

Meat brochure discusses heart disease controversy

CHICAGO - Is heart disease - America's number one killer-malady - a result of diet or lifestyle?

"Meat and Your Heart," a new publication from the National Live Stock and Meat Board, discusses this

controversial question. First in a series of layman-language Meat and Health leaflets, it was introduced to representatives of the medical profession at the American Heart Assn. convention held recently in Anaheim, Calif.

"Growers, manufacturers, processors and distributors of food have an awesome responsibility in guaranteeing the purity, wholesomeness and safety of the American food supply," says Meat Board President

David H. Stroud. "The Meat Board shares this responsibility to help the industry and to protect the public."

Stroud noted that some nutritionists and researchers point at America's high per capita meat consumption and attempt to establish a cause and effect relationship between this and heart disease. However, recent reports indicate a decline in the coronary death rate despite continued increases in meat consumption. It is appropriate that heart

disease be the subject of the inaugural publication in the Meat and Health series. The American Heart Association and a handful of nutritionists have been widely quoted cautioning the general public to reduce intake of foods - primarily those of animal origin - which contain saturated fats as a means of controlling heart disease. The Meat Board has said this isn't true.

"This advice has been generously and vigorously offered by many manufacturers of polyunsaturated margarines and cooking oils and merchants of other low-cholesterol or low saturated fat food products, including dairy, egg and meat substitutes," said Stroud. "We are concerned that a decade of advertising messages prepared by such adventurous food marketers may have had such a strong influence on the public's beliefs about heart health that sound medical advice to the contrary will be either lost or ignored."

It is the intent of "Meat and Your Heart" to stimulate interested parties - including consumers,

scientists, physicians, educators, writers - to look deeper, to gain more insights, to get a broader view of the problem in order to solve it.

"Meat and Your Heart" looks at various population and clinical studies of diet, lifestyle and other factors in relation to heart disease.

Based on a continuing review of the scientific literature by William C. Sherman, Ph.D., Nutrition Research Director of the Meat Board, the publication discusses cholesterol, saturated an polyunsaturated fats, dietary fiber, sugar and other dietary components. Findings resulting from research conducted with Meat Board grants as well as many other studies are included in the 12-page leaflet's resume of heart disease research.

The brochure notes that much of the evidence in support of less-meat-in-the-diet suggestions is purely statistical.

It concludes "Meat has been part of man's diet for all of recorded history. But even the meat people don't believe that is a divine mandate to them to produce and sell it. But it is a proven healthful food. Any evidence to the contrary must be far more convincing than that thus far related to the 'dietary hypothesis' before folks are advised across the board to cut meat eating."

Scott relected

John W. Scott was re-elected Master of the National Grange, Mon., Nov. 17th during the Grange's 109th Annual Session in Columbus, Ohio. Scott begins his ninth year as head of the country's oldest and second largest farm organization.

Edward Anderson of Waterloo, Nebraska was re-elected to a third two-year term as Overseer (Vice-President)

Newly elected to the position of Lecturer (Program Director) was Kermit Richardson, of Barre, Vermont. Richardson is Past Master of the Vermont State Grange and served as Chaplain of the National Grange.

Other newly elected officers are: Mrs. Daryl (Elizabeth) Lowry, Vergennes, Vermont - Lady Assistant Steward; W. C. Harris, Portland, Oregon - Chaplain; Russell Stauffer, Springfield, Illinois - Treasurer; Woodrow Valentine, Portland, Indiana - Gatekeeper; Mrs. David (Patty) Wedding, Cairo, Missouri - Ceres; and Mrs. Ralph (Peggy) O'Day, Seaford, Delaware - Pomona.

Re-elected officers also include: Kenneth Koch, Kaycee, Wyoming - Steward; James R. Ross, Columbus, Ohio - Assistant Steward; Robert G. Proctor, Falls Church, Virginia - Secretary; Mrs. Delwin (Lucille) Cross, Killduff, Iowa - Flora; and Woodrow Tucker, Peace Dale, Rhode Island - Executive Committee.

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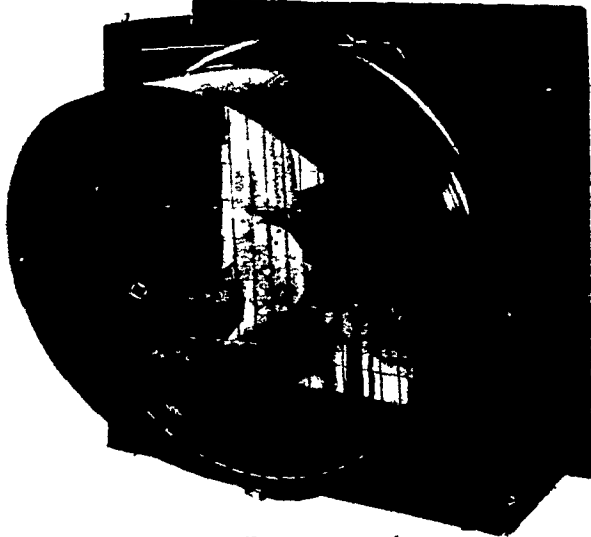
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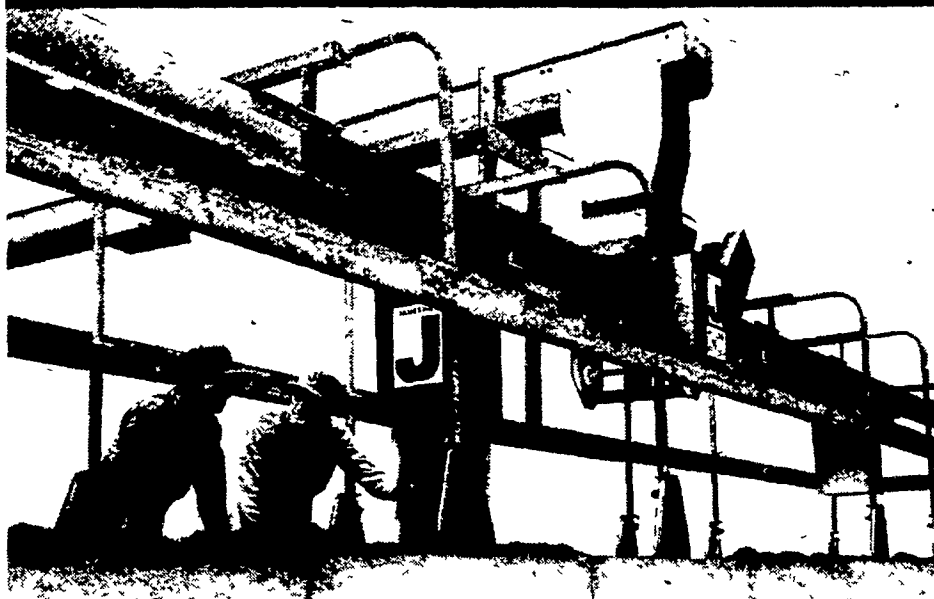
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