

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



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Week of May 30, 2006

## 'Healthy' Foods Can Be Pitfall For Dieters

On a mission to whip herself into shape, Kate Kowalczyk tossed out the junk food and stocked up on her idea of good-for-you staples including yogurt and low-fat cookies.

Despite her persistence, the 35 pounds she was trying to shake wouldn't budge.

It turns out those "healthy" foods were just as fattening as the chips and soda they replaced: The yogurt was filled with Reese's Pieces and the low-fat cookies were brimming with sugar that kept her hunger on razor's edge.

As concerns grow over rising obesity rates, so does confusion about the difference between what is healthy and what aids weight loss -- with many believing the two are interchangeable.

"That's why so many people just give in and so many diets fail," said Christine Gerbstadt, spokeswoman for the American Dietetic Association.

Foods with wholesome images -- nuts, yogurt and granola -- are often consumed with abandon by dieters and end up sabotaging them, she said. Many brands of granola, for example, can be packed with up to 600 calories per cup and are loaded with more sugar than a cup of Cap'n Crunch.

Foods like granola and yogurt are certainly more nutritious than a bag of Cheetos, but it's important to pick the lower-calorie brands that are not loaded with sugar or fat.

"When you have different choices and brands, just look for the ones with lower calories," Gerbstadt said.

Still, some weight watchers manage to convince themselves that blueberry pie has its place in a diet -- simply because it features a fruit, said Marlene Clark, a registered dietitian at Cedars Sinai Medical Center in Los Angeles.

"Just because the basic thing is healthy doesn't mean it's a healthy dish," Clark said.

That's true for fish and vegetable dishes, too,

which may have been prepared with loads of butter, cream, or breading, she said.

According to a survey by the Washington-based Food Marketing Institute, 59 percent of shoppers were trying to eat a healthier diet last year, up 14 percent from 2000. Forty-two percent of those shoppers said losing weight is a health goal that influences their purchases.

But confusion is rampant about what healthy means; the same survey found 20 percent of respondents didn't know what "organic" meant, except that it was "better for you." But even foods labeled organic or "natural" can have just as many calories.

An ounce of Pringles potato chips contains 160 calories, for example, while potato chips made by the organic food company Barbara's Bakery have 150 calories for the same serving size.

Frito Lay's Tostitos Natural Blue Corn Tortilla Chips and the brand's Restaurant Style Tortilla Chips each have 160 calories per serving.

Yet people seem to binge on "natural" snacks free of guilt, even though there is virtually no calorie difference in many instances, Clark said.

Although there are no figures tracking the growth of "natural" foods, health experts say they are seeing a growing abundance of such products riding on the coattails of the booming organic food market -- which grew 13 percent to \$18.4 billion in 2004, according to FMI.

"It's all in the advertising -- you see this bright packaging that says it's good for you," said Kowalczyk, 34, of Troy, New York.

Since joining a weight-loss support group at work last month, Kowalczyk has learned to look beyond the veneer of "healthy" products and pay attention to calories.

"Rather than using all the marketing claims, the best thing to do is turn the product over and look at the nutritional facts to check the caloric content -- and pay attention to the serv-

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### Harvest Blend Regular

- Baby Bok Choy
- Baby Carrots
- Cucumber
- Pinkerton Avocado
- Green Leaf Lettuce
- White Mushrooms
- Tomatoes
- White Onions
- Valencia Oranges
- Galia Melon
- Bananas
- Super Rich Peaches
- Madame Francis Mango

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

### OO Reminder

Now that warmer days are upon us, please remember it is your responsibility to leave a cooler outside your door if you are not home to receive the delivery.

This is especially important if you are receiving dairy with your produce.

While we have, in the past, left the thermal bags at your door, we would really prefer not to do so, as the return rate on these bags is often a problem for us.

A cooler is also better for you because ice packs in the cooler will do a better job of keeping your food fresh in the ambient temperature than our bags without any ice.

Thank you for your business, and let us know if you have any questions.

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ing size," Gerbstadt said.

When scaling back calories, Gerbstadt said, it is important to get as many vitamins and nutrients as possible since less is being eaten. Making substitutions -- an apple instead of applesauce -- is a good way to keep calories down and nutrition up, she said.

Here are some comparisons of foods often considered healthy. The calorie and sugar count can vary widely.

Yogurt: 6.5-ounce serving of YoCrunch Low Fat yogurt with Nestle crunch candy pieces: 210 calories, 31 grams of sugar -- or 6-ounce serving of Dannon plain, nonfat yogurt: 80 calories, 12 grams of sugar.

Spinach: One cup Birdseye creamed spinach: 200 calories, 6 grams of sugar -- or One cup Birdseye chopped spinach: 90 calories, less than 3 grams of sugar.

Granola: 36-gram bar of Nature Valley crunchy almond granola: 160 calories, 12 grams of sugar -- or 36-gram bar of Cascadian Farm Organic Chewy granola multigrain: 130 calories, 9 grams of sugar.

Bread: 28-gram slice of Freihofer's Family Grains twisted 100 percent whole wheat bread: 80 calories, 2 grams of sugar -- or 26-gram slice of Country Kitchen's whole grain lower carb, sugar-free wheat bread: 45 calories, no sugar.

## Recipes

### Baby Bok Choy & Tofu

- 1 bunch baby bok choy, sliced into 1" slices
- 4 oz mushrooms, sliced
- 12 oz tofu, drained, cut into 1/2" cubes
- 1 tbsp oil
- 1/2 tsp soy sauce or to taste

Cook tofu in oil until lightly browned. Add mushrooms. Cook 1 minute. Add bok choy. Heat until bok choy is beginning to wilt. Add soy sauce just before done and mix well. Serve over steamed rice.

### Chardonnay Mushrooms

- 1/2 cup fresh butter
- 1/4 tsp powdered garlic
- 1/2 tsp salt
- 1/4 tsp black pepper
- dried parsley flakes
- 1/4 cup Chardonnay
- 8 oz. fresh mushrooms, quartered

Wash mushrooms under cold running water and drain. Cut mushrooms into quarters. Heat butter in saucepan over low heat until melted. Add mushrooms and stir in garlic, salt and pepper. Cook over medium heat, stirring often, approximately four minutes or until soft. Turn off heat and immediately pour Chardonnay onto mushrooms. Add parsley and toss together. Serve over your favorite steak.

### Turkey Cutlets with Arugula and Mushroom Salad

- 1 bunch arugula
- 3 tbsp extra virgin olive oil
- 1 tbsp butter
- Four 5-ounce turkey cutlets
- Salt and freshly ground black pepper to taste
- 1/3 cup all purpose flour
- 8 ounces button mushrooms
- 1 medium-size ripe but firm Bartlett or Bosc pear
- 2 ounces Parmesan in one piece
- 3 ounces shiitake mushrooms
- 1/2 lemon
- 1/2 tsp dried thyme
- 2/3 cup dry white wine

Fill the sink with cold water while you cut the arugula crosswise into 1/2-inch wide strips, discarding the bottom inch. Wash the arugula briefly but vigorously in the sink to remove grit. Then spin dry in a salad spinner. Remove excess moisture with paper towels. While the arugula dries, put 1 tablespoon of the olive oil and the butter in a 12-inch skillet over medium heat. Season the cutlets with salt and pepper. Put the flour in a pie plate and dredge the cutlets in the flour. Shake off any excess flour. Increase the heat in the skillet to high and add the cutlets. Cook for about 4 minutes on each side or until no pink remains in the center. (Cut into one cutlet with the tip of a paring knife if necessary to check.)

While the turkey cooks and the arugula dries, slice the button mushrooms as thinly as possible. Put them in a large salad bowl. Halve the pear lengthwise and core, but don't peel. Cut both halves crosswise into thin half moons. Add the pear and arugula to the mushrooms. Shave the Parmesan with a vegetable peeler or grate using the large holes on a 4-sided grater. You should have about 3/4 cup. Add to the salad. Remove the stems from the shiitake mushrooms and thinly slice the caps. Juice the lemon half. When the cutlets are cooked through, remove them to a platter and cover to keep warm. Add the shiitake mushrooms to the skillet and season with the thyme and salt and pepper to taste. Stir and cook for 1 minute. Add the wine and scrape the bottom of the skillet with a wooden spoon to loosen any particles.

Allow the wine to reduce in volume by half while you mix the lemon juice with the remaining 2 tablespoons of olive oil, and salt and pepper to taste. Add to the salad and toss well. Pour liquid and mushrooms from the skillet over the cutlets and serve with the salad.

### Hot & Spicy Bok Choy and Potatoes

- 3/4 pounds baby bok choy
- 2 baking potatoes
- 1 tbsp pasilla negro powder
- 1 tsp salt
- vegetable oil
- 3 pequin chiles, crushed

Steam the bok choy till tender, 8 minutes. Preheat the oven to 400. Slice the potatoes into pieces 1/4 inch thick, place on an oiled baking sheet. Bake for 10 minutes, turn over and bake another 10 minutes. Mix the chile powder and salt and sprinkle on top of the potatoes. Heat two tablespoons of oil in a skillet and the potato pieces to the hot oil. Cook, stirring constantly, until the potatoes are crisp. Remove the potato pieces. Cut the bok choy into bite size pieces and add to the skillet, stir till coated with oil, add the potatoes again. Serve.