

## organics & the halo effect

*(An excerpt taken from Stephanie Giegerich's Blog "Practicing What I Preach")*

**Halo effect (noun):** the tendency for an impression created in one area to influence opinion in another area. For example, the convertible furnishes a sporty image and provides a halo effect for other cars in the showrooms.

Recently a study was done at Cornell University to study the halo effect that food labeled organic has versus food not labeled organic. One hundred forty-four people were asked to taste food and rate it based on nutrition, taste, etc. The products were labeled 'organic' or 'regular' but all the products were organic. The subjects compared apples to apples—organic apples to organic apples, that is—with one minor difference, and that was the label.

Results: Organic labeled foods rated higher in taste. People said they were willing to pay more for the 'better tasting' organic food. And they 'guessed' that the organic foods were lower in calories and fat and higher in fiber, but they were not. Remember, they were identical except for the label. Ah, the power of the mind.

Along those organic lines, there was an interesting study done

by the London School of Hygiene and Tropical Medicine. They reviewed 162 scientific papers and found NO evidence that organic food was NUTRITIONAL better. That means the vitamins, minerals, fiber, etc., are not better in organic, but this does NOT mean that they aren't better in other ways, like having fewer pesticides.

If you want to spend your money wisely buy organic for the 'Dirty Dozen' and regular for the 'Clean 15'. The Environmental Working Group in Washington has ranked them as follows:

**Dirty Dozen** – Apples, Bell Peppers, Blueberries, Celery, Cherries, Grapes (imported) Kale, Nectarines, Peaches, Potatoes, Spinach, Strawberries

**Clean 15** – Asparagus, Avocados, Cabbage, Cantaloupe, Eggplant, Grapefruit, Honeydew melon, Kiwi, Mangos, Onions, Pineapple, Sweet corn, Sweet peas, Sweet Potatoes, Watermelons.

Check out Stephanie's blog online at: <http://www.thedietitiandiet.blogspot.com>

## september observances

National Honey Month, Mushroom Month • National Organic Harvest/Food Celebration Month • National 5-A-Day Month  
 National Chicken Month • Potato Month • Rice Month • Better Breakfast Month • National Apple Month  
 National Whole Grain Month • National Biscuit Month • Food Safety Education Month  
 National Waffle Week (4th-10th) • Vegetarian Awareness Week (8th-11th) • National Eat Together Week (18th-24th)  
 Time for Lunch Campaign (7th) • National Acorn Squash Day (7th) • Fortune Cookie Day (13th)  
 National Guacamole Day (16th) • Eat at Home Family Day (27th) • National Coffee Day (29th)  
 National Hot Mulled Cider Day (30th)

### healthful tips!



**Go coconuts for a DIY sports drink.** Coconut water delivers as much as 12 times the electrolytes of some sports drinks. Buy an unsweetened version

like Zico or make your own: remove the husk from a young green coconut, cut a circle around the top, and pry open to find the liquid. You can jazz it up by adding chilled green tea and mango juice or a drizzle of honey.



**Go bananas over vitamin C.**

Bananas are justly famous as a source of potassium. One medium fruit provides 13% of your recommended Daily Value. But bananas are even better source of Vitamin C, providing 18% of your DV.



**Freeze it!** Make-ahead smoothies. Smoothies made with antioxidant-rich foods, such as berries, peaches, and even spinach, are a healthy everyday breakfast. Sipping one in the morning is easy when it's ready to go-

whip up a big batch on the weekend and store single servings in zip-top freezer bags. Transfer one to the refrigerator at night and it will be perfectly slushy by morning. Snip off a corner and pour, or simply stick in a straw.



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## healthful Q&A: I am on a veggie kick. Will I lose a lot of the "good stuff" if I boil them?

Dropping foods that are rich in water-soluble vitamins (like the Bs, C, folate) into cooking water leaches some of the vitamins. That is fine for a soup or stew, but you lose a lot of that so called "good stuff" when you drain the veggies. A Danish study found that boiled broccoli retained only 45% to 64% of its vitamin C after 5 minutes of boiling; steamed broccoli kept 83% to 100%. So haul out that old steamer.

### seasonal recipes

## pasta salad with eggplant, zucchini & squash



- 1 medium eggplant (about 1 1/4 lb.), ends trimmed
- 2 zucchini, cut into small pieces
- 2 yellow squash, cut into small pieces
- 1 pound short pasta such as penne or shells
- 1/4 cup olive oil
- 1/4 cup red wine vinegar
- 1 cup loosely packed fresh basil leaves, sliced
- Salt & pepper

Preheat a broiler or prepare a medium-hot charcoal fire. Bring a large pot of salted water to a boil.

Cut eggplant in half lengthwise & place cut side down on a broiling pan or cut side up on oiled grates. Broil or grill until skin is crinkly & hard, about 15 minutes. Transfer to large bowl & cover with plastic wrap. Set aside to steam for 10 - 15 minutes. Transfer to work surface & carefully scrape out flesh, discarding skin. (Eggplant will be hot, so use kitchen towel to hold one end while you scrape out flesh with large spoon.)

Add zucchini & yellow squash to boiling water & bring back to boil. Cook for 1 minute or until just tender. Use a slotted spoon to remove, transfer to a colander & run under cold water. Drain on paper towels & pat dry. Keep water at a full boil.

Add pasta to boiling water & cook until al dente, 10 - 12 minutes, depending on package directions. Drain & run under cold water. Shake colander to remove as much water as possible; place pasta in large bowl. Add oil, vinegar, eggplant, zucchini & squash. Stir in basil; toss well & season generously with salt & pepper. Serve at room temperature.

Yield: 8 servings. Nutritional information Per Serving: Calories 293, Fat 8 g (Sat 1 g), Protein 9 g, Carbohydrate 48 g, Fiber 5 g, Cholesterol 0 mg, Sodium 155 mg



## roasted peppers with black olives

- 3 orange bell peppers
- 3 red bell peppers
- 3 yellow bell peppers
- 3 tablespoons olive oil, preferably extra-virgin
- 1 tablespoon red wine vinegar
- 1 small clove garlic, chopped
- Salt and pepper
- 8 pitted black Mediterranean-style olives
- 20 small leaves fresh mint

Broil peppers 4 - 5 inches below heat source, turning every 5 minutes, until skins are blackened, about 25 minutes. Transfer to a large bowl, cover with a large plate or plastic wrap and let steam until cool enough to handle. Peel peppers, trim, discard seeds and ribs, and cut lengthwise into 1/2-inch-wide strips.

In a serving bowl, toss together peppers, oil, vinegar and garlic; season with salt and pepper. Let stand at least 1 hour before serving. (Salad can be refrigerated, tightly wrapped, for up to 3 days.)

Just before serving, toss olives with peppers. Sprinkle salad with mint and serve at room temperature.

Yield: 8 servings; Nutritional information Per Serving: Calories 293, Fat 8 g (Sat 1 g), Protein 9 g, Carbohydrate 48 g, Fiber 5 g, Cholesterol 0 mg, Sodium 155 mg

### In season, in Georgia...



- Apples
- Beans
- Eggplant
- Grapes
- Green Beans
- Lettuce
- Melons
- Okra
- Onions
- Pecans
- Peppers
- Squash
- Tomatoes
- Watermelon
- Zucchini



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