



ORGANIC BYTES

January 28, 2005 · Issue 49
www.organicconsumers.org

Food and Consumer News Tidbits with an Edge... From the Organic Consumers Association
Please forward this publication to family and friends, websites, print it, & post it. Knowledge is power!

A Quick Look at How Some Countries Advertise Food to Kids

IRELAND

All television commercials for fast food and candy are banned.

AUSTRIA

All television advertising to children is banned.

LUXEMBOURG

All television advertising to children is banned.

NORWAY

All television advertising to children is banned.

SWEDEN

All television advertising to children is banned.

BELGIUM

All marketing is banned in schools.

FRANCE

All marketing is banned in schools.

PORTUGAL

All marketing is banned in schools.

VIETNAM

All marketing is banned in schools.

UNITED STATES

Spending more per child than any other nation in the world, the US plugs \$15 billion per year into marketing food to kids, which is more than what it would cost to provide health insurance for all uninsured children.

Sources: *New York Times* 1/12/2005, Children's Defense Fund 5/14/2003 Press release, SCHIP Program usgovinfo.about.com/library/weekly/aa011100a.htm

Alert: New EPA Deal Lets Factory Farms Pollute Air Without Restriction

The day after the inauguration, January 21, the Bush Administration signed an agreement that allows factory farms to freely violate any and all clean air standards for the next two years, and forgives these same companies from paying fines for past air pollution violations. In exchange for the freedom to pollute without any restrictions, the deal "requests" that factory farms agree to monitor their air pollution and provide that data to the government. Bush's "Dirty Air" agreement is outrageous, given that the Clean Air Act already requires factory farms to provide air pollution data, while also requiring facilities to adhere to clean air standards. One of the companies that will benefit the most from this arrangement with the Bush Administration is Tyson Foods, who also happened to be one of the largest donors to the Bush inaugural festivities. Fortunately there is a 30 day public comment period. Please make your voice heard. Take action here: www.organicconsumers.org/epa3.htm



Industry Launches New Campaign to Promote "Healthier" Junk Food in Schools

In response to efforts to rid schools of junk food, the Vending Association has launched a new marketing campaign using color-coded stickers to indicate to children the relative "healthiness" of the vending machine snack. A red sticker indicates the snack should only be chosen rarely, yellow is "choose occasionally," and green means the snack is healthy and should be chosen frequently. An example of a snack that will receive a green sticker is Teddy Grahams, a product that comes in varieties such as sugared cinnamon, chocolate, and creme-filled. The Vending Association announced this new campaign with a press conference, urging parents and children to exercise more frequently by doing sit-ups and push-ups during TV commercials. Learn more: www.organicconsumers.org/school/vendors.cfm

Thickburgers, Wal-Mart, & Coke: The Ten Worst Corporations, 2004

The Multinational Monitor has released its annual list of the "Ten Worst Corporations of 2004." Among the "winners" of this prestigious award are Coca-Cola, Wal-Mart and Hardees. Coca-Cola made the list when documentation surfaced revealing the company was involved in 179 human rights violations at its bottling plants in Columbia, including allegations of involvement in nine murders of union leaders. Wal-Mart was caught manipulating the tax system in order maximize profits at the expense of taxpayers. In fact, it turns out that each of Wal-Mart's 1000+ stores are costing taxpayers nearly half a million dollars per year. Hardees made its debut on the "Worst Corporations" list for its overtly aggressive advertising of its new product, the "Monster Thickburger." The 2/3 pound sandwich is 1,420 calories and equivalent to eating five standard sized hamburgers. www.organicconsumers.org/corp/10worst012505.cfm

Sponsored Message:

Smile, Laugh & Cry With Ode

As you read *Ode* you will realize it is an international news magazine unlike any other. *Ode* reports on inspiring people & ideas, sustainability, natural health, leading-edge science & spirituality, and much more. *Ode*, a successful European-based magazine since 1995, has been making lots of waves in the US and elsewhere recently. Anita Roddick, founder of the Body Shop, calls *Ode* "essential reading," and Benjamin Zander, conductor of the Boston Philharmonic calls *Ode* a "way of life."

Now, for a limited time, you can get an introductory subscription to *Ode* of 6 issues for only \$10! Smile, laugh and cry with *Ode*. Order *Ode* now online.

Support the OCA!

Please consider donating to support the work of the Organic Consumers Association: www.organicconsumers.org/donations.htm

Speaking of Meat... Bad News for Mad Cows

Mad Cow disease may be far more widespread than scientists had previously thought. This week the journal *Science* revealed that prions, the mysterious misshapen proteins that are responsible for spreading the fatal disease, may be found throughout the infected animal, contrary to prior theories. Researchers from Zurich, the Institute of Neurology in London, and Yale University School of Medicine confirmed study results showing prions are not restricted to areas of the animal body like the spinal column, nervous tissue and the brain, but may also exist in muscle tissue (the meat). This means that infected meat and blood may be currently entering the human food supply, at least in countries such as the United States, Canada, and Mexico, where comprehensive, universal testing for the disease is not required. Given the serious public health implications of these findings, researchers are calling on the global community to take action. No case of Mad Cow has ever been detected in an animal raised its entire life on an organic farm. Organic farms prohibit the feeding of blood, manure, and slaughterhouse waste to animals.

www.organicconsumers.org/madcow/highero12405.cfm

Pesticide Industry Declares War on Green-minded Consumers

The pesticide industry is accelerating its attacks on the organic lawn and garden movement. The "green industry," as conventional lawn treatment companies refer to themselves, have launched "Project Evergreen," a marketing campaign to better their image. A new ad in trade magazines from the group says, "Yes, legislation and regulations have been throwing the green industry some rough punches, and we're about to start fighting back." The ad is in reference to the growing trend of communities banning certain types of lawn pesticides and synthetic fertilizers that have been shown to be toxic or negatively affect local waterways. Allen James, the president of the industry's lobbying group spoke out about these ordinances, saying, "Local communities generally do not have the expertise on issues about pesticides to make responsible decisions."

www.organicconsumers.org/organic/beyondorgo12005.cfm

For many more food issue daily headlines: www.organicconsumers.org/log.html

Organic Bytes is a publication of the Organic Consumers Association

6101 Cliff Estate Road · Little Marais, MN 55614 · 218-226-4164 · fax: 218-353-7652

Subscribe to *Organic Bytes*: www.organicconsumers.org/organicbytes.htm

Note to co-op and natural food store subscribers: *Organic Bytes* is a great tool for keeping your staff and customers up to date on the latest issues. Feel free to print *Organic Bytes* for posting on bulletin boards and staff break tables. You are welcome to use this material for your newsletters.

