

# Making America Organic...One Home At a Time!



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## Industry Launches New "Healthier" Junk Food Campaign

The vending machine industry, taking heavy criticism as kids and other Americans get fatter, is launching an anti-obesity marketing campaign to improve its image and fend off efforts to remove machines from schools.

A big part of the effort: Color-coded stickers on vending machines to separate healthful items from those that hungry snackers should, in the industry's words, "choose rarely."

The National Automatic Merchandising Association's effort, "Balanced for Life," includes computer software available to schools for \$100 that was developed by a hospital to rate food by color codes.

The move comes after the government issued guidelines urging Americans to exercise 30 to 90 minutes a day, eat less and choose whole grains, fruits and vegetables.

"People are going to eat what they want to eat," said Richard M. Geerdes, the association's president and chief executive.

He said that when some schools in Los Angeles removed vending machines, consumption of snack food "shifted to a different source."

The industry is promoting the "Snackwise Nutrition Rating System," developed by Columbus Children's Hospital in Ohio.

The software evaluates the nutrition content of food based on calories, fat, sugar, protein, fiber, calcium, iron and vitamins A and C.

A snack is assigned a point value, which is then translated into a color. Green is "best

choice," yellow is "choose occasionally" and red is "choose rarely."

For example, a 1.25-ounce package of sugared, chocolate, or cinnamon-flavored Teddy Grahams is a "green" snack, while a package of Grandma's Chocolate Chip Big Cookies is a "red" snack.



Critics of the food industry say marketing to children is a major cause of obesity.

Thursday's event featured pro football Hall of Famer Lynn Swann, who urged parents and their children to exercise, even if it was just doing sit-ups and push-ups during commercials while watching TV.

Two watchdog groups questioned Swann's paid role in the industry program because he also serves as chairman of the President's Council on Physical Fitness.

Swann's "ability to speak out on the need for children to limit their junk food intake will be severely compromised by his role as spokesman for the vending machine trade association," said Melanie Sloan, executive director of Citizens for Responsibility and Ethics in Washington in a joint statement with the Center for Science in the Public Interest.

Swann is being paid, but a spokeswoman for the association said she did not know how much. Jackie Clark said the questions raised about his role were "very silly."

Swann's position on the president's fitness

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February 1, 2005

### Harvest Blend Regular

- Baby Carrots
- Broccoli
- Red Beets
- Celery
- Cucumber
- Collards
- Green Leaf Lettuce
- Orange Bell Pepper
- Hass Avocado
- Fuji Apples
- Kiwi
- Royal Mandarins
- Kent Mango
- Lemons
- Limes

See the web site for details on our other options. Produce bag contents are subject to change based on availability.

### The OO Potluck Picnic!



Mark your calendars!

The first annual Orlando Organics potluck picnic will be held Saturday, February 19th at Lakemont Park at the corner of Phelps and Palmer in Winter Park. (It's not too far from the intersection of 436 & Aloma.)

We'll start meeting up at 10:00 am so that the kids can play. Everyone is invited to bring a favorite dish, anything from appetizers to desserts, to share with each other. (If possible, please also bring a recipe card that shows ingredients, so that our friends with dietary restrictions can make informed choices.)

If you have any questions, let us know. See you there!

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council is unpaid, and requires less than 60 days a year of his time, according to the Health and Human Services Department.

Spokesman Bill Pierce said Swann's involvement in the industry campaign was not a government conflict of interest.

He praised industry efforts to respond to concerns about obesity.

"It's important that this message get out everywhere to all sectors of the country," Pierce said.

*"People are going to eat what they want to eat."*

The association event also featured a Colorado Springs high school principal representing the National Association of Secondary School Principals, who said that vending machines provide crucial funding for extracurricular activities.

Jay Engeln said his school received about \$30,000 annually from the machines that funded such programs as prom tickets for students who couldn't afford them.

He said the machines get turned off at breakfast and lunch times, and the top beverage purchase was bottled water.

## Recipes

### Mango Salsa

- 1 garlic clove, crushed
- ½ cup fresh mint leaves
- ½ cup fresh cilantro leaves
- 2 scallions, including greens, chopped
- 1 small red onion, quartered
- 1 ripe tomato, quartered and seeded
- 1 tomatillo, husked and quartered
- 1 orange bell pepper, cored, seeded, and quartered
- ½ chili (poblano, ancho, etc.) pepper, seeded and quartered
- 1 ripe mango, peeled and cut from the center
- 1 lime, juiced



Place all ingredients in the food processor or blender. Using short pulses, process until chunky and well combined.

### Roasted Red Beet Towers

- 3–4 large organic beets, cut in 1/4 inch thick slices
- 1 1/2 cups vegetable stock
- 3 tbsp extra virgin olive oil
- pinch of cumin
- 1 avocado, cut into medium-sized dice
- 3 tomatoes

To prepare beets, cook slices in oven with vegetable stock and extra virgin olive oil, cumin, salt and pepper covered for 40 minutes, or until beet slices are cooked all the way through.

Remove beets, cool to room temperature and then place in refrigerator. Reduce stock until 3/4 cup is left, set aside. When beet slices are cold, mix avocado and tomatoes together; add salt, pepper and 2 tablespoons of beet jus.

To present, alternate a layer of beet followed by a layer of avo-

cado mixture, repeating until you end up with three layers of this mixture. Four slices of beets should be used for each of the six towers. Spoon 1 tbsp beet sauce over each tower and serve immediately.

### Soba Noodle Salad With Cucumber and Mango

- 3/4 cup rice vinegar
- 1/4 cup sugar
- 3/4 tsp salt
- 3 large garlic cloves, chopped
- 1 red jalapeño or serrano chile, seeded, chopped
- 3 tbsp fresh lime juice
- 1 tbsp oriental sesame oil
- 1 1/2 tsps grated lime peel
- 12 ounces green soba or chuka soba noodles
- 1 large cucumber, halved lengthwise, thinly sliced crosswise
- 1 ripe mango, peeled, halved, pitted, thinly sliced crosswise
- 1 cup chopped fresh basil
- 1 cup chopped fresh mint
- 1 cup chopped toasted salted peanuts
- Lime wedges



Warm vinegar, sugar, and salt in small saucepan over medium heat, stirring occasionally until sugar dissolves, about 1 minute. Stir in garlic and jalapeño. Cool. Mix in lime juice, sesame oil, and lime peel. Cook noodles in large pot of boiling salted water until tender but still firm to bite, stirring occasionally. Drain well. Rinse under cold water; drain again.

Transfer noodles to dish-towel-lined platter to drain. Transfer noodles to large bowl. Add dressing and toss to coat. (Can be prepared 6 hours ahead. Cover and refrigerate.)

Add cucumber, mango, basil, and mint to noodles and toss gently. Arrange salad on platter. Sprinkle with chopped peanuts. Garnish with lime wedges. (Can be made 2 hours ahead. Cover and let stand at room temperature.)