

HEALTH MATTERS

Food Makers to Trim Calories

As part of drive to reduce childhood obesity

(AP) -- Several of the nation's largest food companies say they will take 1.5 trillion calories out of their products by 2015 in an effort to

need," said first lady Michelle Obama, who earlier this year launched her own "Let's Move" anti-obesity campaign.

of the 1.5 trillion by 2012.

Mrs. Obama has urged the food industry to speed up efforts to produce healthier foods and reduce marketing of unhealthy foods to children. In a speech to an industry association in March, she urged companies not to find cre-

ative ways to market products as healthy — including reducing fat and replacing it with sugar, or vice versa — but to increase nutrients as well.

To keep the companies accountable, the Robert Wood Johnson Foundation, a nonpartisan philanthropic and research organization that works to improve the nation's

health, will evaluate how the groups' efforts affect the number of calories consumed by children and adolescents.

The Healthy Weight Commitment Foundation has more than 80 members, including General Mills Inc., ConAgra Foods Inc., Kraft Foods Inc., Kellogg Co., Coca-Cola Co., PepsiCo Inc. and Hershey Co.



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

reduce childhood obesity.

The companies made the announcement through the Healthy Weight Commitment Foundation, a coalition of retailers, food and beverage 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.

"This is precisely the kind of private sector commitment we

Food companies concerned about national and local efforts to raise food taxes and a rising tide of lawmakers preparing to write anti-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 and reduce portion sizes to achieve the goal, seeking to reduce 1 trillion

Chocolate to Fight Wrinkles

The world's largest chocolate maker says it may have come up with a chocolate bar that could fight wrinkles and slow the aging process, making it the latest food group to tap the appetite for healthier living.

Eating three-quarters of an ounce of specially developed chocolate packed with antioxidants, or flavanols, each day may help prevent wrinkles and make skin more radiant by boosting elasticity and improving hydration, studies carried out by Barry Callebaut showed.

Consumers are becoming increasingly aware of the nutritional value of what they eat, and Barry

Callebaut's claims come as food giants such as Nestle and Danone also push into the healthy eating arena.

Dark chocolate has already been linked with certain health benefits, such as helping to lower blood pressure and reducing the risk of strokes thanks to its high content of antioxidants.

The Swiss group has developed a way of preserving the flavanols found in cocoa beans during the chocolate-making process, allowing them to produce a bar that is richer in flavanols, Barry Callebaut Chief Innovation Officer Hans Vriens said in an interview.

JULY 9, 10, 11
OREGON COUNTRY FAIR

We invite you to join us in our wooded setting, 13 miles west of Eugene near Veneta, Oregon for an unforgettable adventure.

Tickets on sale now:
Friday \$20
Saturday \$23
Sunday \$20

SAVE! Buy a 3-Day Ticket for only \$51

Day of event:
Friday \$23
Saturday \$28
Sunday \$23

There will be a \$1.25 TicketsWest service charge on all single day tickets sold. There will be a \$3 TicketsWest service charge on all 3-day tickets sold.

Tickets are on sale at all TicketsWest locations including most Safeway Stores.

Charge by phone:
1-800-992-8499

Order online at:
www.ticketswest.com

For more info: www.oregoncountryfair.org

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. You must have an admission ticket to ride the bus or enter the parking lot.