



The Diet Conundrum

Alex Beamer

The question of what is healthy to eat is the bread and butter of our business, or should I say the quinoa and collard greens of our business. We carefully evaluate every new product and decide if it is worthy to be placed on our shelves. We do this because we want the foods we sell to be healthy for you to eat. That being said, if you ask us what diet you should follow, you may expect us to give you a specific answer. Unfortunately, this is difficult to do. Why? Let's start by looking at what the average person eats . . .

News in Natural

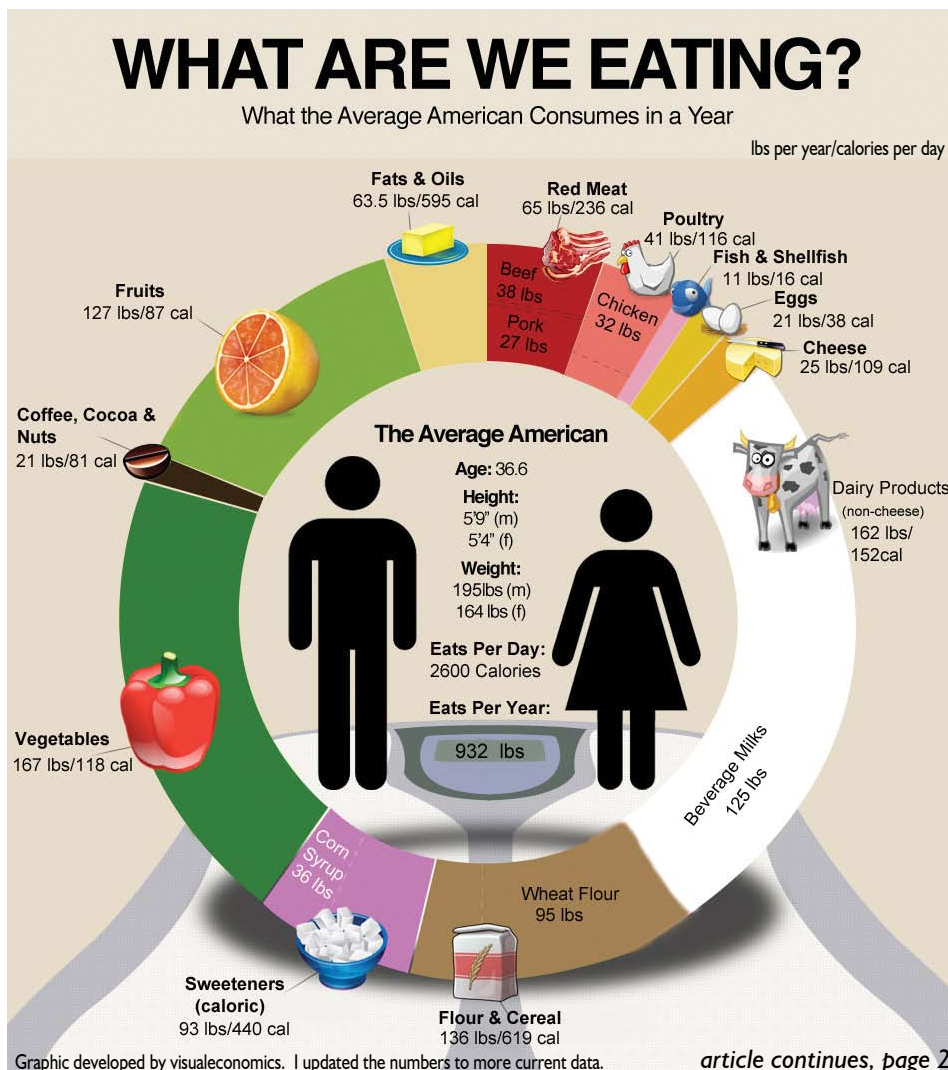


Troy Wenning

I would like to introduce a new companion pet supplement line: Pet Naturals of Vermont. I have been looking for a company that has the same high quality found just an aisle over in the Nutrition Department. Pet Naturals' parent company, Food Science of Vermont, is just that.

In the development of this line of supplements, Pet Naturals included the input of the National Animal Supplement Council, the Association of Animal Feed Control Officials, and the Food and Drug Administration. I especially appreciate that this product line is interconnected by design. For example, a cat taking the Daily Best Multiple can combine the Urinary Tract formula with no worries of getting too much of any one vitamin

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Chicken Wings & Beer Tasting

Friday, February 3rd

3 - 6:30^{PM}



Eden 3 Bean Chili & 5 Bean Salad Tasting

Friday, February 24th

11^{am} - 3^{pm}



CHOCOLATE TASTING

SATURDAY, FEBRUARY 11TH
11^{AM} - 3^{PM}

Diet Conundrum

continued from page 1

The US Dept. of Agriculture (USDA) is charged with insuring food security and helping our population be healthy. As children we were taught about the food pyramid as a visual guide to a balanced healthy diet. In recent years, the food pyramid has been replaced with “My Pyramid and My Plate” that are other graphic ways to teach people about a balanced diet. Comparing the data for per capita food consumption and the “My Pyramid” guidelines shows that as a whole population we are eating too much meat and grains and not enough fruit, vegetables and low-fat dairy.

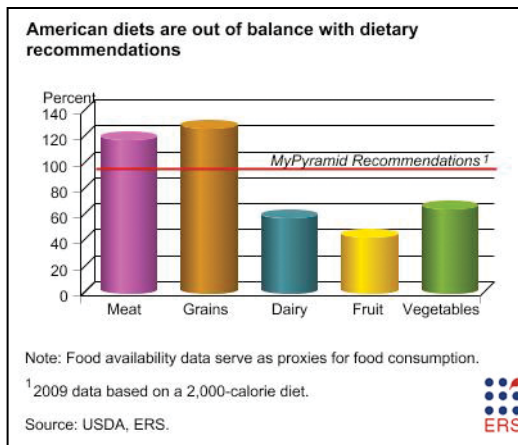
The average person is 25 pounds heavier now than 40 years ago. Recent data shows 72% of men and 64% of women are overweight with 33% of the adult population being obese. There is a growing epidemic of obesity that is of huge concern to our society. The average person consumes 2600 calories per day. Based on the “My Pyramid” recommendations, for some people that amount of calories is just right and for many people it is too many.

Starting in the 1950s and 1960s there was a growing concern about fat consumption, particularly around meat products. It was believed that the increasing risk of heart attacks was because many people had a high fat diet that contributed to high cholesterol and subsequently heart disease. The USDA encouraged people to eat less fatty foods, especially meat and dairy.

During the next forty years our American diet slowly evolved, going to more lean cuts and types of meat. Between

1970 and 2004 the fat contributed by meats and fish dropped 37%. There was also a major shift from drinking whole milk to drinking low-fat and non-fat milk. We were able to change our diet based on advice given by our government and medical professionals. Unfortunately, during this same time span the fats in our diet contributed from salad and cooking oils, shortening and similar products increased 63%. After forty years, heart disease is still the number one cause of death in our country.

The USDA has been encouraging us to eat less fat and control our calorie intake for many years, yet excessive weight gain has gotten worse rather than better. The increase in obesity—and metabolic syndrome—in our country correlates closely to the increase in our use of high fructose corn syrup (HFCS). Over the last 40 years American consumption of HFCS has increased 380%. The soft drink industry is the largest user. The volume of soft drinks consumed in our country equals, on average, 35 to 51 gallons per person per year.



There is research being done on the sociology and psychology of why we continue to choose an unhealthy diet that will damage our bodies when we know better. There are many factors that affect what we eat that are hard to see on a day to day basis—the successful marketing of unhealthy foods to us and our kids, increased eating out, two wage earners in a family with less cooking and home meal time, convenience foods, snack foods and soda pop are just a few of these.

promoting a healthy diet translates into “Eat Less.”

She gives an example from 1977, when the first Dietary Goals for the United States were drafted and released. There was immediate backlash from the cattle, dairy and egg industries, because the guidelines recommended that we avoid excessive intakes of fat, saturated fats, cholesterol and salt to help prevent chronic diseases such as heart disease and strokes. By the end of 1977, a revised version was released containing diluted language that was more acceptable for the cattle, dairy and egg industries.

The book goes on to cite numerous examples of politics compromising our dietary guidelines over the years. I find it frightening that the dietary advice my children and I are given by our government is a compromise between science and the lobbying efforts of large corporations.

Michael Pollan, a well known author on food issues, expresses a point of view that I keep thinking about as I write this article. He feels that our understanding of the science of nutrition has come a long way, but we still have a lot to learn and it is premature to put ourselves wholly into the hands of nutritional scientists.

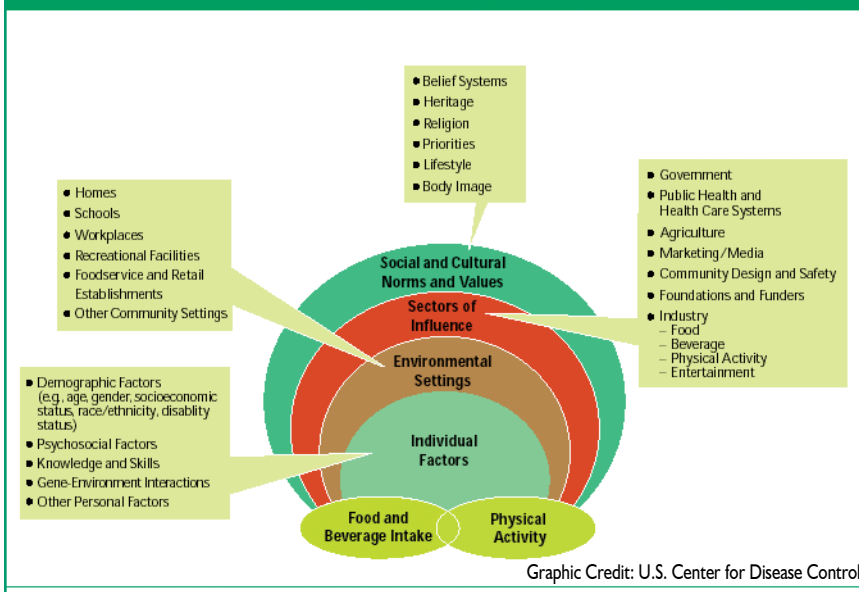
In his recent book, *Food Rules*, he lays out a set of simple rules to follow when choosing what to eat. These are two that I appreciate: “Don’t eat anything your great-grandmother wouldn’t recognize as food” and “Eat Food. Not too much. Mostly plants.”

I have been selling natural foods for twenty-nine years. Over that time I have seen numerous diets come and go. I believe that if any of these diets really worked for most people, that diet would be around today and people would be following it. All the factors that guide each of us to make our food choices are so diverse that it is hard to standardize one approach that will work for many people. There is no “one size fits all” diet.

So, how do you choose the right diet for yourself? First, decide what goals you want your diet to help support and then read and study. Consult with professionals who are knowledgeable about healthy diets. Talk with our LifeSource nutrition department staff. Experiment and try new things—LifeSource is full of foods that are good for you and taste great, too. Most importantly, find out what works for you and don’t give up.



Factors Affecting Our Food and Exercise Choices



Graphic Credit: U.S. Center for Disease Control

There are competing points of view about diet that are getting a lot of attention and are challenging some of the major concepts of the USDA’s healthy diet recommendations. In his book *Good Calories, Bad Calories* Gary Taubes says that certain carbohydrates in our diet are responsible for heart disease, diabetes, obesity, cancer and other maladies. He claims white flour, sugar and easily digested starches, via their dramatic and long term effects on insulin, need to be greatly reduced in our diets. He feels meats, fats and eggs have been unfairly blamed for our health problems. Taubes also challenges the quality of the science and conclusions arrived at that have been used as the basis for our government’s interpretation of what a healthy diet should be.

In a book by Marion Nestle called *Food Politics: How the Food Industry Influences Nutrition and Health*, she points out that the USDA has a major internal conflict based on what the agency is tasked to do. It is supposed to promote agriculture and also to promote a healthy diet. Promoting agriculture translates into “Eat More” and

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Coconut Bliss

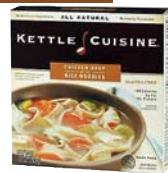
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There's a new friend in town, and its name is *TAKE ROOT Willamette Valley*. Available now on our magazine display, this appealing new quarterly engages you with its attractive cover. Immediately noticeable are the look and feel of the magazine—earth tones, not glitzy colors—matte stock, not glossy—and photos of gifts from the land (hazelnuts, mushrooms).

Do remember this tagline beneath the magazine's title: "**Eat Fresh / Thrive Locally / Sustain Life**", because its publisher has set a worthy and ambitious goal for it to be a guide that will help us to do just those things and, in fact, inspire us along the path of our Willamette Valley days. Part of the publication's mission is "to support sustainable agriculture and healthy food systems in Oregon," but it succeeds in doing much more than that.

TAKE ROOT's table of contents is on the very first page (hurrah! no frustrated hunting for this page amid seeming oceans of ads, as is the case with many other magazines) and offers an admirable selection of articles, regular features, and additional photographs to draw you in. As you might expect, even the very modest amount of advertising in the magazine is in keeping with its overall tone and outlook: the ads are useful and point the way to Valley resources such as nutritionists, local farm and vineyard offerings, co-ops and booksellers.

Regular sections of the magazine are as follows:

In Good Health - a nutritional therapy practitioner writes on health and wellness topics

Chef's Pantry - a fascinating look at a Valley restaurant, replete with tempting photos of menu items, and lists of its local food sources

Tasting Room and On Tap - explores regional vineyards and breweries

Eat Local and Drink Local - highlights local offerings in a particular genre, such as pizza, desserts, soup, or coffee

Eat Fresh - a guide to what's currently in season, accompanied by a wonderful recipe from an "eat local" Pacific Northwest cookbook author

Recipes - sprinkled throughout the magazine are also listed in the Table of Contents for ready reference

In just minutes, I learned about these local resources and more: artisan cheese-makers, hard-working hazelnut, apple, and grain farmers, fabulous local bakeries, two wonderful educational programs that connect children with farms, a superb distillery, cultured and fermented foods, wild mushrooms and truffles, memorable dinners for 80 in a barn near Creswell (catered by the winner of 2011 Iron Chef Eugene), and Dorris Ranch and historic camas bulbs. Thumbing through the first two issues, I found myself wanting to dog-ear, circle, or post-it-note so many things that it would have been rather pointless to do so.

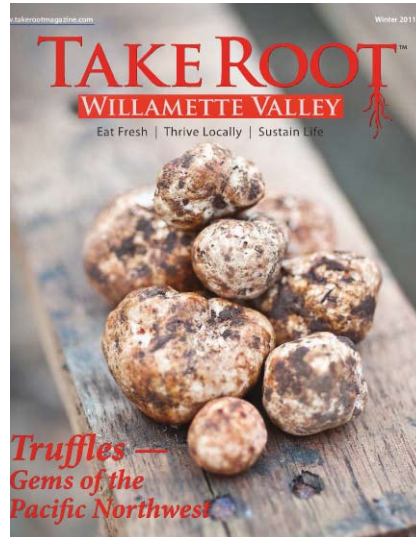
My family and I moved to Salem in 2009, and with our busy lives revolving around family, school, and work, I feel grateful that *TAKE ROOT* did the research on so many great resources we've yet to discover.

We are truly fortunate to have the riches of the Willamette Valley to enjoy, and *TAKE ROOT* thoughtfully, passionately and creatively showcases them with pride but without a commercial tone. Its creators clearly acknowledge the intelligence, taste and discernment of its prospective readers.

TAKE ROOT Willamette Valley seems to me like a physical representation of the vision of sustainable living it so clearly states in its title and tagline. This is a magazine you would want to share with a relative or friend who is considering relocating to the Willamette Valley and—in my opinion—savvy realtors will want to keep some issues handy to share with clients.

Not surprisingly, it's printed with soy ink on certified post-consumer paper by a regional printer (in Eugene), and has a durable cover that should hold up well over time. At \$5.95 for 50 packed pages, *TAKE ROOT* is reasonably priced for something that is part guidebook, part cookbook, part Willamette Valley showpiece, and part keepsake.

Congratulations to the creators of *TAKE ROOT* on a fine addition to our local offerings. With them, I look forward to the many chapters to come.



or mineral. All of the formulas are designed to work with other products in the line.

This brings me to the formulas themselves. As many have heard me say, it is a canine centric industry and it can be difficult to find treat oriented supplements for cats. For this reason, I brought in a few more things for cats than I did for dogs.

I was very pleased to find a calming supplement for cats as well as a good multivitamin. The multi contains a decent amount of Taurine as well as digestive enzymes to aid in assimilation of the nutrients. I really like the idea of supplements containing the digestive support they need to be properly utilized by the body. The Calming for Cats supplement contains the same Suntheanine, (a patented theanine extract from green tea) that you will find in several of our mood support supplements for humans. Got a cranky kitty? Never



heard of such a thing, right? One chew a day for a cat up to 15 pounds provides 15 milligrams of Thiamin, a B vitamin known to support nerves and stress management.

Maybe Mr. CrankyPants has a urinary tract infection that warrants a different protocol. Pet Naturals UT Support for Cats could be just what

he needs. This formula has some similar ingredients to a human UT formula, like D-Mannose, a sugar found in cranberries. Bromelain, an enzyme from pineapple stem, is added to reduce inflammation.

If you have a beloved critter whom you suspect has got joint pain, you may want to keep them going with Pet Naturals Hip and Joint formula. It contains all the classics: glucosamine, chondroitin and, you guessed it, MSM. So next time you are in the pet aisle take a moment to peek at what's new and good for your buddy!



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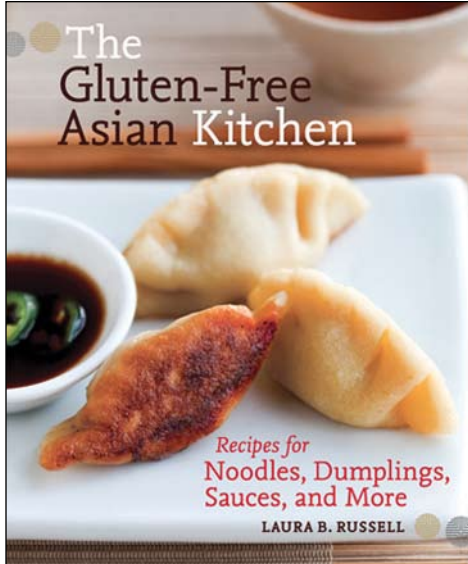
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Thank You for your help!



Lecture & Book Signing
with
Laura Byrne Russell
Saturday
February 25th, noon - 2
in our new Classroom



Asian food poses unique challenges to the gluten-free cook because of its heavy reliance on wheat-based staples such as noodles, soy sauce, oyster sauce, and more. Armed with a copy of *The Gluten-Free Asian Kitchen*, you can learn to work your way through these roadblocks and turn out full-flavored dishes such as Gingery Pork Pot Stickers, Korean Green Onion Pancakes, Soba Noodles with Stir-Fried Shiitake Mushrooms, and 97 other tasty favorites.

Along with sharing approachable recipes, Laura demystifies Asian ingredients and helps you navigate the grocery store. Her handy table, "Identifying Sources of Gluten in Common Asian Ingredients", guides you in determining which ingredients contain gluten, why, and how to make appropriate substitutions.

LauraBRussell.com

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