

# At markets Friday

## Nutrition experts to advise consumers on grocery shopping

By MARGARET MILLER

Home economists in the area will volunteer their services Friday to help a supermarket chain show homemakers how to get the most nutrition for their food dollar.

The women, all with training in nutritious meal-planning and thrifty food-buying, will work in Wrigley supermarkets, answering shoppers' questions about selection, food preparation, understanding labels on assorted products.

Participants include Ruth Kramer of Bloomfield Hills, Sue Paton of Troy, Ann Dooley of Birmingham, Jennifer Baker of Farmington, and Diane Mihay of West Bloomfield.

**THE ONE-DAY PLAN** was evolved by Allied Supermarkets, which operates 74 Wrigley and K-Mart food stores in southeastern Michigan, to help consumers understand new developments in food buying.

Working with Allied for the consumer education event will be representatives from the Michigan State University Cooperative Extension Service, the Wayne County department of health and the Dairy Council of Michigan.

Also involved are members graduate home economics students from Wayne State University and Mercy College of Detroit and some senior students in that field.

**THE HOME ECONOMISTS** will be briefed to answer questions about planning nutritious, yet economical, meals, reading the new labels now required by the U.S. Food and Drug Administration and showing nutritional values of each product and comparison of private brands with national brands.

They also will have information about eligibility for food stamps, how to obtain them and how to use them, and will distribute sample plans that show how to feed a family of four nutritious meals on \$10 a week. For young visitors, they'll have good food coloring books.

Part of their message will be stressing menus planned around four basic food groups — meat, milk, fruit and vegetables and bread and cereals.

**DR. GILBERT LEVEILLE**, chairman of food science and nutrition at Michigan State University, applauded the program when he spoke at a kickoff breakfast at Mercy College.

"The best place to educate in this area is in the supermarket where the decision-making takes place," Dr. Leveille stated.

He pointed out that a recent magazine survey showed that nearly all women consider themselves "concerned" about nutrition, but only 10 per cent plan ahead when they go to the supermarket. "This indicates," he said, "that until relatively recently consumers have relied upon the food industry to serve their best interests in providing what goes into the family table."

"And it's a trust that has been well-placed in general. There are exceptions, but for the most part Americans are well-fed and at a relatively low cost."

**REGARDING** the recently-emerging concern, Dr. Leveille said he wasn't sure about its origin "but I'm sure it's good."

It involved three areas, he added: cost, health properties and safety. "Rising costs of food, of course, present the largest problem for the lowest income groups," the speaker said. "We noticed it most with the price of sugar, but doubling the price of beans in the last year created real havoc for families who depend on beans as a major source of protein."

Health-giving properties of foods also raise many new questions, Dr. Leveille said. People want to know if a certain food will help in combating heart disease or arthritis or cancer or old age.

"It seems we're forever looking for that elusive magic ingredient in our diet and sometimes forgetting basic nutrition," he added.

**IN THE MATTER** of food safety, Dr. Leveille was inclined to discount many worries about additives in prepared food.

"Foods themselves contain chemicals," he stated, "and the additives in many cases keep these from working to spoil the products."

"I think it's safe to say chemicals in our food supply are not harmful to man," he said.

He also dismissed as "pure and unadulterated garbage" claims that natural vitamins have great superiority over those of the synthetic variety.

"But this is the kind of question that proves consumers need to know a great deal more about the food they buy," he said.

"We as professional educators must do much more to deal directly with the consumer, and a

program like this one is a step in the right direction."

**ARNOLD KRAUSE**, general manager for Wrigley Supermarkets, said his firm is "concerned about food costs because we are consumers ourselves."

"We have tried to help with our current 60-day price freeze on almost 400 items," he stated, "but consumer education is really the key to better nutrition for less money."

"The cooperation and concern generated from all the agencies and nutritional specialists involved in putting together this consumer education event has been tremendous."

"Our common goal is to get reliable nutritional information to thousands of people in a single day."

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