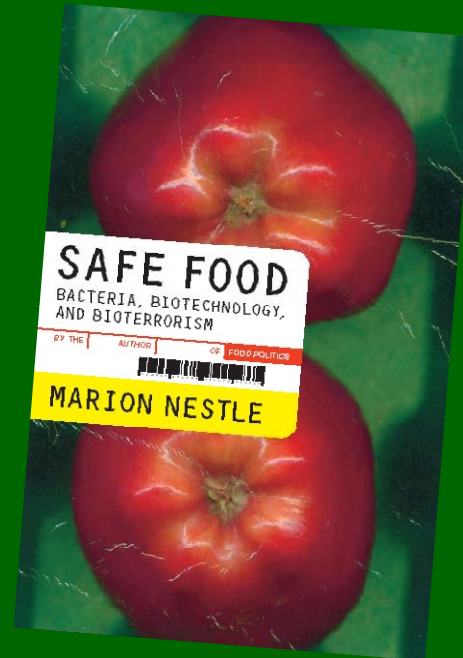
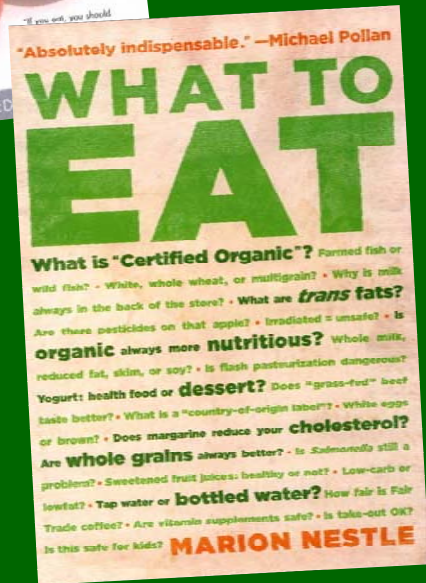
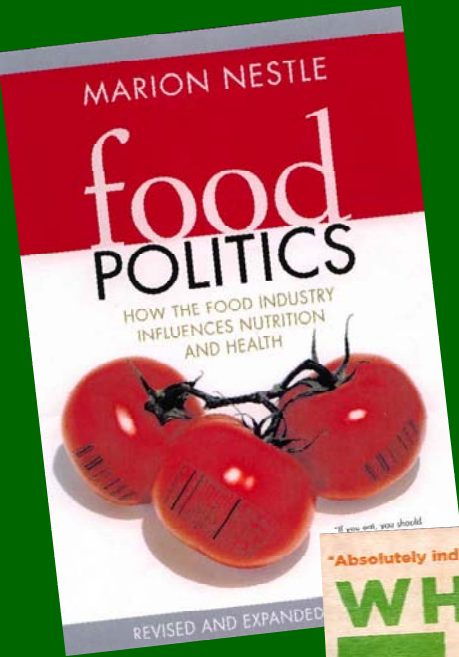


Overview of the Public Health / Nutrition Picture

Marion Nestle

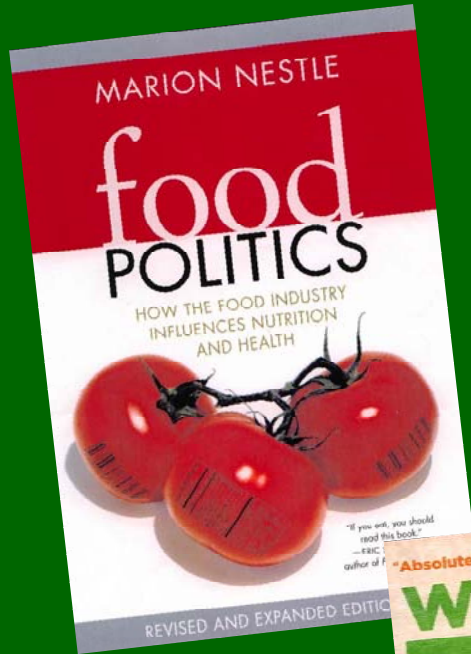
PHAI, Boston, September 20, 2008



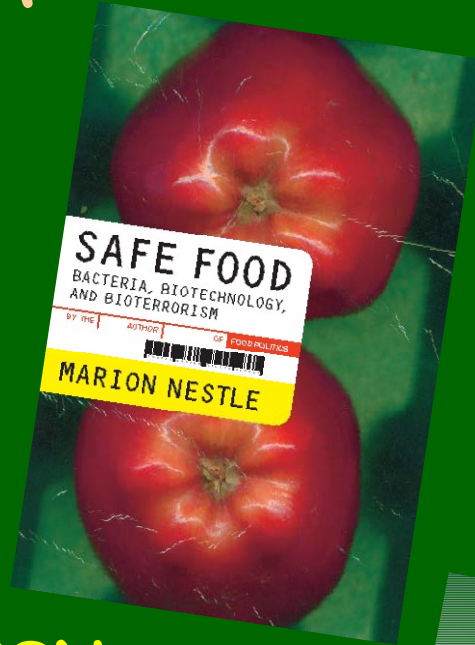
Department of Nutrition, Food Studies,
and Public Health, NYU
Academic: www.foodpolitics.com
Blog: www.whattoeatbook.com

FOOD SYSTEM

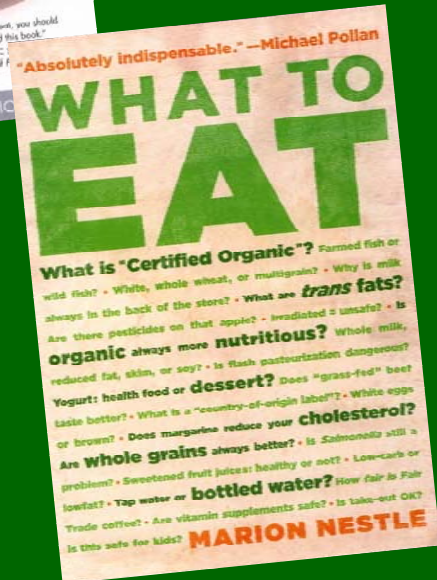
AGRICULTURE



FOOD



NUTRITION

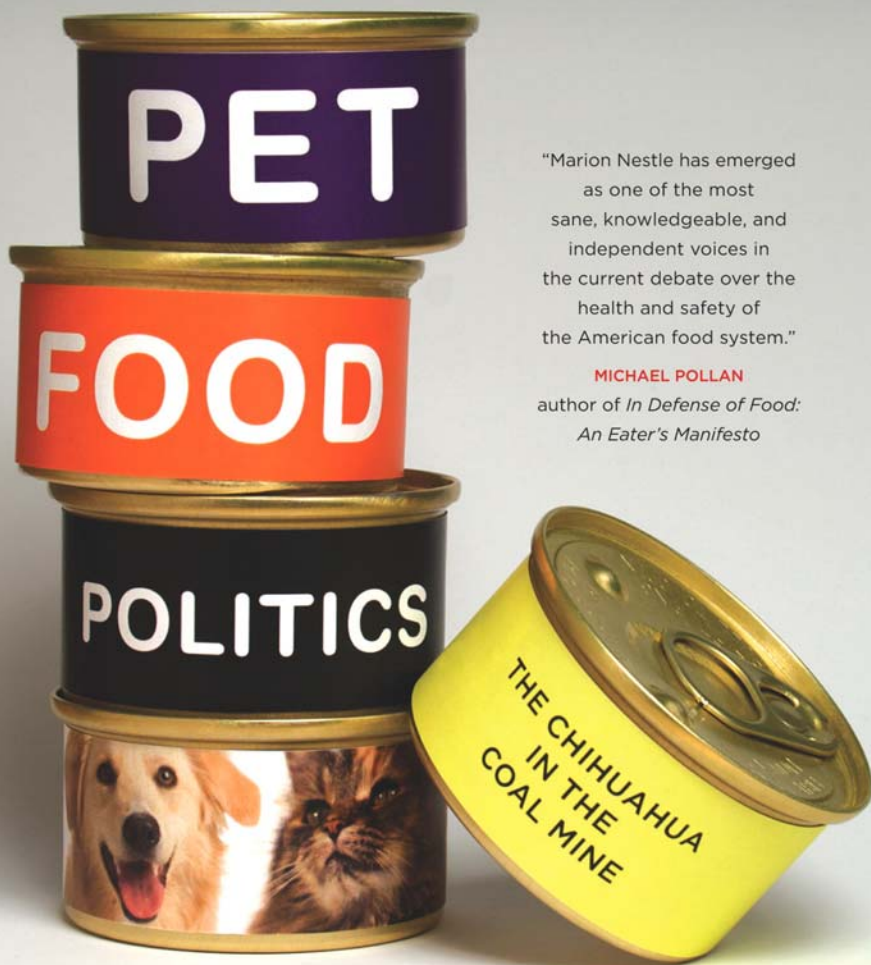


PUBLIC HEALTH



MARION NESTLE

AUTHOR OF *FOOD POLITICS* AND *WHAT TO EAT*



"Marion Nestle has emerged as one of the most sane, knowledgeable, and independent voices in the current debate over the health and safety of the American food system."

MICHAEL POLLAN

author of *In Defense of Food: An Eater's Manifesto*





How Obama Is Fighting Internet Innuendo



Inside China's Gold Medal Machine

TIME

SPECIAL HEALTH ISSUE

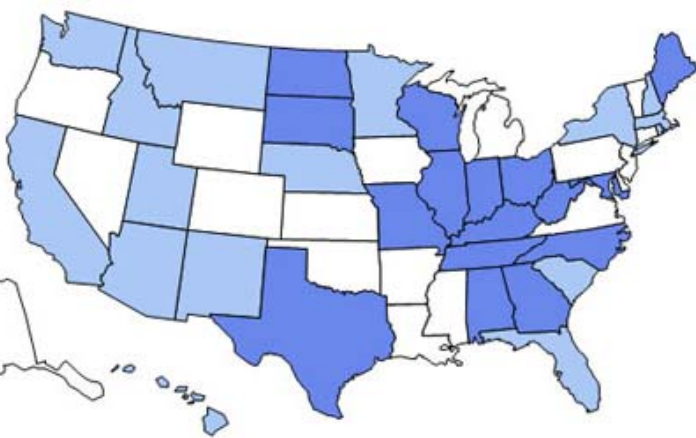
Our Super-Sized Kids

It's not just genetics and diet. An in-depth look at how our lifestyle is creating a juvenile obesity epidemic—and the scoop on how to cure it

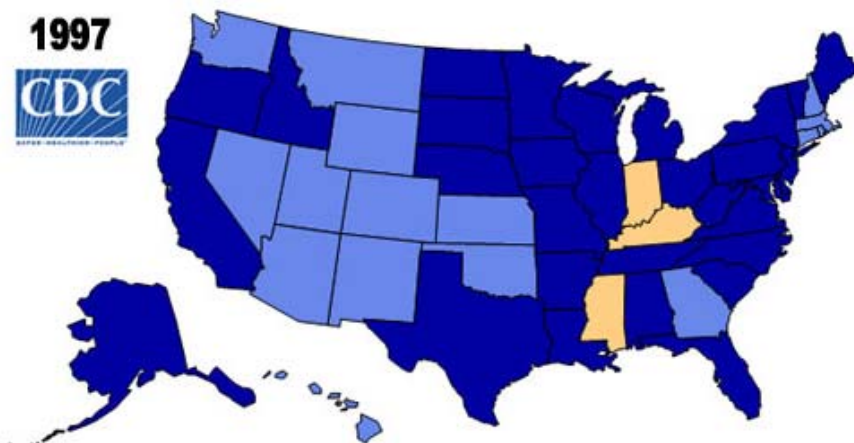


6-23-08

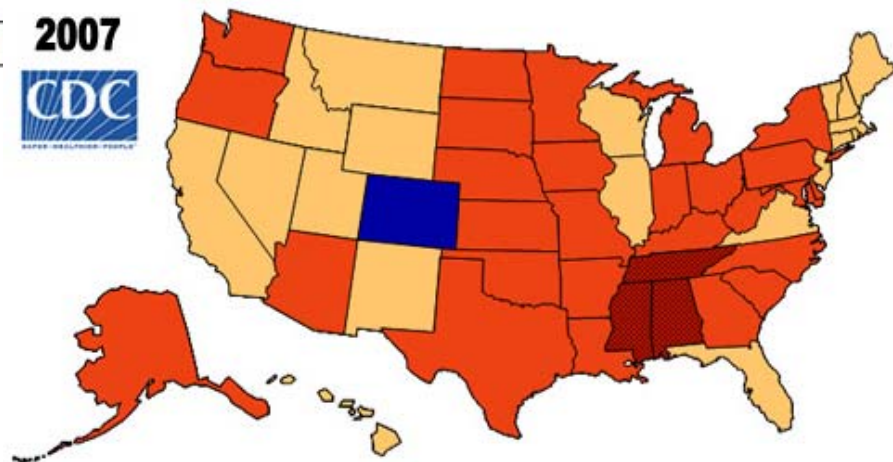
1987



1997



2007



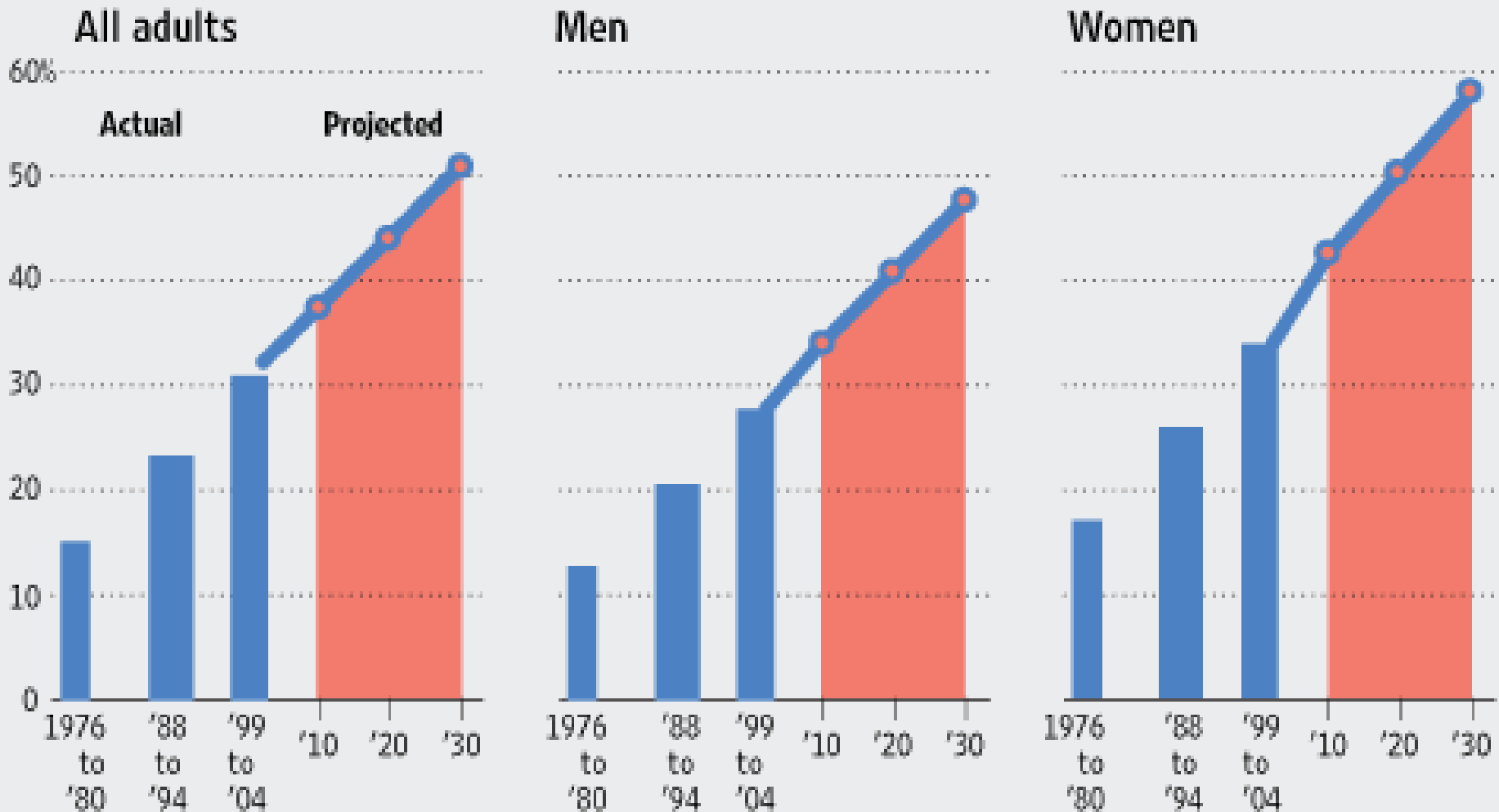
Legend: No Data, <10%, 10%-14%, 15%-19%, 20%-24%, 25%-29%, ≥30%

Larding the Numbers

Projections extend recent trends in obesity rates.



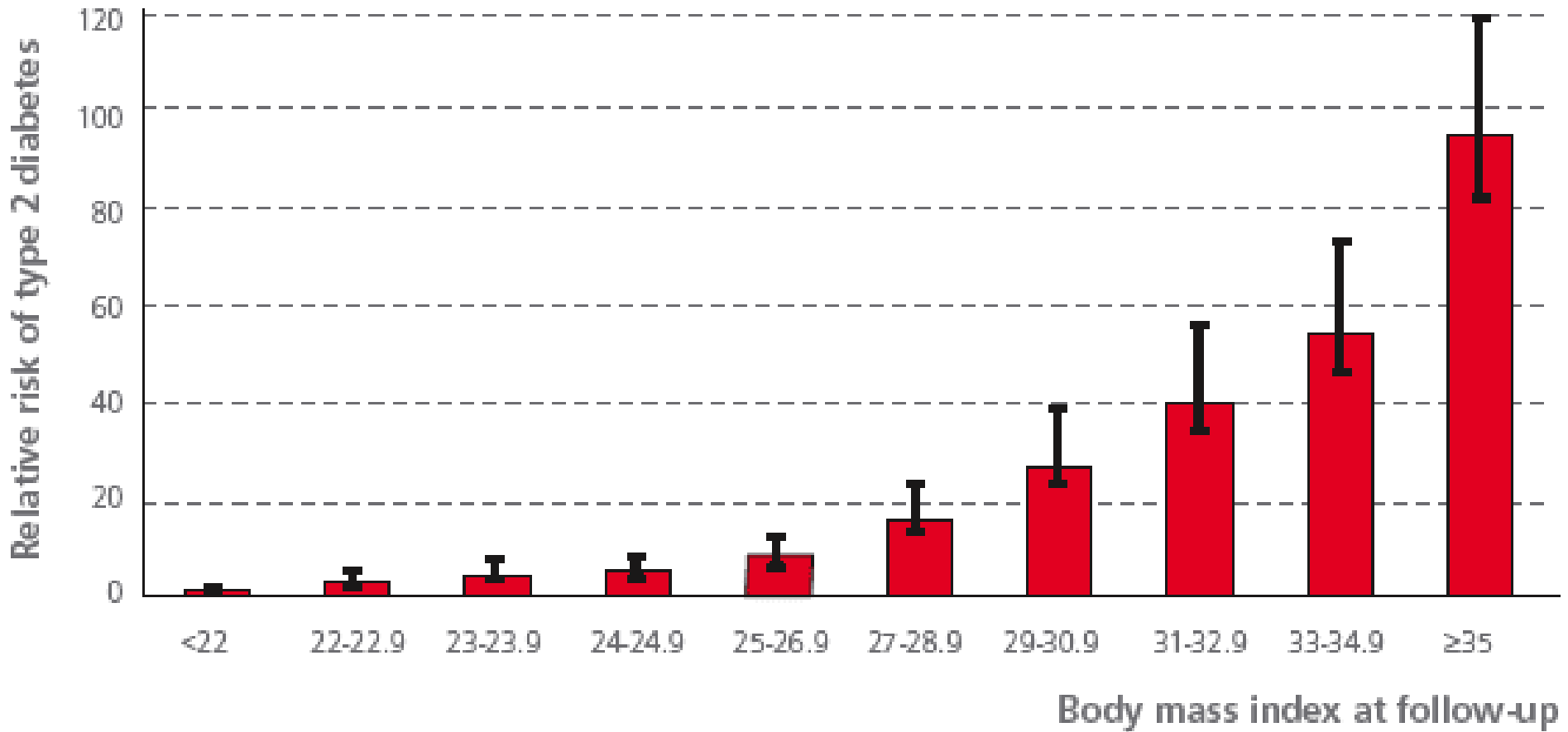
Percentage of adults 20 years and older considered to be obese*



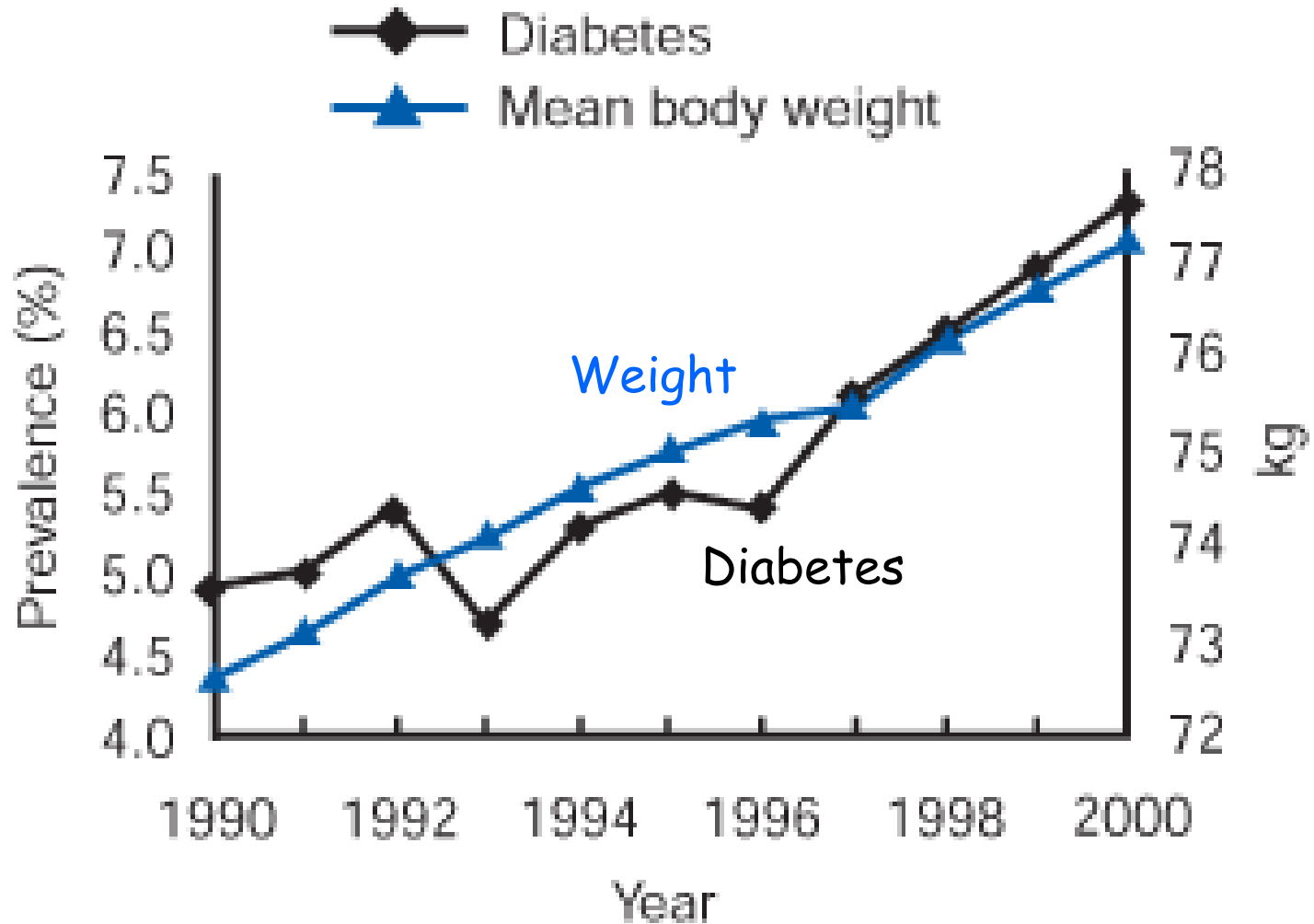
*A body mass index (BMI) of 30 or higher

Sources: Epidemiologic Reviews; Obesity

BMI and Risk of Type 2 Diabetes



Diabetes and Obesity



Obesity Fear Frenzy Grips Food Industry

Why Coke's Creative Chief Esther Lee Isn't Alone in Fearing FTC, Critics

"Our Achilles heel is the discussion about obesity...It's gone from a small, manageable U.S. issue to a huge global issue. It dilutes our marketing and works against it. It's a huge, huge issue."

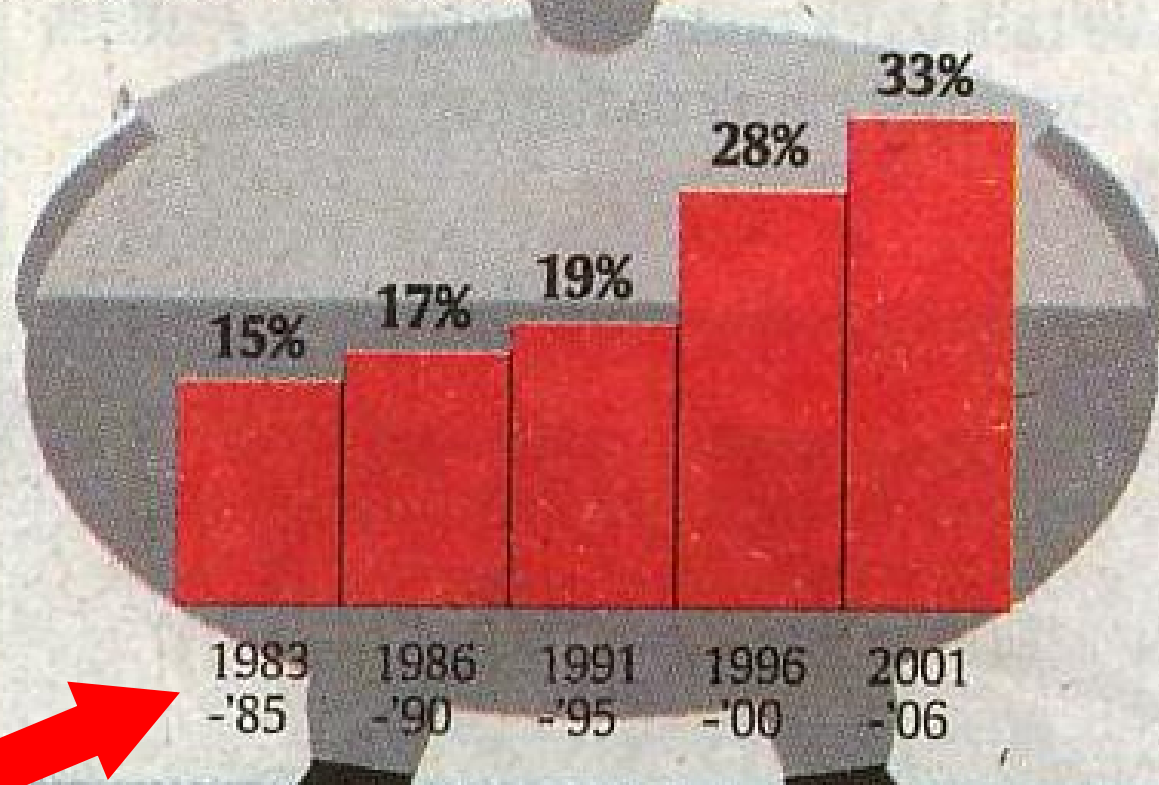
--Advertising Age, April 23, 2007



USA TODAY Snapshots®

Packing on the pounds

Average percentage of obese¹ adults in the USA:

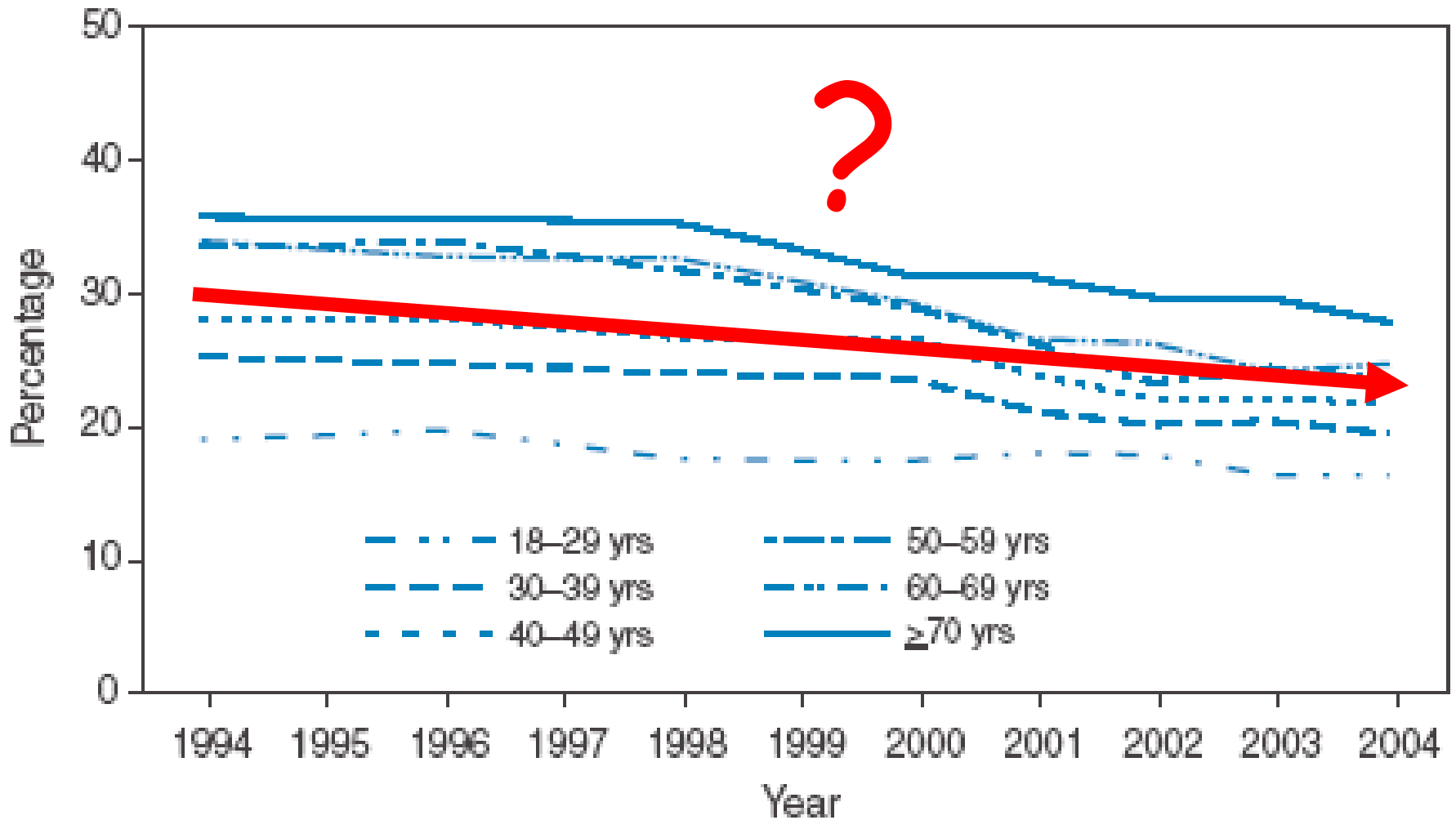


¹ - Harris Interactive defines obese as weighing 20% or more than the recommended weight based on height and body type by the Metropolitan Life Tables.

Source: Annual Harris Interactive telephone surveys of adults ages 25 and older self-reporting weights. Margin of error is ±3 percentage points.

Decline in reported **INACTIVITY**

1994 - 2004 (CDC/MMWR October 7, 2005)





United States Department Of Agriculture
Agricultural Research Service

Calories per capita per day

1983

Now

Food supply

3,200

3,900

← Truth ?

Dietary intake

1,900

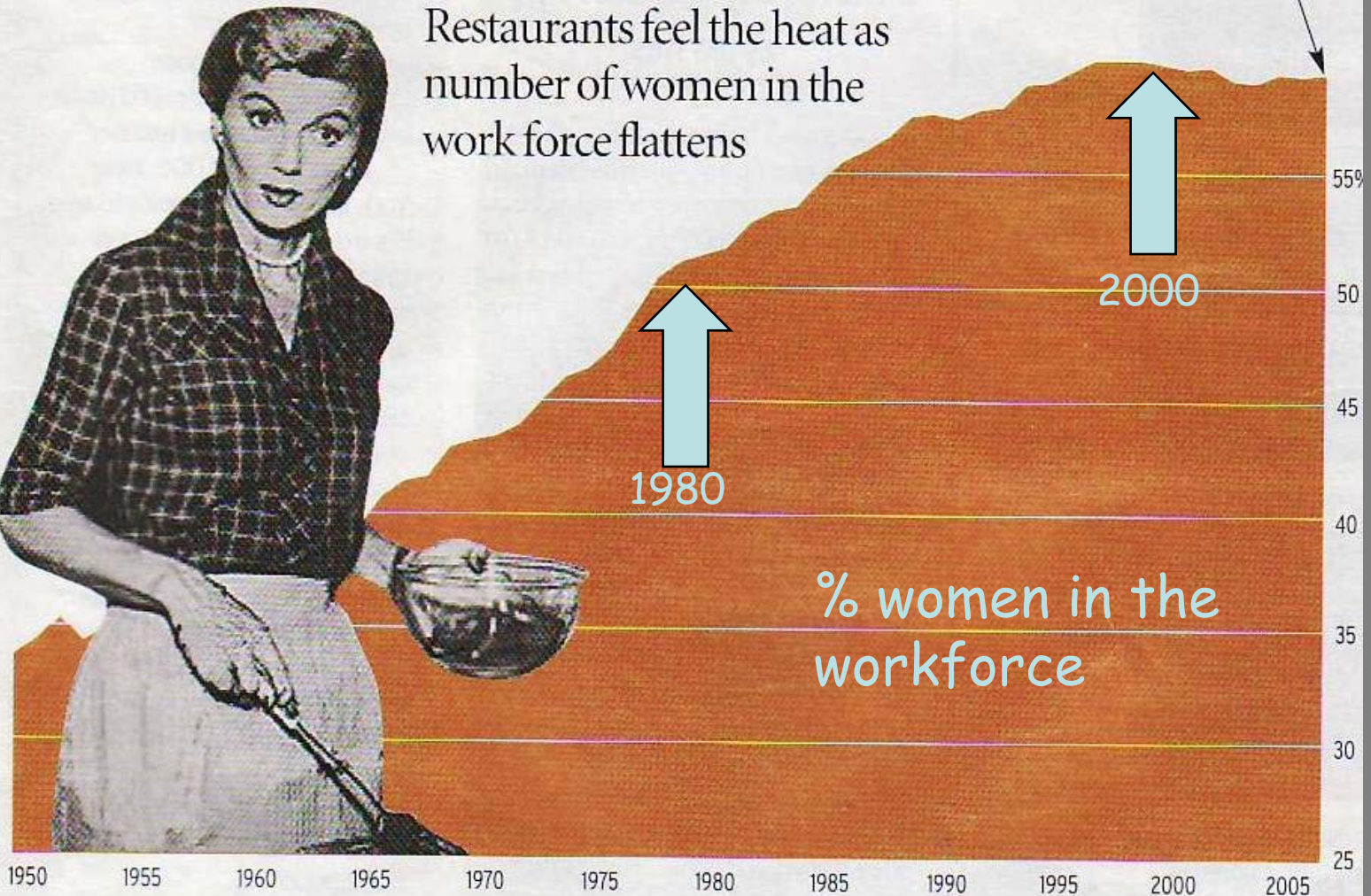
2,100



MORE MOMS STAYING (AND EATING) AT HOME

59.4%
PERCENTAGE
OF WOMEN 16 AND
UP IN THE WORK
FORCE IN 2007

Restaurants feel the heat as
number of women in the
work force flattens



% women in the
workforce

Ad Age 10-22-07

Source: Bureau of Labor Statistics

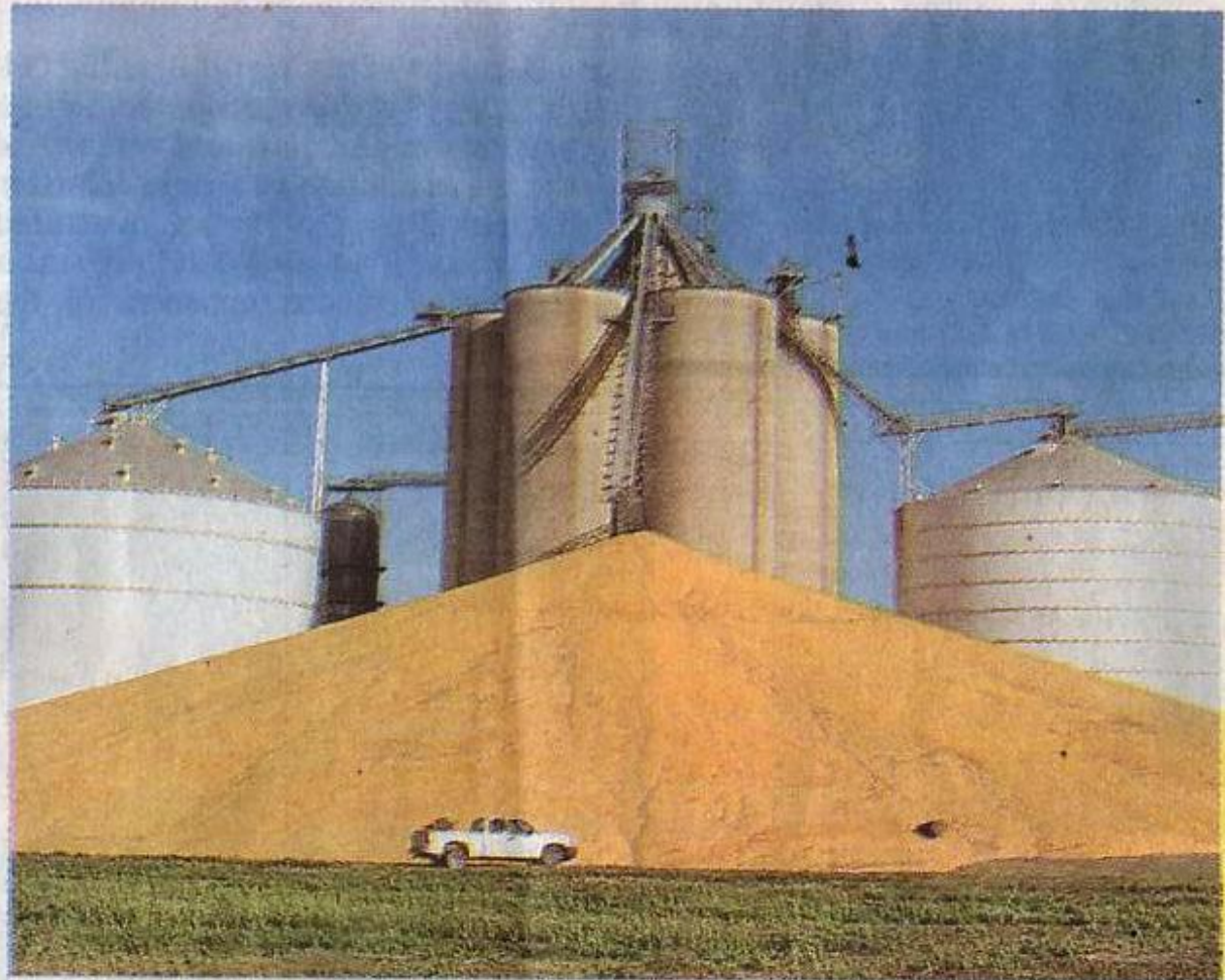
Mountains of Corn and a Sea of Farm Subsidies

By **ALEXEI BARRIONUEVO**

RALSTON, Iowa, Nov. 4 — As Iowa finishes harvesting its second-largest corn crop in history, Roger Fray is racing to cope with the most visible challenge arising from the United States' ballooning farm subsidy program: the mega-corn pile.

Soaring more than 60 feet high and spreading a football field wide, the mound of corn behind the headquarters of West Central Cooperative here resembles a little yellow ski hill. "There is no engineering class that teaches you how to cover a pile like this," Mr. Fray, the company's executive vice president for grain marketing, said from the adjacent road. "This is country creativity."

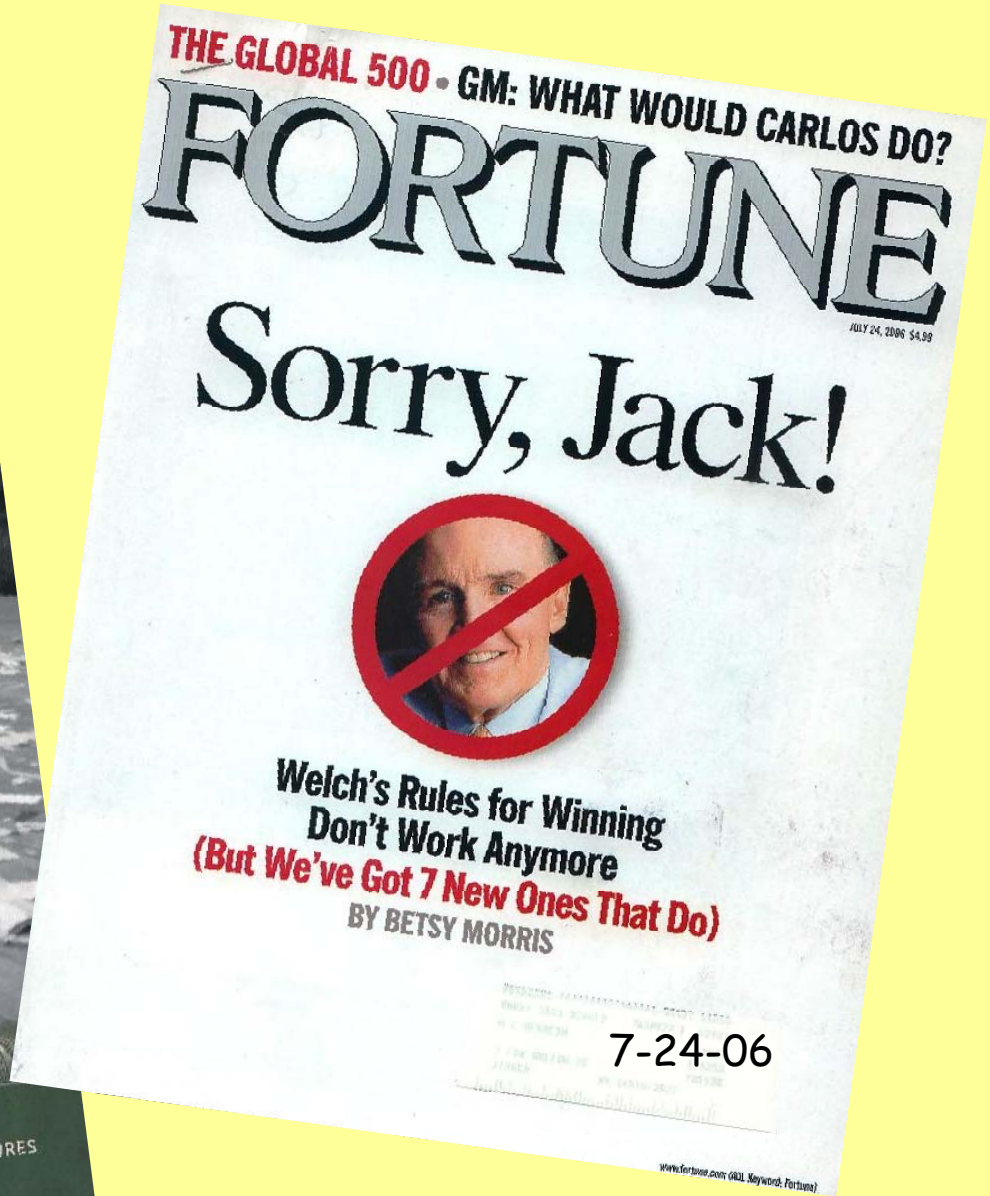
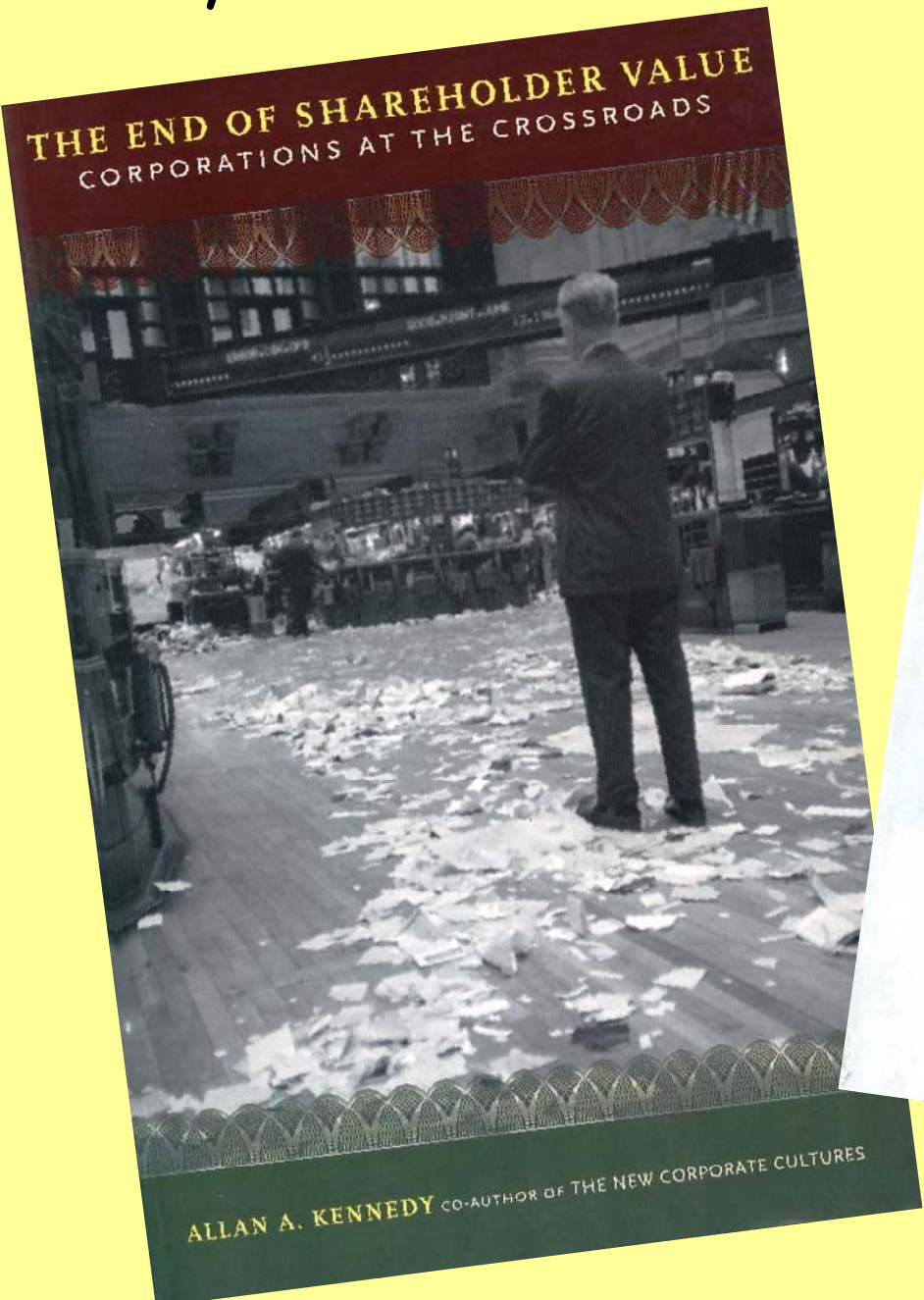
At 2.7 million bushels, the giant pile illustrates the explosive growth in corn production by American farmers in recent years, which this year is estimated to reach a nationwide total of at least 10.9 billion bushels, second only to last year's 11.8 billion bushels.



Mark Kegans for The New York Times

About 2.7 million bushels of corn is piled 60 feet high on the ground beside full elevators at an agricultural cooperative in Ralston, Iowa.

Early 1980s: "Shareholder Value Movement"



PepsiCo Profit Increases 13% On Strength of Overseas Sales

By Reuters

PepsiCo said yesterday that quarterly profit rose a better-than-expected 13 percent as strong growth in its international beverage and snacks businesses offset weak sales of carbonated drinks in the United States.

PepsiCo, like its larger rival Coca-Cola, has been struggling with weak United States sales of carbonated soft drinks as Americans move away from sugary beverages.

PepsiCo, whose products include Gatorade and Doritos, reported a profit of \$1.19 billion, or 70 cents a share, in the second quarter that ended June 11, compared with \$1.06 billion, or 61 cents a share, a year earlier.

Analysts, on average, had been expecting earnings per share of 67 cents, according to Reuters estimates.

Shares of PepsiCo rose 75 cents, to

drinks. Revenue rose to \$7.70 billion from \$7.07 billion. Sales by volume rose 4 percent during the quarter.

Profit at PepsiCo's international unit rose 23 percent and revenue rose 15 percent on strong sales of snacks

in countries like Russia. International revenue rose 10 percent.

Volume at the beverage unit fell because of a downturn in the sales volume of soft drinks. But in the sales volume of beverages like Aquafina and Aquafina's

earnings per share rose to \$2.56 to \$2.5 of a 53rd week previous forecast of \$2.36 a share.

The average

Corn Seed Sales Buoy Earnings at Monsanto

ST. LOUIS (AP) — Monsanto said Wednesday that its fiscal second-quarter earnings more than doubled on increasingly strong sales of corn seed and herbicide in the United States.

Monsanto earned \$1.13 billion, or \$2.02 a share, in the quarter, ended Feb. 29, up from \$543 million, or 98 cents a share, in the period a year earlier. Revenue increased more than 45 percent, to \$3.8 billion, from \$2.6 billion.

The company said that sales of corn seed were a standout in the quarter, jumping to \$1.7 billion from \$1.2 billion the year before.

The company forecast a 2008 profit of \$3.15 to \$3.25 a share. The analysts had predicted \$3.20. Monsanto earned \$1.79 a share in its last fiscal year ended Aug. 31.

In trading Wednesday, Monsanto's shares fell about 1 percent.

Monsanto cited increases in corn seed revenue in the United States, as well as higher sales of Roundup and similar herbicides in North America, Europe and Africa.

There have been reports that many farmers will shift their

Profit at Burger King Rises 23%

By Reuters

Burger King Holdings reported a higher-than-expected profit yesterday, but its stock fell after it said private equity firms that own more shares plan to

take. The company said funds from G Capital, Bain and Goldman planned to make a offering of 23 million shares, reducing their about 58 percent stake to

cent and 41 percent.

Burger King, the No. 2 hamburger chain, behind McDonald's, said net income rose 23 percent, to \$49 million, or 35 cents a share, in its fiscal first quarter ended Sept. 30, from \$40 million, or 30 cents a share, a year ago.

Analysts on average had expected 34 cents a share, according to Reuters Estimates.

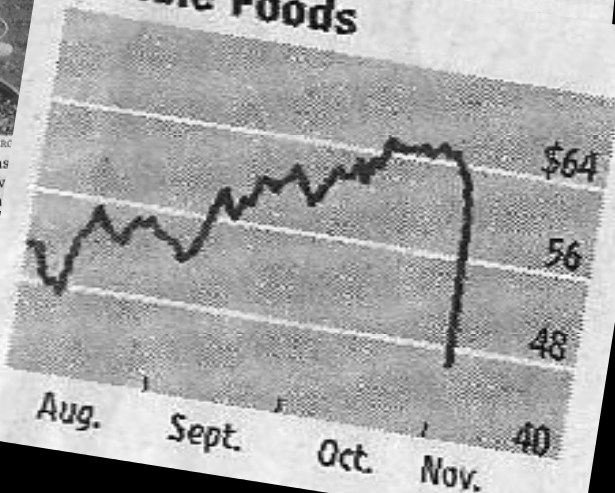
Total revenue for the quarter rose 10 percent, to \$602 million. Burger King shares were down \$1.01, or 3.6 per-



MONSANTO, VIA BLOOMBERG

Corn seedlings at a Monsanto greenhouse could give a greater focus on soybean

Whole Foods



Nestlé's Profit Climbs on Higher Prices

By Martin Gelnar

VEVEY, Switzerland—Nestlé SA reported a 16% rise in full-year net profit, boosted by price increases and tight cost controls, and signaled it may soon sell its majority stake in U.S. pharmaceutical company Alcon Inc.

The world's largest food and beverage company by revenue, with brands such as Maggi, Nescafé and Perrier, said net profit for 2007 rose to 10.65 billion Swiss francs (\$9.68 billion) from the year-earlier figure of 9.20 billion francs, beating analyst expectations of 10.38 billion francs. It also announced a dividend increase and a stock split. The company doesn't break out quarterly earnings.

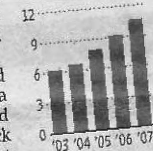
Nestlé said its huge size and com-

raw materials, Nestlé Chief Executive Peter Brabeck said he expects the upward trend to level off. "Costs of agricultural commodities will rise at a slower pace overall this year. The price of milk, our most important category, will even come down," Mr. Brabeck said.

A ton of milk powder surged to \$5,400 last year from \$1,800 a ton. "We expect a level of around \$3,000 this year," Mr. Brabeck said. Milk accounts for about 25% of Nestlé's agricultural commodities basket. Cocoa and coffee prices, driven higher because of the involvement of hedge funds, should also stabi-

Nestlé

Net income, in billions of Swiss francs



Note: 1 billion Swiss francs = \$917.9 million at current rate
Source: the company

lion francs from 98.46 billion francs.

At a media conference at its headquarters here, Nestlé said it doesn't see large acquisitions in the immediate future after the recent sizable purchases.

Turning to Nestlé's large stakes in nonfood companies—Alcon, a U.S. eye-care company of which Nestlé controls 76%, and cosmetics company L'Oréal SA, in which Nestlé holds a 29% stake—Mr. Brabeck noted Nestlé and Alcon may soon part ways. "Alcon doesn't need Nestlé and Nestlé doesn't need Alcon anymore," Mr. Brabeck said. A divestment of Alcon

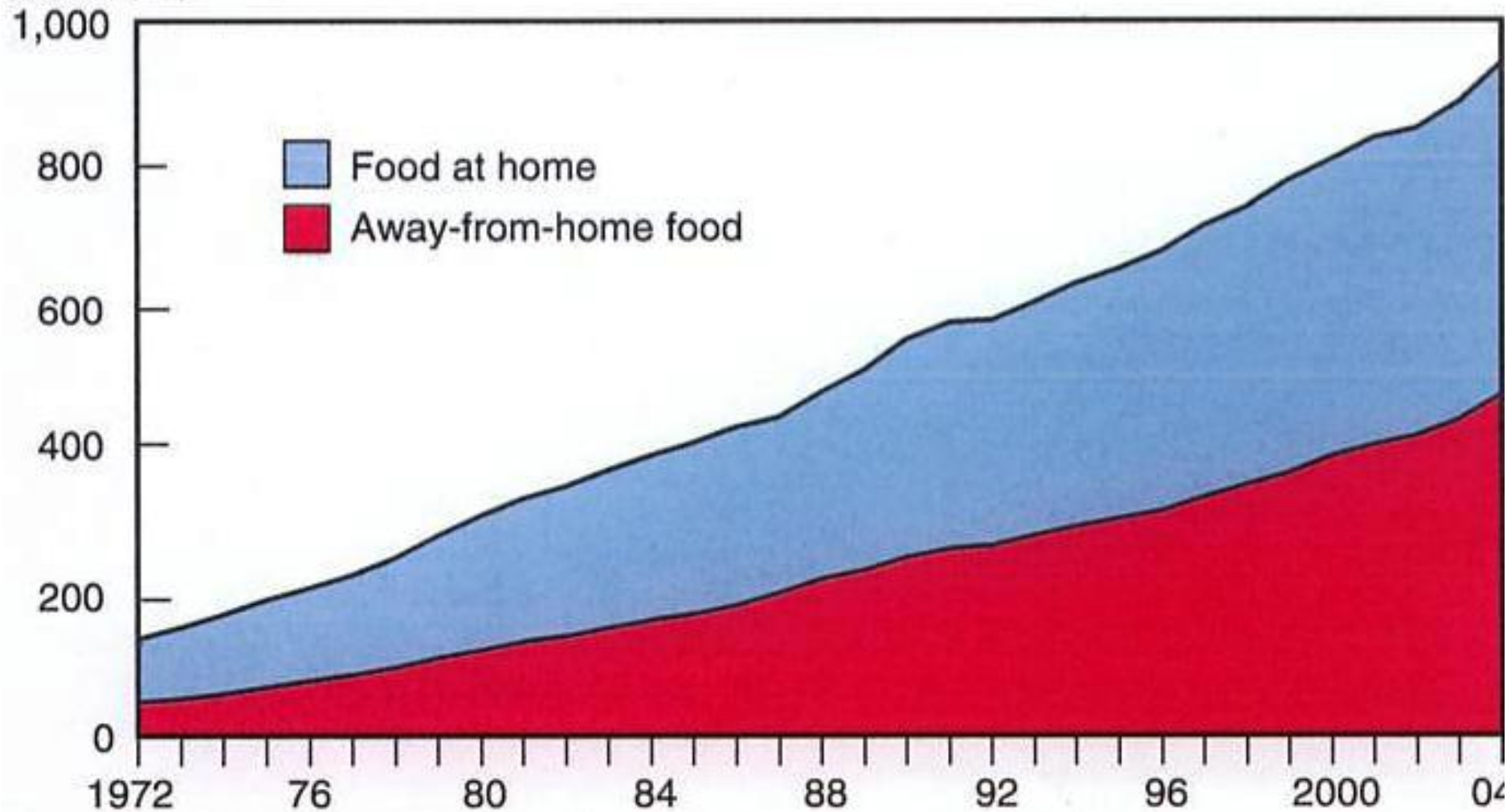
Result: companies must sell *more* to grow

"Eat More" strategies: Eat out !



The away-from-home market now accounts for about half of total U.S. food expenditures

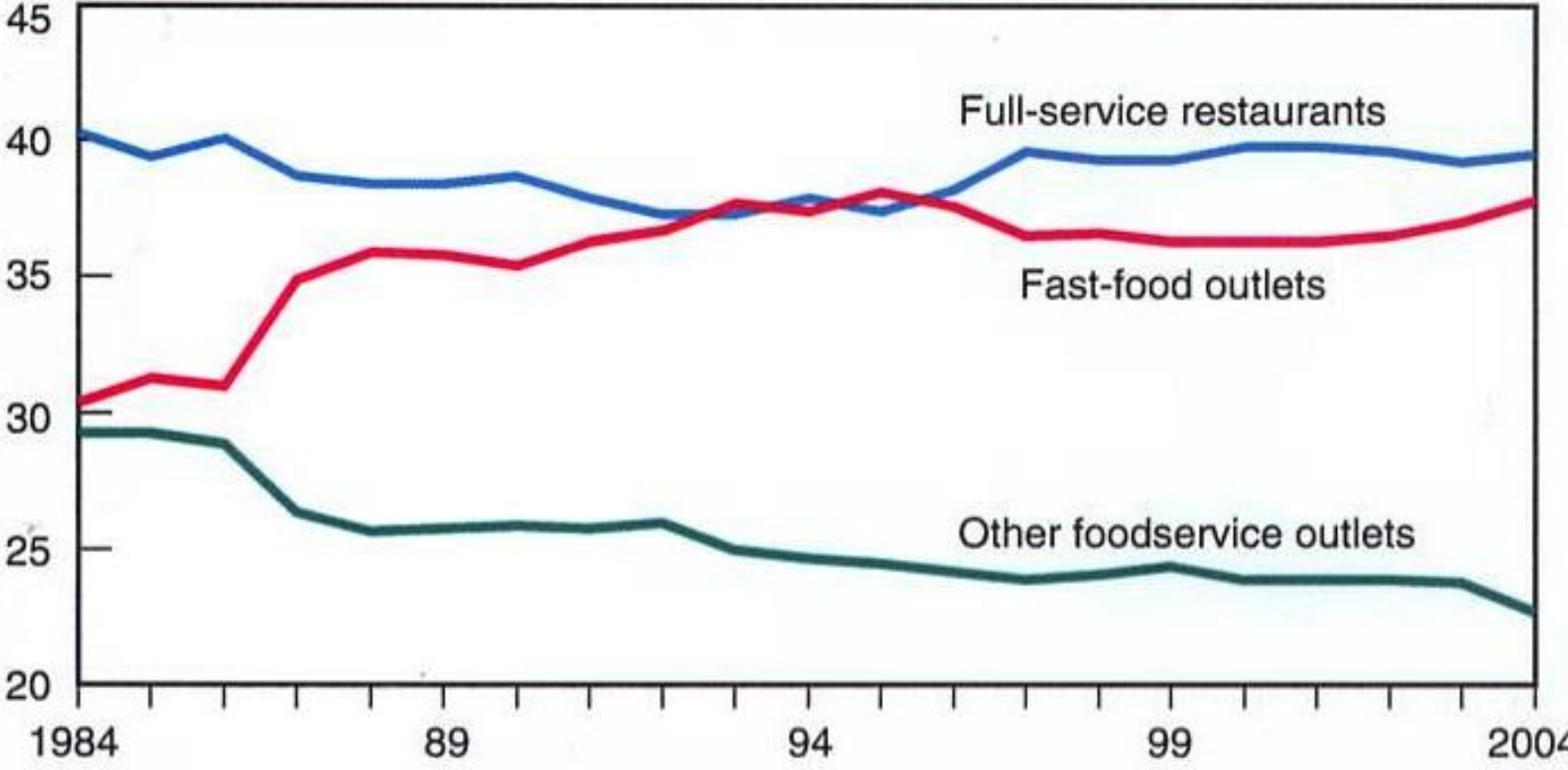
\$ (billions)



Source: USDA, Economic Research Service, Food Expenditure Series.

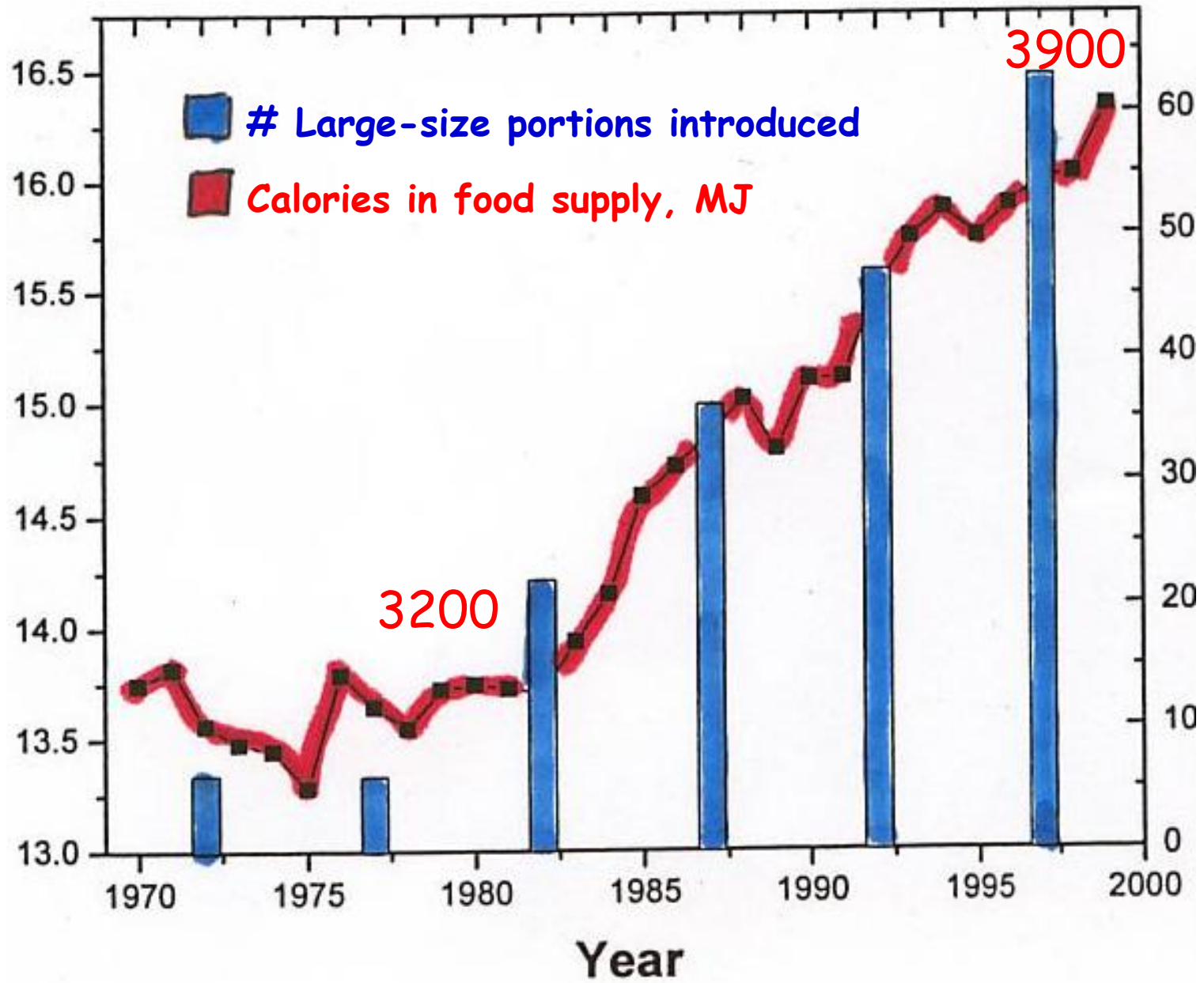
Full-service restaurants and fast-food outlets are the two largest segments of the away-from-home market

Percent share of sales



Source: USDA, Economic Research Service, Food Expenditure Series.

Portion Size !





A HUGO-sized site is coming soon!

Click here to sign up for an email notice
when the site is completed.

HUGO

The name says it all.

89¢



©2006 McDonald's. Prices and participation may vary. For a limited time.

Hugo = 42 Ounces

Discontinued
SuperSize
= 42 Ounces

Calories = > 500

June 2007

Ubiquity :

BORDERS

MUSIC

JAZZ

all DK books
20% off

\$5.99
BARGAIN
BLOWOUT
EVENT

SEATTLE'S BEST COFFEE



Proximity !



Low Prices !



One dollar can buy you:

- A) Fresh lettuce, tomato and onions.
- B) A quarter pound* of 100% pure beef.
- C) A toasted sesame seed bun.
- D) All of the above.

Dollar  Menu

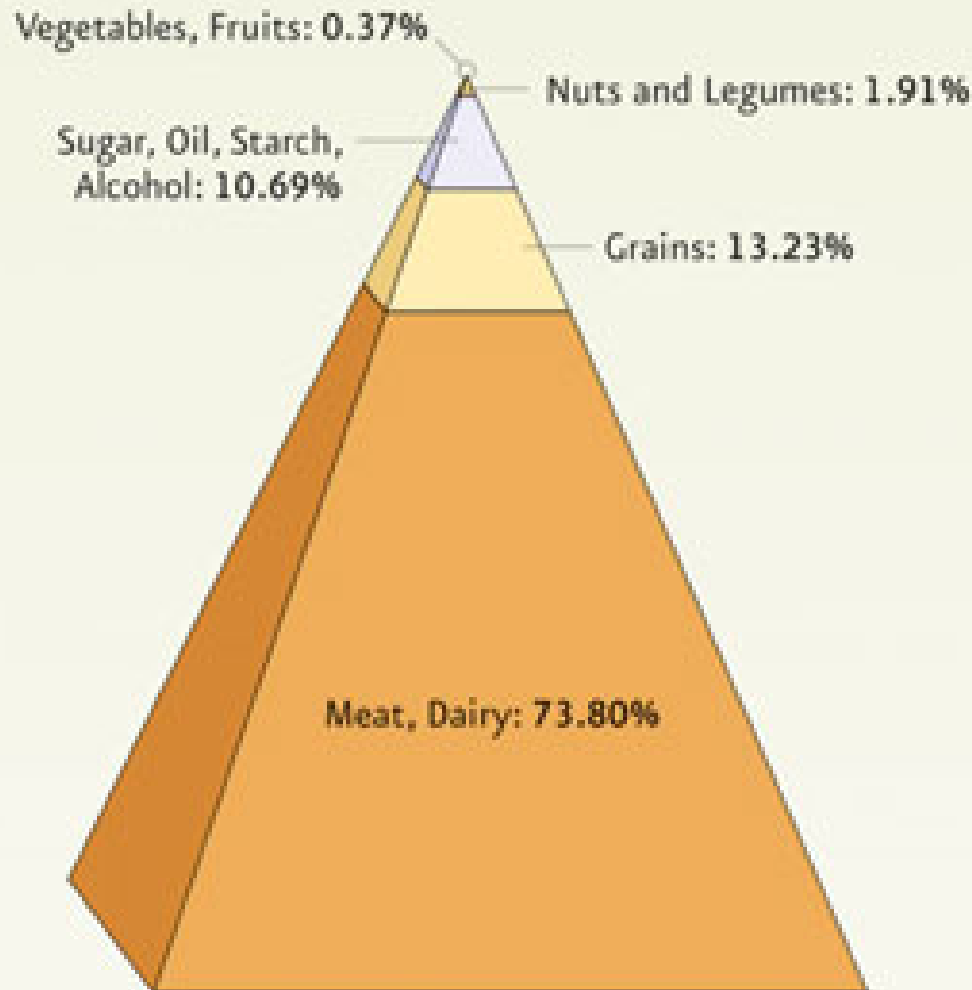
If you answered D, you're in luck, because the Big N' Tasty® is on McDonald's® Dollar Menu!
And don't forget to try our other Dollar Menu items like the McChicken® Sandwich, Snack-Sized Fruit 'n Yogurt** Parfait,
McValue® Fries, Apple Pies and more. Each for a dollar, every day at McDonald's.

*Weight before cooking, 5oz (141.74 grams). **Made with lowfat yogurt. Content prices and participation based on independent operator decision. Prices may vary. Chicken sandwich variety may vary. © 2002 McDonald's Corporation.

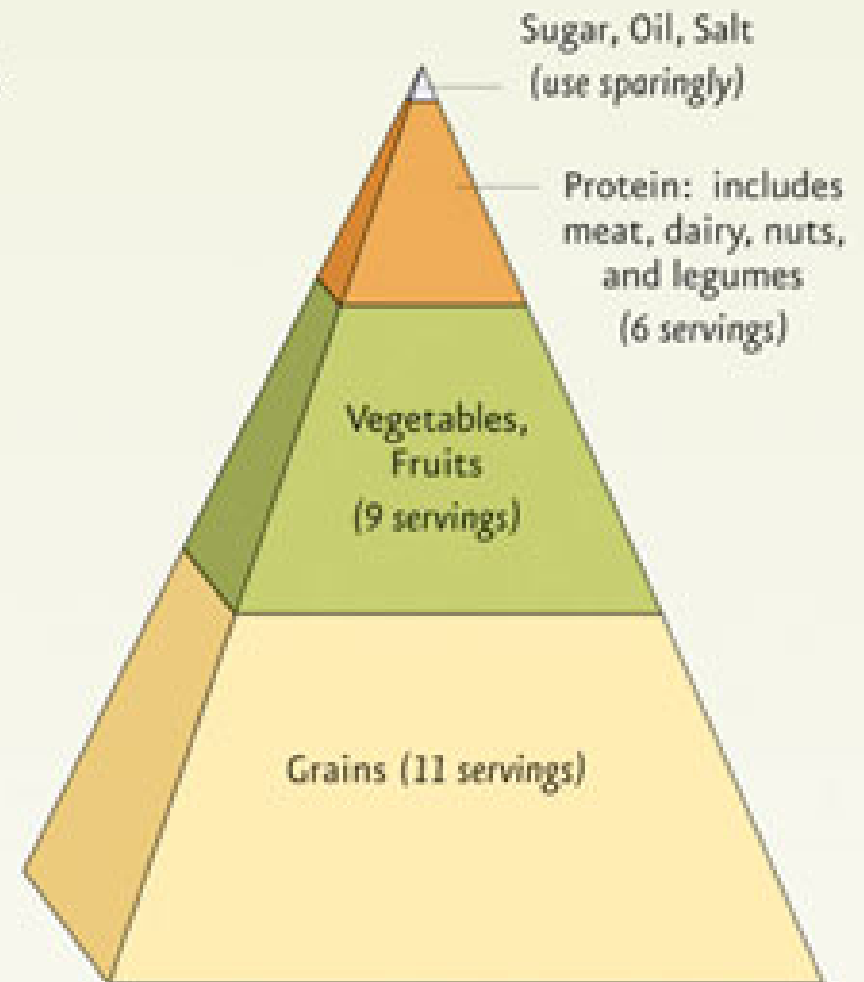
NY Times
11-17-02

Why Does a Salad Cost More Than a Big Mac?

Federal Subsidies for Food Production, 1995-2005*



Federal Nutrition Recommendations



Cars should eat their vegetables, too.

Demand for low carbon transport fuel is growing. Fortunately, so are corn and wheat and other crops. At BP, we're working with DuPont to develop an advanced generation of biofuels made with local homegrown ingredients. The first of these, bioethanol, can be blended in gasoline or co-blended with ethanol and gasoline. This new fuel has the potential to lower overall greenhouse gas emissions while reducing dependence on oil and expanding agriculture markets. It's a start.



beyond petroleum™
bp.com



VGN

& WORLD REPORT
U.S. News
MAY 19, 2008

**How to Solve
The Global
Food Crisis**

There are no easy answers. But here are key actions that could ward off impending disaster



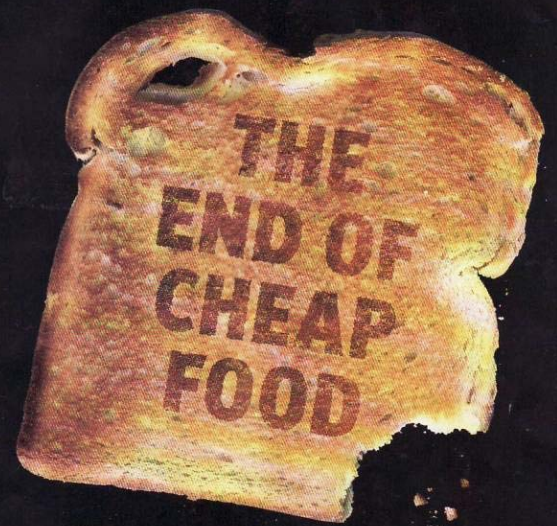
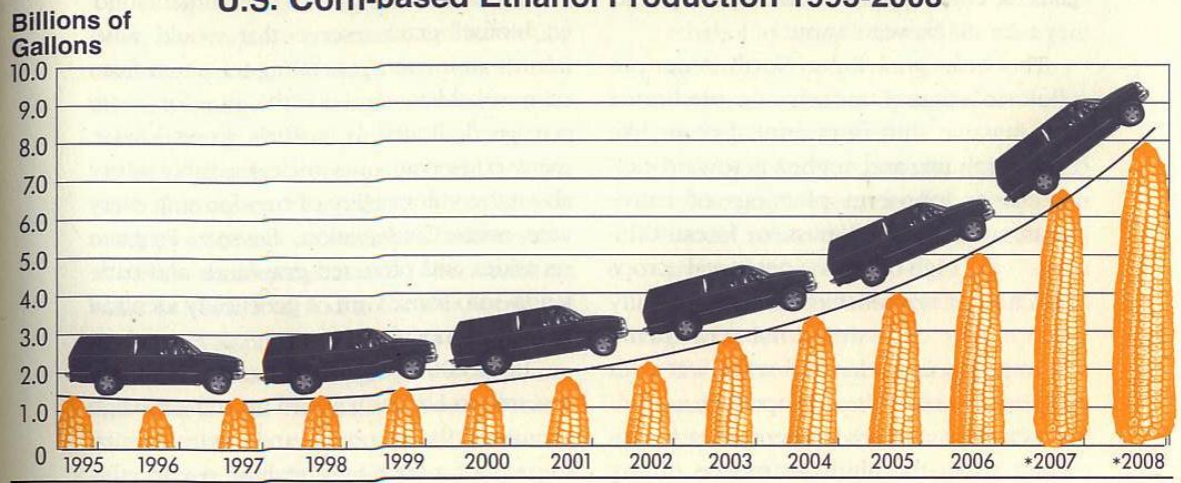
The Economist

DECEMBER 8TH-14TH 2007 www.economist.com

- Why you should still be scared of Iran
- The world's best and worst schools
- Unzipping your genes
- The beginning of the end for Chávez
- Our books of the year

Figure 25

The Grain Ethanol Gold Rush
U.S. Corn-based Ethanol Production 1995-2008



STAHLER.
2008.

EXPRESS LANE
\$100.⁰⁰ OR LESS



By Jeff Stahler (jstahler@dispatch.com), The Columbus (Ohio) Dispatch, for USA TODAY

Advocacy

Regulations

Lawsuits

Wall Street



Food Companies

Do Nothing

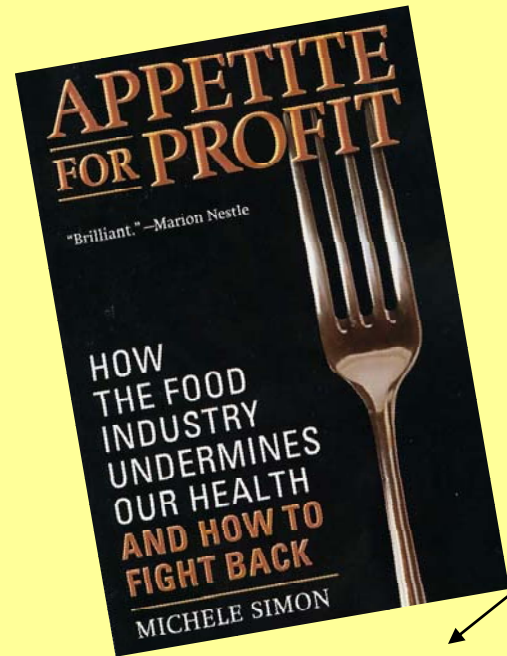
Deny

Change Products

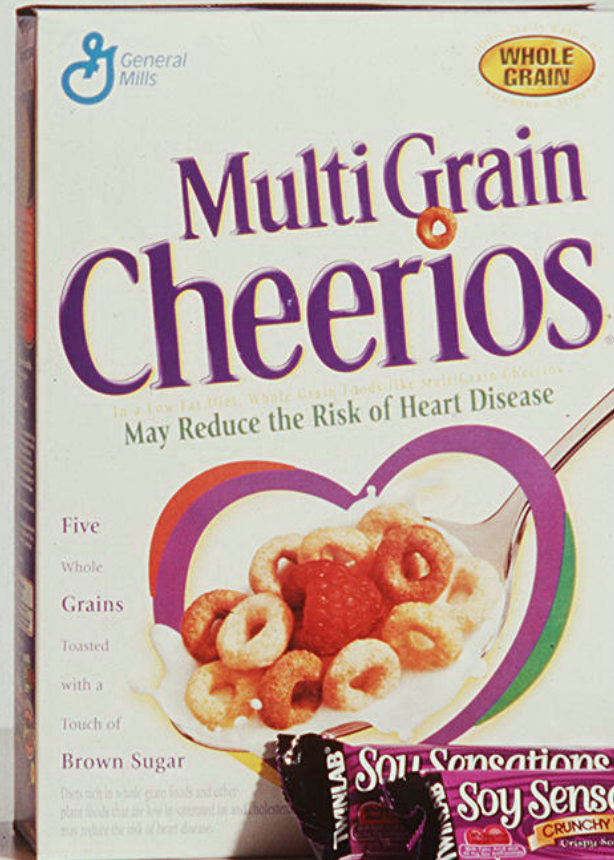
Fight Back

- Reformulate
- Repackage
- Self-Endorse
- Make New Items

- Lobby
- Exempt from Laws
- Attack Advocates
- Blame Inactivity
- Blame Personal Choice

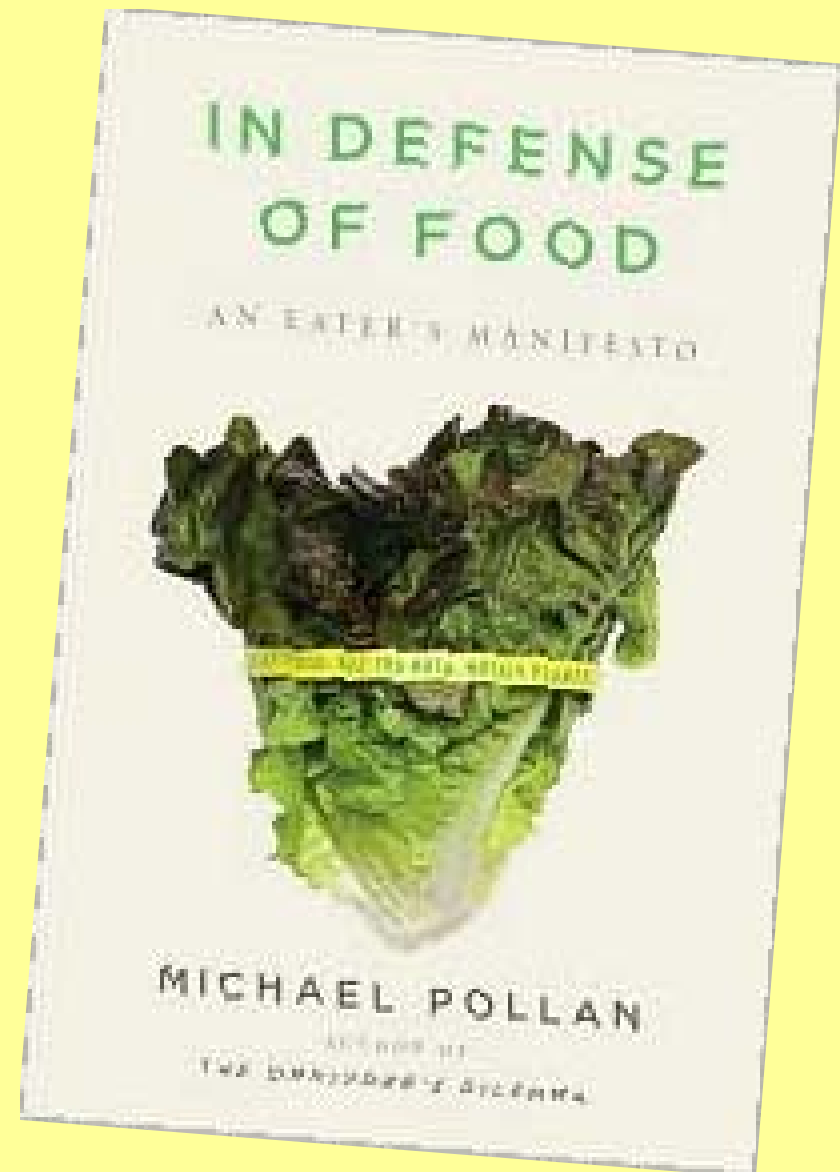
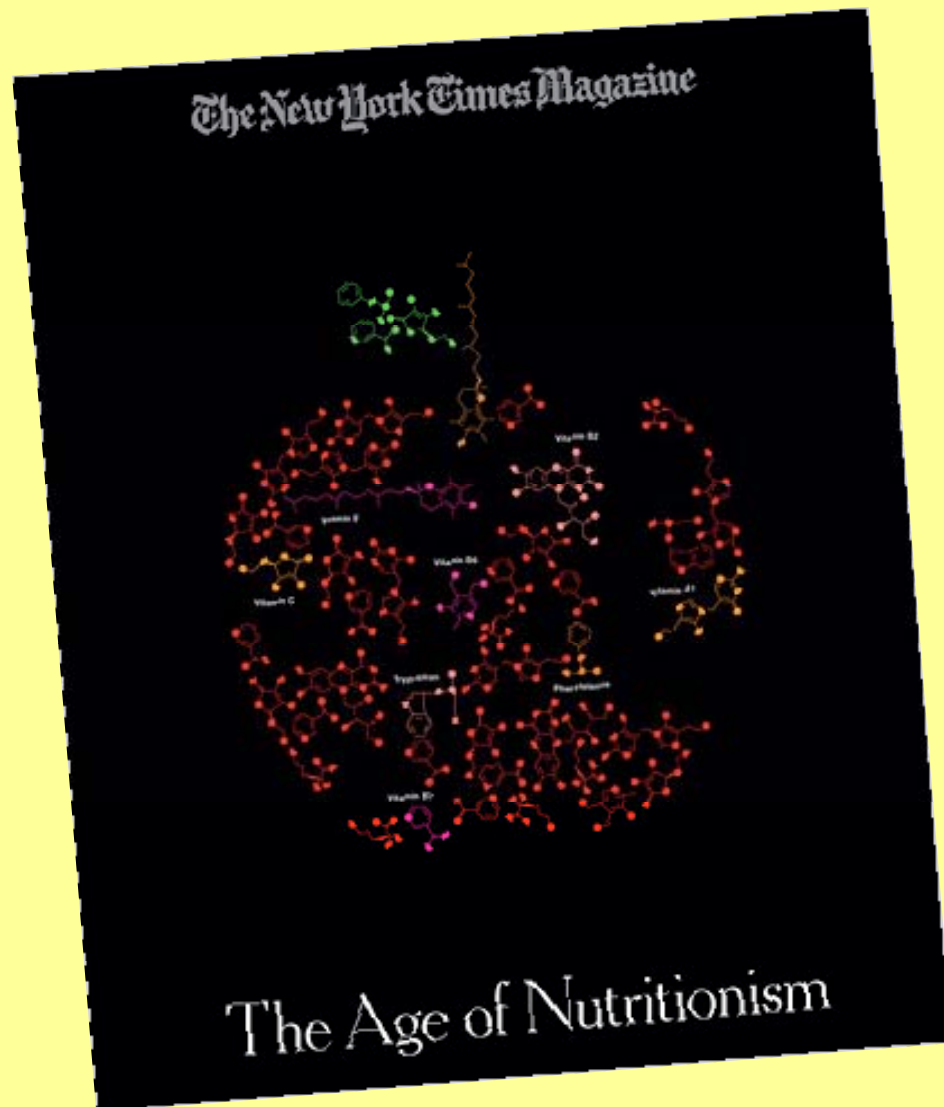


Use nutrition and health to sell foods



Nutrition Labeling Act of 1990: Health Claims

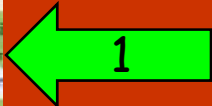
Nutritionism = Calorie Distraction



Kellogg's®

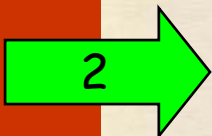
Each 1/4 cup (60g) serving provides these percentages of the GDA based on a 2,000 calorie diet.

Calories	Total Fat	Sodium	Sugars	Fiber	Magnesium
230	3g	140mg	17g	5g	80mg
12%	5%	6%	*	23%	20%

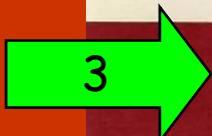


Nutrition at a Glance

See side panel for more information



SMART START



Healthy Heart

With oat bran, potassium, and low sodium

Original

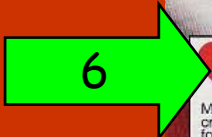
Lightly sweetened, toasted oat bran flakes and crunchy oat clusters

DOES NOT INCLUDE FRUIT
PREPARED TO SUIT YOUR



2 grams TRANS FAT

contains ingredients that may help **lower BOTH Blood Pressure & Cholesterol**



American Heart Association

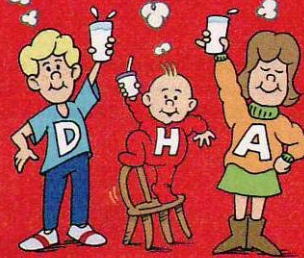
Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.
heartcheckmark.org

†Diets containing foods that are good sources of potassium and low in sodium, such as Kellogg's® Smart Start® Healthy Heart, may reduce the risk of high blood pressure and stroke.

*Three grams of soluble fiber daily, from oat bran in a diet low in saturated fat and cholesterol, may help reduce the risk of heart disease. Kellogg's® Smart Start® Healthy Heart has 2 grams per serving.

NET WT. 15.2 OZ. (431g)

INGREDIENTS: OAT BRAN, RICE, SUGAR, OAT CLUSTERS, TOASTED OATS, (ROLLED OATS, SUGAR, CANOLA OIL WITH TBHQ AND CITRIC ACID TO PRESERVE FRESHNESS), MALTOSES, BHT FOR FRESHNESS, SOY LECITHIN, WHEAT FLAKES, CRISPE RICE (RICE, SUGAR, BARLEY MALT, SALT, CORN SYRUP, POLYDEXTROSE, HONEY, CINNAMON, HIGH FRUCTOSE CORN SYRUP, MALT FLAVOR), BHT FOR FRESHNESS, BAKING SODA, ASCORBIC ACID (VITAMIN C), SALT, IRON, ZINC OXIDE, CALCIUM PANTOTHENATE, NIACINA (VITAMIN B3), PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), THIAMIN HYDROCHLORIDE (VITAMIN B1), VITAMIN A PALMITATE, BHT (PRESERVATIVE), FOLIC ACID, VITAMIN B12, VITAMIN D.



Now, our milk will really go to their heads.

SMART BALANCE OMEGA PEANUT BUTTER

Contains 1000mg Omega-3's (ALA) from flax oil per serving.



All natural... so spreadable it's incredible!

- No Trans Fatty Acids... Naturally.
- No Hydrogenated Oils.
- No Refined Sugar.
- Made with special, deep roasted premium peanuts for extra flavor.

(Shhh, just don't tell the kids it's healthy.)

Boost
Omega-3's with
Smart Balance

NEW DELICIOUS
LIGHT MAYONNAISE!

One Tasty Dollop... Packs an Omega-3 Wallop!

(and replaces higher fat mayonnaise)

First Mayo Dressing to Offer all these Health Benefits

- Natural Plant Sterols
- 500mg of Omega-3's per serving!
- No Hydrogenation – No Trans Fats
- Superb Ratio Omega-6 to Omega-3's - (3 to 1)
- Half the fat and calories of regular mayonnaise

You don't need high fat to make delicious salads and sandwiches.

Horizon Organic® Milk Plus DHA Omega-3... to

Milk is now even more nutritious. That's because it's include DHA*, an all natural Omega-3, which suppo function throughout life. Each delicious glass is full o , it's the easy way to make a difference for your who w.horizonorganic.com/DHA

ible brand of organic milk with life'sDHA™. Not to be used as infant formula.

Voortman

OMEGA 3

ZEER-ONS

ZERO TRANS FAT!
ZERO GRAS TRANS!

LOW IN SATURATED FAT! A SOURCE OF OMEGA-3
POLYUNSATURATES! SANS GRAS SATURÉS!
UNE SOURCE DE POLYINSATURÉS OMEGA-3!

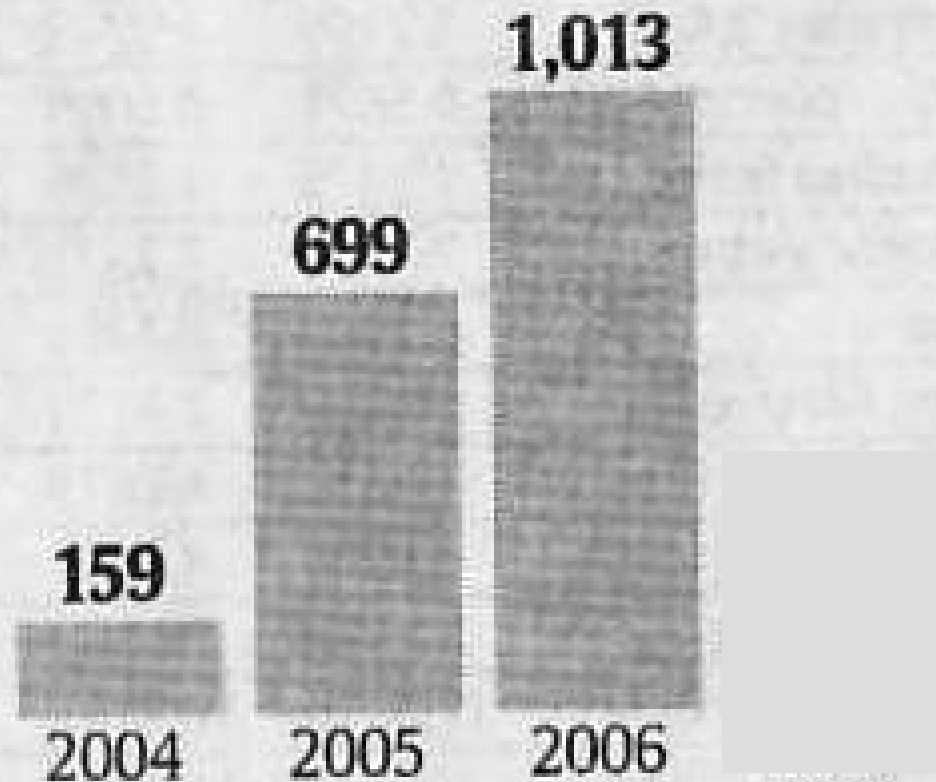
350 g @ COOKIES / BISCUITS

AL0408 2239

ZERO CHOLESTEROL

Antioxidant growth

Number of new foods and beverage products in the USA claiming to be high in antioxidants:



Source: Datamonitor

By Alejandro Gonzalez, USA TODAY



The power of POM. Now in one little pill.™

1000 milligrams. 0 calories.

Introducing POMx™ – a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants from the very same pomegranates in POM Wonderful 100% Pomegranate Juice. Our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending. So now you can get all the antioxidant power of an 8oz glass of our juice in the convenience of a calorie-free capsule.

Ready to take on free radicals? Put up your POMx and fight them with a mighty 1000mg capsule – that's more concentrated pomegranate polyphenol antioxidants than any other 100% pomegranate supplement. An initial UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men with cancer.^{1,3} And preliminary human research suggests that our California-grown pomegranate juice also promotes health.^{2,3} Take your antioxidants into your own hands. Call 1-888-POM-PILL now, or visit pompills.com for your first monthly shipment for just ~~\$29.95~~ \$24.95 with this coupon.

POM IN A PILL™

CALL 1-888-POM-PILL now, or visit pompills.com/nyt

Not available in stores | 100% money-back guarantee



SAVE \$5 ON YOUR FIRST ORDER.

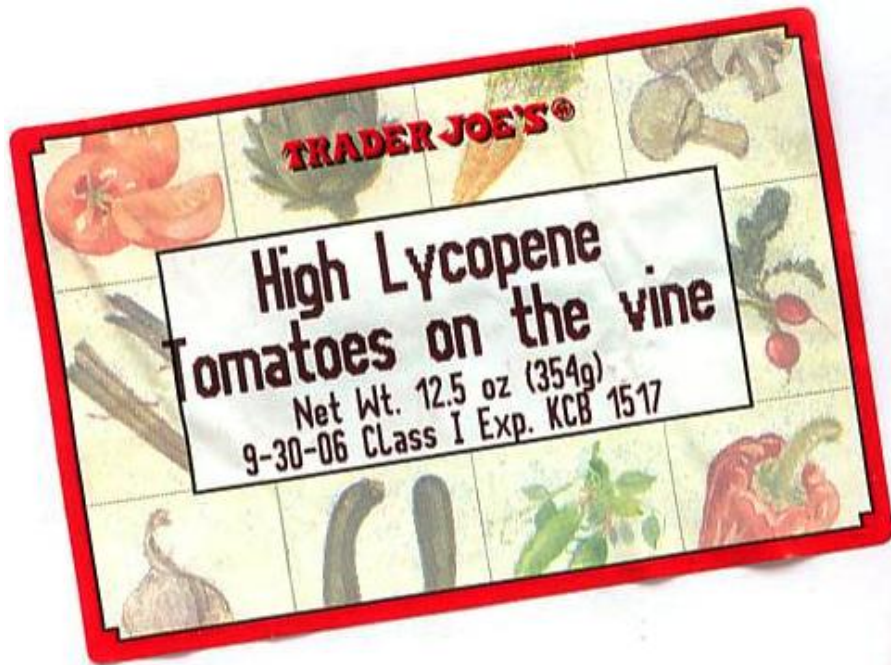
Call 1-888-POM-PILL or visit pompills.com/nyt and enter or mention code **NYT5** at checkout. To pay by check, call 1-888-POM-PILL for instructions. Hurry, offer expires July 31, 2007.

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¹pomwonderful.com/cancer.html ²pomwonderful.com/heart_health.html ³These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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HIGH LYCOPENE* TOMATOES ON THE VINE

Nutrition Facts

Serving Size 2,5 Tomatoes (100 g)
Servings Per Container about 2

Amount Per Serving		% Daily Value*
Calories 20	Calories from Fat 0	
Total Fat 0g		0%
Saturated Fat 0g		0%
Cholesterol 0mg		0%
Sodium 10mg		0%
Total Carbohydrate 5g		2%
Dietary Fiber 1g		4%
Sugars 3g		
Protein 1g		
Vitamin A 60% • Vitamin C 30%		
Calcium 0% • Iron 2%		

* Percent Daily Values are based on a 2,000 calorie diet.

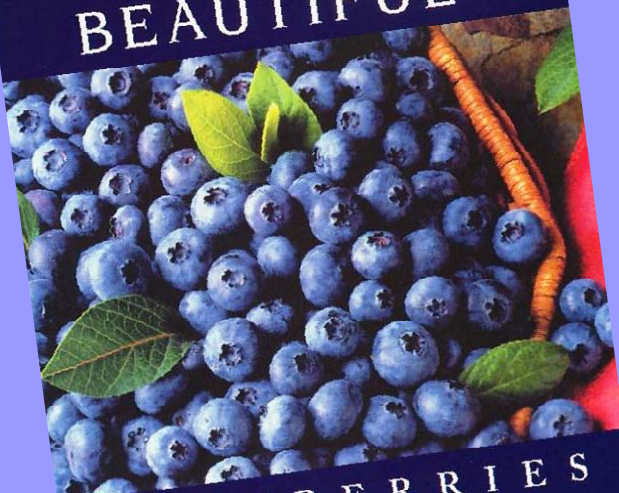
INGREDIENTS: TOMATOES ON THE VINE

DIST. & SOLD EXCLUSIVELY BY:
TRADER JOE'S, MONROVIA, CA 91016

PRODUCT OF HOLLAND

*Three times the amount of lycopene per serving when compared to other tomatoes.

**BRIGHT
BOLD
BEAUTIFUL**



BLUEBERRIES

BRIGHT The star-shaped calyx found on Highbush blueberries marks the natural starpower of this real honest-to-goodness blue fruit.

BOLD Luscious blueberries impart vivid color, delectable flavor, and health benefits. Create a harmonizing melody of pure blueberry goodness in sweet and savory compositions.

BEAUTIFUL Beautiful, bountiful Highbush blueberries stand out from fruit imitators. Support real blueberries. Use the Real Blueberry Seal. Let consumers know products contain bright, bold, beautiful blueberries!

US HIGHBUSH BLUEBERRY COUNCIL
www.blueberry.org

NOT JUST BLUEBERRIES...

**WILD
BLUEBERRIES**



Frozen, dried, powder, extract or concentrate, Wild Blueberries are the perfect ingredient choice for exciting new product ideas.

THE #1 FRUIT INGREDIENT CHOICE

For powerful new product ideas, choose Wild Blueberries: the ingredient with extraordinary taste, superior performance, a unique small size and outstanding marketing appeal. Wild Blueberries have all the advantages plus potential anti-aging benefits, that have scientists and health-conscious consumers buzzing.



NATURE'S #1 ANTIOXIDANT FRUIT™

According to recent USDA studies, Wild Blueberries are highest in antioxidant capacity per serving, compared with more than 20 other fruits!—higher than a serving of cranberries, strawberries, prunes, raspberries and even cultivated blueberries. It's just what today's consumers are looking for to fight cancer, heart disease and aging.

Remember... **NOT JUST BLUEBERRIES,
WILD BLUEBERRIES™**



www.wildblueberries.com

**"Nature's #1
Antioxidant Fruit"**



ANTIOXIDANT **POWER HOUSE**

Research shows that cooked artichokes
have more antioxidants than
any other vegetable.

April 2007

Peel Me-
I'm Fat
Free!
Chiquita®





"no high fructose corn syrup"



Current Label

Nutrition Facts
 Serving Size 8 fl oz (240 mL)
 Servings Per Container about 2.5

Amount Per Serving	
Calories 110	
% Daily Value*	
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 31g	10%
Sugars 30g	
Protein 0g	

*Percent Daily Values are based on a 2,000 calorie diet

Proposed Label

Nutrition Facts
 Serving Size 1 bottle (600 mL)
 Servings Per Container 1

Amount Per Serving	% Daily Value*
Calories 275	14%
Total Fat 0g	0%
Sodium 175mg	7%
Total Carbohydrate 78g	26%
Sugars 75g	
Protein 0g	

*Percent Daily Values are based on a 2,000 calorie diet

FDA, 2004



Nutrition Facts

	Standard Serving	This Package
Serving Size	8 fl oz (240 mL)	20 fl oz (591 mL)
Servings Per Container	2.5	1
Amount Per Serving	% DV*	% DV*
Calories	100	240
Total Fat	0g 0%	0g 0%
Sodium	35mg 1%	75mg 3%
Total Carbohydrate	27g 9%	65g 22%
Sugars		
	27g	65g
Protein	0g	0g

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.
 *Percent Daily Values (DV) are based on a 2,000 calorie diet.

Coca-Cola, 2008

Kellogg to Phase Out Some Food Ads to Children

By ANDREW MARTIN

Froot Loops' days on Saturday morning television may be numbered.

The Kellogg Company said yesterday that it would phase out advertising its products to children under age 12 unless the foods meet specific nutrition guidelines for calories, sugar, fat and sodium.

Kellogg also announced that it would stop using licensed characters or branded toys to promote foods unless the products meet the nutrition guidelines.

The voluntary changes, which will be put in place over the next year and a half, will apply to about half of the products that Kellogg currently markets to children worldwide, including Froot Loops and Apple Jacks cereals and Pop-Tarts.

Frosted Flakes, for example and Rice Krispies with Real Strawberries will still make the nutritional cut, though regular Rice Krispies will not (too much salt).

The president and chief executive of

Kellogg, David Mackay, said that the products that did not meet the guidelines would either be reformulated so that they did, or no longer be advertised to children.

"It is a big change," Mr. Mackay said. "Where we can make the changes without negatively impacting the taste of the product, we will."

If the product cannot be reformulated, Mr. Mackay said, the company will either market it to an older audience or stop advertising it.

The policy changes come 16 months after Kellogg and Viacom, the parent company of Nickelodeon, were threatened with a lawsuit over their advertising to children by two advocacy groups, the Center for Science in the Public Interest and the Campaign for a Commercial-Free Childhood, and two Massachusetts parents.

Because of the changes by Kellogg, the

Continued on Page 2



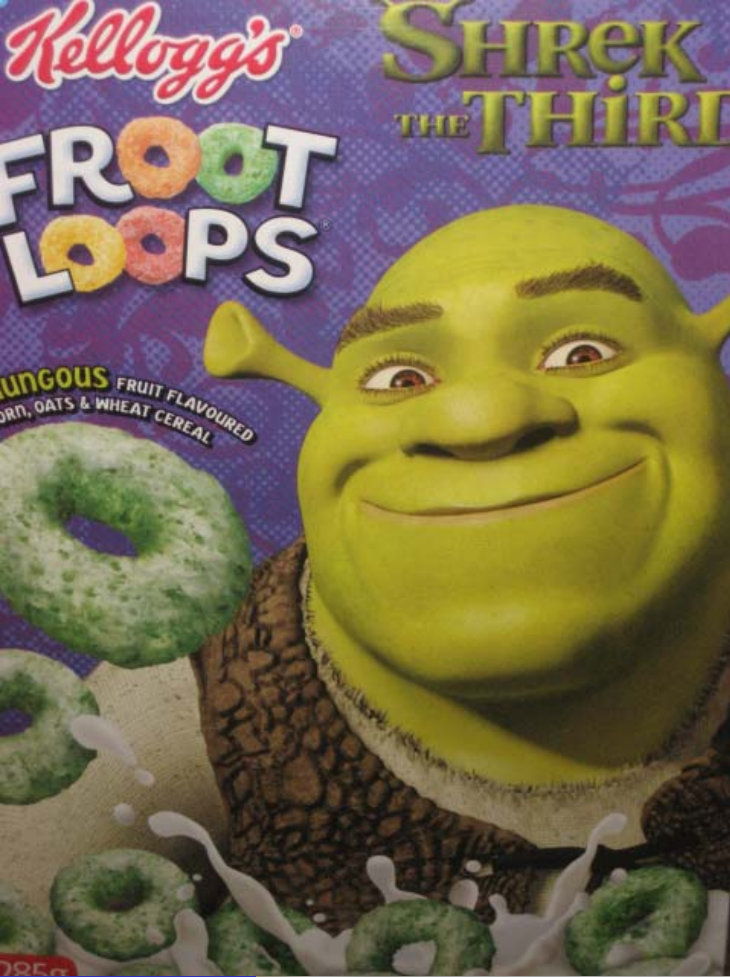
Al Behrman/Associated Press

Froot Loops and Apple Jacks would not make the cut under new nutritional guidelines, but Frosted Flakes would.

NY Times 6-14-07

Adelaide, July 2007





Goodness of vegetables

To be a hero in your own kingdom, you need to be strong and healthy. That's why it's important to have a balanced diet, including lots of vegetables every day. Vegetables come from many different parts of the plant including the leaves, roots, flowers, stems and seeds.

Why are they so good?

Vegetables are important to help keep growing bodies healthy. They contain many vitamins and minerals, are rich in fibre and are low in fat.

Five a day

Generally, you need to try and aim for five serves of different vegetables every day, where a serve is equal to 1/2 cup of

Kellogg's®



CHOCOS®

ORIGINAL CHOCOLATY SOLID BREAKFAST



krishna
...aayo natkhat nandlal

Game CD

FREE

with this pack

Offer valid Nationally till stocks last. Packs without this offer also available. © & MKT. BY Shriha Audio Video Pvt. Ltd.



CYBER MEDIA DIGITAL

krishna
...aayo natkhat nandlal
GAMES

FREE

with

Kellogg's
CHOCOS

Offer valid Nationally till stocks last. Packs without this offer also available.



PC CD-ROM

Being a mother is quite difficult...

1 serving =

- Goodness of 2 chapattis
- Calcium of 2 glasses of milk
- 11 Essential vitamins and minerals

For a filled tummy and happy mummy

Kellogg's
CHOCOS

The
Goodness of Whole Wheat
Enriched with



Being a mother is quite difficult, more so in the mornings... Getting your child to eat breakfast can be a struggle. Often in the midst of morning rush and your child's fuss about food, a glass of flavoured milk is all you can manage before you wave him off to school - his half-empty stomach still playing on your worried mind. You need a perfect balance of something filling and tasty...



1 serving of Kellogg's Chocos = Fibre of 2 chapattis* + Calcium of 2 glasses of milk**

Kellogg's Chocos with Calcium Shakti and fibre are enriched with 11 essential vitamins and minerals that makes for a SOLID breakfast.

With delicious tasting Kellogg's Chocos for breakfast - your kid will willingly eat breakfast and drink milk - all at one go!

For a filled tummy and happy mummy-

**Kellogg's Chocos -
SOLID Breakfast for SOLID Nutrition !**

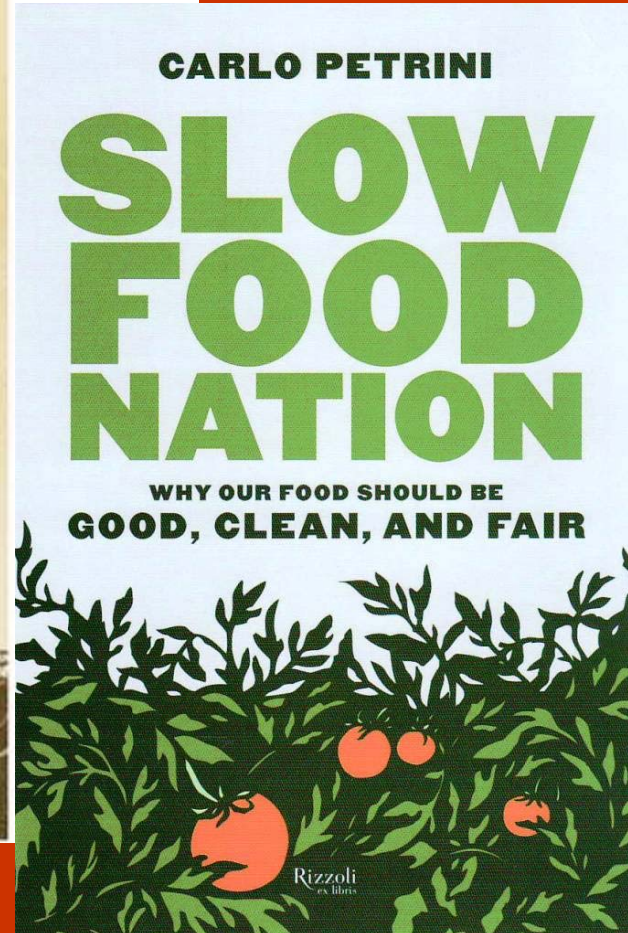
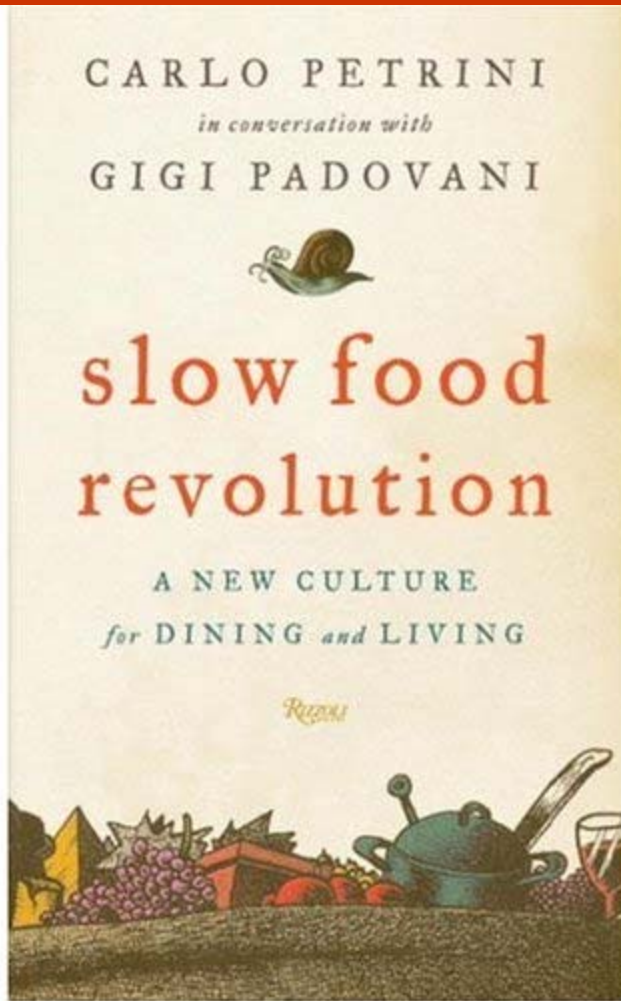
* Comparisons done basis fibre in one serving (30g Chocos + 120 ml skim milk) of Chocos and fibre of 2 chapattis (made from 30g whole wheat flour)
** Comparisons done basis calcium in 1 serving of Chocos (30g Chocos + 120 ml skim milk) and that in 2 glasses of cow's milk (120ml each)
Source: Nutritive Value of Indian foods by National Institute of Nutrition edition 2000.





**I WANT YOU
TO EAT MORE**

Food as a Social Movement: *Production* Good, Clean, Fair—Slow



**Take
Action!**



Slow Food Nation '08

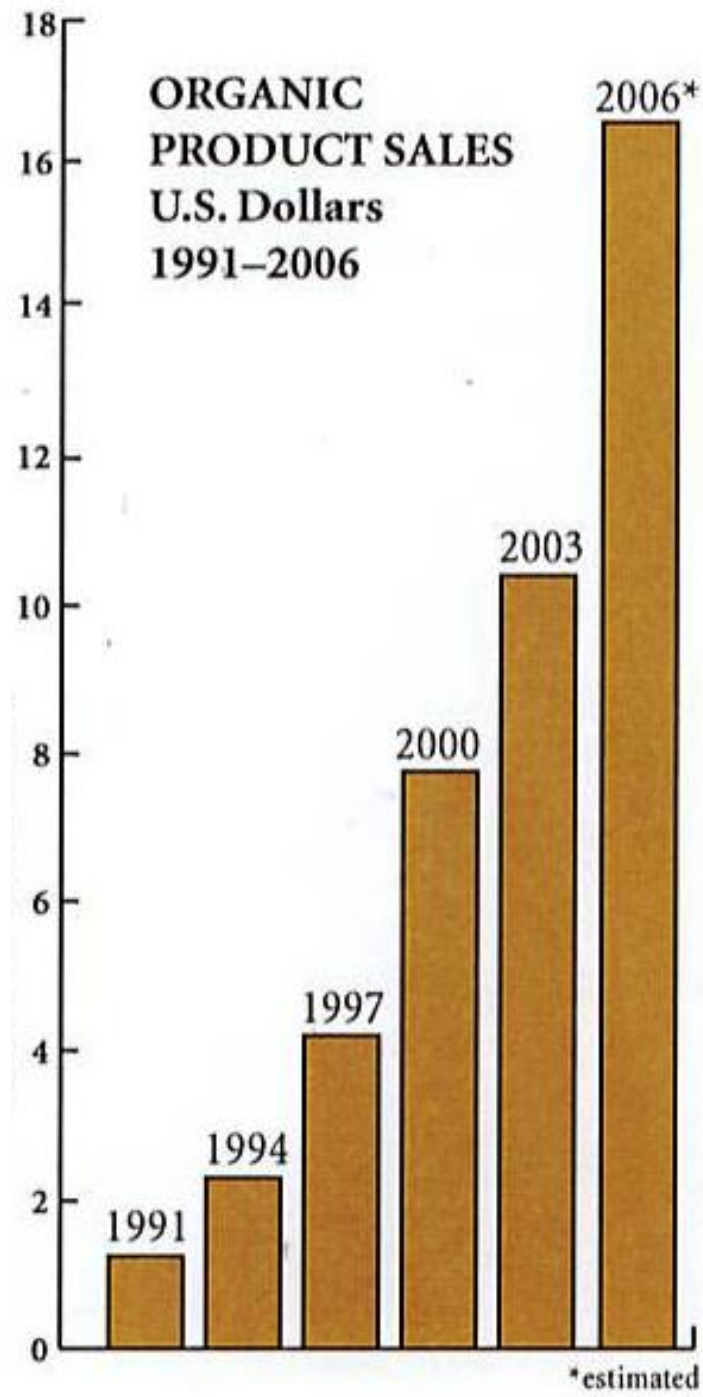
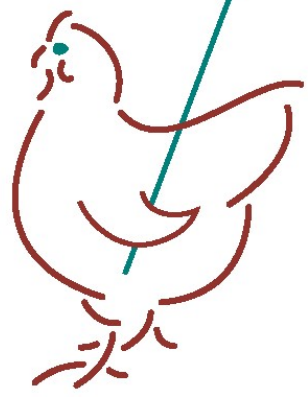
Come to the Table

Aug 29-Sept 1



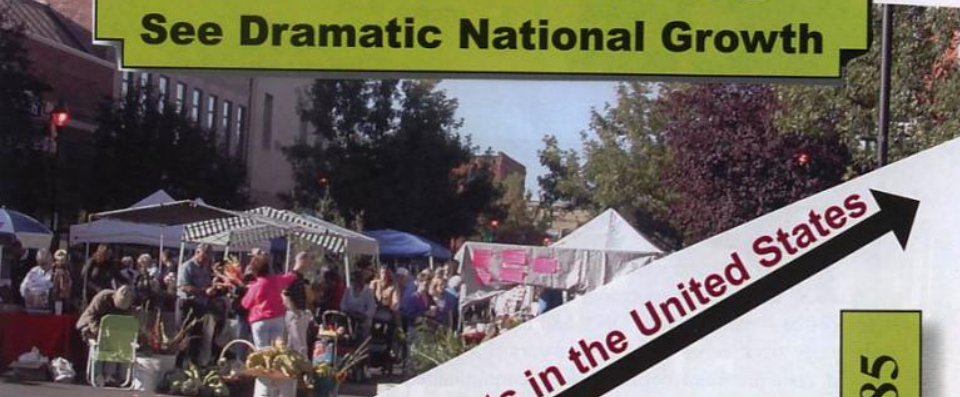


What do we want?
100% Organic Feed!
When do we want it?
NOW!



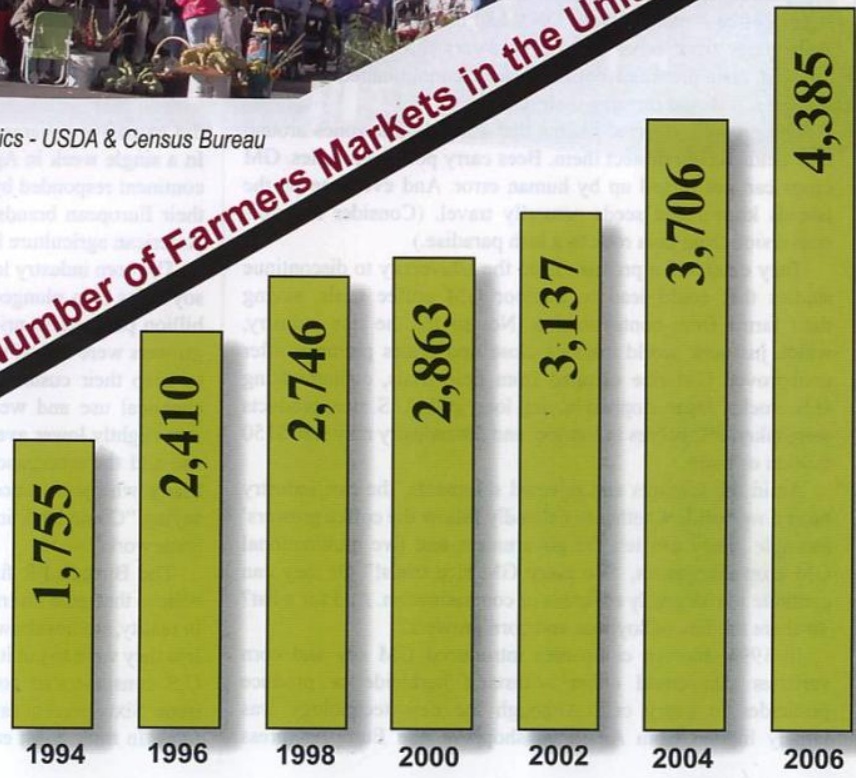
Local Foods

See Dramatic National Growth



Statistics - USDA & Census Bureau

Number of Farmers Markets in the United States



SUPPORT LOCAL AGRICULTURE



Smithfield to Phase Out Crates

Big Pork Producer Yields To Activists, Customers On Animal-Welfare Issue

By LAUREN EPPER

Smithfield Foods Inc., the nation's largest pork producer, plans to announce today that it will phase out "gestation crates" at all of its company-owned sow farms over the next decade.

The company has come under fire by animal-rights activists in recent years over the crates, where some female pigs can spend most of their lives. The issue also played a role in last year's midterm elections.

Smithfield is the first major pork producer to move to ban the crates, but the company's efforts may not be fast enough for critics. "It's a big step," says Bernard Rollins, a professor of philosophy at Colorado State University

Activists also say that pigs are intelligent animals that develop compulsive behaviors while kept in the crates, such as "chewing on cage bars and obsessively pressing against water bottles," according to a PETA Web site.

Speaking of the crates, Mr. Rollins says: "If you see one you'll never forget it."

Smithfield will replace the crates with "group housing," where the animals can socialize with one another. The pens will hold between six and 55 sows, depending on the size of the barn, according to the company. The crates at Smithfield's farms will be phased out by 2017. The company

Donald's, in a statement. "Animal welfare is an integral part of McDonald's corporate social responsibility efforts and supply chain practices."

Sow crates became a hot-button issue during last year's midterm election. Arizona voters passed an initiative, called the Humane Treatment of Farm Animals Act, which requires farmers to house sows in pens larger than the gestation crates. In 2002 Florida passed a similar regulation. The gestation crates are banned in Europe.

This is somewhat of a risky move for Smithfield since its independent producers could bear the cost of transforming their barns to the new standard. Smithfield doesn't have farms in Arizona, but

Greener Pastures

How grass-fed beef and milk contribute to healthy eating



WEDNESDAY



Union of Concerned Scientists
Citizens and Scientists for Environmental Education

Burger King Shifts Policy On Animals

By ANDREW MARTIN

In what animal welfare advocates are describing as a "historic advance" Burger King, the world's second-largest hamburger chain, said yesterday that it would begin buying eggs and pork from suppliers that did not confine their animals in cages and crates.

The company said that it would also favor suppliers of chickens that use gas, or "controlled-atmospheric stunning," rather than electric shocks to knock birds unconscious before slaughter. It is considered a more humane method, though only a handful of slaughterhouses use it.

A Project of The Pew Charitable Trusts and Johns Hopkins Bloomberg School of Public Health

Putting Meat on the Table: Industrial Farm Animal Production in America



A Report of The Pew Commission on Industrial Farm Animal Production



Food as a new social movement: *Consumption*

The anti-marketing to kids movement



Tom Harkin (Dem-Iowa), March 16, 2005

New York Gets Ready To Count Calories

By KIM SEVERSON

TODD HANSHAW wanted a Big Mac, a large order of fries and a Diet Coke for lunch. That it added up to 1,130 calories, or a little more than half of what his trainer suggested he eat for the day, made no difference.

"You splurge and then you take it back later," said Mr. Hanshaw, a fashion director who was eating a quick lunch in Midtown Manhattan before getting on a plane to Los Angeles, where he lives.

That's not quite the attitude the New York City Board of Health was hoping for when it passed a law last week that will force some restaurants to list calories on menus by this summer.

The point of the measure, part of a food-regulation package that will also eliminate trans fats in restaurant kitchens, is to help prevent obesity and the diseases that go along with it. Health officials hope that once someone sees that a Starbucks mocha made with whole milk and whipped cream has 420 calories, the

pes, the hand of an over-eager cook might add more cheese or oil, throwing off the count.

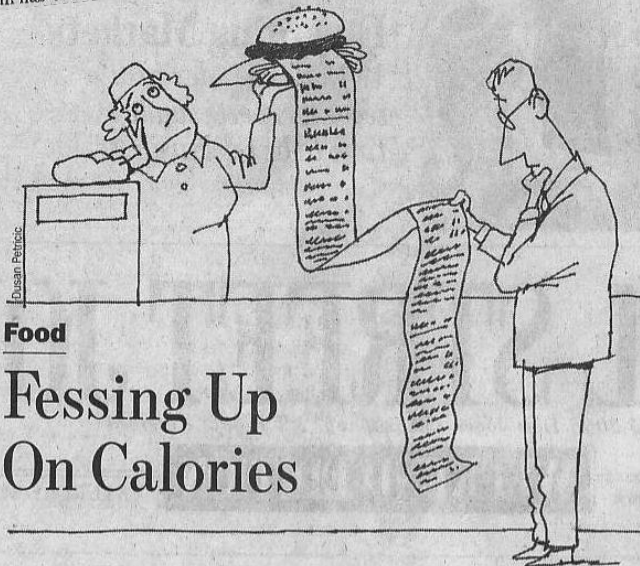
A few chain restaurant operators are already wondering if it would be easier to simply take down any publicly available nutrition information before the deadline, thus exempting themselves from the law.

"The problem is that more and more restaurants aren't going to want to provide this information," said Sue Hensley, a senior vice president with the National Restaurant Association. "Why would they? It's a great idea to provide nutrition information. It's just that this is not an effective way to do it."

The biggest challenge might sim-

What will the city's new ruling mean?

JOURNAL.
on Coming Events



Food

Fessing Up On Calories

THE NEW YORK CITY health department has made waves with its proposal to essentially ban trans fats from city eateries, which could win approval Tuesday. But some large restaurant chains ap-

Donald's Corp., Burger King Holdings Inc. and others that serve standard menu items and offer a public calorie count.

The department hopes the measure would encourage consumers to make



LUNCH		
	Calories	Price
1 sauce,	794	7.59
	829	7.39
	911	7.19
	711	7.59

OH, STUFF IT: Cusi has posted calorie data, but some chain owners say they won't do so until the city can actually fine them for failure to comply.

RESTAURANTS

Calorie counting? Fat chance

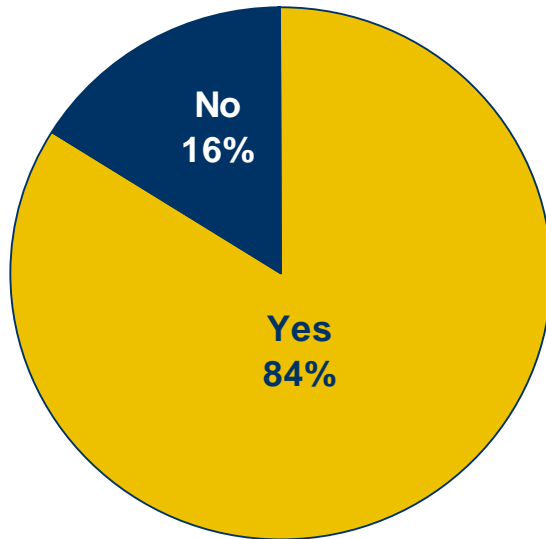
Some eateries ignore new city rule; diners shrug off posted info

Crains May 5-11, 2008

A Huge Majority are Surprised by the Calorie Counts and Find Them Higher Than Expected

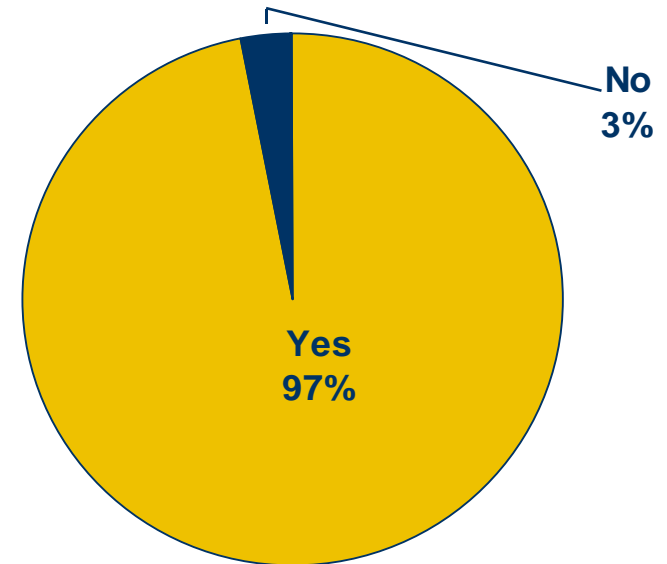
Have you been surprised by the calorie counts?

Base: Have read calorie information = 161



Are they higher than expected?

Base: Surprised by calorie content = 136



Examples: Blueberry pomegranate smoothie = 1200
Pizza for one = 2100



The Food Ranking Movement
Hannaford Supermarkets: 23% of 27,000 products qualify

71

54

35



YALE GRIFFIN PREVENTION RESEARCH CENTER

scientific conference


Relative scores

Orange	100
Banana	91
Almonds	82
Orange juice	39
Spaghetti, whole	35
Spaghetti, white	16
Sodas	1



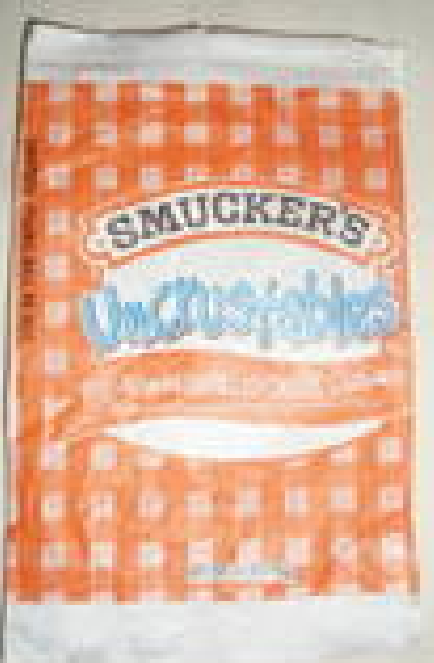


LUNCH LESSONS
Changing the Way We Feed Our Children
With dozens of kid-friendly recipes



Ann Cooper and Lisa M. Holmes
Coauthors, *In Mother's Kitchen* and *Bitter Harvest*
Foreword by Mehmet C. Oz, MD

Un crustables: The latest in school lunches!



Nutrition Facts
 Serving Size 1 Sandwich (99g)
 Servings Per Container 1

Amount Per Serving	
Calories 310	Calories from Fat 150
	%Daily Value*
Total Fat 17g	36%
Saturated Fat 10g	50%
Trans Fat 0.5g	
Cholesterol 55mg	11%
Sodium 1000mg	42%
Total Carbohydrate 22g	7%
Dietary Fiber less than 1g	3%
Sugars 3g	
Protein 16g	
Vitamin A 10%	• Vitamin C 0%
Calcium 35%	• Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: PASTEURIZED PROCESS AMERICAN CHEESE; AMERICAN CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES, ANNATTO (COLOR)), WATER, CREAM (FROM MILK), SODIUM CITRATE, SODIUM PHOSPHATE, SALT, CONTAINS 2% OR LESS OF: SORBIC ACID (PRESERVATIVE), ARTIFICIAL COLOR, AP0 CAROTENAL (COLOR), ACETIC ACID, LACTIC ACID, SOY LECTHIN BREAD; ENRICHED UNBLEACHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMIN MONONITRATE, RIBOFLAVIN, FOLIC ACID), WATER, HIGH FRUCTOSE CORN SYRUP, YEAST, PARTIALLY HYDROGENATED SOYBEAN OIL AND/OR SOYBEAN OIL, CONTAINS 2% OR LESS OF: WHEAT GLUTEN, SALT, DOUGH CONDITIONERS (MAY CONTAIN ONE OR MORE OF: DIACETYL TARTARIC ACID ESTERS OF MONO AND DIGLYCERIDES [DATEM], MONO AND DIGLYCERIDES, ETHOXYLATED MONO AND DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, CALCIUM PEROXIDE, ASCORBIC ACID, AZODICARBONAMIDE, L-CYSTEINE), YEAST NUTRIENTS (MAY CONTAIN ONE OR MORE OF: MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CALCIUM PROPIONATE (MAINTAIN FRESHNESS), CORN STARCH, ENZYMES (WITH WHEAT), GUAR GUM, XANTHAN GUM.

51 Ingredients !

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 ORRVILLE, OHIO 44667 USA





Robert Surles, known as Chef Bobo, with Lori Serling Sklar, a parent volunteer, in the kitchen at the Calhoun School, where the menu is based on healthy, organic ingredients.

At Private Schools, Healthier Food Wins Favorable Reviews (Mostly)

By ANEMONA HARTOCOLLIS

Soon after he was hired to cook healthy food in the cafeteria at the Calhoun School, a private school on the Upper West Side, Robert W. Surles, better known as Chef Bobo, decided that one of his first symbolic acts would be to ban ketchup. The

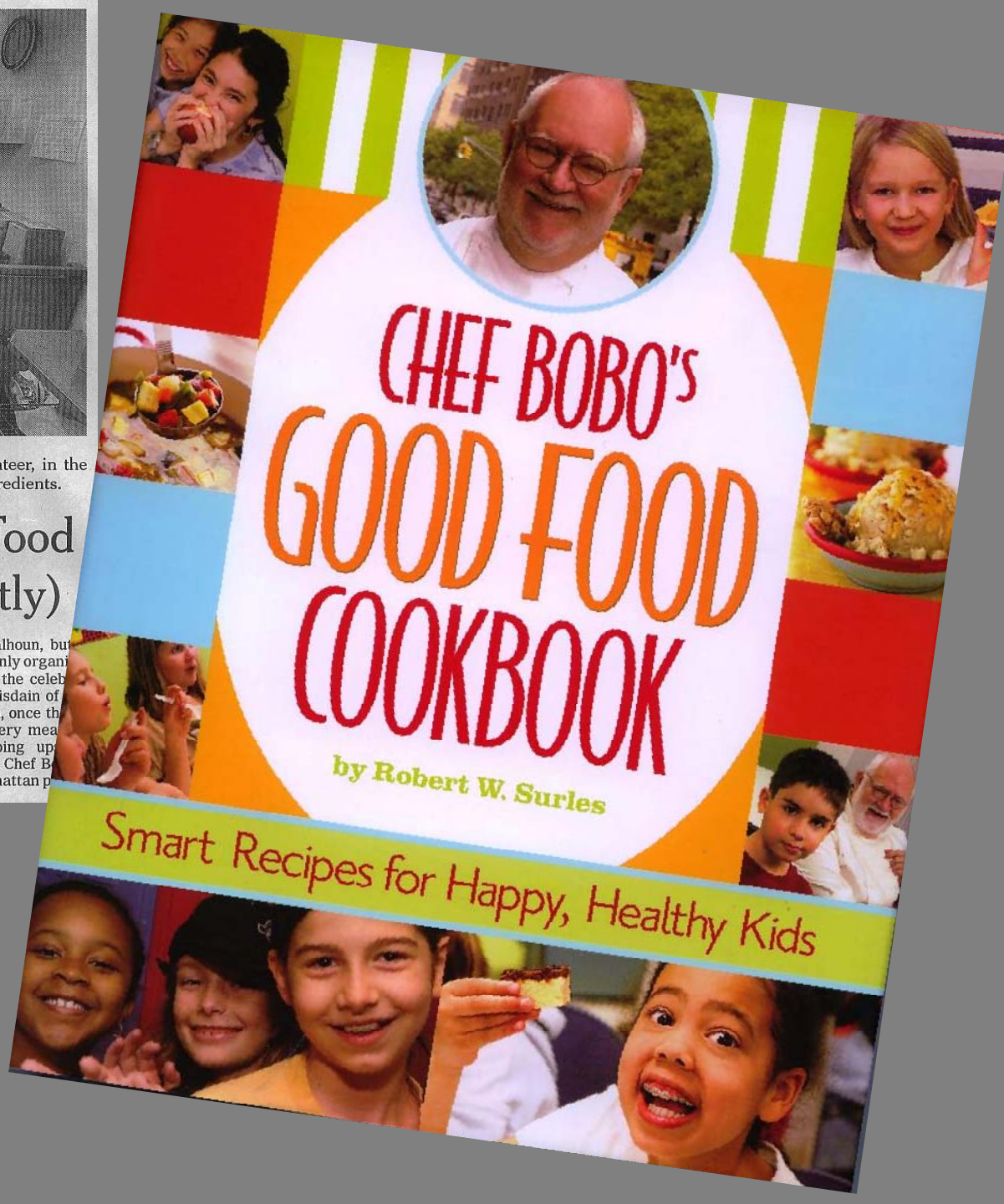
children would never learn to appreciate fine natural food, he reasoned, if they kept smothering it in a sauce that masquerades as a vegetable.

At Halloween, a middle-school girl showed up dressed as a ketchup bottle with a sign around her neck: "Please Put Me on the Menu." What to do? Ketchup is back on the menu

at Calhoun, but and only organi

To the celeb the disdain of lunch, once the mystery mea is going up hired Chef B Manhattan p

New York Times
November 26, 2004



15 October 2008

COMMENTARY

Can the Food Industry Play a Constructive Role in the Obesity Epidemic?

David S. Ludwig, MD, PhD

Marion Nestle, PhD, MPH

