

Food marker program to begin soon in area

A graduate student working for the Clackamas County public health division has devised a food marker program that points out low sodium products. It will be in use in Clackamas County, and Sandy, soon.

John Christensen, manager at Williams

Thriftway, said that he thinks the food marker program will "help enlighten people" to which products are low in sodium.

Larry Raff, a registered dietitian who is finishing up graduate work at The University of California-Berkeley by serving an internship in Clackamas

County, said, "The beauty of this is that the shelf-talker promotes sales, unlike some that discourage the purchase of a certain product."

"This says, 'Buy this product,' which doesn't sell very well in the first place."

Christensen, who said

they have a lot of low sodium products on sale, agreed that the food marker program might encourage people to buy low sodium products.

Bill Hill, Sentry manager, was not so sure. "I don't know," he said. "I don't think it will help the stores any. It will help a

few people find the products."

Hill said that he thinks it's a good service to offer.

Both Hill and Christensen said that it will take at least a couple of weeks to get the food markers in place.

Although there are other food marker programs,

Raff feels this one is unique in that there are no codes or keys to figure out.

"You don't have to read," he said. "It's a pictorial approach to cuing people in."

Raff adds, "If this goes over well, there are other nutrition-oriented designs that could be used in a

similar matter in regard to fiber, sugar and fat."

According to information provided by the Clackamas County public health division, hypertension afflicts one of six adults, and is the leading cause of illness and death in the United States.

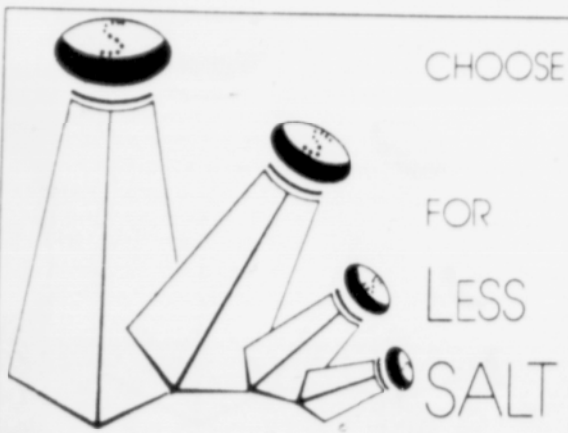
Laboratory research and population studies

reportedly show that sodium consumption does not cause hypertension but does aggravate the problem. Studies show that blood pressure increases with increased consumption of sodium and that nations that consume large amounts of sodium show a larger proportion of the population with hypertension.

Consequences of hypertension include atherosclerotic coronary disease, stroke, congestive heart failure and renal failure.

The body needs approximately 2,000 milligrams of sodium per day for normal functioning. Americans consume 5,000 to 10,000 milligrams per day.

Seventy percent of the sodium consumed by Americans comes from processed foods.



This visual will soon mark low sodium products in most stores in Clackamas County, as well as in Sandy.



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BATH TISSUE
ASSTD WHITE
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FRESH AA LGE EGGS
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SLICED ASSTD. MEATS
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ROUND BONE **\$2.68** BLADE CUT **\$2.38**



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PORK CHOPS CENTER CUT THICK OR THIN **\$1.88**

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CLAM CHOWDER MO'S 16 OZ. **\$1.98**

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CORN OIL FLEISCHMANN'S 1 LB. PKG. **88¢**

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• CRINKLE CUT
• TATER TOTS
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WAFFLES SNOW CROP FRUIT PUNCH OR BEVERAGE, 12 OUNCE **89¢**
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42 OUNCE DETERGENT AJAX POWDER **\$1.59**
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LONE STAR BEER 6 PACK 12 OZ. CANS BOTTLES **\$2.49**
COKE, TAB, SPRITE 6 PACK 12 OZ. CANS **\$1.99**
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48¢
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