



# An Apple A Day

Health Newsletter from the U.S. Apple Association

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## Holiday Greetings from the U.S. Apple Association!

The colder temperatures are upon us and here at the U.S. Apple Association (USApple) we're having visions of apple pie, mugs of hot apple cider, and gathering with family and friends during this holiday

season. This time of year provides us with a great opportunity for reflection on what we're most thankful for. At USApple – it's our growers, shippers, packers, marketers and everyone in between who helps to produce, promote and sell delicious and nutritious U.S. apples. We're also thankful for our readers and eaters of tasty homegrown U.S. apples!



This month's newsletter includes great tips and ideas for using U.S. apples and apple products during your holiday events and shares some of the latest research news in the nutrition and food. We hope you enjoy! Are you looking for more? Send me an email with topic suggestions at [aparker@usapple.org](mailto:aparker@usapple.org) or check out our newly launched blog that focuses on specific varieties, regions, growers, and topics each week by clicking here: [www.usappleblog.org](http://www.usappleblog.org)! And, don't forget to connect with us on [Facebook](#), [Twitter](#) and [YouTube](#)!

Wishing you and yours a happy, healthy holiday season!  
Allison Parker

## Host an Apple Tasting this Holiday Season!



This holiday season, home entertaining expert Domenica Marchetti suggests a trend-worthy twist on the wine and cheese pairing party. The author of *Big Night In* says, "Embrace the season's bounty and involve the whole family: host an apple tasting!" To read more, please click [here](#). To view more of Domenica's apple ideas, visit our new blog [here](#).

### **'Spotlight On: Apples' Debuts on PBS**



Airing this month through January, USApple's "Spotlight On: Apples" tells the story of apples and apple products from the tree to your table. The segment lasts roughly 5 minutes and it includes health benefits information as well as cooking tips and tricks. You can view the segment on USApple's YouTube page at [www.youtube.com/USAppleAssoc](http://www.youtube.com/USAppleAssoc)

### **An Apple a Day Could Help Keep Your Cardiologist at Bay**



Dr. E Mitchell Seymour and his team from the University of Michigan Health System found that adding more apples and apple products to your diet may be an easy way to lower your risk for developing heart disease. Quoting Seymour, "When rodents prone to obesity were given a higher fat diet – similar to a 'typical American' diet – and

fed a freeze dried powder made from whole apples, the results showed a heart health benefit that went beyond cholesterol reduction alone."

Seymour presented his preliminary findings at the American Dietetic Association Food and Nutrition Conference and Exposition in Boston, MA on November 8. For more information, please click [here](#).

### **CDC Projects 1 in 3 People will have Diabetes by 2050**



In late October the Center for Disease Control and Prevention (CDC) released a new report suggesting that 1 in 3 Americans will have Type 2 diabetes by 2050. This alarming projection has U.S. health officials focusing on the need to intervene to prevent the number from growing. In 2007, it was the seventh

leading cause of death and the disease costs about \$174 billion each year (CDC).

Right now, 1 in 10 people has Type 2 diabetes and 60 million people have pre-diabetes—a stage of insulin resistance before full blown diabetes—in the U.S. If pre-diabetics don't change their eating and exercise habits within 3-6 years, they will develop diabetes.

Why the increase? Our population is aging and living longer thanks to advances in modern medicine. In addition, the growth in minority populations, who are at a higher risk for developing diabetes, contributes to the projected increase.

The CDC suggests a combination of both personal decisions along with policy changes as a solution to the increasing rate. Prevention programs, such as the CDC's new National Diabetes Prevention Program, as well as making food more accessible, can be part of the solution. For more information on the report or the CDC, please click [here](#).

### **New Evidence Apples May Help with Bone Health**



Research has shown that a diet rich in fruits and vegetables—and especially apples—can help you maintain your weight, reduce your risk for developing cancer, and even improve your heart health. New evidence suggests passing up that cookie for an apple may also prevent broken bones later in life. The study, published online last month in the [American Journal of Clinical Nutrition](#), indicated that older women who ate a diet rich in fruits, vegetables and whole grains may reduce the risk of bone fractures than those that imbibe in less healthy fare. For more, click [here](#).

### **Barriers to Healthful Eating: Is it Really More Expensive and Less Delicious to Eat Healthfully?**



Many of us strive to eat healthfully every day but fail to follow through on our good intentions. Why, when there are more healthful options available to us every day than possibly ever before? A recent consumer research study, conducted by Catalina Marketing, helps answer identify factors that may help draw consumers to healthy foods and what actually deters them from buying good-for-you options.

A survey, completed as part of the report, indicated that 72 percent of the responders agreed that their usual grocery store carries a wide variety of healthful foods and beverages – so why aren't they eating them? Seventy seven percent of the responders agreed with the statement "Healthy foods and beverages generally cost more." Sharon Glass, Catalina's Vice President of Health and Wellness, suggested that there are plenty of health foods that don't cost more than a less healthy alternative – but they are perceived as more expensive.

Another possible deterrent? Taste. The old adage “if it’s good for me, it must taste badly” still rings true for some folks today. So how do you as a nutrition professional, produce marketer, or a concerned consumer, help clear up the misinformation that foods that are good for us aren’t more expensive or less tasty? Encourage your local grocer, farmers market, or retail outlet to identify healthier options on the store shelf. Point of purchase information can have a huge impact on consumer’s purchasing decisions. Furthermore, don’t underestimate the power of sampling. Offering samples of a product that a consumer may perceive as tasting bad, can help them overcome that perception and create a new customer.

According to the report, 66 percent of responders said they were seeking ways to “improve their health and wellness through the foods and beverages they consume.” Consumers want information without being told directly that what they currently consume is less than optimal. There are great opportunities to be had for healthful food and marketing efforts should focus on clearing up the misperception that healthy food is costly and lacks flavor. For more, click [here](#). To download a copy of the report, click [here](#).

#### **Front of Pack Nutrition Labeling – What about Fresh Produce?**



It may soon become a bit easier to compare calorie, fat and probably sugar and salt information when grocery shopping. The Institute of Medicine (IOM) Committee on Examination of Front-of-Package (FOP) Nutrition Rating Systems and Symbols, Phase II, held a committee meeting on October 26 and 27, 2010 here in Washington D.C. The meeting included an open public workshop on October 26 on new consumer research on FOP.

#### *Background on FOP Labeling and the IOM*

Congress directed the Centers for Disease Control and Prevention (CDC) to undertake a study with the IOM on FOP nutrition rating systems and nutrition-related symbols late last year. The study is also supported by the Food and Drug Administration (FDA). The Phase 1 report, issued on October 13, 2010 and available [here](#), reviewed current systems for FOP nutrition labeling and examined the strength and limitations of the nutrition criteria that underlie them. The IOM concluded that it would be useful for FOP labeling to display calorie information and serving sizes in familiar household measures. In addition, the Committee suggested that FOP labeling should provide information on saturated fats, *trans* fats, and sodium, or nutrients that the American public in general should limit in order to reduce risk of certain chronic diseases.

The purpose of the second phase of the research is to focus on the consumer perspective. An ad hoc committee was formed consisting of renowned consumer, nutrition, and health professionals to examine and provide recommendations regarding the potential benefit of a single, standardized front-label food guidance system that is regulated by the FDA. Furthermore, they have been asked to assess which icons are most effective with consumer audiences and develop conclusions and recommendations about the systems/icons that best promote health and how to maximize their use.

#### *The Industry Responds*

Not even 24 hours after the workshop, no doubt feeling the pressure from the Obama administration as well as the general tension from the IOM committee at the meeting, the Grocery Manufacturers Association issued a joint press release with the Food Marketing Institute stating that they have partnered to create a new front-of-pack nutrition labeling system based on calories and nutrients to limit. To read the release, click [here](#). To read commentary published in the *New York Times*, click [here](#).

#### *One Apple-Loving Dietitian's Perspective*

Having attended the 1/2 day long workshop, I had mixed feelings about the effort that is going on to achieve a uniform FOP label standard across the country. First, it's important to point out that fresh produce will not be indicated in the FOP label because it does not come in a package and therefore does not need a standardized nutrition label. The processed and packaged food industry has a marketing advantage in that they can currently make nutrient content claims and health claims depending on the product and level of research done. While the produce section is seen by most consumers as inherently being "healthy" foods, what are the unintended consequences of putting a FOP label on an item that has little or no nutritive value when compared to apples or even apple products? Will a consumer, who sees the FOP label on a food, automatically assume it is healthy, without taking the time to look at the full nutrition facts panel and read the ingredient list? I think the effort is warranted given our current obesity epidemic and the rise in diet-related chronic disease but I wonder, what would happen if the time and resources, from both the public and private sector, were put into promoting, educating, and marketing the foods we know are healthful—like fruits and vegetables, and especially U.S. apples and apple products—but that don't carry a label.

## Apple-Inspired Recipes for the Holidays



Entertain and delight your family and friends this holiday season with apple-inspired recipes that are sure to please everyone!

### Breakfast

[Apple Pancakes w/ Maple Apple Sauce](#)  
[Apple Puff Omelet](#)

### Appetizer

[Caramelized Onion-Apple Soup with Blue Cheese Croutons](#)  
[Savory Onion and Apple Tart](#)  
[Sweet Potatoes and Apple Cider Gratin](#)

### Main Dish

[Apple-Cranberry Stuffed Pork Chops](#)  
[Apple-Cheddar Mac and Cheese](#)  
[Cider Baked Chicken and Sausage](#)

### Beverage/Dessert

[Maple Cider Punch](#)  
[Spiced Apple Tea](#)  
[Apple Walnut Crostada](#)



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