

## Joy, Guilt Of Eating

NEW YORK, N.Y. — "Come back to the pleasures of the table," said Julia Child, author/chef, during a New York City media forum sponsored by the beef industry.

With today's heightened health concerns, many people seem to have forgotten that food is one of life's greatest pleasures. In fact, some have become so fearful of food that the joy of eating is often lost.

To help address these fears, the Beef Industry Council on behalf of the Beef Board sponsored "Eating In The Nineties: Juggling Joy and Guilt," one of several media forums funded by the beef check-off. The forum attracted over 60 members of the media including writers from the *New York Times*, *Cosmopolitan*, *Longevity*, *Self* and *The Associated Press*.

At the forum the media heard a distinguished panel of food and nutrition experts discuss health concerns which have spawned a

new phenomenon: the tear of food.

Each speaker reminded the writers of the influential role they play in communicating factual nutrition information to consumers.

"People are so fearful of what they eat today that they're no longer enjoying food the way they once did," said Child. "The dinner table has become a trap rather than a delight. We must help the worried regain the joy of eating. There's a great deal of misinformation today... but if you choose fine food in sensible amounts, you can enjoy a gutsy good bit of everything. The key is moderation with pleasure!"

"While we know the nutrition-health connection is strong, sometimes the tendency is to over-react," said Mullis, "When you keep sight of your overall diet, there's no need to scrutinize every mouthful or 'eat by the numbers'."



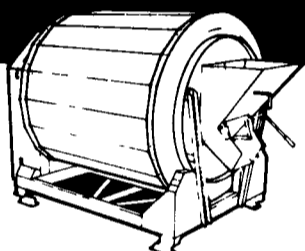
Carolyn O'Neil, nutrition news correspondent with Cable News Network, introduces Julia Child, well-known author and chef who said that many people no longer enjoy one of life's greatest pleasures — eating — because of guilt.

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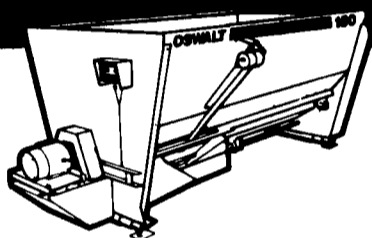
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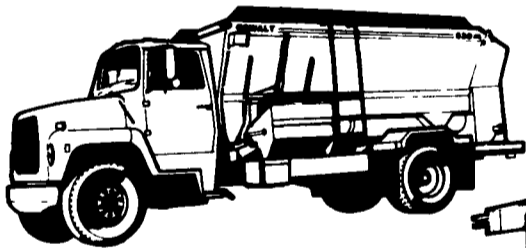
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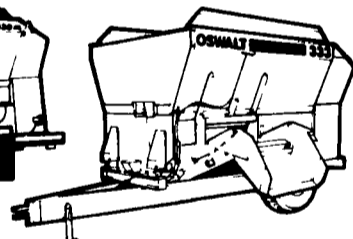
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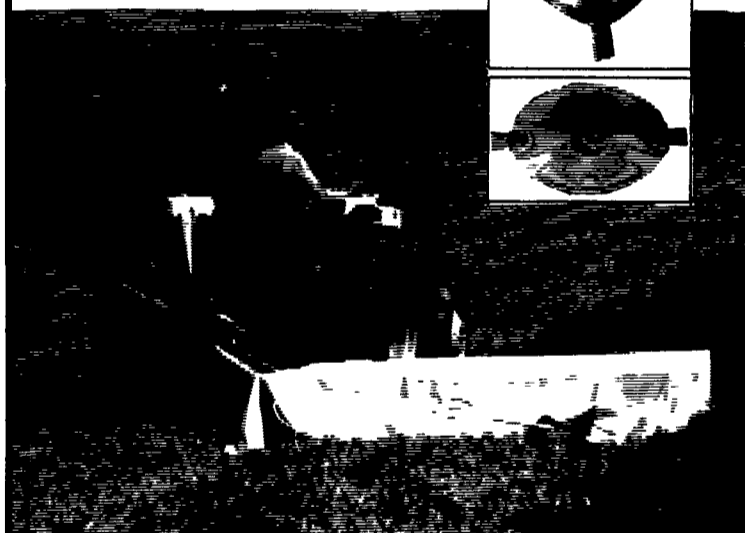
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