

money- robbing food MYTHS



Feeding our families "right" gets harder each day. Inflation is one problem. But "Food Myths" also rob us. Those who spread the myths claim to know the facts. They seldom do. And believing the myths can be costly. This brochure, designed to help you get the most from your food dollar, explores both myth and fact.

MYTH:

ORGANIC FOODS* ARE MORE NUTRITIOUS THAN COMMERCIALLY GROWN FOODS.

FACT:

The nutritional value of both is the same! No amount of fertilizer, either organic or chemical, can add vitamins or minerals beyond a plant's normal capacity. Two research projects — a 10-year study at the Michigan Experiment Station and a 25-year experiment at the United States Plant, Soil and Nutrition Laboratory in Ithaca, N.Y. — show organically grown crops are no more nutritious than those grown with chemical fertilizers.

MYTH:

CHEMICAL FERTILIZERS ARE POISONING OUR FOODS.

FACT:

Wrong! The fact is, plants can only absorb inorganic chemicals through their root system, so the organic fertilizers must be first broken down into the same inorganic elements that are supplied directly by chemical fertilizers before the plants can use them.

MYTH:

ORGANIC FOODS COST LESS THAN REGULAR SUPERMARKET FOODS.

FACT:

False! Americans pay from 30 to 100 percent more for organic foods. Here's a recent cost comparison by the U.S. Department of Agriculture for a market basket of 29 standard foods in the Washington, D.C. area.

Supermarket	\$11.00
Health food stores	\$20.30
Low-profit natural food stores	\$17.80

*Organic foods generally refer to those foods grown without the use of chemical fertilizers, pesticides or other chemicals.
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Imagine the cost difference for a family of four over a year's time . . . and with no greater nutritional benefit from the organic foods.

MYTH:
ADDITIVES ARE HARMFUL.

FACT:
Few industries are as closely monitored as food processors. The Food and Drug Administration requires that any additive not already accepted as safe must be proven safe for its intended use. FDA must okay such additives before they can be used. Vitamins and minerals are classed as food additives and the addition of these additives to our food often makes it more nutritious.

MYTH:
ADDITIVES ARE NOT NECESSARY.

FACT:
Look at your grocery shelves. That huge variety of tasty, safe, nutritious, easy-to-prepare, appealing food results from the use of additives. Without them most foods would soon spoil or taste bland. Additives are used only to improve or maintain quality or to give food some added quality that consumers desire.



MYTH:
ADDITIVES INCREASE THE COST OF FOOD.

FACT:
Eliminating additives would INCREASE food costs. A loaf of bread, for example, would cost 4 to 5 cents more. Overall it would cost the American consumer \$1.1 billion per year if bread were additive-free. The price increase is a cumulative effect of more frequent store deliveries and daily waste of unsold bread. Margarine, if additive-free, would cost the nation's consumers an additional \$600 million each year.

COMMONLY USED FOOD ADDITIVES

Type	Function	Examples	Foods In Which Additive Is Used
Nutrient Supplements	Improve the nutritive value of foods	Potassium iodide, ascorbic acid, niacin, riboflavin, iron, vitamins A and D	Iodized salt; fortified cereal, milk, margarine; enriched flour, breads, macaroni and noodle products
Preservatives and Antioxidants	Prevent mold growth, darkening of color and fats from becoming rancid	Calcium propionate Sulfur dioxide or sodium sulfite BHT and BHA	Bread Dried fruits, vegetables, wine Lard and shortening, dessert mixes, breakfast cereals, beverages, dehydrated potatoes, baked goods, sausage
Emulsifiers, Stabilizers and Thickeners	Help water and oil portions of foods mix; improve and maintain a desired texture in certain foods	Monoglycerides and diglycerides, lecithin, polysorbate 60, sorbitan monosterate, propylene glycol monoesters Modified food starches, carrageenan, methylcellulose, guar gum, gelatin, sodium alginate, pectin	Canned spaghetti, coffee whiteners, baked goods, shortenings, ice cream, peanut butter, margarine, toppings, cereals, candy Marshmallows, cream cheese, pudding, ice cream, baked goods, soft drinks, toppings, jelly, beer, wine, candy
Acidulants, Buffers, Alkalies and Neutralizers	Control acidity and alkalinity of foods; contribute flavor; leaven baked goods	Sodium bicarbonate, cream of tartar, monocalcium phosphate, vinegar, fumaric acid Sodium phosphate, lactic acid, potassium hydroxide	Baking powder, catsup, baked goods, gelatin desserts Processed cheese, cocoa processed with alkali

MYTH:
WE CAN GET ALONG WITHOUT PROCESSED FOODS.

FACT:
Try it sometime. Without cooking or canning or drying or freezing or processing our food in some manner we could eat only during the growing season. And even a modest backyard vegetable garden produces more than the average family can eat as it matures. Without food processing there would be great waste, which would increase food costs dramatically. Without food processing there would be frequent periods of feast and famine.



MYTH:
PROCESSED FOODS ARE INFERIOR TO NATURAL FOODS.

FACT:
Like most generalities, this is not true. Any type of processing, even simple cooking, of course, tends to reduce some nutrient content in food. Modern processing methods keep such losses to a minimum. And many processed foods are enriched* or fortified. Also processing can destroy many harmful substances in raw food. Moderate heating, for instance, can eliminate an enzyme inhibitor and result in an enhanced protein value in soybeans.

*The addition of three B vitamins (thiamin, riboflavin, niacin) and a mineral (iron) to white flours, bread and rolls, corn-meal and grits, rice, macaroni and noodle products.

MYTH:

PROCESSED FOODS ARE MORE EXPENSIVE THAN THOSE PREPARED IN THE HOME.

FACT:

Not necessarily. Two surveys by the U.S. Department of Agriculture, 1973 and 1974, found that, on the average selected convenience foods cost less than or no more than a serving of the same foods fresh or prepared in the home. Frozen orange juice, cake mixes, instant potatoes, and certain canned vegetables, skillet main-dish mixes, and soups were among the less expensive items. And remember, to the working wife, especially, time is money.

MYTH:

SYNTHETIC VITAMINS ARE NOT AS EFFECTIVE AS VITAMINS FROM NATURAL SOURCES.

FACT:

Nonsense! Leading nutritionists confirm that the body cannot tell the difference between a molecule of vitamin C in an orange and one made in a laboratory. But your pocketbook can! Vitamin C from "pure rose hips" costs almost \$5 for 100 tablets, for instance, while the same amount of synthesized vitamin C can be purchased for \$1.



WELL, THEN, WHAT CAN WE DO TO GET THE MOST NUTRITIOUS FOOD FROM OUR FOOD DOLLAR?

Remember, any idea or suggestion to exclude certain foods or food groups from the diet and concentrate only on eating certain other foods is potentially dangerous to nutritional health. Therefore, the best solution — health-wise and dollarwise — is a balanced diet from a wide variety of foods. Don't be robbed by "Food Myths".

For additional information contact:

American Dietetic Association
430 North Michigan Avenue
Chicago, Illinois 60611

Local or State Food and Drug Administration

Food and Drug Administration
Public Health Service
U.S. Department of Health, Education, and Welfare
5600 Fishers Lane
Rockville, Maryland 20852

Institute of Food Technologists
221 North LaSalle Street
Suite 2120
Chicago, Illinois 60601

Consumer and Food Economics Research Division
U.S. Department of Agriculture
Agricultural Research Service
Washington, D.C. 20250

 **General Mills**
Nutrition Dept.