

ORGANIC LIVING

By
Robert Rodale

THE SUGAR CRISIS IS ONE WE DON'T NEED

We seem to be skipping from one crisis to another these days. The world faces the very real threat of a food shortage. Raw materials are in short supply and that supply is growing shorter. The oil emergency is still with us and show little signs of easing.

Perhaps the strangest crisis - if indeed it can be considered one - is the so-called sugar "crisis."

For the past several months, the news media has devoted much of its energies to describing this "crisis." Stories have appeared documenting rising prices, sugar boycotts climbing profits for sugar manufacturers and a host of other anomalies.

The Sugar Association, whose membership includes most of the major sugar manufacturers in the United States, says that rising prices simply reflect supply and demand. There is a spiraling increase in demand around the world that is exceeding available supply.

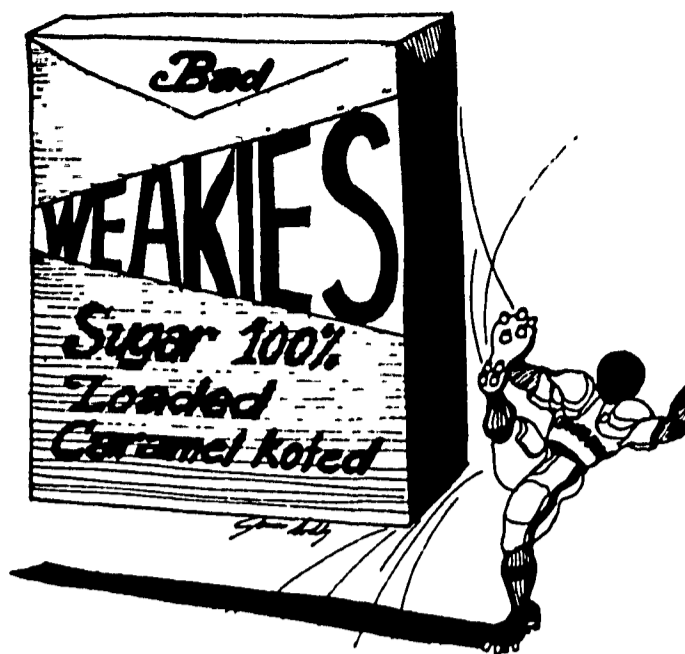
Unfortunately, the real problem with sugar is not supply and demand. It's the exceedingly important role that sugar has come to play in the lives of most Americans.

Consider this statistic: Per capita, American eat 102 pounds of sugar a year. That means each and every individual in the United States eats almost two pounds of sugar every week. The only foods that outrank sugar consumption are beef at 115.9 pounds and potatoes at 120.2 pounds per person, per year.

For many, sugar has become a way of life, eaten because it "tastes good." Some sugar is hidden in foods, such as cereals, hams or even canned goods. Many Americans, though, have come to look upon sugar as essential to their well being.

My personal sugar intake is difficult to assess. I'd put it at about a half a pound - or less - a year. Sometimes when I'm traveling in a place like London or Paris, and see a confectionary shop, along a street, I'll stop in to buy something sweet.

But it might be another six months or a year before I buy something else that is sweet.



Although no figures exist to back up my contention, I suspect that in Colonial times, people consumed a bare minimum of sugar. And when they did eat it, the sugar-filled items was considered a treat - something that was reserved for very special occasions.

Since 1971, the sugar consumption in the United States has stabilized at the 102-pound figure. There are some who would like to see that level drop. One way to do it, they believe, would be to force cereal manufacturers to cut the amount of sugar they put into their products.

Michael Jacobson, a biologist with the Center for Science in the Public Interest, recently petitioned the Food and Drug Administration to establish a "standard of quality" for breakfast cereals. It would limit the amount of sugar in them to 10 per cent.

Breakfast foods with more than this amount would have to be labeled snack items or print the percentage of sugar on the outside of the box and the statement, "Frequent use contributes to tooth decay and other health problems."

Jacobson says that many American children are eating candy for breakfast and don't know it - or their parents don't know it. He said that research figures put the sugar content of the 12 best-selling products from five different companies between 29 and 45 per cent.

Jacobson acknowledged that other foods, such as condy, pastry and soda pop, were all high in sugar content, too. He believes that sugar is not an integral part of breakfast cereals and could just as easily be added if desired.

The Food and Drug Administration has not replied to the petition nor does it have to, said a spokesman from the CSPI. He said that the FDA commissioner "can simply reject the petition without calling for hearings or public comment."

If you're interested in seeing the amount of sugar in cereals cut or at least having the problem aired, you can write to Commissioner Schmidt, FDA, 5600 Fishers Lane, Rockville, Md. 20852. Ask him to hold these important hearings.

The sugar "crisis" is something that we can all do something about. We can start by reducing consumption. Reduce consumption to a logical, healthy level and the "crisis" will disappear in short order. Add all the potential health benefits from eating less sugar and you have two very good reasons for cutting your sugar intake.

(Editor's Note: The Opinions appearing in "Organic Living" are those of its author, Robert Rodale, an independent columnist. Rodale's comments do not necessarily reflect the thinking of the Lancaster Farming editor and anyone else on the Lancaster Farming staff.)

Egg Marketing Report

The U.S. Department of Agriculture is issuing a report providing the egg industry with an analysis of the major factors affecting the production and marketing of eggs for the period of July through December 1975. The report, entitled "Egg Marketing Facts-Second Half 1975," will be released about Jan. 6.

Issued by the Agricultural Marketing Service, the report presents decision-making information that should result in the marketing of an adequate supply of eggs at prices reasonable for both producers and consumers. No recommendations are offered.

Demand for eggs in the second half of 1975, according to the report, may be about the same as the year before. While some positive factors are noted, they will be offset by an anticipated large supply of beef and lowered purchasing power resulting from higher unemployment and from real disposable consumer income.

Costs of producing eggs in the second half of 1975, the report states, will hinge largely on the prospects and outcome of the 1975 corn and soybean crops. These crops are important feed

ingredients and are used in large quantities by the egg industry. Other costs of producing eggs, as well as processing and marketing costs, will be higher.

A further reduction in flock size during the first half, the report indicates, will significantly affect egg production in the second half with the possibility that the Nation's laying flock could be as much as 7 percent smaller on July 1, 1975, than a year earlier.

Copies of the report will be available from the Information Division, Agricultural Marketing Service, USDA, Washington, D.C., 20250.

Farm Youth Calendar

Monday, January 13
Vital to Visuals workshop for 4-H at the Farm and Home Center.

Thursday, January 16
Lancaster County Jr. Holstein Club will meet at the Farm and Home Center at 8:00 p.m. Interested young people from the ages of 9-21 who own one or more registered Holsteins are invited to join.

Dutch School Natural Foods
LARGEST SELECTION OF
NATURAL FOODS AND VITAMINS
IN CENTRAL PENNA.
RT. 222, AKRON, PENNA.
PH. 859-2339

NOW IS THE TIME TO SAVE DOLLARS
INSTALL A
Furnace Fuel Saver
On Your Present Oil Heating Unit.
Cut the high cost of heating 10 to 30%.
CONTACT
KELMANADA, INC.
RD1, Box 4210, Grantville, Pa.
Phone 717-469-2864
Some Dealerships Available

FISHER SPRAY PAINTERS
(Henry K. Fisher)
SANDBLASTING and SPRAY PAINTING
INTERIOR and EXTERIOR
Aerial Ladder Equipment
Office & Shop - 667 Hartman Station Rd.
Residence - 2322 Old Philadelphia Pike
Lancaster, Penna.
For FREE Estimates Call 717-393-6530

DARI-KOOL®
BULK MILK COOLERS

USED BULK MILK TANKS
For Diesel or Electric Installation.

- 1 - 600 Mojonner with tank washer 5 h.p. Lehigh compressor with 2 unicons. Very clean
- 2 - 500 Esco. \$1000.00 each
- 2 - D2 - 400 Girtons \$1200.00 each
- 1 - 400 gal. Mueller vacuum tank - 3 h.p. compressor and tank washer
- 1 - 300 gal. Mojonner vacuum tank 3 h.p. compressor like new.
- 1 - 400 gal. Sunset \$600.00. Very clean
- 1 - D4 - 500 Girtan used 1 yr.

ALL TANKS GUARANTEED

- 1 - used Sputnik
- 1 - DeLaval pipeline milking system (used)
- 1 Surge pipeline milking system (used) for 38 cows
- 4 Sta Rite claw units complete

WE ARE INTERESTED IN BUYING GOOD USED BULK TANKS. GIVE US A CALL FOR BULK MILK TANK SERVICE CALL COLLECT
Call Us At (717) 626-4355, (717) 626-5996 or Answering Service At (717) 733-1224.

SHENK'S FARM SERVICE
R.D.4, Lititz Ph. 626-4355

ROBERT GUTSHALL
(717) 933-4616

GUTSHALL'S
Silo
REPAIR WORK
RD1
Worcester, Pa. 17567

New Negley-Miller Silos

- silos
- silos blowers
- conveyors
- barn cleaners
- calf stalls
- free stalls
- cow mats
- barn fans
- Ritchie water fountains

- Lancaster Pipe & distributors
- Acorn unloaders
- bunk feeders
- tube feeders
- generators
- chute hoppers
- Self Unloading Silage Carfts (Acorn Model 2414), 24" impeller
- Cattle and hog feeders
- Automatic roller mills