

# ORGANIC LIVING

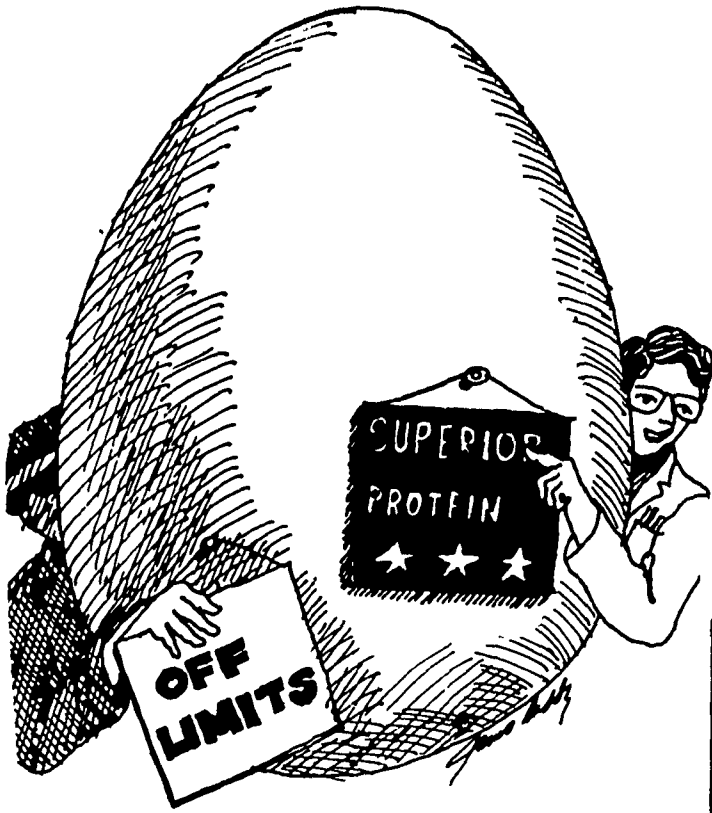
By  
**Robert Rodale**

Eggs are getting so much unfavorable publicity that people are avoiding them in droves. The per capita consumption of eggs in the United States, where heart disease is feared as the No. 1 killer, dropped more than 10 percent in the last four years. And many people who continue eating eggs do so with a feeling of guilt.

The egg still has its backers, however. "The assumption that the consumption of eggs, meat and dairy products by growing children should be minimized and replaced by polyunsaturated fatty acids may result in nutritional disaster," warns Dr. F. A. Kummerow of the University of Illinois. He reports that when weaning rats were fed a popular cholesterol-free egg substitute product, they failed to grow, and died within three to four weeks. Real eggs, on the other hand, supplied everything the animals needed.

There's no doubt that eggs are packed with nutrients for growth and health. They're an outstanding source of vitamin A; as well as riboflavin, vitamins B6 and E, and high-quality protein. In fact, egg protein is so superior that it is the standard against which all other plant and animal proteins are measured. That's good news for egg lovers who balk at giving up their omelets, souffles and sunny-side-ups.

The vitamin B6 found naturally in eggs may even prevent cholesterol from doing any harm. "When laboratory monkeys are rendered vitamin B6 deficient, they develop atherosclerosis rapidly," says Dr. Roger Williams in his book, "Nutrition Against Disease."



"When monkeys are fed diets supplemented with vitamin B6," he continues, "they have much lower levels of cholesterol in the blood than when these diets are not supplemented. The animals on the supplemented diets eat much more food than the others, and since the diet contains cholesterol, they get far more cholesterol into their bodies. This does not matter, however; the extra vitamin

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B6 they get allows them to dispose of the surplus, with the result that their cholesterol blood levels are not as high as in those animals that consume less cholesterol."

Other researchers are convinced that eggs can only do harm when consumed as dried egg yolk powder. Widely used in pastry, cake mixes and other commercial baked products, that ingredient apparently contains an oxidized form of cholesterol that may be dangerous.

Eggs contain an element that protects against rheumatic fever, says Carlton Fredericks, Ph.D., Professor of Nutrition at Fairleigh Dickinson University. "The pediatricians," he says, "who have leaped on the anticholesterol bandwagon, by encouraging mothers to give their infants non-fat milk, and to avoid or minimize eggs may be guilty of contributing to iatrogenic disease—the worst type of sickness, for the term means that it is created by the physician who forgot the prime commandment of the medical code: First, Do No Harm."

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## Cheese Market Report Printed

Seventy percent of the nation's families purchased natural cheese between April and September 1972 with American the favorite variety at 59 percent of sales. During the same period, 67 percent purchased process cheese types of some kind.

Of the cheese purchased by families, 58 percent was natural and 42 percent was of the process type. Process cheese types are derived from natural cheese mixed with other ingredients. Such types include process cheese, cheese food and cheese spreads.

These facts are taken from "The Cheese Household Market," a 24-page booklet just published by the Marketing and Economic Division of the United Dairy Industry Association (UDIA).

"The purpose of the report," said division director Dr. G. G. Quackenbush, "is to provide the dairy industry with useful information on the household market for cheese. This includes data on purchases, package and type preferences and geographic differences."

Data for the report were compiled by the National Consumer Panel of the Market Research Corporation of America (MRCA). The report cites statistics on cheese sales in the United States from April 1972 to September 1972. A sample of 7500 families was used in five geographic areas: Pacific, Mountain and Southwest, North Central, South and Northeast.

According to Dr. Quackenbush, "UDIA's Marketing and Economic Research Division maintains research programs for all dairy products. Such data provide resource information on dairy and competitive products. These include product uses, buyer demographics, frequency of use and geographic differences, if any."

Report highlights:  
- Household purchases of natural cheese vary widely geographically. More than

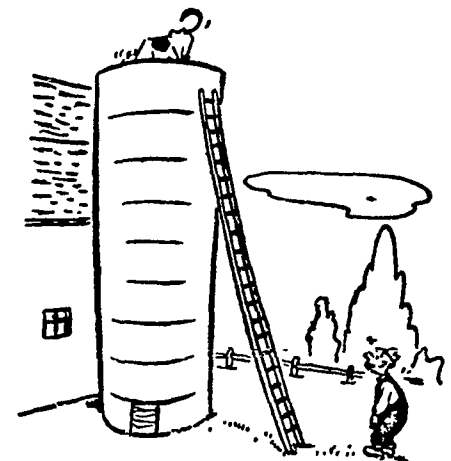
twice as much is purchased—per capita—in the Pacific region as in the South.

- The greater the urbanization, the greater the household consumption rates. Process types of cheese do not increase as rapidly with the degree of urbanization as natural. People in large cities buy much more natural than process types.

- Younger housewives buy more of the process types than the natural. Older housewives buy nearly twice as much natural as process.

- Exactly 60 percent of each type of cheese is purchased through chain stores. Other grocery store have about 30 percent of the household cheese market.

To obtain a free copy of "The Cheese Household Market, April -September 1972," send your request to the Marketing and Economic Research Division, United Dairy Industry Association, 6300 North River Road, Rosemont, Illinois 60018.



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