HEALTHMATTERS

Food Makers to Trim Calories

As part of drive to reduce childhood obesity

(AP) -- Several of the nation's need," said first lady Michelle of the 1.5 trillion by 2012. largest food companies say they Obama, who earlier this year will take 1.5 trillion calories out of launched her own "Let's Move" their products by 2015 in an effort to anti-obesity campaign.

Mrs. Obama has urged the food industry to speed up efforts to produce healthier foods and redustry association in March, she urged companies not to find cre-

versa — but to increase nutrients as well.

ative ways to market products as health, will evaluate how the groups' healthy — including reducing fat efforts affect the number of calories and replacing it with sugar, or vice consumed by children and adoles-

The Healthy Weight Commitment To keep the companies account- Foundation has more than 80 memduce marketing of unhealthy foods able, the Robert Wood Johnson bers, including General Mills Inc., to children. In a speech to an in- Foundation, a nonpartisan philan- ConAgra Foods Inc., Kraft Foods thropic and research organization Inc., Kellogg Co., Coca-Cola Co.,



The first lady is making childhood obesity one of the items of focus on her agenda.

reduce childhood obesity.

Weight Commitment Foundation, a erage manufacturers and industry trade associations. They pledged to reduce the calories as part of an agreement with a group of nonprofit organizations concerned with childhood obesity.

private sector commitment we the goal, seeking to reduce 1 trillion

Food companies concerned The companies made the an- about national and local efforts to nouncement through the Healthy raise food taxes and a rising tide of lawmakers preparing to write anticoalition of retailers, food and bev- obesity measures have publicly endorsed the first lady's message and pledged to make their foods healthier.

The industry foundation said the companies will introduce lower calorie foods, change product recipes "This is precisely the kind of and reduce portion sizes to achieve



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Chocolate to Fight Wrinkles

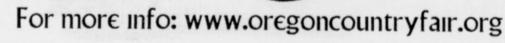
maker says it may have come up ants such as Nestle and Danone with a chocolate bar that could fight also push into the healthy eating wrinkles and slow the aging process, making it the latest food group to tap the appetite for healthier liv- linked with certain health benefits, ing.

packed with antioxidants, or dants. flavanols, each day may help preimproving hydration, studies carried out by Barry Callebaut showed.

The world's largest chocolate Callebaut's claims come as food gi-

Dark chocolate has already been such as helping to lower blood pres-Eating three-quarters of an ounce sure and reducing the risk of strokes of specially developed chocolate thanks to its high content of antioxi-

The Swiss group has developed vent wrinkles and make skin more a way of preserving the flavanols radiant by boosting elasticity and found in cocoa beans during the chocolate-making process, allowing them to produce a bar that is Consumers are becoming in-richer in flavanols, Barry Callebaut creasingly aware of the nutritional Chief Innovation Officer Hans value of what they eat, and Barry Vriens said in an interview.



Please get your tickets in advance. Absolutely No Tickets will be sold on-site. Purchase advance parking \$7/day. Purchase parking on-site \$8/day. The Fair provides a FREE shuttle from two Eugene locations.

