

# Pure Facts

Newsletter of the Feingold® Association of the United States



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## Our 2016 Fast Food Guide is here!

The main purpose of our annual *Fast Food Guide* is to help experienced members find restaurant food they can tolerate. While we don't consider most fast food to be a good choice (even though there are some impressive changes underway in a few of the chains), we recognize there are times when it's convenient to eat out, and we want to give everyone a fighting chance.

But another good use for the *Guide* is to show what is actually in those burgers, fries and burritos. The amount of corn syrup (usually high fructose corn syrup) and MSG (monosodium glutamate) most chains use is disturbing, and the guide can help show you how to avoid them.

But here's a real shocker — there's something in these foods that is much worse than high fructose corn syrup (HFCS).

### The culprit: soybean oil!

For years, vegetable oils were regarded by many to be the healthy choice, and saturated fats were thought to be the bad guys. New research has questioned this belief, and now a study from the University of California is a game-changer. The university reports that a diet high in soybean oil causes more obesity and diabetes than a diet high in fructose (HFCS).

The scientists fed male mice a series of four diets that contained 40% fat, similar to what Americans currently consume. In one diet, the researchers used coconut oil, which consists primarily of



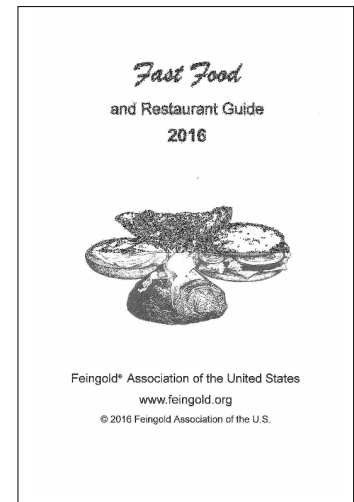
### Not so healthy after all

saturated fat. In the second diet, about half of the coconut oil was replaced with soybean oil, which contains primarily polyunsaturated fats and is a main ingredient in vegetable oil. That diet corresponded with roughly the amount of soybean oil Americans currently consume.

The other two diets had added fructose (HFCS) comparable to the amount consumed by many Americans. All four diets contained the same number of calories, and there was no significant difference in the amount of food eaten by the mice on the diets.

The mice on the soybean oil diet gained almost 25% more weight than the mice on the coconut oil diet, and 9% more than those on the fructose-enriched diet. And the mice on the fructose-enriched diet gained 12% more weight than those on a coconut oil-rich diet.

*Continued on page 2*



### The new 2016 Fast Food Guide is here!

The Feingold Association of the United States, Inc., is a non-profit organization that was founded in 1976. The program is based on a diet eliminating synthetic colors, artificial flavors, aspartame, and the preservatives BHA, BHT and TBHQ. Our mission is to increase public awareness of the effects of foods and additives on behavior, learning and health.

Special focus issue on eating out

## The upside-down world of restaurant food

Feingold members are accustomed to making educated guesses in selecting menu items, but these often are not what they appear to be.

Both Panera and Jason's Deli have a long list of foods in our 2016 *Fast Food Guide*, but many were excluded. The unacceptable foods include: most soups, all of the broth bowls, some salads, plus many sandwiches — including their tuna salad sandwich, which contains blue dye! Sadly, most of the items on Panera's Kid's Menu also contain unacceptable ingredients.



The good news is that Panera continues to fulfill its promise to get rid of additives like synthetic dyes and flavorings by the end of 2016, and has a surprising number of foods that are not only free of the Feingold no-no's but also free of items we put in parentheses — MSG, corn syrup, nitrites, sodium benzoate, calcium propionate, sulfites, and natural smoke flavoring. They now offer a good selection of pastries, breads, muffins, cookies, cake, bagels and some sandwiches without any of the above.

Refer to your *Fast Food Guide* because educated choices don't always work!

### Which is a safer choice for a Feingold member, Panera's Carrot Muffin or their Double Fudge Brownie?

"It's got to be the Carrot Muffin," you say, "since carrot cake is generally thought of as a healthy option, right?" Wrong. "Ah," you say, "then the additives must be in the orange carrot on the top of the muffin, and the green leaves." Wrong again. The carrot decoration uses natural colorings: turmeric, red beet concentrate and spirulina. So what's wrong with this little muffin? It has a cream cheese filling with artificial flavoring, **Yellow 5** and **Yellow 6**! It turns out that the Double Fudge Brownie with natural flavoring is the better choice.



Despite these problems, Panera is a good place to buy breads — well, most of them. Their elaborate Holiday Bread has lots of ingredients plus corn syrup and sodium benzoate, but is free of the worst additives. Their innocent-sounding Cinnamon Raisin Swirl Bread is a different story as it has **artificial flavor**, **Yellow 5 & 6** plus **Red 40**!

### Soybean Oil, from page 1

In other words, the HFCS was bad, but the soybean oil was really, *really* bad!

Soybean oil is cheap, so it is widely used in processed foods of all types, now accounting for 60% of the edible oil consumed in the United States. About 50% of the oil used world-wide now comes from soy. Unfortunately, as this product has increased in use, so have the problems of obesity and diabetes.

Source:

"Soybean oil is more obesogenic and diabetogenic than coconut oil and fructose in mouse: potential role for the liver" published July 22, in the journal PLOS ONE.



Even bigger changes come from Jason's Deli, with 250 locations in 25 states. The company has long boasted about its healthy natural food, but didn't provide details. They've finally published information on their ingredients, and while not as natural as they have claimed, there are many good choices in the extensive menu.

A big surprise at Jason's is their Old Fashioned White Bread, which is not okay...sort of. The bread that is used in IL, IN, OH, KY and MN contains **artificial flavor**, but in other states, it uses a different recipe without the fake flavor. (Can someone tell me how any "Old Fashioned" white bread can include artificial flavoring?) But for the most part, Jason's has done an admirable job.

## The “All Natural” burger that isn’t.

Carl’s Jr. offers an “all natural” burger that is made with “grass-fed, free-range beef raised with no added hormones, steroids, or antibiotics, topped with natural cheese and vine-ripened tomatoes.”

Sounds great until you take a closer look. Along with the burger, Carl’s provides their “Fresh Baked Bun,” which is one of the worst fast food products out there. Most hamburger buns are reasonably acceptable, containing corn syrup and the preservative calcium propionate. But here’s what’s in Carl’s Jr. Fresh Baked Bun:

Artificial flavors  
Acesulfame Potassium (fake sweetener)  
Neotame (another fake sweetener, like aspartame but more potent)  
Artificial butter flavor  
Artificial color  
Hydrolyzed Soy Protein and Autolyzed Yeast Extract (MSG)  
Maltodextrin and dextrin (corn syrup and/or HFCS)  
and, of course, it has that soybean oil described on page one as a very unhealthy ingredient...made from GMO soy, no doubt!



It is unusual to find buns or breads with so many noxious additives. The chain’s other buns don’t have this chemical stew, just the usual CS and CP.

In addition, Carl’s Jr. is one of the restaurants with unacceptable pickles as they contain **Yellow 5** (not to mention corn syrup and HFCS).

Carl’s Jr. is located in the western half of the United States and is owned by the same corporation that runs Hardee’s — whose restaurants are in the eastern half of the country.

Happily, Hardee’s has not attempted to market a similar “All Natural” burger.

## Chipotle Woes

Fresh, healthy food can have a downside.

There are many ways a restaurant meal can result in food poisoning. Undercooked meat was the cause of more than 700 people becoming ill at the Jack-in-the-Box chain in 1993, resulting in dozens of cases of kidney failure and the deaths of four children.

Cross-contamination of raw meat and other foods is another culprit. Food that is kept at an improper temperature can lead to illness, as can unsanitary conditions in general.

Some of the recent outbreaks of food poisoning at various Chipotle restaurants have been traced to bacteria on produce, especially lettuce.

As a result, the company has put more stringent safeguards in place to avoid these problems in the future. (One successful method used in the food industry is to expose fresh food to chlorine dioxide gas.) But as more chains switch from the highly processed (“dead”) food to fresh fruits and vegetables, it could be a growing concern.

## More Restaurant Tricks

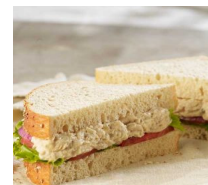


Starbucks has an impressive list of acceptable foods (although they won’t tell us what’s in their famous coffee). They provide detailed information about food but use a questionable technique. All of the ingredients are printed in lower case, including BHA and BHT. So when you scan the ingredient list for their cake pops, it’s easy to miss the “bha” and “bht.”



Subway has announced they will start using chicken raised without antibiotics beginning in March. The chain will seek out healthier beef, pork and turkey and expect to have all of their meats antibiotic-free by 2018.

Nice job, Subway, but it would be even better if you got rid of the many MSG cousins found in your meat. And while you’re at it, how about ditching the corn syrup, sodium benzoate and **artificial flavors** that are also in your meats?



Hey, Panera, do you really need to serve a tuna salad sandwich with **blue 1**?

Either take the relish out of the sandwich or use one without dye.

## Soda and Feingold

The Feingold Association has always had an uneasy relationship with the highly sweetened soft drinks we include in our *Fast Food & Restaurant Guide*. Products like Coca-Cola, Pepsi-Cola and 7UP are acceptable because they do not contain the additives we exclude, but we encourage healthier options.

Today there are many soft drinks that are free of high fructose corn syrup, fake sweeteners, caffeine, and sodium benzoate, plus synthetic dyes and flavorings. But with the exception of Jason's Deli and Panera, few restaurants offer good options, so diners need to get creative if they want something more flavorful than water.



## Restaurant Survival Tips

There are many natural water flavorings available in both drops and powders. Bring some in your purse or pocket and add to ice water for a healthier alternative.

Restaurants usually have lemons, sugar and ice water — all of the ingredients needed to make your own natural lemonade.

Most restaurants have orange juice available at all hours, not just with breakfast. Ask the server to mix it with half club soda or sparkling water for a refreshing drink.

**The average American drinks 53 gallons of soft drinks each year.**

## “Mountain Dew Mouth”

While other brands see their sales decline, Pepsi's Mountain Dew remains strong, thanks to the fervent loyalty of many of its customers.



It's sold mostly in the South and Midwest, but South Dakota, Kentucky, and West Virginia are the heaviest users. The name “mountain dew” comes from the association with “moonshine,” an illegal liquor once created in the homemade stills located primarily in the Appalachian Mountains in the eastern part of the US.

The heavy consumption of Mountain Dew is believed to be a major factor in the severe tooth decay that is common in the area.

Jobs are scarce in this region and incomes are low, so dental care is not affordable for many families. The American Dental Association estimates that 65% of children in West Virginia ages three through seven have significant tooth decay, as do 26% of the area's preschool age children.

Dentists in Appalachia have coined the term “Mountain Dew Mouth” to describe the terrible condition of teeth they see in both children and adults who are heavy users.

Residents believe their well water is contaminated, and so they have to buy beverages, but instead of paying for water, most people opt for soda, which can be purchased with food stamps. Mountain Dew has become the major beverage for many Appalachians, and it is a common practice to fill baby bottles with it. Another cultural habit is sipping it continually throughout the day, which means teeth are constantly bathed in a blend of high fructose corn syrup and the acid in the beverage — a recipe for tooth destruction.

## What's in Mountain Dew?

Although all sugary (i.e. High Fructose Corn Syrup sweetened) soft drinks contain undesirable ingredients, Mountain Dew has more of them, not only the tooth-rotting combination of HFCS and citric acid, but also the flame retardant BVO. It contains sodium benzoate, which forms the cancer-causing benzene when it combines with citric acid. Unlike other lemon-lime beverages such as 7-UP, Sprite and Sierra Mist, it contains **Yellow 5**.

The addictive quality no doubt comes from the high caffeine content. Mountain Dew has the highest caffeine content of the major soft drinks with 50% more caffeine than Pepsi or Coke.

Mountain Dew also has more calories than Pepsi or Coke. There are 11 teaspoons of sweetener in a 12-ounce can, so a person who consumes just two cans a day (a very modest amount by Appalachian standards) will be ingesting the equivalent of more than 1 1/2 pounds of sugar a week from just the soda. [Source: Minnesota Dental Association]

## Desperate Measures

As sales continue to drop, Coca-Cola's most recent marketing attempt backfires.

In an effort to convince consumers and the media that the obesity epidemic is due primarily to lack of exercise, not the consumption of foods like Coke, the cola giant helped create and funded a nonprofit organization they called the "Global Energy Balance Network" (GEBN). Professors from the University of South Carolina and the University of Colorado School of Medicine and the Dean of the West Virginia University School of Public Health headed up the effort to present the network as a science-based initiative. The scientists maintained that Coca-Cola's financial support had no influence on their research.

Coke's three amigos:  
 Drs. Steven Blair (South Carolina), James Hill (Colorado), and Gregory Hand (West Virginia).



After obesity experts cried "foul" at Coke's latest efforts, the GEBN discontinued operations, and Coca-Cola's chief science and health officer, who spearheaded the initiative, "retired."



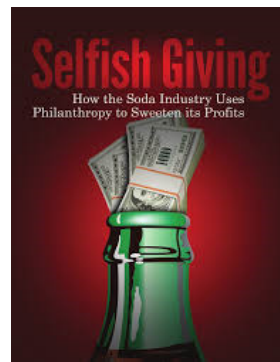
## "Selfish Giving"

*How the Soda Industry Uses Philanthropy to Sweeten the Profits*

In 2011, the Center for Science in the Public Interest published a comprehensive report about how major soft drink manufacturers donate millions of dollars to various groups in an effort to protect the billions of dollars they take in each year.

Here are some excerpts from the report, which accurately describe the current situation:

"Soda companies use philanthropy strategically to link their brands to health and wellness rather than illness and obesity...create partnerships with respected health and minority groups to win allies, silence potential critics, and influence public health policy decisions."



"In addition to increasing the risk for diabetes, heart attack, stroke and cancer, the medical costs of obesity drain between \$147 billion and \$210 billion annually from the U.S. economy, and costs are expected to rise as overweight youth reach adulthood."

## Who owns what?

Here are some of the more familiar U.S. brands that are owned by, or in partnership with, the soda giants.

### Coca-Cola

Barq's	Hi-C	Pibb
Dannon	Honest Kids	Powerade
Dasani	Honest Tea	Schweppes
Evian	Mello Yellow	Simply
Fanta	Minute Maid	Sprite
Fresca	Odwalla	TaB
Glaceau	Peace Tea	Zirco



### Pepsico

7-UP	IZZE	Quaker
Aquafina	Lays	Rice a Roni
Aunt Jemima	Life cereal	Rold Gold
Cap'n Crunch	Lipton	Ruffles
Cheetos	Mountain Dew	Sabra
Doritos	Naked	Sierra Mist
Fritos	Near East	SoBe
Gatorade	Propel	Tropicana



"Sugar drinks are a multi-billion dollar industry in the United States, with manufacturers of carbonated soft drinks alone netting more than \$38 billion in revenues in 2011."

You can access the report at:  
<http://tinyurl.com/CSPI-Soda>

## Eat better and spend less — how you can make the transition to real food.

Use our new *Fast Food and Restaurant Guide* to help your family enjoy better food while you save money.



### Eat Better

Visit the fast food chains if you wish, but go less often than you normally would. Instead of the usual Big Macs or Whoppers, try some of the better quality foods now offered by Panera and Jason's. Or see if any of the healthy looking restaurants listed in the second section of the *Fast Food and Restaurant Guide* are located near you.

The *Fast Food Guide* will not only enable you find better food, it can help steer you away from those that have unnecessary sweeteners, such as salad dressings, lunch meats, some soups, and pasta salads. Save those calories for dessert — don't waste them on foods that don't even taste sweet! Go through the *Guide* to see how many products at the major chains are full of CS (corn syrup/high fructose corn syrup), and see how many of them contain the very undesirable monosodium glutamate (MSG).

Most new members report they quickly get used to the taste of real food, and since eating out is (ideally) avoided when a family is new to the program, this helps their taste buds adjust to the change. Even picky eaters (of all ages) tend to adapt fairly quickly.

If you have a mom & pop restaurant in your town and you enjoy their food, you might be able to get them to make a few adjustments to fit your family's needs and have you as a frequent customer. Often, the biggest issue is the oil used for frying. There are some good options for oils that do not have the preservative TBHQ. Some restaurants use peanut oil or rice bran oil without the petrochemicals. Check your *Foodlist* for acceptable brands of commercial shortening; the owners might be willing to switch to a better brand. When you visit a restaurant to ask about their food, choose a time when they aren't busy.

### Spend Less

Check the *Fast Food Guide* for suggestions on ways to cut restaurant costs. A good way to save both money and calories is to skip the restaurant's soft drinks. See the hints on page 4 and avoid the whopping amount of sugar that's in a glass of soda. You will also save on your bill; sit-down restaurants often charge \$3 or more for a glass of cola that costs them a fraction of that amount.

When a restaurant meal costs \$24, they typically have paid \$8 for the food, and the other \$16 goes for overhead. Add 20% for a tip, and what you spend on one dinner in a sit-down restaurant can buy a lot of groceries.

We can only guess what the major chains pay for their ingredients, but we do know that even when they offer a "dollar meal," they still make a profit. (When McDonald's offered dollar meals in 2008, their annual profit nearly doubled!) So if their actual food cost for a dollar meal is a mere 30 cents, what are they actually serving?



Many restaurants provide huge servings, and those of us who grew up being told to eat everything on our plate are prone to eat more than we really need. Ask the server to bring a to-go box when your dinner arrives; put half of the food into the box and close the lid. You might find that you are satisfied with the amount on your plate, and you will have another meal to take home.

Dinner at a natural market like Whole Foods is much less expensive than what you would pay for the same quality at a restaurant.

Of course, the best way to eat better and spend less is to prepare meals at home. If you don't enjoy cooking or if you have very little time for it, take a good look at your kitchen and see if there are things you can do to save time and make the task easier. The money you invest in good equipment will pay for itself if it means fewer restaurant meals. Moms on the Member's Facebook are raving about their new electric pressure cookers. They are able to make delicious meals with very little effort, and they can make double batches, freezing the extra for another meal. Even small expenditures like buying a new cutting board, a salad spinner or an extra whisk can make your kitchen a more inviting place.

## PIC REPORT

The following products have been researched and may be added to your *Foodlist*.

Products with this symbol ^ are available in Canada.

To understand the codes listed in parentheses, refer to the first section of your *Foodlist & Shopping Guide* book.

### Stage One

CLEAN CANDY ([www.naturalcandystore.com](http://www.naturalcandystore.com)) (GF,CF)  
Choco Mint, Peppermint Starlight, Butterscotch Button,  
Lemon Drops, Watermelon Wheel

CLEAN DOUGH COLORZ (GF,CF) Natural Yellow,  
Natural Purple, Natural Orange, Natural Green,  
Natural White, Natural Pink, Natural Blue

JACK N JILL^ (<http://jackandjillkids.com>) (GF,CF)  
Natural Toothpaste: Banana, Flavor Free

NOW ^ (GF,CF): Completely Kissable  
Pomegranate Lip Balm, Calcium Citrate, Organic Agave  
Nectar Light, Coconut Sugar, Organic Coconut Flour  
PRAIRIE LAND DAIRY (Region 5): All Milk, Chocolate  
Milk



Hooray for "Clean Candy," the Natural Candy Store's new line of Feingold-friendly hard candies! This is a wonderful resource for families seeking those hard-to-find Stage One and Stage Two treats. The online store offers so much: lollipops, candy bars, gum balls, jelly beans, and gummies as well as holiday themed treats.

NOW Pucker Up organic lip balm is available in Stage One pomegranate flavor!

It is made with lots of good-for-you ingredients such as aloe, shea butter, coconut oil and vitamin E.

Since 1948, NOW has offered natural products that are superior to their synthetic counterparts.



### Stage Two

CLEAN CANDY (GF,CF) Orange Slice,  
Root Beer Float (grapes)  
JACK N JILL^ (GF,CF) Natural Toothpaste: Blueberry,  
Blackcurrant, Strawberry, Raspberry  
NOW ^ (GF,CF) Raw Almond Flour

### Stage Two Fragrance

These Ava Anderson products can be seen at:  
<http://www.avaandersonnontoxic.com/>

AVA CANDLE Chai Tea  
AVA GARDEN Plant Booster (grape seed)  
AVA HAIR Deep Conditioner (almond oil),  
Shampoo (orange oil), Conditioner (orange oil)  
AVA HOME Dish Soap (orange oil)  
AVA KIDS Monster Spray (grapes), Massage & Body  
Oil (apricot oil, grapeseed extract)  
AVA MEN Aftershave & Moisturizer (apricot oil,  
orange oil), Shave Gel (orange oil)  
AVA PET Pet Deodorizer (orange oil)  
AVA SKIN Makeup Remover (orange oil),  
Toner (orange oil), Eye Cream (rosehip oil),  
Night Serum (rosehip oil), Cleanser (berries,  
orange oil), Moisturizer (orange oil),  
Exfoliator (apricot oil, orange oil),  
Makeup Remover (orange oil)  
AVA SUN Moisturizer (grapeseed extract, rosehip oil)



Jack N Jill Natural Toothpastes — at last, a product for kids that does not carry a warning label to call poison control if the child swallows it!

These toothpastes are color free (no dyes) but full of natural flavors. They don't have any fake sweeteners and are free of fluoride.

They are available online at many sites.

The Feingold Association does not endorse or assume responsibility for any product, brand, method or treatment. The presence (or absence) of a product on a Feingold *Foodlist*, or the discussion of a method or treatment, does not constitute approval (or disapproval). The *Foodlists* are based primarily upon information supplied by manufacturers and are not based upon independent testing.

## Promises, Promises...

In May of last year, Taco Bell promised to offer more food with simpler ingredients and fewer additives. The company's CEO explained the customers were "telling us less is mas (more) when it comes to ingredients, so we're simplifying with natural alternatives and staying true to who we are and what makes us unique."

By the end of 2015, Taco Bell planned to replace all artificial colors and flavors with natural ingredients. But this pledge did not apply to beverages or to "co-branded" items, which includes products like their popular Doritos Locos taco shells. So how did they do?

The December 2015 ingredient list Taco Bell has posted online shows that their Avocado Ranch Sauce contains **Blue 1**, the Nacho Cheese Sauce has **Yellow 6**, as do their Red Strips. Both the Green Tomatillo Sauce and Seasoned Beef have **artificial flavors**, and the rest of the menu items contain the usual additives such as corn syrup, calcium propionate, and many MSG clones. Taco Bell promised to stop using MSG, but like most restaurants, they rely on "free glutamates" under different names to make their food taste better than it really is and keep diners coming back for more, due to the addictive nature of the additive.



Taco Bell also promised to remove the preservatives BHA and BHT but said nothing about **TBHQ**. Since they don't give the details of what is in their oils, shortening, and frying oil, it's a good guess this petroleum-based preservative is being used.

Once owned by Pepsico, Taco Bell serves beverages made by the cola giant, including their notorious Mountain Dew, which is described in the article on page 4.

The Doritos Locos taco is another example of co-branding. Frito-Lay, manufacturer of Doritos, is owned by Pepsico.

## Coca-Cola also finds that "less is more"

This popular phrase, created by the poet Robert Browning, and later used to describe simplicity in architecture, could be applied to the soft drink giant. Both their tiny 7.5-ounce cans of Coke and the little 8-ounce bottles are selling well, despite the slump in the sale of their standard sizes. So, while consumers are passing up the 12-ounce cans of soda that sell for 31 cents, they are eager to pay 40 cents for the smaller can. This translates to approximately double the cost per ounce.

Even more surprising is that when consumers purchased the small portions of soda in "bundles" of 8 cans, they ended up drinking more of it than if they bought the conventional sizes.

[This research was conducted in 2012, and published in April of 2013 in *PLOS One*. Read it at [www.diet-studies.com/open/Wilson2013.pdf](http://www.diet-studies.com/open/Wilson2013.pdf)]

## Pure Facts

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*Pure Facts* is published ten times a year and is a portion of the material provided to members of the Feingold Association.

Membership provides the *Feingold Handbook* which includes recipes and a two-week menu plan, a national *Foodlist* book containing thousands of acceptable brand name foods, a telephone and E-mail Help-Line, and access to our members' Facebook with information and support from experienced volunteers, a *Fast Food Guide*, *Getting Started Foodlist*, as well as a subscription to *Pure Facts*.

For more information or details on membership outside the US, contact FAUS, 11849 Suncatcher Drive, Fishers, IN 46037 or phone (631) 369-9340.

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