try taking the lactase enzyme, known as Lactaid (available over-the-counter), while consuming foods that contain lactose.
- ◆ Be aware of foods that contain “hidden lactose,” meaning that dairy ingredients have been added, such as baked goods; cereals; instant soups and potatoes; margarine; and pancake, biscuit, and cookie mixes.
- ◆ READ FOOD LABELS and avoid foods that contain milk ingredients, such as whey, curds, milk byproducts, dry milk solids, and milk powder.

Lactose (g) in Dairy Products



Learn what you can and cannot tolerate

Dairy foods vary in the amount of lactose they contain, and people differ in the amount of lactose-containing foods they can tolerate.

- ◆ One person may be able to tolerate cheese and yogurt, but not milk and ice cream, while another person may be able to tolerate all dairy products except milk.
- ◆ Although yogurt is high in lactose content (about 6 g), the bacterial cultures in yogurt produce lactase, which breaks down lactose and allows some Lactose Intolerant people to easily digest yogurt.
- ◆ Aged (hard) cheeses are often easily tolerated because as cheese ages, the fermentation process naturally breaks down lactose.
- ◆ Keep a food diary to learn which dairy and lactose-containing foods your body can and cannot tolerate.

Food	Serving Size	Calcium %DV*
Fortified soy milk, rice milk, orange juice	8 oz	25-35%
Fortified cereals	Varies	15-100%
Fortified breads	1 slice	10-20%
Broccoli, cooked or raw	1 cup	10%
Spinach and turnip greens, cooked	1 cup	25%
Collard greens, cooked	1 cup	30%
Almonds	1 oz	10%
Red beans, cooked	1 cup	13%
Salmon with bones	3 oz	20%
Sardines	3 oz	30%

*% Daily Value = 1000mg based on a 2000 calorie diet

REMEMBER: Milk and other dairy products are major sources of calcium. If you are limiting dairy products due to Lactose Intolerance, it is important to consume the recommended amount of daily calcium (1,000 to 1,500 mg/day) from non-dairy, calcium rich sources, such as those displayed in the table to the left.

Food & Nutrition Trends and Predictions for 2007

Interest in nutrition and diet has never been so hot! Advances in biotechnology and medical research has made foods tailored to health needs a reality. There's baking mixes that fight heart disease (Heart Smart Bisquick, January 2006, p. 3); cereals that help your digestion (Vive Probiotic Digestive Cereal, November 2006, p. 1); and orange juice that helps prevent osteoporosis. The latest *Shopping for Health Trends Survey* by the Food Marketing Institute says that more Americans are seeking information on food and nutrition, turning to healthful eating messages and taking action to improve their nutrition and health than at any time in the past decade.

Check out the news stories and new foods this past year that have fueled the food and nutrition trends for 2006. Also included are our predictions for the hot food topics of 2007. **SUPER-MARKET SAVVY Picks** (✓SS Pick) are our choices for the most innovative, healthy, and tasty foods of 2006.



Linda McDonald, MS, RD

Whole Grain Hoax



This year has seen a plethora of new 'whole grain' food products based on the MyPyramid recommendation that half your grain servings be whole—3 servings a day. But be aware that the term 'whole grain' is popping up on food labels that don't always deliver. Adding whole grains to Lucky Charms and Trix or sugary bars such as Post Honey Bunches of Oats does not make them a healthy food! Also, adding the word 'wheat' to a product, such as DiGiorno Harvest Wheat Pizza, does not mean it is made with whole wheat.

Look for the words 100% whole wheat or a Whole Grain Stamp that must provide the amount of whole grains in a serving.

✓SS Pick: Near East Whole Grain Blends (May 2006, p. 2)



Courtesy Oldways and the Whole Grains Council, www.wholegrainscouncil.org

Designer Fats

Already, many food products are claiming "Trans fat-free" by removing these heart-damaging, chemically altered fats—once prized for improving texture and extending shelf life. The American Heart Association is the first organization to come out with a trans fat recommendation of just 1% of daily calories, which for a 2000 calorie diet translates to just 2 g per day. Unfortunately, as hydrogenated oils containing Trans fats are taken out of foods they are being replaced with saturated fats. But discerning consumers are demanding a reduction in all 'bad' fats. As a result we will see more emphasis on 'good fats' such as omega-3 fats. This will give rise to more "designer fats," or the reformulation of traditional vegetable oils to improve their fatty acid profile to make them more healthful.



✓SS Pick: Hellman's Canola Oil Mayonnaise (July 2006, p. 6)

Low Sodium – next villain

Studies repeatedly show that everyone benefits from a low-sodium diet and there is pressure on food manufacturers to lower the sodium in products. The American Medical Association has started a campaign against sodium, pushing for food companies and restaurants to lower sodium levels in their foods by more than 50% over the next ten years, and calling for food manufacturers to label certain foods as high in sodium. Several food manufacturers have lowered the sodium in food products this past year and we predict a focus on salt, similar to trans fats, in 2007.



✓SS Pick: Progresso 50% Lower Sodium Soups (November 2006, p. 5)

Healthy Indulgence

Wine and chocolate are no longer a guilty pleasure as research shows that dark chocolate and red wine contains compounds called flavanols that provide heart-healthy benefits.



Cocoa has more antioxidants than green tea or red wine. And the darker the chocolate, the better. Choose a bar with at least 70% organic cocoa. To see any health advantages from chocolate, aim to eat it 3 or 4 times a week. Keep your waistline in check by sticking to a half-ounce serving, about 80 calories.

(See Chocolate feature in the February 2007 newsletter)

Anti-aging Super Foods

Traditional antioxidants such as vitamins C and E are being replaced by more exotic phytochemicals found in colorful fruits like berries and vegetables like tomatoes and carrots. Look for superfruits or their extracts like acai, goji berry, coffee berry, guava and man-gosteen to show up as ingredients in a host of food products from drinks to desserts. They are loaded with disease-fighting phytochemicals and anti-oxidants especially appealing to older adults.



✓ **SS Pick:** Old Orchard Pomegranate Juices (September 2006, p. 3)

Feel-good Fish

Bon-Appetite describes the fish that's in favor now in its January 2007 issue: environmentally sound, and low in toxins and PCBs. Among the eco-friendly varieties it recommends: United States- and Central American-farmed tilapia, wild mahi-mahi from Hawaii, the Atlantic and Gulf of Mexico; California-farmed sturgeon; American-farmed striped bass.



Junk Food Make Over

Consumers worried about their own health as well as that of their over weight children are looking for healthier snacks. Fiber-packed fruits and vegetables are being made into chips, ice cream is being enhanced with omega-3 oils, whole grains and heart-healthy oils are replacing white flour and trans fats in cookies, and even Disney is putting a more nutritious spin on its theme-park snack foods. But don't be deceived by the hype—many are still high in calories, fat, and sugar. Marketing fun foods to kids is big business and will continue in 2007.



✓ **SS Pick:** Edwards & Son Brown Rice Snaps (May 2006, p. 4)

Probiotics

Probiotics, which help populate the gut with good bacteria that help strengthen our ability to fight infection and disease, will be a major buzzword in the nutrition world. Look for more probiotic foods competing for space in the dairy case. Yogurt is the best-known source of probiotics, but look for probiotic ingredients in other processed foods.



✓ **SS Pick:** Kashi Vive Cereal (November 2006, p. 1)

Locally Grown Food

As concerns about food safety and the environment grow, so does the popularity of farmers markets and foods produced close to home. Because consumers are being encouraged to eat up to 9 servings of fruits and vegetables a day, the nutritional content is also a concern. Fresh, locally grown produce often has a nutritional edge over produce raised on "factory" farms. The latter is typically picked 4 to 7 days before it arrives on supermarket shelves, and shipped for an average of 1,500 miles before it is sold. If not handled properly, produce can lose up to 50% of its nutrients, especially vitamin C and folate.



Celebrity Farmers Featured in Supermarkets

FYI

Following the lead of Whole Foods, which has been posting photographs of local farmers in its stores for years, major supermarket chains are celebrating community growers at their locations nationwide. This marketing trend follows consumers' increased interest in purchasing fresh fruits and vegetables grown in their own communities. Currently Wal-Mart is running a "Salute to America's Farmers" program across several states to highlight its commitment to purchase from local growers. Now many other supermarkets are also playing up local produce, including Kroger, Publix, Hannaford, and Food Lion

Industrial Organics

Expect to see this term more often as organic foods move into the middle of the store as processed foods. Organic snack-food sales continue to flourish, and we are even seeing the term 'organic' on wines and chocolates. Safeway and Wal-Mart have both launched their own lines of organic processed foods.



✓ **SS Pick:** Hormel Deli Meats (September, p.1)

Thanks to Amanda Benson, University of Houston Dietetic Intern, for assistance in preparing the information on Lactose Free Foods and the Tip Sheet on Lactose Intolerance.

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- ◆ Tip Sheet

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In the Supermarket...

Pathmark Introduces 'Healthy Steps'

Pathmark Stores, a chain of 141 supermarkets in New York, New Jersey, and Pennsylvania, announced the start of a new program designed to help improve the well being of consumers called 'Healthy Steps.' Dietitian, Jacqueline Gomes, will offer customers practical nutrition and healthy lifestyle information that is easy to apply to everyday life. For additional information go to www.pathmark.com.

Schnucks Rolls Out Organic Line

The Schnucks grocery store chain, located in Missouri, Illinois, Indiana, Wisconsin, Tennessee, Mississippi, and Iowa, is rolling out an organic and all-natural product line called 'Full Circle.' The new brand line includes cereals, milk, pastas, peanut butter, soymilk, coffee, and teas. Find more information at www.schnucks.com.



Safeway Launches New Food Guide

Safeway has partnered with Dean Ornish to provide a guide to nutritious foods. The Web-based tool, available on the Safeway website, lists the nutritional benefits of various food groups, including fruits, vegetables, oils, and grains. Access this guide by clicking 'Wellness Center' on www.shop.safeway.com.

MyPyramid Promoted in Supermarkets

Learning how to eat according to MyPyramid may get a little easier as supermarkets and food product manufacturers implement 'Take a Peak' at over 2,000 grocery stores in 17 states. Among the stores participating in the effort are Publix, Giant Eagle, Brookshire Grocery Company, Raley's and SuperValue. Look for aisle banners, kiosks and other displays in stores that will point you to fare that is consistent with the 2005 U.S. Dietary Guidelines. Learn more about 'Take a Peak' at www.tapintomy-pyramid.com.



On the Food Label...

Cloned Animal Foods Safe

You won't find information on cloned animals on a food label. The FDA's long awaited report on food from cloned animals says that it is safe enough that labeling does not need to be required on products. The draft report kicked off a potential yearlong decision-making process before a final ruling is made.

FDA is seeking comments from the public till April 2, 2007. Click to make [Electronic Comments](#). The docket number is 2003N-0573.

FDA Expands Definition of 'Lean'

Now items like pizza slices, burritos, and egg rolls can be classified 'lean,' provided they meet the FDA's requirements of fewer than 8 g of total fat, no more than 3.5 mg of saturated fat, and fewer than 80 mg sodium per serving.

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