

Dawson Sales Company Is Celebrating 50 years of Business!

DU NC FOOD TRENDS DU NC

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Articles condensed by Ellen Mendiola

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Kids' Juice Abuse



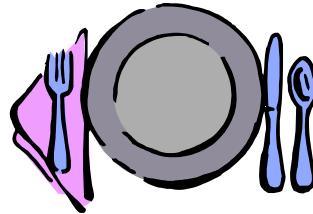
Growing research is linking sweet drinks to a host of child health concerns. Too much juice can throw off the balance of calories & nutrients while training kids to prefer sweets. Juice also lacks the healthy, filling fiber of natural fruits. "No added sugar" does not equal "low sugar".

Guidelines by the American Academy of Pediatrics suggest: No juice for children under 6 months, 4-6 oz. per day for children 6 years and under, 8-12 oz. per day for older children, and children with weight concerns should avoid juice altogether. Despite guidelines, 2002

USDA data reports 60% of 1 year olds drink an average 11 ½ oz. a day. Children drink a quarter of all juice consumed.

Source: www.cnn.com, 2005.

Resign from the Clean Plate Club



A survey by the American Institute for Cancer Research (AICR) shows that 7 of 10 Americans finish restaurant entrees, regardless of size. In contrast, 30% finish servings at home.

The "Clean Plate Club" originated from a World War I slogan and re-promoted during World War II to help conserve food. Since the 1970's, portion sizes have swelled greatly. While the mentality to "Clean

your plate" survives, the real message is: Eat only what you need!

For a free serving size wheel, Call the AICR at 1-800-843-8114, ext. 110. Compare the USDA serving sizes with your own!

Source: articles.health.msn.com/id/100096339/

Allergen Labeling Concerns



The Food Allergen Labeling and Consumer Protection Act goes into effect January 1, 2006. Major allergens (peanuts, tree nuts, eggs, milk, soy, fish, crustacean shellfish, wheat) must be clearly declared on food ingredient statements. Previous exemptions for

flavor components and processing aids have been lifted. Highly refined oils and raw agriculture commodities are exempt. FDA may be grant exemptions via petition and other means.

Concerns that arise include:

~ Thousands of ingredients not typically allergenic will be declared due to allergenic sources.

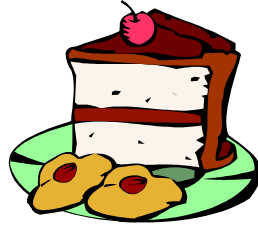
~ The term "tree nut" is not defined, leaving some nuts at an uncertain status.

~ Threshold levels of allergens are not officially set. For now, any detectable level of allergen must be declared.

~ The over-labeling of products may confuse consumers over which foods are real potential allergen dangers. Consumers may ignore the warnings altogether.

Source: *Food Technology*, February 2005.

Prescription Chocolate?



Is chocolate switching from a sweet treat to a functional food?

Studies on chocolate's health benefits are on the rise over the past five years. Strong evidence indicates that flavanols, the plant chemicals in chocolate, offer cardiovascular benefits.

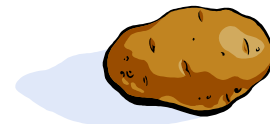
Benefits include protection against oxidation damage, reduced risk of blood clots, and an increased production of nitric oxide (a blood molecule that helps lower blood pressure and increase circulation). Despite health benefits, "no studies show evidence that people who eat chocolate are healthier."

Flavanol levels are higher in less processed chocolate, making taste an obstacle. Flavanols are often stripped during the heat and chemical process to produce the sweet candy. There is twice the amount of flavonols

in dark chocolate than there is in the milk version. A universal rule to follow: everything in moderation!


Source: *Chicago Tribune*, February 9, 2005.

Vaccinate Via Potato



Scientists have created genetically modified potatoes containing the gene for the hepatitis-B surface antigen. When absorbed by the body, an immune response is triggered. This plant-derived HBV vaccine is a future possibility to overcome syringe-and-needle programs. Positive results from human testing show the vaccine can survive the stomach acids and enzymes. Future use in developing countries is anticipated, where 60% of the world's children lack the vaccine. Concerns include reactions to other foods and dose control.

Source: *National Geographic News*, February 2004.

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For questions or suggestions,
contact Ellen at 630-776-0132.