



“THE MESSAGE”

Health & Fitness Newsletter

MAY 2003

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WHAT'S NEW WITH FIT FOR YOU?

- Joe will be speaking at the Mechanicsburg Parkinson's Support Group on May 14, 2003 at 1:30pm. He will be discussing his integrative program and team-like philosophies that have gained him the trust of his clients and the endorsement of at least one neurological research physician.

Anyone interested in more details should contact Joe at (717) 579-8257 or send him an email through his website at www.phyt4u.com

- Happy Mother's Day!!! - Need to show mom how much you really care?!!!! Purchase the special Mother's Day-I Love You gift certificate in this newsletter (see page 5)... Heck, moms, you can buy it for yourself if you want to... heaven knows you deserve something special just for you, it's more than justified!
- **SPORTS CAMP!** The **Third Annual “Joe Green Youth Sports Mini ~ Training Camp”** will be held July 14-19 Monday through Friday 6-8pm and on Saturday 9-12 noon at Koons Park in Linglestown. Ages 8-14 are welcome, the Camp is for anyone who wishes to participate and it is co-ed. Early registration has officially started!!

Camp registration forms are available now, if you would like a form mailed to you simply contact Joe Green at (717) 579-8257 and give your full name and complete address with zip code.

For more information
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LABEL LIABILITY

What You See Isn't Exactly What You Get

By Joe Green

You started on a diet and you're only four days into it. Now there's an office party and you're not sure what to eat other than fruit and veggies. As you survey the table you see cookies and assorted snacks. You want to eat healthy and still enjoy what you're eating, so what do you do?

Before you can move another inch someone scoops on the plate a small pile of "fat-free" cookies and gives you permission to gorge, after all their fat-free. Your health conscience clears its voice and tells you that this is too good to be true. Your co-worker recognizes your hesitation and shows the wrapper and points to the words fat-free!

Today, many of us are looking at least a little deeper than the words splashed on the front "Fat-Free", "2% Fat" or "Low-Fat" because these words are used to entice and they work. Even I stop to look and investigate a little further. The key is where to look and to know what it is that you are looking for.

FAT-FREE!

What's in a word....more importantly what's in package? We see the claim fat-free and we think that we are automatically on the right track, right? Wrong! Some fat-free labeled foods may be 50%, 60%, or in some cases 100% fat and they say "fat-free" on the label!

For instance, fat free cooking spray usually says on the front of the container, "for calorie free and fat free cooking." If you turn the can around and look at the FDA regulated nutrition label, you'll find that there are zero calories per serving, zero calories from fat. So the real question is, if there aren't any calories . . . what in the world is in that can?

Here's where you separate yourself from your friends and family with the knowledge of knowing where to look and what to look for. Look at that tiny print on the ingredients panel. You'll find that the only significant ingredient in that can is vegetable

oil, corn oil, or canola oil, foods that get 100% of their calories from fat! Yes, the fat free cooking spray is 100% fat!

But how can that be you ask. According to the law, "if there's less than half a gram (.5 g) of fat in a serving (remember those words, "in a serving") a food can be labeled fat free. The catch is, nobody regulates what the food companies refer to as a serving size. If you go back to the tiny print on that spray can, you'll find that a serving is equal to two-tenths (2/10) of a gram. Is there less than half a gram of fat in a serving? Most definitely. Since there's less than half a gram of anything in a serving that's .2 grams in its entirety, this loophole allows the cooking sprays, pure fat, to be labeled fat free.

The same is true of the fat free butter spreads, the fat free butter substitutes, and the fat free liquid butter for popcorn.

2% FAT or 98% FAT FREE

It's common to see meats and dairy products labeled "98% fat free," or "only 2% fat." Let's use milk as an example. If 2% milk gets 2% of its calories from fat, that would suggest that 98% of the calories are from other nutrients. Pick up any container of 2% milk and turn it around. The nutrient amounts may astound you. You'll find that 35% of the calories actually come from fat. How do they get to label a food as 98% fat free when 35% of the calories are from fat? They use yet another loophole.



The food companies are allowed to report nutrient percentages based on total volume. In other words, if you see a package that says 98% fat free, that means that 2% of the entirety of a serving would be fat, but that doesn't translate to percentage of calories. Because milk is predominantly water, and water doesn't have any calories, they are telling you that 2% of the contents including the primary

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ingredient water is fat . . . but you're concerned with the calories! If you look at "calories per serving," and "calories from fat," you'll be able to do some quick division and find out how misleading the reported percentages can be.

Now that you understand how deceptive the labels can be, you'll see how the following requirements can be toyed with to deceive people into believing a food is healthier than promised.

Calories

If a food has less than 40 calories "in a serving," it can be called "Low-Calorie." Anyone can manipulate a serving size so it contains fewer than 40 calories. If a food has at least 25% fewer calories than a comparable product, it can be labeled "reduced calorie." Compare a fatty food to a super fatty food and you can call it "reduced calorie," even if the caloric content is excessively high.

Foods that have at least 25% fewer grams of fat than a comparable product can be labeled "reduced fat." Check out the Reduced Fat Peanut butters. While they have fewer fat grams than the regular peanut butters, they are still a high fat food! Labeled "reduced fat!"

If a food has at least 25% fewer grams of sugar than a comparable product, it can be labeled "reduced sugar." Some foods are labeled sugar free although they have as much sugar as a chocolate chip cookie. They sometimes fail to include the actual word sugar on the ingredient list but instead refer to the specific sugars, glucose, fructose, corn syrup, sweetened condensed milk, dextrose, etc. These ingredients all indicate the presence of sugar, even if a food is labeled sugar free. There's a popular cookie being sold that says right on the front label, "Sugar FREE, Sweetened with fructose." That means, "Sugar free sweetened with sugar." Then there are the sugar alcohols such as sorbitol, malitol, and glycerol, which by law do not have to be listed as sugars on the nutrient panel. A snack bar might say "Sugar Free" and list glycerol (or glycerin) on its ingredient panel. Sugar alcohols do affect blood sugar and can spike insulin levels limiting fat release and leading to greater accumulation of body fat. They do have fewer calories than regular sugars, but they are not as sweet, so in order to sweeten a

food with a sugar alcohol, you have to use more than you would sugar. The catch here is, the FDA hasn't categorized sugar alcohols as sugar, which is why a label panel might say 26 grams of Carbohydrates, only 4 grams of sugar. You have to wonder where the other 22 grams of carbohydrates came from? If you find sugar alcohols in the ingredients, you have your answer.

When it comes to cholesterol we know that we need to be conscious of what we eat. When it comes to this we must also watch the labels. Funny how products found in the grocery store proudly display claims of "No Cholesterol" for items such as pastas, vegetable oils, and rice when they really don't contain any cholesterol in the first place. Cholesterol is found in animal products.

Food labels cannot be trusted!

It is so much simpler for the food companies to deceive us than it is for the consumers to find the truth. Hopefully with a little more insight here today and a basic understanding of the labeling laws, and the common practices of food marketers, you will be able to make better, healthier decisions. Your best bet is to stick to the perimeter of the supermarket for most of your shopping, or to buy your meats and produce in a natural market. As you continue to investigate labels you'll find it far simpler to make healthful choices and stick to a healthy eating plan.

Interesting...

- **Aunt Jemima's Frozen Blueberry waffles** don't contain any blueberries at all! The bluish things are dried apple parts treated with food dye.
- **Quaker Instant Oatmeal Fruit and Cream Variety** comes in strawberry and blueberry flavors. The strawberry version doesn't contain any strawberries, and the blueberry version doesn't contain any blueberries.
- **Betty Crocker Stir & Bake carrot cake**...doesn't contain even a shred of carrot.

PEP TALK

*So often times it happens that we live
our lives in chains
And we never even know we have the
key.*

- The Eagles

Fit For You “Fitness Tip”

To properly strengthen your core you must work on exercising both your back and your abdominal muscles since one cannot be strong without the other also being strong at the same time. Basic abdominal crunches and properly performed deadlifts are amongst quite a few good exercises to choose from.

COMING UP IN NEXT MONTH'S ISSUE...

- **Six Sizzlin’ Summer Tips – “Get A Trimmer Waistline!” – By Joe Green**
 - **Financial Consulting Tips – Jeanne Troy**
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- RECIPE OF THE MONTH

Cold Turkey Salad with Tarragon-Parsley Dressing

1-cup low fat chicken stock or canned low sodium broth
1-tablespoon fresh lemon juice
1-pound turkey breast, cut into ¾ inch pieces (or use leftover cold turkey meat)
2 carrots cut crosswise into ¼ inch pieces
1 ½ cups broccoli florets
2 large stalks celery, diced
12 firm cherry tomatoes cut in half

Tarragon-Parsley Dressing:

½ cup low fat (1%) cottage cheese
¼ cup light sour cream
½ teaspoon dried tarragon or to taste
1/3 cup loosely packed fresh parsley leaves
Salt and freshly ground pepper to taste

Combine stock and lemon juice in a large saucepan or skillet and bring to a simmer. Add turkey (if uncooked), carrots, and broccoli. Cover, and cook over medium heat for 3 minutes. Using a slotted spoon, remove broccoli and set aside to cool.

Cook turkey and carrot, covered, for an additional 5 minutes or until turkey is cooked through. Add addition broth or water if too much liquid evaporates. Drain turkey and carrots and let cool to room temperature.

Transfer turkey and broccoli to a large mixing bowl. Cut each carrot slice in half and add to turkey in bowl. Toss gently, cover, and refrigerate for about 2 hours or until chilled.

Combine all dressing ingredients in a food processor and process until smoothly blended. Taste and adjust seasonings if necessary.

Spoon dressing over turkey mixture and toss gently to coat all ingredients.

Serving Size 4 – Calories: 245, Total Fat: 5.5g, (20% calories from fat), Protein: 40g, Carbohydrates: 9g, Cholesterol: 80mg, Sodium (without salting): 235mg.



Happy Mother's Day, Mom!

Dear Mom, (To: _____ / From: _____)

I want you to feel good and to continue to look good, so you are entitled to receive:

- * 4 In-Home Exercise Sessions
- * 2 Customized Sample Menu Programs
- * 30-minute total relaxation-massage

...Because I love you! Happy Mother's Day!!

To Redeem: Call 717-579-8257 or mail this coupon to: Joe Green
PO Box 60322
Harrisburg, PA 17106

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MAY TIP

When participating in a special event, be it a walk-a-thon or bowl-a-thon or whatever the unique event, if you are raising money for the event, begin by asking all those people and businesses you know. Your folks, your dry cleaner, your hair stylist, your vendors whom you do business with. Anyone and everyone- this is your sphere of influence. Once they are on board with you then ask them if they know anyone you can ask to help you reach your goal. Most people will refer you to at least five others, and so the circle of people and contacts grows.

But above all- have fun at the event. It is not supposed to be work, but rather a chance to help others. You may be surprised at how you feel afterwards.

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