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"Mommy, I'm glad we're rich" said my 5 year old son

Sunday, February 24, 2013

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Really Bobby? How do you know we're rich? "Because we have everything we need and don't need"

Obviously we weren't really rich, but in my son's world with limited perspective, everything was going really well.

Rich means more than money. Our family was fortunate to have above average intelligence, education, employment, health and resources. Still, in the hectic days of raising a family, I wasn't always able to put in the time and effort to read labels carefully and decipher the ingredients appropriately when grocery shopping. I tried, but as my son was also fond of saying "time always beats me."

I was thinking about this after a few blog comments raised the question of individual responsibility.

Specifically, if corporations use their money, resources and power to obfuscate what exactly is in our food, and target their advertising accordingly, how much responsibility does an individual have to do their own research. What are their chances of success?

Not everyone has the time, energy, education, intelligence, to make sense of it all. I think of the people with fewer resources than I have and hesitate to stigmatize them for not doing the proper research.

Now I'm retired and have more time. Yet, upon looking for a protein powder for a recent SP recipe, reading labels and cross referencing on the Internet, I still had to turn to the SP message boards for assistance when I wanted to avoid "sugar alcohols." There's a lot of ways to disguise this stuff.

At one time I believed that American capitalism, profit based though it was, had the essential welfare of the people at heart. Perhaps I was naïve.

I want to hold the corporations to a higher standard than they currently have.

I want them to stop misleading advertising, prominently displayed, (all natural, contains real fruit, source of whole grains) while the truth is in the fine print. I want them to stop renaming ingredients. I want them to stop adding new ingredients which have not been proved safe and/or side effects identified. I don't want to hope that some outside organization or agency will discover it before damage is done. I want the entity making the profit to do the legwork honestly beforehand simply because it's the right thing to do.

I've quoted TravelGrrl before. She said:

"Yes, I know that what goes in my mouth is my own decision. All I want is a level playing field. I want the food industry to stop the marketing that preys on ignorant, poor people AND on children. I want SOMEBODY to step up to the plate and take some responsibility for what passes for food in this country." See Today's Featured Member Blog Posts

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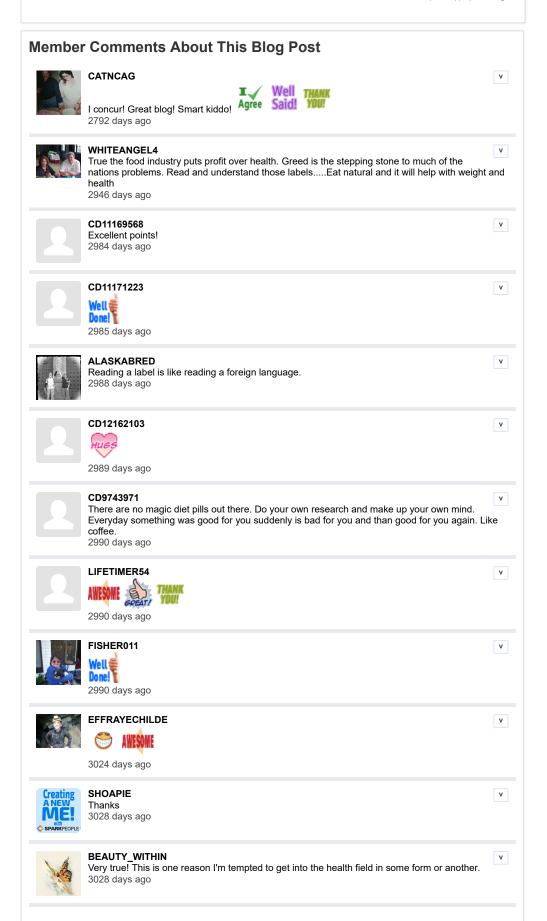
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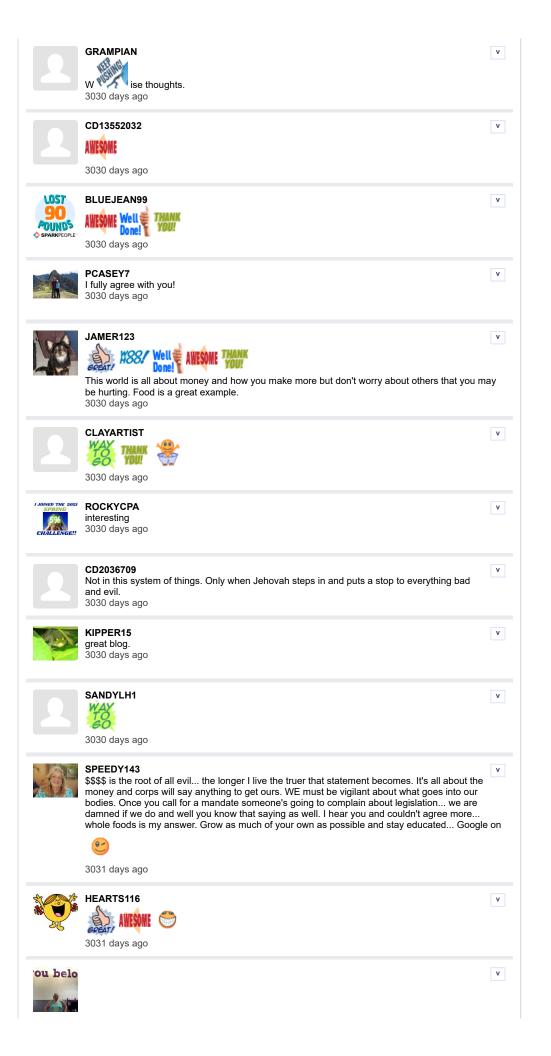
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NEWTINK



So true thank you 3031 days ago



WINDSWEPTACRES

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I have to disagree with Boilham: Most of us are not biochemists or nutritionists, and while we may have more access to information than we had forty or fifty years ago, simply having information without the ability to interpret it leaves us in no better position.

Take, for instance, the HFCS mess. Corn syrup as I remember it fondly from my childhood was Karo syrup which we put on pancakes occasionally. Then they started tinkering with it, to make it sweeter and sweeter; then they started adding it to anything and everything. And not just Hungry Man dinners and ketchup. Check your stewed tomatoes, jam, peanut butter. Agave syrup was also pushed as healthier and more natural. Guess what? Not! Meanwhile, experts on both sides push their agendas.

Teflon-coated pans and microwave ovens made cooking a breeze, but nobody told us there were dangers to the new technology; it was touted as tested and safe. Even if you doubted the wisdom of using teflon-coated pans, for awhile at least that was the only thing that was both available and affordable.

Cooking from scratch at home may mean baking your own bread, making your own whole-wheat pasta (commercially produced flour), buying blocks of Parmesan cheese from a local source or making your own cheese from your own dairy goats or cows. While we're now retired and keeping chickens for fresh eggs, we're still depending on commercial chicken feed because we don't have enough land or enough water to grow our own grains. Sooner or later, it all comes back to buying from some producer of food or feed. I have heard often, "When you know better, you do better." But the truth is, knowing better requires trusting one group of experts as opposed to another. And doing better means doing what you can, which varies from person to person.

3031 days ago



NEWCHINELO

One has to be careful! 3031 days ago





IAMAGEMLOVER

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I really hear what you are saying. But unfortunately it is not going to happen. Not in this world. It is called corporate greed. It is all about the God Almighty Dollar. It is no difference than the insurance companies. Executives who have no medical knowledge are saying that you don't need a certain treatment or a certain medication. It has frustrated Dr. for years and is getting worse not better. Welcome to America.

3031 days ago



LIVELYGIRL2



it is rather tricky, one has to stay on top of it. Now we find how they are changing our foods and the seeds. Of course the stuff that is actually pure cost so much more. 3031 days ago



PATRICIAANN46

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Unfortunately, the bottom line with the majority of corporations is how much money they can make. Because of this, I don't see anything changing, which is sad, but is also reality. I guess the best thing we can do food-wise, is to try to make as much as possible from scratch. Before I retired from teaching, I used to make meals on the weekend and freeze them for the rest of the week. Naturally, this wasn't always possible due to plans, but I did it as often as I could.



I wish you the 3031 days ago



SJKENT1

great thoughts 3031 days ago

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ALIDOSHA



Unfortunately unachievable at present at least...

3031 days ago



JIBBIE49

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The food industry only makes what will continue to SELL. If no one buys it, they stop making it. Trust me, I've seen it since I'm 63. Most people are to lazy to cook and they want fast and easy, like cold breakfast cereal that the kid will eat in a hurry, rather than fixing oatmeal. There is GOOD food in the grocery store if you make the right selection, and when you keep buying those items the store will keep selling them. Our commissary now carries a section of organic food, which they never did before, as I had to shop at the "Health food store" to get those

