

~~Rau~~ Bran
WIC

Washington wants to save lives in East Timor without derailing Jakarta's transition to democratic government. This fall, a partially elected assembly is scheduled to choose Indonesia's next president. That would complete what, for all its deficiencies,

es at ~~various~~ East Timor's safety and freedom require that Jakarta agree to international peacekeepers. Washington should use every lever at its disposal to make sure that both requirements are quickly fulfilled.

Too Sweet on Sugar

Since 1983, consumption of sugars and other caloric sweeteners by Americans has risen nearly 30 percent. Twenty years ago, children consumed twice as much milk as soda. Today the reverse is true. This national appetite for empty calories is crowding out important nutrients found in fruits, vegetables, whole grains and dairy products. It also contributes to rising obesity rates.

Last month a coalition of concerned nutrition experts and organizations, including the American Public Health Association, urged the Food and Drug Administration to supply consumers who want to cut back on sugar with important information that is not now readily available to them. At the moment, labels list only total sugars in a given product. They do not say which sugar occurs naturally and which is derived from an added ingredient like white or brown sugar, corn syrup or honey. The group's

petition asks the agency to set a recommended daily intake for refined sugar, and then require that all food labels disclose how much is in each serving, and what percentage of the maximum daily intake that represents.

These are modest steps with a potentially big payoff for public health. The Agriculture Department's recommendation for a healthful diet calls for limiting added sugar consumption to 10 teaspoons a day. On average, Americans consume twice that amount. No doubt many would be encouraged to modify their eating habits, and manufacturers would be encouraged to modify their ingredients, if there were greater awareness of the whopping amount of added sugar some foods contain. A single 12-ounce can of regular soda, for example, contains the Agriculture Department's recommended maximum — 10 teaspoons.

The Full Second Avenue Subway

To: Carl
Fr: Brennan
Re: WIC facts
Da: September 13, 1999

Data comes from IRI (Information Resources Incorporated), which is the standard grocery data information service. These numbers are for the calendar year, ending Aug 15, 1999.

15oz Box Size:

Kellogg's Raisin Bran - the average price (for all US grocery stores) is \$2.45. This breaks down to \$0.16 per oz.

General Mills Cheerios - the average price is \$2.91. This breaks down to \$0.19 per oz.

The difference amounts to a little more than a 15% savings.

20oz Box Size:

Kellogg's Raisin Bran - the average price (for all US grocery stores) is \$2.68. This breaks down to \$0.13 per oz.

General Mills Cheerios - the average price is \$4.09. This breaks down to \$0.20 per oz.

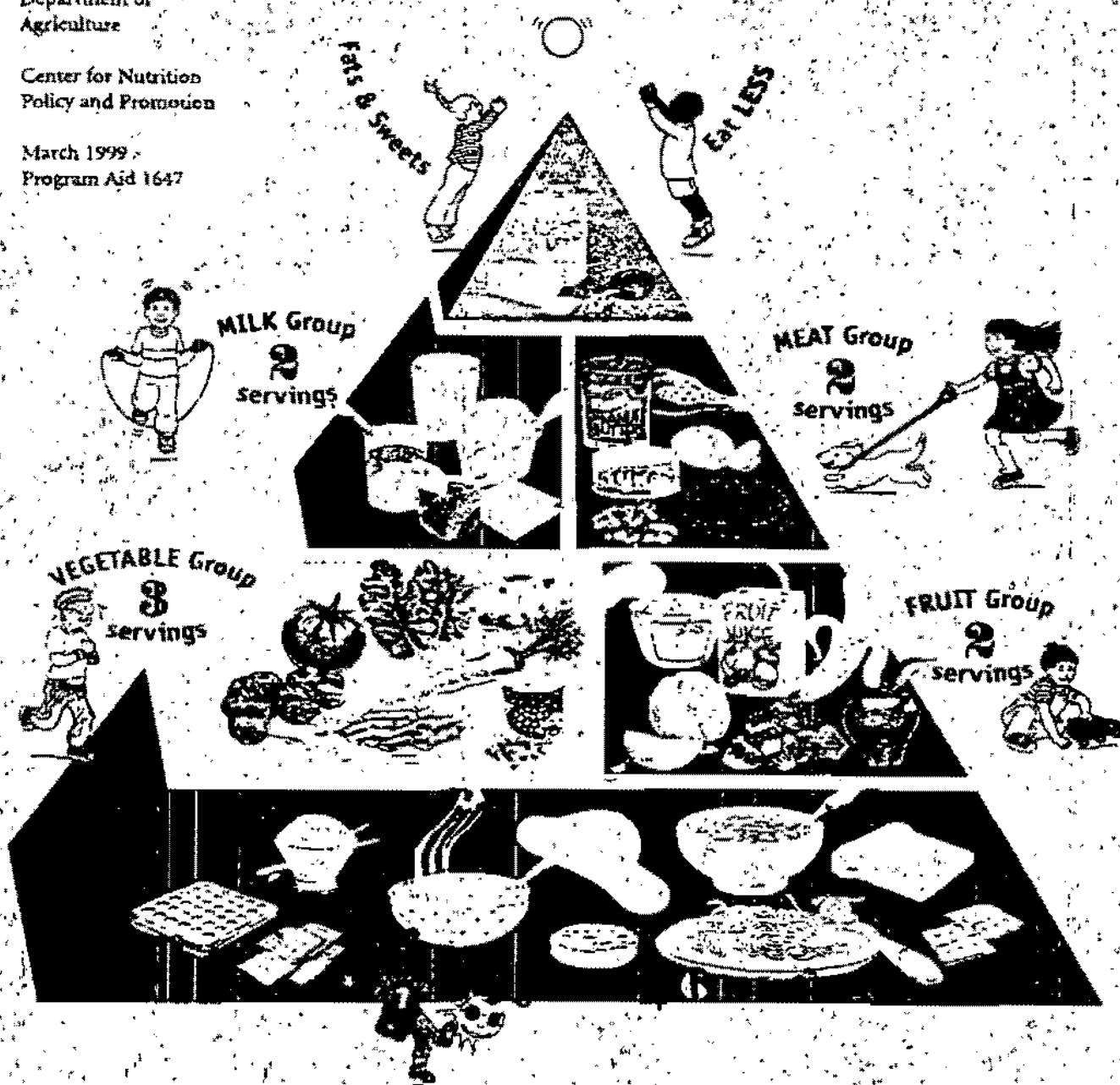
The difference amounts to a 35% savings.

TIPS for Using the FOOD GUIDE PYRAMID for Young Children 2 to 6 years old

United States
Department of
Agriculture

Center for Nutrition
Policy and Promotion

March 1999
Program Aid 1647



Y **HEALTHY KIDS**

B E S N A C K - W I S E .

Plan 'Em Using the Food Guide Pyramid

▼
THESE ideas work at home or "on the go."

Snacks from the Grain Group

Cracker stacks—wheat crackers spread with cheese spread

Ready-to-eat cereals

Flavored mini rice cakes or popcorn cakes

Breads of all kinds such as multi-grain, rye, white, wheat

Ginger snaps or fig bars

*Popcorn

*Trail mix: ready-to-eat cereals mixed with raisins or other dried fruit

Graham crackers

Snacks from the Vegetable Group

Vegetable sticks such as carrot*, celery*, green pepper, cucumber, or squash

*Celery stuffed with peanut butter

Cherry tomatoes cut in small pieces

Steamed broccoli, green beans, or sugar peas with lowfat dip

Snacks from the Fruit Group

Apple ring sandwiches, peanut butter on apple rings

Tangerine sections

Chunks of banana or pineapple

Canned fruits packed in juice

Juice box (100% juice)

Snacks from the Milk Group

Milk shakes—made with fruit and milk

Cheese slices with thin apple wedges

String cheese or individually wrapped slices

Mini yogurt cups

Snacks from the Meat Group

Hard cooked eggs (wedges or slices)

Peanut butter spread thin on crackers

Bean dip spread thin on crackers

*May cause choking in 2- to 3-year-old children.



For ingredients,
stock up on simple
foods such as peanut
butter; cheese spread
or slices; whole grain
crackers; little
bagels; small pita
breads; non-sugar-
coated, ready-to-eat
cereals; vegetables
and fruits.



RANKING THE CEREALS

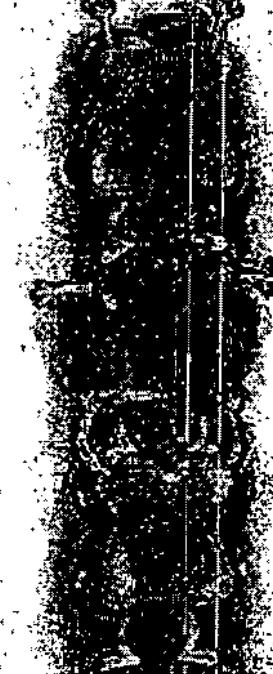


The cereals ranked "best" by the Center For Science in the Public Interest have at least three grams of fiber, no more than eight grams of total sugar, no artificial sweeteners, and no more than three grams of fat.

	Calories	Fiber (grams)	Sugar (grams)
Kellogg's All-Bran Bran Buds (1/3 cup)*	80	13	8
Kellogg's All-Bran (1/2 cup)*	80	10	8
Post Shredded Wheat'n Bran (1 1/4 cup)	200	8	0
Post 100% Bran (1/3 cup)	80	8	7
Quaker Shredded Wheat (3 biscuits)	220	7	1
Post Shredded Wheat (2 biscuits)	160	5	0
Post Spoon Size Shredded Wheat (1 cup)	170	5	0
General Mills Wheat Chex (1 cup)	180	5	1
Kellogg's Complete Wheat Bran Flakes (3/4 cup)	90	5	5
Quaker Crunchy Corn Bran (3/4 cup)	80	5	6
Post Bran Flakes (3/4 cup)	100	5	6
Post Grape-Nuts (1/2 cup)	200	5	7
Kellogg's Nutri-Grain Golden Wheat (3/4 cup)	100	4	0
Weetabix (2 biscuits)	120	4	2
Kellogg's Complete Oat Bran Flakes (3/4 cup)	110	4	6
Kellogg's Nutri-Grain Almond Raisin (1 1/4 cup)	180	4	7
General Mills Cheerios (1 cup)	110	3	1
General Wheatsies (1 cup)	110	3	4
Post Grape-Nuts Flakes (3/4 cup)	100	3	5
General Mills Whole Grain Total (3/4 cup)	110	3	5
General Mills Multi-Grain Cheerios Plus (1 cup)	110	3	6
Healthy Choice Golden Multi-Grain Flakes (3/4 cup)	110	3	6

* contains the artificial sweetener aspartame (NutraSweet)

Source: Nutrition Action Healthletter, March 1993



What's more, the fiber in whole grains helps prevent constipation (no trivial matter in a nation that spends more than \$600 million a year on laxatives). Yet the average American still consumes just 12 grams of fiber a day — far short of the 20 to 30 grams recommended by the National Cancer Institute.

Americans get more fiber from bread than from any other food. We could get even more. At most, 20 percent of the bread sold in the U.S. is whole grain.

How to do it

- A serving of bread is just one slice. So every sandwich gives you two.
- Buy whole wheat bread instead of white, wheat, multi-grain, bran, French, Italian, rye, or pumpernickel (they're mostly white flour). Second best are breads with whole wheat listed before any other flour.
- Try a whole grain breakfast cereal like shredded wheat, Grape-Nuts, Cheerios, Wheaties, or Total. Most other cereals (corn flakes, Special K, Rice Krispies, and Product 19, for example) aren't whole grain.
- Try bran cereals like raisin bran, All-Bran, or 100% Bran. Technically, they're not whole grain, but they supply the part of the grain we often lose. Most bran breads have too little bran to matter.
- Try hot cereals like oatmeal, Wheatena, Ralston, or Roman Meal.
- Try whole grain crackers like Triscuits or Finn Crisps.
- Experiment with whole wheat pasta or couscous, kasha or brown rice.

9

Eat at least four servings of beans, lentils, or peas each week.

Why change?

To: Carl
Fr: Brennan
Re: WIC facts
Da: August 30, 1999

Kellogg confirmed that the sugar content in Kellogg's Complete Bran Flakes cereal is higher than the sugar content of the bran flakes in Kellogg's Raisin Bran. The stats are:

1 ounce of Kellogg's Complete Bran Flakes 5.0 grams of sugar

1 ounce of the bran flakes in Kellogg's Raisin Bran. 3.8 grams of sugar

The sugar coating on the raisins in 1 oz of Kellogg's Raisin Bran 0.3 grams of sugar

CARL LEVIN
MICHIGAN

United States Senate
WASHINGTON, DC 20510

September 10, 1999

Mr. Bruce Reed
Assistant to the President for Domestic Policy
Director, Domestic Policy Council
White House
2F1/WW
Washington, D.C. 20502
BY FACSIMILE

Dear Mr. Reed:

I have scheduled a meeting with you to discuss the "sugar limit" for breakfast cereals allowed in the Women Infants and Children (WIC) packages. I am actively urging the Department of Agriculture to eliminate from the sugar limit sugars naturally occurring in fruit which is often contained in breakfast cereals. I am enclosing for you information in advance of our meeting an excerpt from the USDA's *Tips for Using the Food Guide Pyramid*, which encourages people to eat cereals mixed with raisins and an excerpt from the Center for Science in the Public Interest's February *Nutrition Action Healthletter*, which encourages people to eat raisin bran cereals.

Unless sugar in fruit is excluded, the sugar limit contradicts USDA's own nutritional advice. The National Association of WIC Directors and the USDA's Center for Nutrition Policy and Promotion (CNPP) both urge people to add fruit to their cereal. Thus, through the sugar limit, the USDA denies to poor women and children breakfast cereals that contain fruit, while the USDA urges these same women and children to buy fruit to add to their cereal. This outcome is more than irrational; it is absurd and holds a good program up to ridicule.

Nutrition experts instruct people to consume fruit on a daily basis, as fruits, including raisins and other dried fruits, have recognized nutritional value. We should be encouraging WIC food packages that include a serving of fruit for WIC participants.

Irrational regulations are unfair, and they undermine respect for all government policies.

I look forward to meeting with you Monday to discuss this issue and to answer any questions you may have. In the meantime, should you have any questions, please do not hesitate to call either myself or my assistant, Brennan Van Dyke at 224-6221. Thank you for your consideration.

Sincerely,



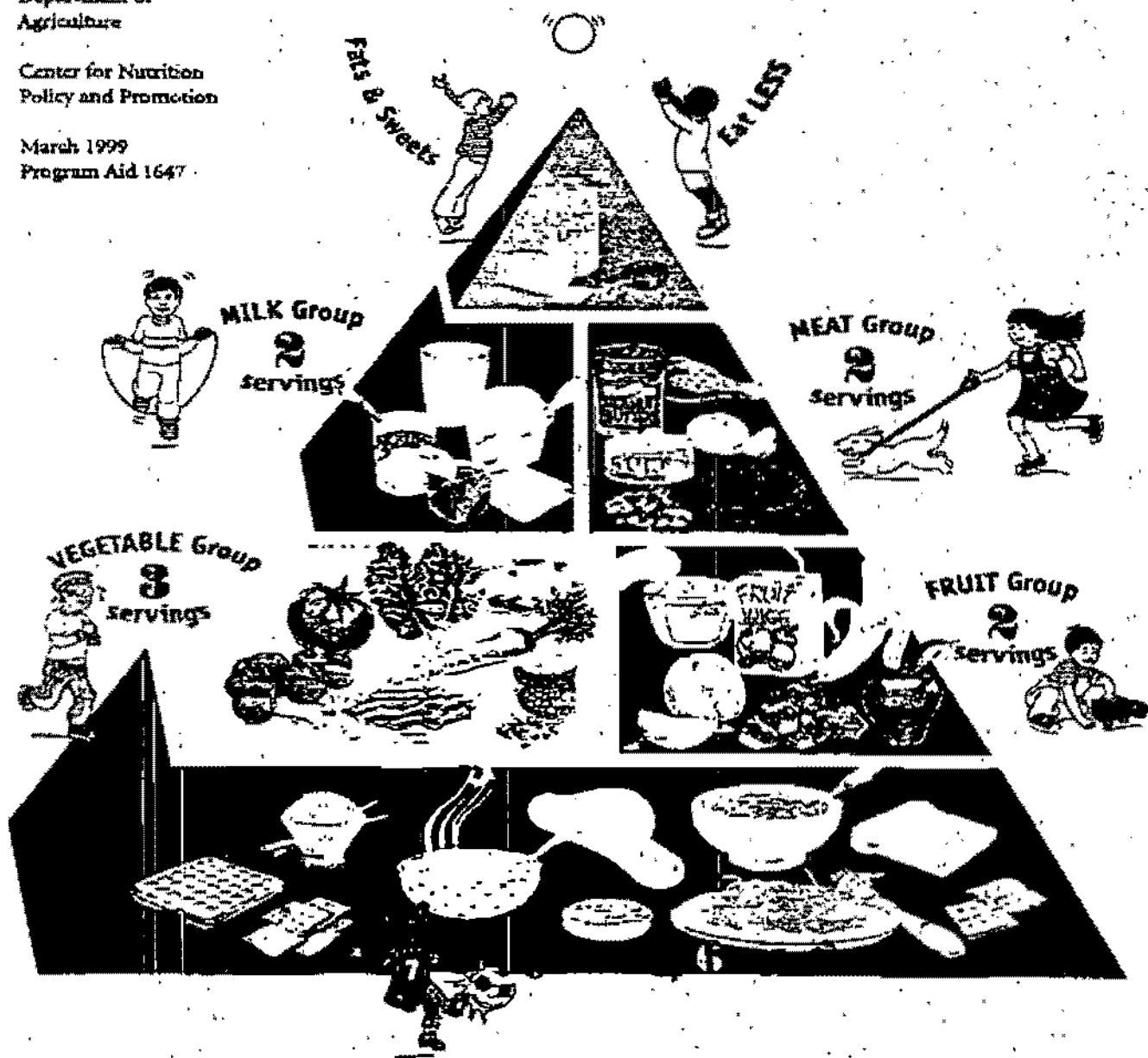
Carl Levin

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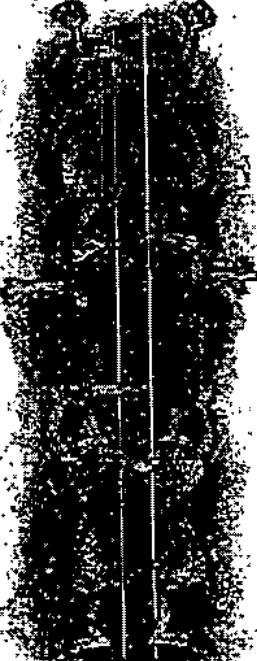
Bean dip spread thin on crackers

*May cause choking in 2- to 3-year-old children.

For ingredients,

stock up on simple foods such as peanut butter; cheese spread or slices; whole grain crackers; little bagels; small pita breads; non-sugar-coated, ready-to-eat cereals; vegetables and fruits.





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