



Doctor in the Kitchen®

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MORE ON FOOD FADS

Nutrition, which is a relatively young science, is particularly susceptible to distortion, fads and cults. We

teach that proper nutrition is associated with health and poor nutrition with disease. The public response to so-called "health foods" stems from this concept.

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Does it matter? Are enough people involved in food faddism for physicians like me to worry about?

The answer is "yes." Estimates of the market for fad foods run beyond \$1 billion. And an indication that "health food" items have really caught on is obvious when major food chains add "natural" food sections to their stores.

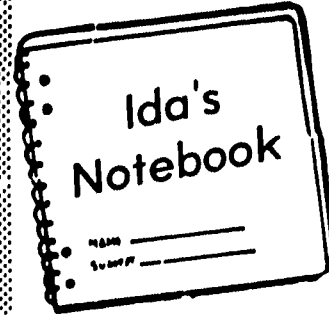
It is, of course, the very keen interest Americans have in nutrition that has allowed food faddism to grow, along with a greater public awareness of the importance of nutrition. When people thirst for knowledge (and especially if there are not answers for all the questions), misinformation can flourish along with the sources of accuracy.

And who among us might not fit into one of the categories of people who seem motivated toward special foods? Examples of

people who are willing recipients for nutrition misinformation include:

- (1) miracle seekers or those who adhere to an uncritical belief in bizarre and unrealistic promises;
- (2) alienated or anti-establishment individuals;
- (3) the ritual or authority seekers;
- (4) those persons seeking "super" health such as athletes;
- (5) The paranoiacs or extremists who have a deep-seated mistrust of the medical profession;
- (6) "truth" seekers;
- (7) fashion followers; and
- (8) the afraid who are anxious about the uncertainties and the threats of living and become over-concerned about their health.

How do you spot a food fad? The American Dietetic Association has an answer. We printed it recently during National Nutrition Week, but



Ida Risser

The lilac bushes are blooming profusely and birds are nesting everywhere and spring has arrived albeit a wet one. The strawberries are white with blossoms and even have berries the size of my thumbnail. Likewise the sugar peas are blooming as they cling to the poultry netting fence.

I've noticed a jenny wren is using the house on our meadow fence post and a mourning dove frantically flies off her nest on the evergreen bough near the back porch whenever I step outside.

On walks through the woods to see how many dogwood trees we have and which wild flowers are blooming I discovered an enormous hemlock plant which I intend to destroy as it would be deadly to livestock but it has beautiful fern like leaves and hollow red mottled stems. This poisonous plant is the one that killed Socrates. However the plant has medicinal value if used with

extreme care and under skilled supervision.

The other day I came across a public sale bill of years past. This one was written in a comical manner and I thought I'd share some of the items listed on it with you.

40 spring chickens, 6 years old, 1 mare mule with colt, 1 brown work hoss, a good feeder, one running horse (runs at the nose), 1 hired man, coming 27 years, 3 old bores, 7 bowlegged spring pigs, 12 cows-good kickers. Also listed were 7 dung forks with fly net attachments, separator with mortgage, Dear corn planter, 2 fall cows and three that never fell. The other articles are too sad and too bad to mention.

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it bears repeating here. A food fad promises:

- (1) fantastic health and longer life;
- (2) instant slenderness;
- (3) spiritual awakening, or inner peace;
- (4) protest of the Establishment — counter-culture living;
- (5) cures for illnesses (cancer, arthritis, mental disorders, and a host of others).

AGWAY

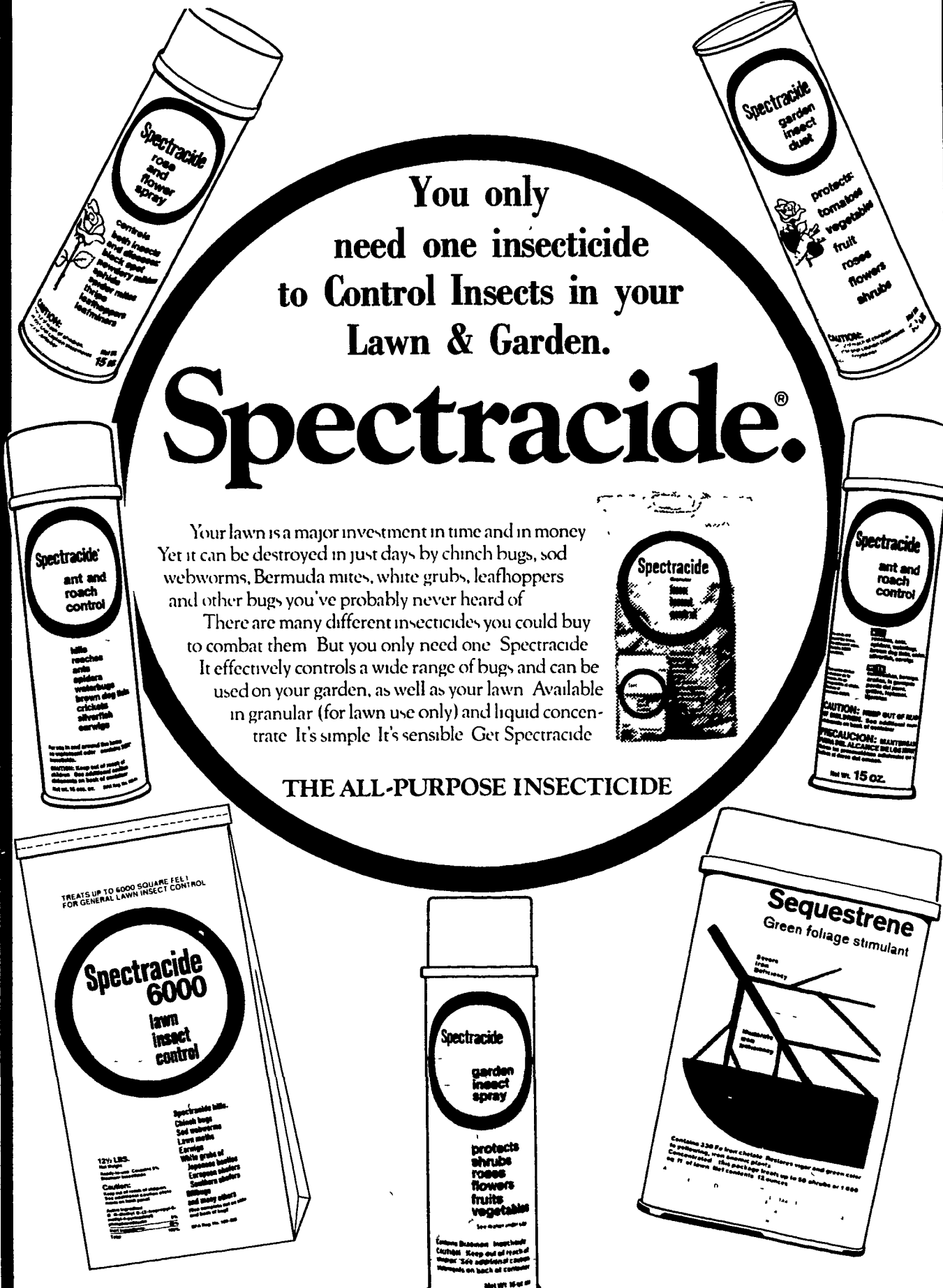
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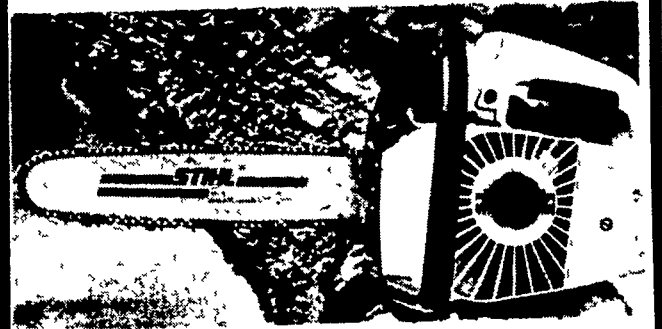
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