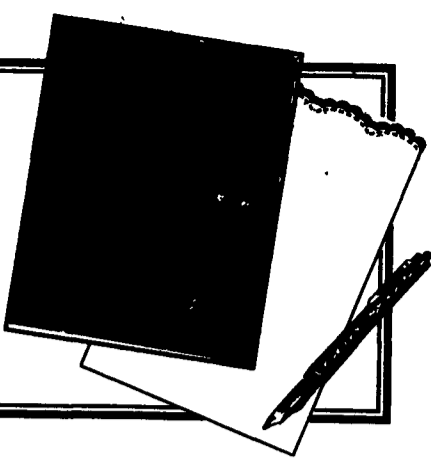


Ida's Notebook

by
Ida Risser



I'm always anxious to see how they have turned out. Each year I must hunt new containers as last years bouquets still look fine and I can't throw them away. My big orange marigolds will look nice with some grasses that I gathered when I walk in the morning. There are also zinnias, mums, and calendulas beside the bitter-sweet that I picked.

This fall I visited a farm where the retired farmer raises exotic animals. He has pens of rheas and emus and unusual goats. The emus look a bit like the African ostrich. A breeding pair can cost thousands of dollars. The meat is said to be low in fat and cholesterol. And, emu leather is used in high-fashion boots, wallets and belts.

Here I also saw the largest bed of saffron that I'd ever seen. The

plants were full of purple flowers. The deep orange stigmas are removed and dried and used as flavoring in cooking. In moving my

bulbs from the farm garden to my present one some of mine did not survive. Maybe they have too much shade.

Meat Industry Strengthens Nutrition Partnership

CHICAGO — Strategic alliances have been identified as an effective way for the meat industry to reach consumers with positive meat messages. The 1993 publication of the Meat Alliance Task Force report reinforced the need to work with health care organizations to provide credible endorsement to industry efforts.

The American Dietetic Association, the nation's largest group of food and nutrition professionals,

was identified as one of the most valuable alliances to help reduce negative health perceptions of meat. A longtime collaborator with the ADA, the National Live Stock and Meat Board recently strengthened this relationship with the launch of several new jointly-developed nutrition programs.

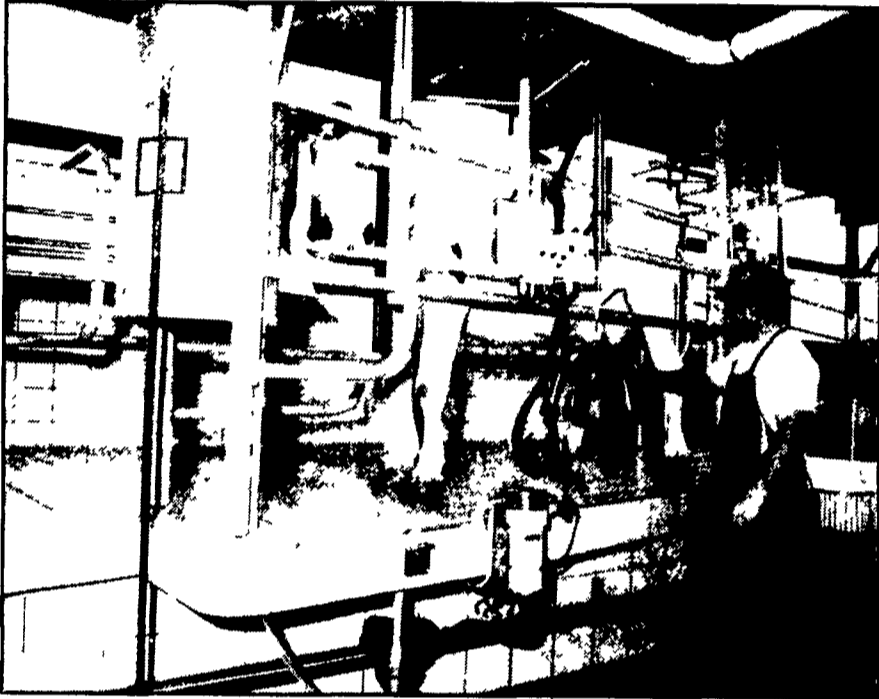
At ADA's 77th Annual Meeting and Exhibition in Orlando, Fla., October 17-20, the Meat

Board sponsored a major session and distributed nutrition education materials to the more than 10,000 registered dietitians who attended the meeting. A highlight of the week was the introduction of *Lean N'Easy: Preparing Meat with Less Fat and More Taste*, an educational video and kit resulting from a year-long partnership with ADA.

Showcased at ADA's own exhibit throughout the meeting, *Lean N'Easy* is a checkoff-funded program that positions meat as a lean, contemporary choice that is consistent with today's healthy lifestyles. The program, which includes a 25-minute video, leader's guide, and reproducible patient/client handouts, demonstrates low-fat cooking techniques that help keep meat lean.

"We've learned through talking with dietitians that their patients really don't know how to cook meat in a low-fat way," explained Mary Young, coordinator of allied health programs for the Meat Board. "So we felt it was important to visually show them how to do that." Young said the program helps people understand how to make dietary changes while keeping meat part of their menus.

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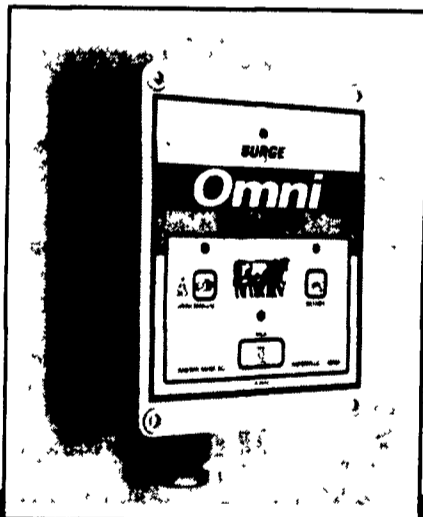
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