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More about Flax:

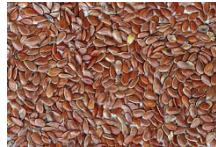
- Golden and brown flax have the same nutritional benefits
- Flaxseed is a high plant source of omega-3 fat
- Omega-3 fat is heart friendly
- Ground flax gives more nutritional benefit
- Flax is healthy for all age groups

GreatO Premium Ground Beef



Ground beef with healthier fats
Picture from www.beefitswhatsfordinner.com

Research conducted by Dr. Jim Drouillard at Kansas State University has led to the development of a new ground beef product. It is enriched with Omega-3 fatty acids found in fish and plant oils.



In a quarter-pound serving, it has 200 milligrams of omega-3s and tastes like

regular ground beef. Currently, there are no recommended daily intake amounts for omega-3s. The health community, however, recommends 1,200-1,600 milligrams a day.

This new ground beef was produced by feeding cattle a diet supplemented with flaxseed. The technology keeps the omega-3 fats from becoming saturated fats. The animal benefits by having fewer respiratory diseases and higher fertility rates. Flaxseed can also suppress inflammation and reduce diabetes in cattle. In sensory studies for humans, there were no off-flavor issues.

The new ground beef will be introduced in select Buffalo, N.Y. retail stores in February 2013. Nationwide launch is planned for retail stores and restaurants later in 2013.

Source: <http://www.k-state.edu/media/newsreleases/feb13/omegabeeff20413.html>

"From the Land of Kansas"

On January 1, 2013, the Kansas Department of Agriculture took over the [Our Local Foods](#) brand and program from the Kansas Rural Center.

They recently re-

introduced the "From the Land of Kansas" program to help promote Kansas-made items with this familiar name .

They will be supporting local foods and products

with the Kansas Farmers Markets program. The program is currently being updated at www.ksfarmersmarkets.org.

Learn more at www.ourlocalfoods.org/.



Read the Labels on Food

You care about what you and your family eats. So take the time to read the label and know the information is accurate.

The Food and Drug Administration (FDA) works with food manufacturers so their labels are not false or misleading.

Formal standards of identity for many kinds

of food are designated for foods including dairy products, baked goods, canned foods, frozen foods, and many more. The standards of identity require that products contain the ingredients required by the standard.

If consumers suspect a label is inaccurate, however, FDA welcomes in-

formation from them as well. Consumer complaint coordinators located in 19 FDA district offices throughout the United States. In Kansas, contact the FDA Consumer Complaint Coordinator at 855-202-9780.



Foods Must Contain What Label Says

The Cost of Fruits and Vegetables

▼
“Children today are consuming close to 200 more calories a day from snacks than they did in the 1970s.”

It is a perception that fresh fruits and vegetables are more expensive than sugary, salty, convenient snacks. However, this may be false.

It depends on how the

price per unit is measured. On a per calorie basis, fruits and vegetables appear more costly. But, on a price per average amount consumed, they are less expensive. In fact, by following the

2010 Dietary Guidelines for Americans consumption guidelines, fruits and vegetables cost \$2.00-\$2.50 per day.

Source: <http://1.usa.gov/Vr0nDX>

More Consumers Eat Whole-Grain Bread

The 2005 *Dietary Guidelines for Americans* pushed the consumption of whole grain foods. The recommendation was to eat half of all grain foods as whole grain products. A before and after comparison saw a 70 percent increase in whole-grain bread purchases. Refined bread fell 13 percent.

The *Dietary Guidelines* gave a gentle push in this direction. Falling whole-grain bread prices helped increase consumption. Other factors impacting the change included advice on healthy substitutes; it was easy to buy whole-grain bread instead of refined-grain bread; and manufacturers increased production to lower the cost to consumers.

Learn more at <http://1.usa.gov/VFq843>.



USDA/ARS

Leafy Greens Primary Food in Foodborne Illness



USDA/ARS

While advances are made in preventing foodborne illness, more than 9 million consumers get sick. The CDC reports that between 1998-2008, 17 food commodities were linked to foodborne illness.

Of these foods, 46 percent of illnesses were linked to produce. Leafy vegetables led to the second most cause of hospitalization. Most often, produce was contaminated with norovirus. More deaths were linked to poultry because of *Listeria* or *Salmonella* spp.

Food safety education must continue. While this study was from data collected through reported illnesses and outbreaks, many are not reported. In addition, it is quite difficult to pinpoint exact foodborne illness sources, especially in combination foods.

Source: http://wwwnc.cdc.gov/eid/article/19/3/11-1866_article.htm



The Ombré Look in Desserts

One of the latest food crazes is the ombré look. From cake to frosting, this colorful look can dazzle any event.

The Merriam-Webster definition of ombré is

“having colors of tones that shade into each other.” For cakes, the colors typically change from dark on the bottom, to light on the top. Disguise the look for a dramatic surprise by making

the cake layers with the ombré look and a plain frosting on the outside.

So choose a color to match the party theme and have fun!



www.bettycrocker.com

Learn more about this survey and the full infographic at the International Food Information Council website at <http://bit.ly/LdcFc6>.

2012 Food & Health Survey Infographic

AT LEAST 6 OUT OF 10 CONSIDER
calories, whole grains, fiber, sugars, sodium and/or fats
WHEN BUYING PACKAGED FOODS & BEVERAGES

“Over the past year, when making decisions about buying packaged food or beverages, have you ever considered whether or not they contain the following?”



THOSE MOST LIKELY TO CONSIDER FOOD COMPONENTS

OLDER CONSUMERS AGE 65-80
WOMEN* VS. MEN
HIGHLY EDUCATED CONSUMERS

*however for fats, sugars and refined carbohydrates, there is no apparent gender difference among obese consumers.

TOP 6 FOOD COMPONENTS CONSIDERED:



OUT OF 100%



Kansas State University Agricultural Experiment Station and Cooperative Extension Service

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Analyzing Meat Problems



Every once in awhile, questions arise about meat processed at local processors. Identifying the issue is a challenge. Dr. Liz Boyle, Extension Meat Specialist offers these tips:

- Identify animal history—This includes specie and sex; age at harvest; feeding regime (including kind of feed,

amount, and for how long); health problems or abnormalities; live weight and carcass weight.

- Processing history—This includes harvest date; other animals at the processing facility; aging time; cutting date; cutting room temperature; other products in processing freezer.
- Product questions—This includes type of packaging; was all meat frozen when picked up?; any meat distributed elsewhere?; type of odor in raw state and cooked state; and any off-flavors.

For help with these issues, contact Dr. Boyle at lboyle@ksu.edu or 785-532-1247.



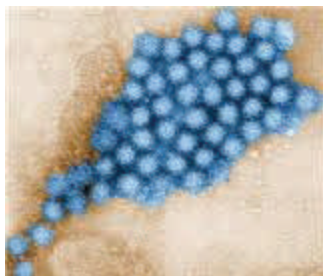
Karen Blakeslee, M.S.

On the Web at
www.rrc.ksu.edu



A New Strain of Norovirus

Most often, norovirus is linked to foodborne illness outbreaks on cruise ships. But, it can be a problem in any location.



More information on Norovirus can be found at www.cdc.gov/Norovirus

A new strain of this infection has been found in Australia. The new GII.4 Sydney strain causes acute gastroenteritis and

is transmitted quickly through human-to-human contact.

Because of world travel, this strain is now being found in the U.S. From September-December 2012, there were 266 reported outbreaks.

Practice good personal hygiene, disinfect surfaces, and stay home if you are sick. These are the best methods to prevent the spread the virus.