Research conducted by Dr. Jim Drouillard at Kansas State University has lead 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/omegabeef20413.html

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GreatO Premium Ground Beef

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

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“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.ourlocalfoodks.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 information 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.

The Cost of Fruits and Vegetables

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.
Leafy Greens Primary Food in Foodborne Illness

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.


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**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](http://www.bettycrocker.com)

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2012 Food & Health Survey Infographic

**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?"

**TOP 6 FOOD COMPONENTS CONSIDERED:**

**ORIENTHED CONSUMERS AGE 65-80**

**WOMEN® VS. MEN**

**HIGHLY EDUCATED CONSUMERS**

*However for fats, sugars and refined carbohydrates, there is no assumed gender difference among older consumers.*

**THOSE MOST LIKELY TO CONSIDER FOOD COMPONENTS**

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

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 of the virus.

Reference to any specific commercial products, process, service, manufacturer, or company does not constitute its endorsement or recommendation.

Paid for by Kansas State University