

**News**  
YOU CAN USE

**Think Value, Not Price**

We've all felt the pinch of rising food prices lately. Staples like eggs and milk have taken a surprising leap, and the cost of fruits and veggies is also on the rise. This is a good time to shift our thinking and focus on the VALUE of foods instead of the PRICE.



Eggs, milk, fruits and veggies are still a good value, even when their price increases. But processed junk foods - even at a lower price - fail the value test. Eggs, for example, recently hit a national average of \$2.19 a dozen, up 30% from last year and even doubled in some markets. Eggs are nutritional powerhouses, however, so what's a better deal for \$2.19 - a dozen eggs or a box of 8 toaster pastries?

Owen Cardenas, a mother of one from Texas, took this approach to heart. She took the rising food prices as a motivator to change her shopping habits and start buying healthier items, among them many more organic food products. Owen wants her hard-earned grocery money to buy as much good health as possible - while saving on potential medical bills and sick days.

"I was concerned for my daughter's health and really started paying attention to what was in the foods we ate. I saw that many of them weren't as healthy as I first thought. So I started being more selective and started buying more fruits and veggies, whole grain products, and organic milk," said Owen Cardenas. "I spend a little bit more money shopping this way but it's worth it. I feel much better, in body and mind, knowing that the products I am buying are good for me and my daughter."

**In this edition:**



Think Value,  
Not Price



Mexican Diet  
Prevents Breast  
Cancer



Understanding  
Sweetness

**EASY SUBSTITUTIONS FOR HEALTHIER EATING**

FROM

TO

Whole Milk



Skim Milk

Regular Ice Cream



Frozen Yogurt

Frosted Cereals



Oatmeal

Regular Potato Chips



Whole Grain Tortilla  
Chips



## Understanding Sweetness

This month, Oldways organized a well-attended and thought-provoking conference in Washington D.C. about how to effectively and safely incorporate sweetness into our diets.

The conference focused on the idea of how consuming sugars is of broad importance to a healthy diet. Anthropologists and nutrition scientists believe that the human preference for sweetness is innate, and a key factor in the evolution of our species. In excess, however, sugar can become a "villain."

Debra Zellner, a psychologist at Montclair State University in New Jersey, has focused much of her previous research in the area of drug addiction and is now concentrating on food cravings. She presented her recent findings at the Understanding Sweetness conference in D.C.

During an interview with Katherine Hobson, journalist for US News and World Report, she suggested three tips on how to avoid developing specific, intense cravings for sweet foods.

- 1) Don't regularly eat your preferred sweet at the same time of day, in the same mood, or in the same place.
- 2) Don't eat your favorite treat when you're hungry. Research shows that we're more likely to crave a food when we come to associate it with fulfilling hunger.
- 3) Don't make the object of your desire taboo.

For more info visit [http://www.oldwayspt.org/managing\\_sweetness.html](http://www.oldwayspt.org/managing_sweetness.html).

Traditional Mexican Staple Foods



### Traditional Mexican Diet May Cut Breast Cancer Risk

Latinas appear to have a lower incidence of breast cancer than non-Latina white women. A recent study conducted by University of Utah scientist Maureen Murtaugh, PhD, RD, published in the American Journal of Clinical Nutrition, studied the role diet plays in this difference between the two group's cancer rates.

The study involved hundreds of women living in Arizona, New Mexico, Utah and Colorado. The scientists found that a diet emphasizing Mexican cheeses (queso fresco), beans, soups, tomato-based sauces, and meat may help lower the risk of breast cancer in both Latina and non-Latina women.

The Latin American Diet Pyramid, created by Oldways and a Scientific Committee in 1996, promotes this type of traditional diet. This pyramid provides a roadmap for preserving and revitalizing centuries-old traditions that contribute to excellent health, and a sense of pleasure and well-being – while doing so within a modern lifestyle.

And the good news is, this diet can protect the health of all of us, Latinas and non-Latinas alike. Evidence is clear that people enjoy the foods of other cultures, and enjoy these foods to enhance and augment their knowledge and understanding of different cultures. So take a look at Oldways' Latin American Pyramid, no matter what your ancestry, for better health.

The LNC has free digital images of this pyramid and an 18"x24" (\$8) poster available. The poster reinforces the importance of following the pyramid and making healthy food, drink, and exercise choices every day, and reminds everyone of the many delicious and familiar traditional Latin American food choices that are available. For more information, please contact Kezia Frayjo at [kfrayjo@oldwayspt.org](mailto:kfrayjo@oldwayspt.org).