

The Sugar Association, Inc.

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1511 K Street, N. W. Washington, D. C. 20005

March 17, 1978

TO: THE PUBLIC COMMUNICATIONS COMMITTEE

Gentlemen:

The enclosed items are for your information and files.

Cordially,



J. R. O'Connell
Director Public Relations

JRO:drb

Enclosures

WHAT'S HAPPENING?

A Monthly Summary of Field Activities of the Sugar Association
Food/Nutrition Consulting Dietitians

March 1, 1978

Media

Martha Pehl spent two busy days in Salt Lake City in early February. At the University of Utah she spoke to a group of food and nutrition majors about the goals of The Sugar Association and the role she as a nutritionist plays in reaching those goals. She discussed the literature available from the Association.

A group of 100 food/nutrition and food technology students, doctors, nurses and teachers were invited to hear Martha talk about carbohydrate metabolism, tooth decay and diabetes. The Association's literature was also discussed. Dr. Clayton Huber, Chairman of the Food Science Nutrition Department, seemed very pleased with the presentation. Audience participation was good judging from the intelligent questions asked.

Martha was interviewed by food editor, Donna Myers of the Salt Lake Tribune. I first met Donna two years ago when she was being used as a sugar substitute in Utah. She was very anti-sugar at the time, but we've made some progress in softening her attitude. She showed Martha an article she's written on sugar's role in tooth decay. Martha, in turn, pointed out statements Donna couldn't substantiate based on "Sugar In The Diet of Man." She made corrections and hopefully won't delete them between then and the day the article appears in print.

Dan Tyler, of KSXX radio, invited Martha to join him for an hour on his live call-in show from 9 to 10 a.m. Listeners asked questions about honey, sorghum, hypoglycemia, diabetes, heart disease and the nutritive value of natural vs. processed foods.

Martha also met with Laura Cannon and Pat Haymond, home economists for Mountain Fuel Supply, Merian Kienke, Utah Power and Light and Janet Schapp, David W. Evans, Advertising. She brought everyone up-to-date on current Association literature.

The American Society of Sugar Beet Technologists held their 20th Biannual Meeting in San Diego the week of February 26. Martha was scheduled for media in the area and was able to incorporate news about the sugar beet meeting.

She appeared on KFMB-TV, "Sun Up" demonstrating what happens when honey is substituted for sugar in a standard cake recipe.

Bonnie Haines of WGTW-TV interviewed her for 10 minutes on "Assignment." KOGO radio taped a 22-minute tape, which will be edited into five spots to be played March 6 and 7, three times daily. Topics covered included general nutrition, overweight, tooth decay, and fad

San Diego citizens in general are very pro-health foods. Martha felt the media interviewers were far more receptive to hearing the "other side of the sugar story" than she expected. Several commented it was great to hear something positive about sweeteners rather than so much negativism.

Meanwhile, the first part of February found me trying to get into Milwaukee, Minneapolis and Fargo for media. New York airports were closed so Milwaukee had to be re-scheduled. I finally made it to Fargo after an unsuccessful attempt the last part of January.

On KXJB-TV I showed what happens to cakes when you substitute sugar for honey in a standard recipe, and on WDAY-TV meringues were featured. I also did two 20 minute tapes on obesity and sugar's role in other diseases for Mary Taylor, KFNW radio.

The other dietitians have been busy in their locales. Liz Spannhake completed the first draft on a booklet about dental hygiene, which I want to use for a hand-out when talking about tooth decay. She also conducted a workshop for State Nutrition Coordinators on sugar and health in Baton Rouge.

Ann Ferris, Springfield/Hartford, completed her Ph.D. in January and teaches nutrition at the University of Connecticut on a full-time basis. She is allowed to do consulting work and has currently been teaching sugar's role in health in health clinics located in her area. The Feingold theory continues to generate a great deal of publicity in New England.

Judy Davis in Dallas-Ft. Worth has been conducting health education classes for junior high students on choosing tasty, nutritional snacks. She has been asked to present several adult programs on sugar's role in hyperkinesis. Judy sent in names of 200 Texas home economists to whom we sent a covering letter and a copy of "Eye It Before You Diet."

Mary Jane Danielson, Seattle, has been involved with the Extension Service and Food and Nutrition Council. She worked with a group of Expanded Nutrition aids and learned several of their contact families used "Sugar Blues" as their source of nutritive information. Mary Jane held a meeting and discussed sugar, snacking, additives and "Sugar Blues."

She taught high school weight awareness classes (Seattle school system is certainly progressive) about fad diets and the criteria to use in selecting a diet.

Mary Price-Moisand, Chicago, has been teaching basic nutrition to classes held at the West Side YWCA, Mundelaine College and elementary schools. She reports the National Dairy Council has been doing extensive field testing of nutrition education materials in classes from kindergarten through sixth grade in the greater Chicago area. They not only distribute materials but provide a nutritionist to implement the program in each school -- a very costly endeavor.

In talking to the field staff they all agree there is still feedback from Dan Rather's "60 Minutes," which was highly critical of sugar. People are much more vocal about sugar "killing you off." Dr. Gerald Berenson, Louisiana State, claims that his research on monkeys showed a high sugar diet coupled with high salt raised blood pressure far higher than a control diet with no added salt or sugar have provoked lots of questions