

## Hi Oh Breakfast Have a good day.

Dear Reader,

Thought I should follow up on that health article just so you know that what is happening is not confined to foreign, national, cultural and/or racial competition. As you know, everyone is now equal, that is apart from those in control. Should someone 'up there' accidentally get out of line, they will be told to review the wording. Well anyway here is what HSI had to say: quote:

*Remember in the very first Star Wars when Obi Wan Kenobi used his Jedi mind trick? He waved his hand and told a storm trooper, "These are not the droids you're looking for." To which the trooper replied, "These are not the droids we're looking for."*

*And of course, the droids in question were exactly the droids they were looking for. I think someone at Kellogg Cereal Company might be a Jedi master.*

*Kellogg recently avoided a lawsuit by agreeing to adjust the nutritional standards of its cereals as well as its policies for advertising to kids. In an Associated Press article, Kellogg CEO, David Mackay, offered this take on the change: "We feel the Kellogg Nutrient Criteria set a new standard for responsibility in the industry."  
(The article didn't mention if he actually waved his hand when he said this.)*

*Another quote in the article comes from Michael F. Jacobson, executive director of the Center for Science in the Public Interest (one of the parties that brought the lawsuit): "By committing to these nutrition standards and marketing reforms, Kellogg has vaulted over the rest of the food industry."*

*Vaulted over the rest of the food industry? He didn't add, "These are not the droids we're looking for," but he might as well have.*

*The new zero. To avoid a lawsuit, Kellogg executives came up with a simple plan: They'll reformulate their products according to this new set of nutritional guidelines for each individual serving of each product:*

*\* Maximum of 200 calories \* Zero trans fatty acids \* Maximum of 2 grams of saturated fats \* Maximum of 230 mg of sodium \* Maximum of 12 grams of sugar.*

*Now...stand aside and make way for a festival of caveats.*

*Eggo frozen waffles will be exempt from the sodium requirement. Why? Who knows? Maybe the powerful executives in Kellogg's Eggo Division just won't budge on the sodium issue. Any sugar that comes from fruit, vegetables, or dairy will not be factored into the sugar calculation.*

*Zero trans fatty acids? Riiiiight. Except when the FDA is doing the math. As I've noted in previous e-Alerts, the FDA allows food manufacturers to claim zero trans fats if a product contains less than 0.5 grams of trans fats per serving. Zero point four - it's the new zero!*

*And here's my favorite caveat: If Kellogg nutritionists are unable to reformulate a product to meet these new guidelines, then the company won't market the unchanged product to kids who are under the age of 12. And there's a caveat to this caveat: If more than half of any Web, TV, radio, or print audience is made up of kids over the age of 12, then it's okay to market to that audience, even if a substantial percentage of audience is under 12.*

*Wow. That's some impressive vaulting all right. For some real humor, lets take a quick look at two of the "nutrition" guidelines Kellogg has laid down, along with one glaring omission. We'll start with 12 grams of sugar. That's about three teaspoons of sugar. And Kellogg wants us to believe that's a "healthy" portion for kids under the age of 12. Currently, a single 3/4-cup serving of Kellogg's Frosted Flakes contains almost 12 grams. And if you've ever seen a kid pour his own cereal, you know that 3/4 of a cup is a serving size invented by an adult who doesn't have a clue.*

*The 2-gram limit for saturated fats is mostly irrelevant for cereals, which already contain very*

*small amounts. But of course, in mainstream thinking, saturated fat is the boogiemane. And when you're talking Kellogg, you're talking seriously mainstream processed foods.*

*And carbs? Hellooo? The new guidelines completely ignore refined carbohydrates - arguably the most harmful nutrition factor when it comes to promoting childhood obesity.*

*And does Kellogg deliver refined carbs? DO they! Care to guess the carb content in a single strawberry Pop-Tart? Thirty-seven grams. And that comes packed with 16 grams of sugar. And that's a Pop-Tart with no frosting!*

*So here's how it's going to go... Kellogg will shrink serving sizes to postage stamp sized portions to qualify for the per-serving nutrition requirements (would you like a quarter of a Pop-Tart?), or they'll just throw in the towel with products that don't conform to the new guidelines and market them to kids who are 12 and older - along with all those kids under the age of 12 who watch TV with their older siblings.*

*Even Obi Wan's mind trick couldn't wave away the absurdity of this "new standard of responsibility." End quote.*

Well obviously we should not give too much time to Obi Kenobi mind games. We have mind tricks enough, working in today's culture to think about. Why do we not see through the childish level of ignorance displayed by those we elect and to whom they, in turn, give positions of power?

What kind of bedazzlement is it that causes millions of normally intelligent people to wander through life with their eyes closed to absurdity?

I noticed a junk mail count of over 700 items over a couple of weeks in my email box. The idiots who send these out haven't enough sense to know that it is their lives that are going down the energy hole with their useless efforts, no one reads or even sees most of them they just go down the internet toilet. But think about it!

Are these dummies any less sad than we! We who vote for people who choose themselves because they want the pride of public positions

and are egotistic enough think that they can run other peoples lives better than they run their own?

But it doesn't stop there! The 'best??' of the ego driven who are happy to lie and cheat, are then picked out by our enemies FOR US TO VOTE FOR; and in many of our pretend democracies; this is compulsory! How stupid can we get?

Are ego driven cheats really the kind of people we want running our hospitals! Our education system! Our information system! Making our laws! Commanding our armies and secret services!????

Stupidity is not compulsory! We can do much better! We can organize choice of our more intelligent, more competent managers, our more honest people! You know that don't you? Think about it and I'd like a bit of feedback from you who care rather than from those who send toilet mail! [algor@tadaust.org.au](mailto:algor@tadaust.org.au) Thank you!

Well sorry about that detour, I know people are concerned. But I feel I have to try to stir up some response! Right now everyone is leaving it to everyone else. Well guess what: you readers are all there are for now, there is no everyone else!

Well O.K. enough of that! Breakfast is over and the trick with the serving size really makes my day. I wonder how many of us know the size of a measuring cup anyway?

No its not that square based breakfast cup you have full of morning coffee. And its not that big cup of soup you have at morning break on the building site. No it's that dainty little thing on the saucer you got when you went to grandmas for lunch, so long ago.

But then again how often do you see a serving on a breakfast packet given a measure, or if it is a serving for a young child, a teenager or an Olympic weightlifter? My guess is that most large food processors just make up a mental image to give a good impression!

Well that's what we buy so that's what we get.

For more info see:  
[www.TheMindWeb.com](http://www.TheMindWeb.com) or  
[www.LifeTruth.org.au](http://www.LifeTruth.org.au)