

# The Flavor – Nutrition Connection





---

What is our **BIGGEST** problem?

Obesity  
1960  
USA

13.4%

Obesity  
today  
USA

42%

Obesity  
today  
Canada

29%

Obesity+  
Overweight  
today  
Canada

70%

Obesity  
today  
Denmark

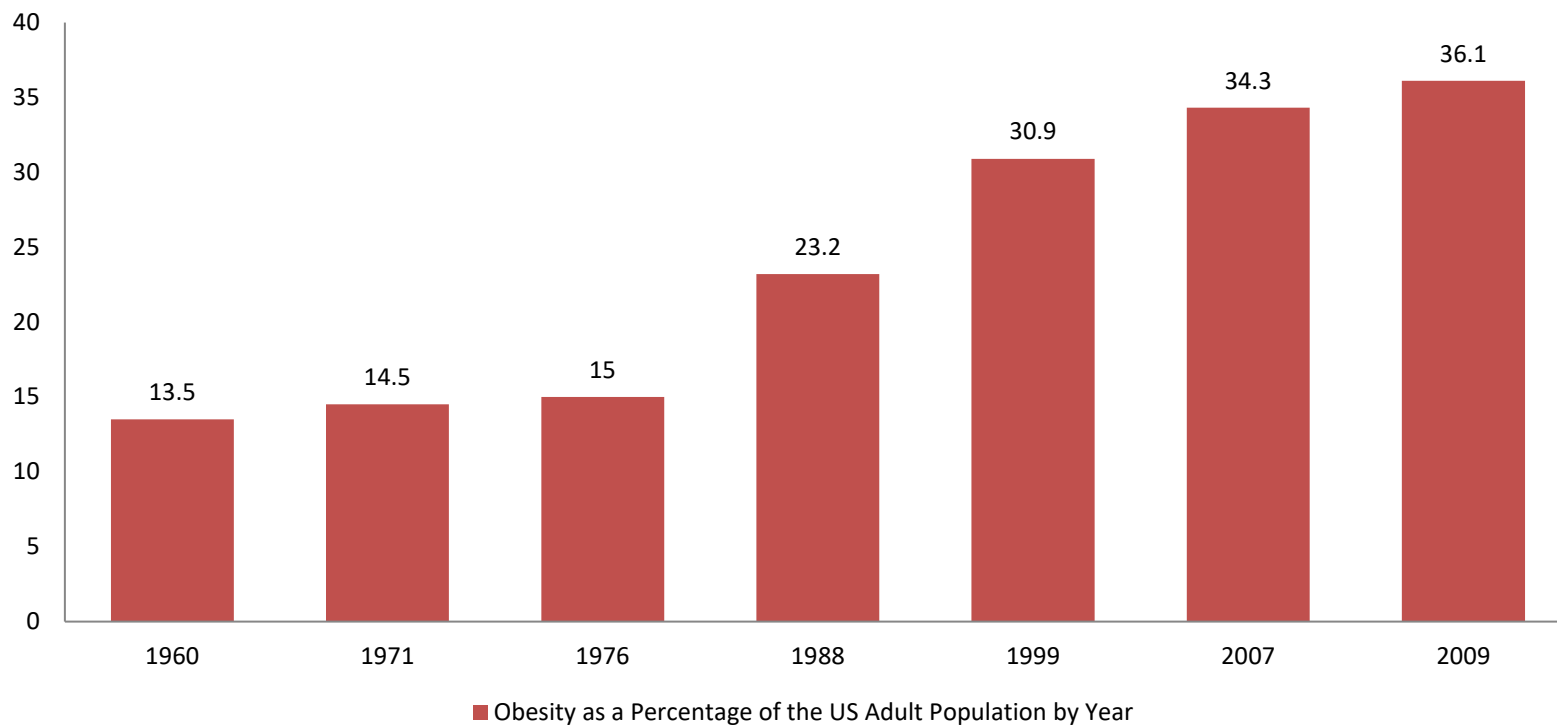
15%

Obesity+  
Overweight  
today  
Denmark

51%



# We're now *this* big...









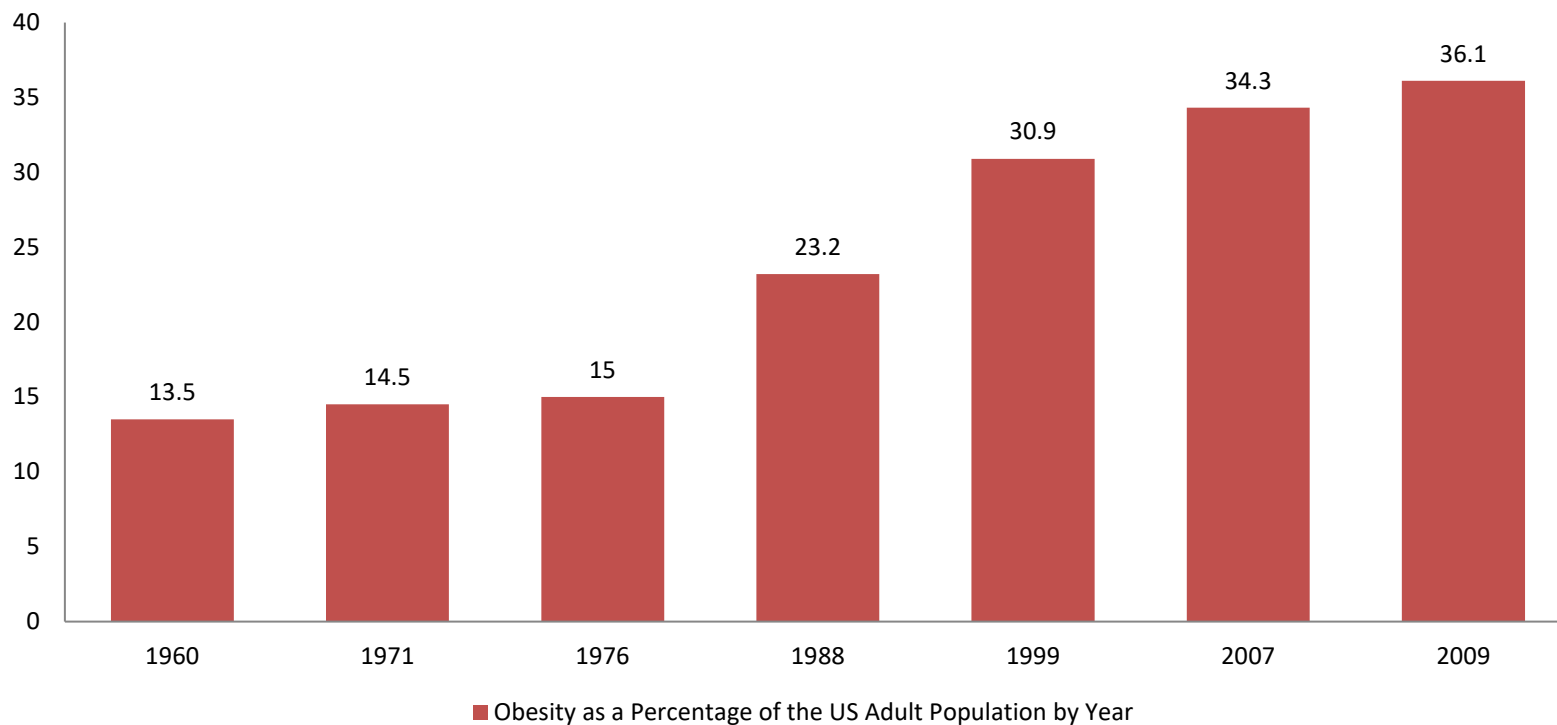
our  
**BIGGEST**  
problem

2<sup>nd</sup> leading cause of  
preventable **death**  
(smoking is #1!)

our  
**BIGGEST**  
problem

1<sup>st</sup> leading cause of  
preventable **morbidity**

# We're now *this* big...





FIVE CROWNS



FOOD & SPIRITS

RED TELEPHONE BOOTH







# Doritos

Tortilla Chips

Toasted Corn Taste

39¢



NET WT. 6 1/4 OZS.

# Doritos

Tortilla Chips

INGREDIENTS: Enriched Corn, Vegetable Oil, Salt

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NET WT. 6.25 OZ. NET. Added as Additives to Preserve Quality.

FRITOS, DORITOS, TACOS, RUFFLES, AND ALL OTHER BRANDS ARE TRADEMARKS OF FRITO-LAY, INC.

NC 11-8

# Doritos

Tortilla Chips

Did you know there are two kinds of Doritos Tortilla Chips?

This bag contains regular DORITOS Tortilla Chips with

Toasted Corn Taste

For a different taste sensation try

## TACO FLAVOR

Taco Flavor DORITOS Tortilla Chips have a taste that zips up most everything from soups to dips.

DORITOS Tortilla Chips are from the makers of:

**Fritos**  
CORN CHIPS

**Ruffles**  
POTATO CHIPS

All products of



# Doritos

are with it!

WITH OTHER FOODS



Serve DORITOS Tortilla Chips with lunch, supper, beer or cocktail. They're delicious with sandwiches, soups.

WITH DIPS



Serve DORITOS Tortilla Chips with FRITOS Blend Dip Mixes.

- Just add mix to your cream or cream cheese for deliciously seasoned dip.
- Available in green, white, low cheese, toasted cheddar, chili, con queso and brown-onion flavors.
- Look for them on the front of Frito-Lay stock shelves.

WITH RECIPES



Make Nachos—Easy, cheesy-topped appetizer.

- Arrange DORITOS Tortilla Chips on hot oil shell.
- Spoon a mound of creamy, chunky sharp cheese on top of each.
- Top with sliced melted cheese or jalapeno pepper slices for extra zing.
- Bake at 400° until cheese melts. Serve hot.



One good crunch  
leads to Another ...  
and Another



WITH OTHER FOODS



DIPS



AND RECIPES

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DALLAS, TEXAS 75235  
PLANTS FROM COAST TO COAST

INGREDIENTS: Corn, Vegetable Oil with  
BHA and BHT as preservatives, Tortilla  
Yeast, Salt, Monosodium Glutamate, Flour,  
Cocoa, Spices and Flavorings.

don't be a litter bug  
Keep America  
Beautiful

122 244

16099  
**Doritos**  
BRAND

Taco Flavor Tortilla Chips



NET WT. 1 1/4 OZ.



© 1968 FRITO-LAY, INC.

**Doritos**  
BRAND

Taco Flavor Tortilla Chips

This bag contains spicy Taco Flavor  
DORITOS Brand Tortilla Chips.

For a different taste sensation try  
regular flavor DORITOS Brand Tortilla  
Chips with



DORITOS Brand Tortilla Chips are from  
the makers of



Corn Chips

Products of



Frito-Lay - Doritos Taco Flavor 15-cent bag - 1970's

By Jason Lebig ★ 19 favorites □ 7 comments





# Corn Yields

1932 – **27** bushels/acre

1967 – **80.1** bushels/acre





# Corn Yields

1932 – **27** bushels/acre

1967 – **80.1** bushels/acre

2021 – **173** bushels/acre



## Orange Yields

1932 – **176** boxes/ acre

1967 – **282** boxes/acre

2014 – **328** boxes/acre





# Strawberry Yields

1932 – **84** cwt/acre

1967 – **261** cwt/acre

2014 – **720** cwt/acre



# Tomato Yields

1932 – 27 cwt/acre

1967 – 170 cwt/acre

2014 – 315 cwt/acre



## Is Chemical Farming Making Our Food Less Nutritious?

OG asks the USDA some tough questions.

**ORGANIC  
GARDENING**

Hon. Dan Glickman  
Secretary of Agriculture  
U.S. Department of Agriculture  
1400 Independence Ave. SW  
Washington, D.C. 20250

Dear Mr. Secretary:

Several recent independent studies are raising critical questions about the quality of our food that we hope you can answer. Here's what we find so troubling:

**The vitamin and mineral content of American and British food supplies appears to be declining,** according to analysis of official government reports. The Kushi Institute of Becker, Massachusetts, has studied USDA nutrient data from 1973 and 1997 and uncovered a disturbing trend: Average calcium levels in 12 fresh vegetables have declined 27%; iron levels have dropped 37%; vitamin A levels, 21% and vitamin C levels, 30%.

We spoke with one of your scientists, David Haytowitz, head of the USDA nutrient data lab that published both the 1973 and 1997 government data, and he told us that he does not know the cause of this apparent decline and that his office does not have the responsibility to investigate this issue. He was not aware of anyone else in the USDA who might be able to provide an explanation, so we decided to go right to the top.

A similar analysis comparing British nutrient data from 1930 and 1980 indicates reductions of essential minerals in both fruits and vegetables. According to the report, published in the *British Food Journal* (1997, vol. 99, no. 6, pp. 207-211), average calcium content has declined 19%; iron, 22%; and potassium, 14% in the 20 vegetables compared. The report's author, Anne-Marie Mayer, now at Cornell University, says, "Changes in agricultural practice during this time could have contributed to the decline—for instance, soil compaction, use of agricultural chemicals, disruption of soil life, or lack of organic matter."

Here at *Organic Gardening* magazine we have been studying the connections between healthy soil, healthy food, and healthy people for more than 50 years. We believe the trends described above may well be a result of the "mining" of our nation's soil fertility by intensive chemically based agriculture. Two other recent reports have increased our concern:

1. American agriculture's continuing overapplication of nitrogen fertilizers is causing irreparable damage to our soils, soil scientists concluded in their 1999 report on the University of Wisconsin-Madison's ongoing 37-year project monitoring the effects of nitrogen fertilizers. The scientists explained that U.S. farms have "a 50% applied nitrogen efficiency rate," which means that only half the nitrogen applied to the soil is actually used by the crop. The other half remains in the soil, becoming harmful nitric acid. **Three decades of such overuse of nitrogen has destroyed much of the soil's fertility, the scientists found, causing it to age the equivalent of 1,000 years.** As you already know, Mr. Secretary, this excess nitrogen also leaches into lakes, streams, and groundwaters, and is a serious form of pollution.

2. A new U.S. Geological Survey report indicates that acid rain is depleting soil calcium levels in at least 10 eastern states, interfering with forest growth and weakening trees' resistance to insect feeding and low winter temperatures. This acid rain must also be affecting our farmlands and the crops they produce.

Mr. Secretary, what is going on here? Why do nutrient levels in our food appear to be declining? Is the drop linked to preventable factors, such as American agriculture's overuse of acidic nitrogen fertilizers and the effects of acid rain? Surely you must want to know the answers to these questions as much as we do. Will you ask your top scientists to give us some direct answers that we can share with the readers of our magazine?

Sincerely,

*Cheryl Long*  
Cheryl Long, Senior Editor

23 East Minor Street, Emmaus, PA 18098-0099

12 NOVEMBER/DECEMBER 1999 OG

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## Original Research

# Changes in USDA Food Composition Data for 43 Garden Crops, 1950 to 1999

Donald R. Davis, PhD, FACN, Melvin D. Epp, PhD and Hugh D. Riordan, MD

*Bio-Communications Research Institute, Wichita, Kansas (D.R.D., M.D.E., H.D.R.), Biochemical Institute, The University of Texas, Austin, Texas (D.R.D.)*

**Key words:** Nutritive value, history, food analysis, agriculture

**Objectives:** To evaluate possible changes in USDA nutrient content data for 43 garden crops between 1950 and 1999 and consider their potential causes.

Look Up " "   
 Search with Google   
 Copy   
 Strikethrough

We compare USDA nutrient content data published in 1950 and 1999 for 13 nutrients and water-soluble vitamins, mostly vegetables. After adjusting for differences in moisture content, we calculate ratios of 1999/1950 values,  $R$  (1999/1950), for each food and nutrient. To evaluate the foods as a group, we calculate arithmetic mean  $R$ -values for the 13 nutrients and water. To evaluate  $R$ -values for individual foods and nutrients, we use USDA's standard errors (SEs) of the 1999 values, generate 2 estimates for the SEs of the 1950 values.

As a group, the 43 foods show apparent, statistically reliable declines ( $R < 1$ ) for 6 nutrients (protein, Ca, P, Fe, riboflavin and ascorbic acid), but no statistically reliable changes for 7 other nutrients. Declines in the medians range from 6% for protein to 38% for riboflavin. When evaluated for individual foods and nutrients,  $R$ -values are usually not distinguishable from 1 with current data. Depending on whether we use low or high estimates of the 1950 SEs, respectively 33% or 20% of the apparent  $R$ -values differ reliably from 1. Significantly, about 28% of these  $R$ -values exceed 1.

**Conclusions:** We suggest that any real declines are generally most easily explained by changes in cultivated varieties between 1950 and 1999, in which there may be trade-offs between yield and nutrient content.

# Nutrient Changes

Calcium down by 16%

Iron down by 15%

Potassium down by 9%

Vitamin C down by 15%

Riboflavin down by 38%









But nutrients have  
no flavor...






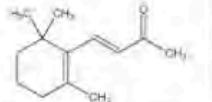

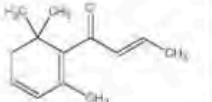
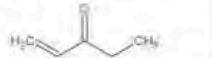
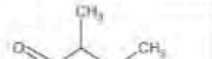

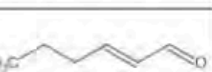








# Where Flavor Comes From

| Volatile                | Structure   | Precursor  | Concentration (nl/g FW/hour <i>cerasiforme</i> ) | Concentration (nl/g FW/hour Flora-Dade) | Odor threshold (ppb) |
|-------------------------|---|------------|--|---|----------------------|
| <i>cis</i> -3-Hexenal   |    | Fatty acid | 16.28  | 5.25                                    | 0.25                 |
| $\beta$ -Ionone         |    | Carotenoid | 0.03   | 0.02                                    | 0.007                |
| Hexanal                 |    | Fatty acid | 27.21  | 17.15                                   | 5                    |
| $\beta$ -Damascenone    |    | Carotenoid | ND   | ND                                      | 0.002                |
| 1-Penten-3-one          |    | Fatty acid | 0.21   | 0.03                                    | 1                    |
| 2-Methylbutanal         |   | Isoleucine | 0.75   | 0.25                                    | 1                    |
| 3-Methylbutanal         |  | Leucine    | 0.67   | 0.18                                    | 0.2                  |
| <i>trans</i> -2-Hexenal |  | Fatty acid | 0.7  | 0.26                                    | 17                   |



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Automass Plus  
GC  
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GC





One good crunch  
leads to Another ...  
and Another



WITH OTHER FOODS



DIPS



AND RECIPES

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NATIONAL HEADQUARTERS  
DALLAS, TEXAS 75235  
PLANTS FROM COAST TO COAST

INGREDIENTS: Corn, Vegetable Oil with  
BHA and BHT as preservatives, Tortilla  
Yeast, Salt, Monosodium Glutamate, Flour,  
Cocoa, Spices and Flavorings.

don't be a litter bug  
Keep America  
Beautiful

122 244

14099  
**Doritos**  
BRAND

Taco Flavor Tortilla Chips



NET WT. 1 3/4 OZ.



© 1968 FRITO-LAY, INC.

**Doritos**  
BRAND  
Taco Flavor Tortilla Chips

This bag contains spicy Taco Flavor  
DORITOS Brand Tortilla Chips.

For a different taste sensation try  
regular flavor DORITOS Brand Tortilla  
Chips with



DORITOS Brand Tortilla Chips are from  
the makers of



Corn Chips

Products of



Frito-Lay - Doritos Taco Flavor 15-cent bag - 1970's

By Jason Iahin 19 favorites 7 comments



## AND RECIPES

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DALLAS, TEXAS 75235  
PLANTS FROM COAST TO COAST

**INGREDIENTS:** Corn, Vegetable Oil with BHA and BHT as preservatives, Torula Yeast, Salt, Monosodium Glutamate, Flour, Cocoa, Spices and Flavorings.



K

don't be a litter bug.  
**Keep America  
Beautiful**

**Doritos, T**



Why does **food** have  
**flavor** anyway?








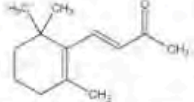

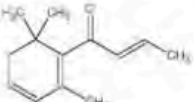
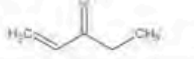
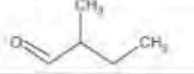
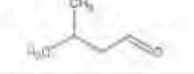









# What Happened to Tomatoes

| Volatile                | Structure   | Precursor  | Concentration (nl/g FW/hour <i>cerasiforme</i> ) | Concentration (nl/g FW/hour Flora-Dade) | Odor threshold (ppb) |
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| 3-Methylbutanal         |  | Leucine    | 0.67   | 0.18                                    | 0.2                  |
| <i>trans</i> -2-Hexenal |  | Fatty acid | 0.7  | 0.26                                    | 17                   |



*Homestyle*

*Comme à la Maison*

**KETCHUP**

Flavour  
Saveur



Iron / Fer

15%

**Ingredients:** Russet potatoes, canola oil, tomato powder, evaporated cane juice, sea salt, maltodextrin, beet powder, dehydrated tomato, flavour, vinegar, malic acid, citric acid, garlic powder, onion powder, dehydrated parsley, spice.

**Ingrédients:** pommes de terre russet, huile de canola, jus de canne évaporé, sel de mer, maltodextrine, poudre de betterave, tomate déshydratée, arôme, vinaigre, acide malique, acide citrique, poudre d'ail, poudre d'oignon, persil déshydraté, épices.



REFUND WHEN APPLICABLE  
REMBOURSEMENT SI APPLICABLE

**Dr Pepper**  
Est. 1885  
Depuis 1885

SOFT DRINK  
BOISSON GAZEUSE

591 mL



**NET CONTENT: 68 mg/591 mL**  
**EN CAFÉINE: 68 mg/591 mL**

**CARBONATED WATER, SUGAR/GLUCOSE-FRUCTOSE, ARTIFICIAL FLAVOUR, SODIUM BENZOATE, CAFFEINE.**  
**EAU GAZEIFIÉE, SUCRE/GLUCOSE-FRUCTOSE, COLORANTS ET ARTIFICIELLE, BENZOATE DE SODIUM, CAFÉINE.**

**Ingredients**  
**Ingredients**

| <b>% Daily Value</b><br><b>par quotidienne</b> |      |
|--|------|
| 0  | 0 %  |
| g  | 4 %  |
| 564 g  | 21 % |

**Cholesterol,**  
**Calcium**

**Cholesterol,**  
**Calcium**



sauces, rich enviable risottos, sizzling sautéés, and extraordinary flavored butters

**When Should I Use Unsalted Plugrá® European-Style Butter?**

Unsalted butter is ideally used in recipes because it allows you to control the salt

Close

Plugrá European-Style Butter Unsalted 8 oz.  
 Ingredients: Pasteurized Cream, Natural Flavor, Contains: Milk

Nutritional Facts: Serving Size 1 Tbsp (14g); Servings Per Container about 16;  
 Amount Per Serving: Calories 100; Calories from Fat 100; Total Fat 11g (17%);  
 Saturated Fat 7g (35%); Trans Fat 0g (0%); Cholesterol 30mg (10%); Sodium 0mg  
 (0%); Total Carbohydrate 0g (0%); Protein 0g, (0%); Vitamin A 8%. Percent Daily  
 Values are based on a 2,000 calorie diet.

Plugrá European-Style Butter Salted 8-oz.  
 Ingredients: Pasteurized Cream, Salt, Natural Flavor, Contains: Milk

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 90mg (4%); Total Carbohydrate 0g (0%); Protein 0g (0%); Vitamin A 8%. Percent  
 Daily Values are based on a 2,000 calorie diet.

es on individual plates  
e effect, stamp slices wit  
ag, or curl it with a

ter. Lower moisture help  
e evenly, and flakier



8 oz. Unsalted 8oz. Salted  
Solid



8 oz. Salted Tub



16 oz. Unsalted 16 oz. Salted  
Solid

**Product Locator**



# Smithfield Pork Shoulder Picnic Pork Roast

Be the first to write a review [About this product](#)

Print



## Shop at Walmart

## Pickup Information

In stores only

[Check store availability](#) for this product.

Add to: [My List](#)

Product availability, styles, promotions and prices may vary between stores and online.

## About this product

[Top of Page](#)

- [Item Description](#)
- [Ingredients](#)
- [Specifications](#)
- [Nutrition Facts](#)
- [Product Reviews](#)
- [Q&A Exchange](#)

## Item Description

[Top of Page](#)

### Smithfield Pork Shoulder Picnic Pork Roast:

- Excellent source of protein
- Self-basting
- U.S. inspected and passed by Department of Agriculture
- Weight may vary

Do you have questions about this product? [Ask a question.](#)

## Ingredients

[Top of Page](#)

Solution: Pork Broth, Potassium Lactate, Salt, Sodium Phosphates, Natural Flavoring.

## Specifications

[Top of Page](#)

Model No.: 70800909280  
Walmart No.: 009369666

## Nutrition Facts

[Top of Page](#)

### Nutrition Facts

Serving Size 112 G  
Servings Per Container Varied

#### Amount Per Serving

Calories 140      Calories from Fat 50

% Daily Value\*

(-) Information is currently not available for this nutrient.

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.\*\*

\*\* Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purported to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

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NUTRITION FACTS



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Dried Cranberries Pomegranate Juice Infused

## Craisins® Sweetened Dried Cranberries Pomegranate Juice Infused

### INGREDIENTS

Cranberries, sugar, pomegranate juice from concentrate, sunflower oil, elderberry juice concentrate.

No artificial colours, flavours or preservatives.



NUT-FREE

▶ [Role of ingredients](#)

▶ [Nutrition Facts](#)



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Product Name or Item #  Products

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Fruits/Vegetables | Meat | Seafood | Entrees | Pizza/Pasta | Side Dishes | Appetizers | Snacks | Ice Cream | Desserts | Beverages

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Enter Zip Code

GO

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ZOOM

CUSTOMER RATING: (174 reviews)

★★★★★ 4.7 out of 5

4 - 6 oz. fillets, 1.5 lbs., Serves 4  
Item # 539

Calories: 250

Fat: 14g

Sodium: 170mg

Carbs: 2

Carb Choices:

# Marinated Salmon with Grill Flavor

\$26.77

Like

Share

Atlantic salmon fillets are marinated in olive oil infused with herbs, spices and natural smoke flavor. Wonderfully easy to prepare and perfect every time—each individually wrapped fillet comes with a “pop-up” temperature gauge. For a flavorful meal serve these over a bed of baby spinach and a side of Garlic Red Skinned Mashed Potatoes (#772).

Quantity 1

Add to Cart



OVEN



STOVE TOP



GRILL

Preparation

Ingredients

Nutrition Facts

Reviews

Next Service Date is determined at checkout.

My Cart

Your cart is empty.

Subtotal: \$0.00

Checkout

OR

Buy with 1-Click

SCHWAN'S Rewards

Earn 5% back from every online purchase. On this order you could earn

0 points / \$0.00

[FREE Sign Up](#)

You May Also Like...



Cherry



Raspberry



Pineapple

|                      |       |     |
|----------------------|-------|-----|
| Cholesterol          | 5mg   | 2%  |
| Sodium               | 110mg | 5%  |
| Potassium            | 290mg | 8%  |
| Total Carbohydrates  | 28g   | 9%  |
| Dietary Fiber        | < 1g  | 2%  |
| Sugars               | 26g   |     |
| Protein              | 6g    | 12% |
| Vitamin A            |       | 0%  |
| Vitamin C            |       | 4%  |
| Thiamin (Vitamin B1) |       | 4%  |
| Riboflavin           |       | 25% |
| Vitamin B6           |       | 4%  |
| Vitamin B12          |       | 10% |
| Biotin               |       | 0%  |
| Iron                 |       | 0%  |
| Vitamin D            |       | 0%  |
| Calcium              |       | 25% |
| Phosphorus           |       | 20% |
| Magnesium            |       | 6%  |
| Pantothenic Acid     |       | 4%  |
| Zinc                 |       | 6%  |
| Selenium             |       | 0%  |

\*%DV means % Daily Value based on a 2000-calorie diet

Ingredients:

Cultured grade A lowfat milk, strawberries, sugar, fructose syrup, high fructose corn syrup, contains less than 1% of pectin, modified corn starch, natural flavor, kosher gelatin, purple carrot juice concentrate, carmine and turmeric (for color), malic acid, calcium phosphate. Contains active yogurt cultures including *L. acidophilus*.





Young Chicken

## Product Information

PRODUCT INFO

NUTRITIONAL INFO

RECIPES

WHERE TO BUY

### Nutrition Facts

Serving Size: 4 OZ. SERVING  
(112g)

Servings Per Container: Varied

Amount Per Serving  
Calories 210 Calories from Fat 130

|                        | % Daily Value* |
|------------------------|----------------|
| Total Fat 15g          | 23%            |
| Saturated Fat 4.5g     | 23%            |
| Trans Fat 0g           |                |
| Polyunsaturated Fat 3g |                |
| Monounsaturated Fat 7g |                |
| Cholesterol 90mg       | 30%            |
| Sodium 150mg           | 6%             |
| Total Carbohydrate 0g  | 0%             |
| Dietary Fiber 0g       | 0%             |
| Sugars 0g              |                |
| Protein 19g            | 38%            |

Vitamin A 0%      Vitamin C 0%  
Calcium 0%      Iron 2%

\* Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

#### INGREDIENTS:

Premium Fresh Young Chicken. Parts of Giblets may be Missing. CONTAINS: Up to 12% chicken broth. All natural chicken broth ingredients: Chicken broth, sea salt, natural flavorings.

CONTAINS NO ALLERGENS

Everything  
is turning  
into **Doritos**





A close-up photograph of three ripe, red tomatoes with green stems, set against a black background. The tomatoes are arranged in a cluster, with one in the foreground and two behind it. The text "The Perfect Tomato" is overlaid in white, centered on the image.

# The Perfect Tomato



Garden  
Treasure





Rutgers  
Scarlet  
Lettuce



# THE DORITO EFFECT

The Surprising New Truth  
About Food and Flavor

**MARK SCHATZKER**



"A treatise on deliciousness—the pure, sensorial appreciation of good food; in writing it, Schatzker brilliantly charts a road map not just for healthy eating, but for joyous eating, too."  
—DAN BARBER, chef and co-owner of Blue Hill and *New York Times* bestselling author of *The Third Plate*

# THE END OF CRAVING

Recovering the Lost  
Wisdom of Eating Well



**Mark Schatzker**

AUTHOR OF *THE DORITO EFFECT*

- [http://hos.ufl.edu/  
kleeweb/  
newcultivars.html](http://hos.ufl.edu/kleeweb/newcultivars.html)