



Have You Heard?

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Before Buying Consider The Cost To Environment

Color, size, and price are not the only considerations facing consumers in the 1990s. Now, in addition to asking, "Can I afford this?" we also need to ask, "Can the environment afford this?"

From selecting energy-efficient appliances to avoiding phosphate detergents, the choices we make about what to buy impact our environment. Environmental shopping means thinking about the environment when making shopping decisions.

One goal for any shopping expedition is to consider ways of reducing solid waste while meeting our needs. Consider the following:

Packaging — the stuff we open and throw away — accounts for one third of our trash. It is estimated that we generate about one ton of trash per person per year.

While recycling can partially ease the trash problem, it is not a cure-all. We also need to practice source reduction techniques; reducing the amount of garbage we produce in the first place.

Don't just consider if the product container is recyclable or if you can get a similar product with less packaging. Ask yourself if you need the product at all.

Much of what we purchase ends up at the curb waiting to be collected: appliances that break and are not designed to be repaired, purchases we are not satisfied with and so replace, things we do not need and do not want to store, and so on.

Buy what is necessary and what is durable. In the case of appliances, it is often worthwhile to pay a little more to get better quality, instead of buying cheap throw-aways. Remember to keep your receipts and warranties. Return unsatisfactory items and repair broken items.

Here are some other tips for environmentally aware shopping:

- Carry a fold-up shopping bag so you can turn down the paper and plastic bags offered at the store.

- Use sponges and rags instead of paper towels.

- Buy concentrates and dilute them at home.

- Buy in bulk and avoid any unnecessary packaging.

- Select products that minimize toxins and read labels carefully.

- Avoid disposable products and reuse or recycle as much as possible.

- Buy products from or packaged in recycled materials.

- Talk to the store managers

Do Kids Know What To Eat?

SOUTHAMPTON (Bucks Co.) — If you think the average school-age child considers french fries and a soda a balanced meal, you're wrong! American kids have a better idea of what nutrition means than most adults. A recent survey of 400 youngsters aged 5 to 9 years, commissioned by the International Food Information Council, found that 73% of children relate nutrition to foods that are good for you. And 2 of 3 kids agree that eating habits can affect future health. A majority (64%) realize it's "okay to eat foods like ice cream, cookies and chips, but not all the time." Only 10% believe they should be able to eat anything they want. The survey also indicates that young children are able to evaluate the foods they see advertised on television, with 77% understanding that just because a product is advertised on television "doesn't mean they can eat unlimited quantities of it."

It was also found that 65% of kids are tired of hearing about what foods are good or bad for them. "We have to be careful about not teaching the concept of good or bad foods" advises Dairy Council's registered dietitian Althea Zanecosky. This study found that school (81%) and fami-

ly (70%) are the major sources of nutrition information for this age group. "Parents and teachers need to teach our children how to enjoy food and healthy eating."

To test her theory, Zanecosky, armed with a tape recorder and lots of questions, visited the Whitemarsh Kindergarten class in Montgomery County. Welcomed by the children's teacher, Susan Hope, Althea got some concrete answers from some very willing five year olds.

where you shop and let them know you want environmentally sound products and recycled products. Remember, they are trying to attract your consumer dollars. They are listening.

ly (70%) are the major sources of nutrition information for this age group. "Parents and teachers need to teach our children how to enjoy food and healthy eating."

What do they like to eat? At the top of their list was pizza, chocolate milk, eggs, macaroni & cheese. And even more basic, do you like to eat. Yes!

"It keeps us strong; we like the way the food tastes." At the bottom of their list can be found the foods they don't like to eat: vinegar, garlic, string beans, mashed potatoes and spinach. The class was divided in half—by those who like to try new foods and those who hate to try new foods.

When asked what mom and/or dad says about the food which is put on their dinner tables—the most common answer was "eat the food, kid!" And most of the children knew that they need lots of food to be healthy—and one child added that food will give them energy for gym.

But are America's health-conscious kids making the grade when their diets are "tested" for

nutrient content? The December Journal of the American Dietetic Association reports that children's diets could be better. A recent study of over 4,000 two to 10 year old children found that fat intake has remained the same over a ten-year period. But there's been a decrease in consumption of many essential nutrients, including vitamins A and B12, riboflavin, phosphorus, magnesium, zinc and copper. Over half the children consumed less than their recommended dietary allowance (RDA) for calcium.

Althea Zanecosky explains the gap between knowing and doing. "It's the food parents put on the table that makes or breaks a good diet." According to a similar Gallup survey for adults, parents seem to know less than their kids do about what constitutes healthy eating.

Zanecosky explains that while kids receive information about healthy eating in the classroom, parents have forgotten most of the nutrition basics then learned in school. Perhaps it's time for a refresher course. When moms and dads can't remember how many servings of vegetables they need daily, they should ask their kids to set them straight. Together, parents and children can begin to bridge this gap between knowing what foods are good for you and actually eating them.

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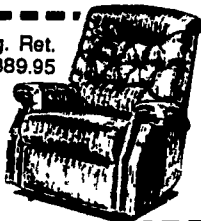
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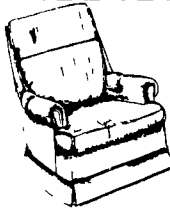
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