

the CONSUMER'S right to know

Feature Ideas from Kraft, Inc., 500 Peshtigo Court, Chicago, Illinois 60690

Teens Give More Than A Helping Hand

Not long ago teen cooks specialized in cookies and brownies for the football team and sweet sixteen birthday cakes.

And they're not just cooking for the fun of it!

With 60% of America's mothers working — teen-age daughters in many households have become the daytime manager according to a recent food survey conducted by Seventeen Magazine.

To help them — and concerned consumers of every age — make the most informed use of their food dollar, Kraft has produced a leaflet, Food Selection, Storage, and Preparation, as part of the company's on-going "Consumer's Right To Know" Program.



When teens add family meal preparation to an already overflowing daily schedule, menus have to stay simple. All time favorite.

spaghetti and meatballs — here made with pork sausage — is a cinch for young cooks to prepare. A super satisfying main dish

meal, it's great served with toasted garlic bread and crisp green salad.

SAVORY SAUSAGE SPAGHETTI

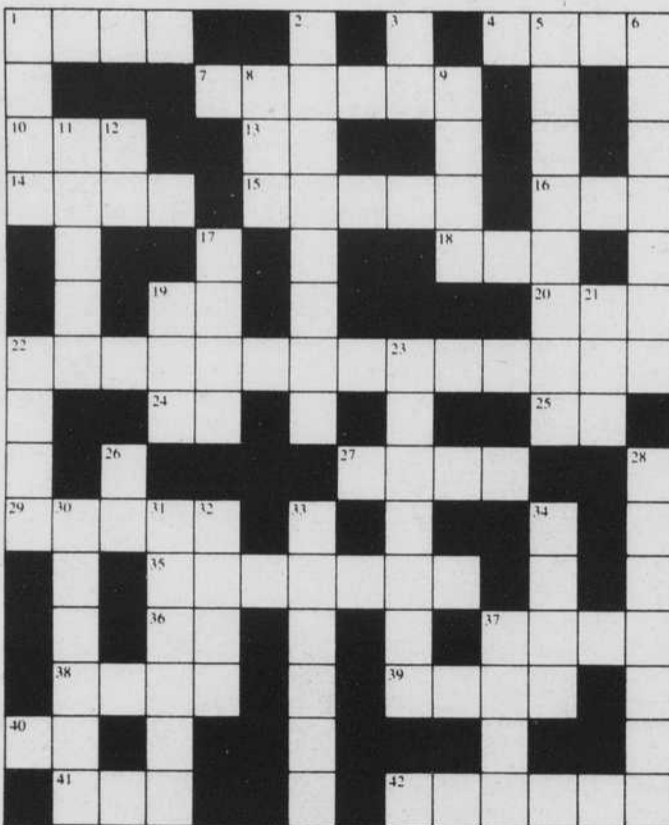
- 1 lb. bulk pork sausage or ground beef
1 egg, slightly beaten
1/2 cup dry bread crumbs
2 tablespoons chopped onion
1/2 teaspoon salt
Oil
1 6-oz. can tomato paste
1/2 cups water
1 pkg. Kraft tangy Italian style spaghetti dinner
Combine meat, egg, crumbs, onion and salt; mix lightly. Shape into 12 balls. Brown in small amount of oil; drain. Stir in tomato paste, water and the Herb-Spice Mix; bring to boil. Cover, simmer 10 minutes. Prepare spaghetti as directed on package; top with meatballs and sauce. Sprinkle with the Grated Parmesan Cheese. 6 servings.

Eat Your Words

Alert to amino acids? Curious about cholesterol? Enrich your nutrient vocabulary with this crossword puzzle.

ACROSS

- 1. Source of energy
4. Mild flavored cheese with red wax covering
7. In combination with vegetables, a basic food group
10. Opposite of "on"
13. Singular, neuter pronoun
14. To eat low calorie foods to try to lose weight
15. Dry heat method of cooking food
16. Organ for sight
18. Abbreviation for "tablespoon"
19. Chemical symbol for "cobalt"
20. Beverage enjoyed hot or cold
22. Basic food group that provides carbohydrates and B-vitamins
24. Chemical symbol for "sodium"
25. Abbreviation for "doctor"
27. Shellfish generally eaten steamed or in chowder
29. Ingredient that makes bread dough rise
35. Primary nutrient provided by meat
36. Abbreviation for the standard unit of measurement for vitamins A, D, and E
37. Green vegetable that grows in pods
38. Grain that grows in marshy or flooded fields
39. Common cold beverage which is a source of calcium
40. Abbreviation for "milligram"



DOWN

- 1. Nourishment
2. A food component necessary for the functioning of the human body
3. Abbreviation for "quart"
5. Condition of food after reduction to the simple substances used by the body
6. Nutrient category composed of inorganic elements such as calcium and iron
8. Part of the bony protective shield for our lungs
9. Another word for sodium chloride
11. Roughage in the diet from plant sources
12. Chemical symbol for "iron"
17. Carbonated beverage
19. Metal food container
21. Organ for hearing
22. Our entire physique
23. Mineral necessary for strong bones
26. Chemical symbol for "calcium"
28. Weighing more than 20% above the recommended body weight
30. Body's capacity for action, measured in calories
31. Seasoning spice such as cinnamon and nutmeg
32. Opposite of "false"
33. Rib, porterhouse, and T-bone cuts of beef
34. Type of onion
37. Preliminary to meal preparation

Answers Across

- 1. Fat
4. Cheese
7. Protein
10. Off
13. It
14. Diet
15. Starve
16. Eye
18. Tbsp.
19. Co
20. Soda
22. Grains
24. Na
25. Dr.
27. Shellfish
29. Yeast
35. Meat
36. I.U.

Answers Down

- 1. Food
2. Vitamin
3. Quart
5. Digestion
6. Minerals
8. Ribs
9. Chloride
11. Fiber
12. Fe
17. Soda
19. Can
21. Ear
22. Body
23. Calcium
26. Ca
28. Overweight
30. Energy
31. Spice
32. True
33. Ribs
34. Onion
37. Prep

FOOD AND NUTRITION UPDATE...

FOOD LABELING. At five public hearings on food labeling conducted recently by the Food and Drug Administration (FDA) in cooperation with the U.S. Department of Agriculture and the Federal Trade Commission, "grass roots" opinions were elicited on the following areas:

- complete ingredient labeling, including all colorings and flavorings.
• percentage ingredient labeling.
• distinctive names for imitation and substitute foods.
• source identification of fats and oils.
• explanation of the function of each food additive.
• labeling of sugar, sodium, potassium and cholesterol content
• readable type size for all label information.

FDA is now evaluating consumer views on these and other subjects discussed at the hearings, and written comments from industry, consumer interest groups and trade and professional organizations. Based on these results, recommendations will be made for revising label information on food products. The hearings were held in Wichita, Little Rock, San Francisco, Washington, D.C. and Boston.

DIET FOOD LABELS. On July 1, 1979, the following new rules for labeling diet foods will go into effect:

- Food labeled as "low calorie" will contain no more than 40 calories per serving and 0.4 calories per gram as consumed.
• Food labeled as "reduced calorie" will contain at least one-third fewer calories than a similar food for which it can substitute. It can not be nutritionally inferior to the food for which it substitutes.

NEW PRODUCT. Recognizing America's growing taste for low fat, low calorie foods, Kraft, Inc. has developed a new line of flavored pasteurized process cheese products with the flavor of regular American cheese... but with half the fat and a one-third reduction of the calories. The new process cheese product, Light n' Lively comes in slices and a loaf. Tests by home economists in the Kraft Kitchens indicate that Light n' Lively cheese products can be substituted in most recipes for process cheese.

A MEASURE OF METRIC. The only major country in the world that has not converted to metric measurement is the United States which is still at the initial stage of discussion, planning and persuasion. According to the Food and Marketing Institute, consumers would be better prepared for conversion and move more easily toward its acceptance if industry would:

- Convert staples first.
• Increase rather than decrease the size of a package.
• Standardize package sizes.
• Indicate on labels that products are new metric sizes.
• Maintain dual measurement designation on labels.
• Change product size and labels when it can be done most economically.
• Publicize and explain price changes made by metric measurements.
• Supply point-of-sale material for posting next to products that bear new metric labels.
• Remove original products before introducing metric sizes.
• Train store personnel to assist in explaining metric changes.

Kraft, Inc. has long used the metric system in its international operations and is now in the process of long-range metric planning for the U.S.



If you're an adult jogging your way to physical fitness, you're burning approximately 700 calories an hour—almost double the number used by tennis players in the same amount of time. You consume 725 to 1000 calories per hour running and 270 to 500 calories an hour bicycling.

Using all this extra energy, do part time athletes need special foods or diet supplements? In general, nutritionists agree that the best diet for an athlete is not very different from that for the same person engaged in less vigorous pursuits. Everyone needs the same basic nutrients: vitamins, minerals, carbohydrates, fats, proteins and water.

The major difference between active and inactive people is the amount of water and calories needed. And while you need more calories per hour to provide continued energy during sports activity, it usually makes little difference whether the extra calories come from protein, carbohydrate or fat in short term events. However, some studies indicate that complex carbohydrates—such as bread or pasta—are the best energy source for prolonged events because they produce more oxygen which is needed by the muscles and other tissues.

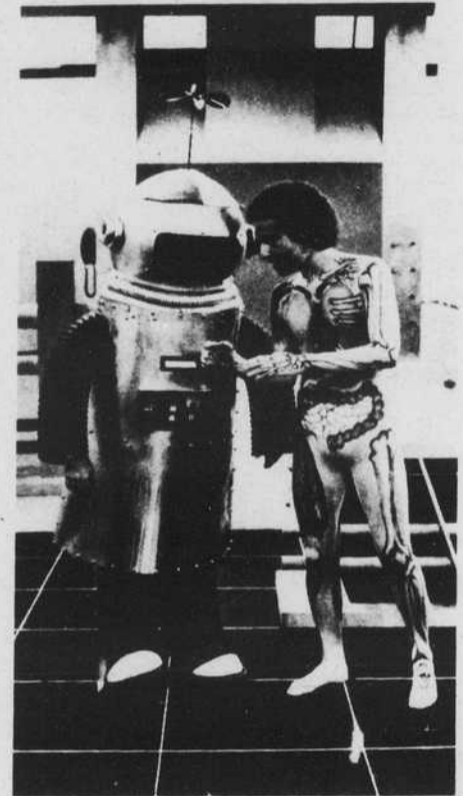
Your need for protein doesn't increase with strenuous exercise—contrary to belief—but your water requirement does, as well as your need for certain minerals. It's important to drink an

adequate amount of liquid during vigorous activity to replace the water and minerals lost through perspiration. Water is the best choice because it travels rapidly through your bloodstream to all parts of the body. Soft drinks and fruit and vegetable juices contain enough sugar to delay the passage of liquid to the body areas where it is needed, thereby producing a feeling of fullness.

Most authorities recommend three balanced meals each day or perhaps five to six smaller meals. A small, easily digested meal several hours before an athletic event is also suggested, but it should exclude fatty foods, protein food with high fat content and concentrated sugars such as candy, syrup and honey. And don't expect dietary supplements such as megavitamins, glucose and wheat germ to improve your performance. Under controlled experimental studies they have demonstrated no positive effect.

Remember, good nourishment is essential for optimum performance but natural ability, proper training, disciplined conditioning and good health all play an important role in your performance. For more tips on physical fitness, nutrition, nutrients and good health habits for a lifetime, send for your free copy of Guidelines to Good Health from the "Consumer's Right To Know" Program, Kraft, Inc., Department FS, Box 4611, Chicago, Illinois 60677.

Nutrition for the Younger Set



Slim Goodbody and Robot Agent B-1 fight the harmful forces of poor nutrition on CBS Television's Captain Kangaroo, Monday through Friday, 8:00 to 9:00 a.m. (EST). Aimed at teaching youngsters good nutrition and health habits, "The Adventures of Slim Goodbody in Nutri-City" appears Tuesday and Thursday on that Emmy Award-winning program and is underwritten by Kraft, Inc.

New Concept in Children's Programming

With plenty of "muscle" and "lots of heart" too, "Slim Goodbody" has everything it takes to keep the harmful forces of poor nutrition at bay in Nutri-City, a new metropolis located in the magic land of CBS Television's Captain Kangaroo Show, Monday through Friday, 8:00 to 9:00 a.m. (EST). Aimed at teaching youngsters good nutrition and health habits, "The Adventures of Slim Goodbody in Nutri-City" appears Tuesday and Thursday on that Emmy Award-winning children's program. Kraft is underwriting the production of this feature as part of the company's policy of offering quality television programs designed for family viewing.

In the title role of the new series is John Burstein, an actor who learned while entertaining disadvantaged children on New York's Floating Hospital Ship that kids did not understand how their bodies worked. Concerned about their misconceptions, Burstein first wrote simple poems of explanation, later added music and finally designed his unique inside-out body suit. He called his act "Inside Story" and has played to over one-half million elementary school youngsters.

Now he, with a company of puppet friends, Robot Agent B-1, Inspector Thiamine, Mary Pickfood, Sara Heartburn, and arch-enemy, The Gobbler will reach tens of thousands of children every week with their entertaining lessons about nutrition, exercise, cleanliness, body structure and all around good health habits. Kraft hopes these lessons will help parents foster positive attitudes about health and nutrition in their young children.

Fillers & Shorts

Variety is a major factor in meal planning. No ordinary food provides 100% of essential nutrients. Foods vary in the amounts and kinds of nutrients they provide. For menu planning tips, nutrient and nutrition labeling information, send for a free copy of Guidelines to Good Health, from the "Consumer's Right To Know" Program, Kraft, Inc., Dept. FS, Box 4611, Chicago, Illinois 60677.

Protein, carbohydrate and fat are the only nutrients that supply energy (Calories or kilocalories). Fats supply over twice as many calories (9 Calories/gram) as do protein and carbohydrates (4 Calories/gram). Carbohydrates and fat are the least expensive sources of energy and

should be consumed for this purpose. Many nutritionists suggest that one-third of the daily calories be obtained from fat, but no more than this amount. Current intakes range from 40% to 45% in the United States. For more nutrition information send for a free copy of Guidelines to Good Health from the "Consumer's Right To Know" Program, Kraft, Inc., Dept. FS, Box 4611, Chicago, Illinois 60677.

Food Terms. For a handy food and nutrition mini-dictionary send for Food and Nutrition Terms from the "Consumer's Right To Know" Program. Write to Kraft, Inc., P.O. Box, 4611, Dept. FS, Chicago, Illinois 60677.