

# Sound Diet Is Best Medicine

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The best medicine, if you aren't sick, is no medicine at all. And unless there is a real or suspected dietary deficiency, there is no reason in the world to fill the human system with pills, potions, vitamin capsules, blood purifiers and bone builders.

Actually, the American people spend many millions of dollars a year on these concoctions for which there is no physical need. Likewise, medical science suspects that abnormal dosage of some of the vitamins may actually be harmful.

## We All Eat Well

The American food supply is unsurpassed in volume, variety and quality. Never before in the history of the world, and nowhere else in the world, has a population had as ready access to such an excellent food supply so reasonably priced. Fruits, fresh vegetables, eggs, meat, dairy products, poultry, fish, cereal foods—all are available in abundance, at moderate cost.

Yet, because of the high profit margin in the pills and potions designed "to correct dietary deficiencies," Americans living on the world's best diet are still spending millions of dollars that there is no need to spend.

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conduct of agricultural operations. Farming operations in Arizona and throughout the nation represent substantial businesses which benefit from sound managerial planning and the employment of professional business services.

It used to be that a farmer could about tell how he was getting along by going out and looking at his crops or his livestock. Now he has to go inside and look at his books. Records are of vital importance and accountants, bookkeepers, and tax consultants have become necessary adjuncts to successful farming operations.

## Competing For Resources

A final trend which should be noted is the increasing competition for the resources now employed in agriculture.

**GOOD FOOD, at left on white background, if eaten in balanced proportion, eliminates need for pills and potions shown on dark background, right.**

Distortion of facts about food and nutrition is big business—profitable big business—today. Science and superstition, woven into carefully worded advertising, paint a picture of imaginary nutritional deficiency, a word picture designed to appeal to the emotions of those who see and hear the advertising message.

## "Food From Tired Soil"

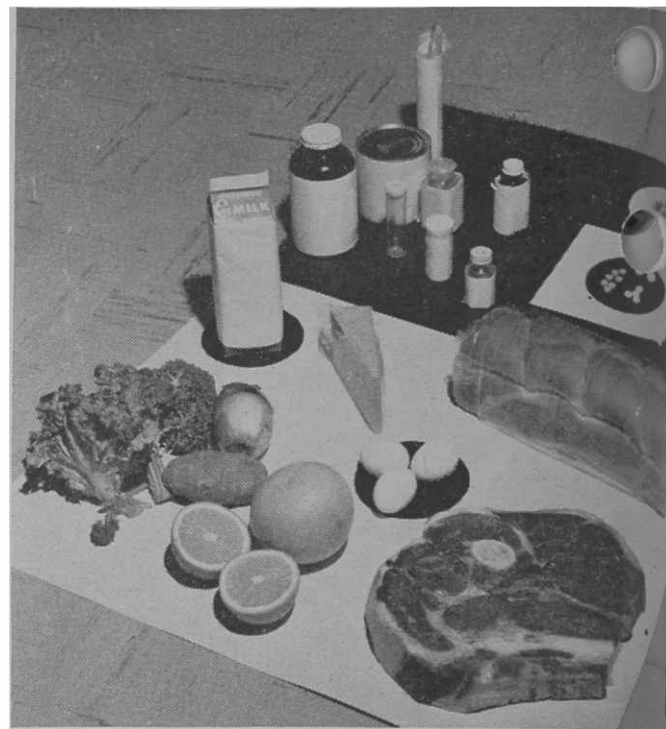
The claims that are made are fantastic. One pitch is that all diseases are directly due to a faulty diet. Another is that foods are grown on worn out, depleted soil, which is the cause of many malnourished people in America. The fact is that the quality of the soil is related to the quantity of any food produced on it, but has very little effect on the quality of the food.

Then there is the convincing argument of the constant danger of "subclinical deficiencies." This is a high-sounding technical term and apparently very effective in its use. It merely means a deficiency for which there are no observable symptoms. Almost any ailment from that "tired feeling" to an ingrown toenail may be projected by these so-called "health experts" as a subclinical deficiency and blamed on a shortage of essential nutrients.

Nutritive losses in the processing and cooking of foods, the harmfulness of certain types of cooking utensils, recommending of so-called miracle foods (yogurt, strap molasses, honey and vinegar, etc.) are among other claims currently

Cur current surplus problem would seem to indicate the desirability of diverting resources from agricultural production, and many of our farm programs do have this as an objective. On the other hand, we are faced with a rapidly increasing population—now 180 million, 230 million by 1975, and from 600 to 900 million expected by 2060. We must use care in reducing our agricultural resource base to insure that the process can be reversed when the need arises.

In the area of resource competition, we in Arizona are most acutely aware of the competition for water—for domestic, industrial, and agricultural use. Agriculture is the residual user of water, domestic and industrial uses being able to pay much more for water than is possible in



used by these hoaxers. The use of a smattering of scientific knowledge in the promotion of their wares gives these self-styled authorities an air of plausibility.

## Balanced Diet Answers Needs

Actually, bona-fide nutrition authorities agree that needed nutrients can best be obtained from vegetables, fruits, milk, eggs, meat and whole grain or enriched bread and cereals. These foods are readily available and they provide all the vitamins, minerals, proteins and other nutrients that a normal healthy individual requires in his diet. Too many people are currently throwing away hard-earned money on useless products and senseless literature instead of buying wholesome nutritious food.

The best defense against nutrition hokum is knowledge of what constitutes good nutrition, an intelligent skepticism about extravagant and mysterious claims related to nutrition, and information from reliable sources.

its use for irrigation. We also see increasing competition for land—for residential, industrial, and recreational uses. For example, about 90,000 acres of fertile Salt River Valley land has been diverted from agriculture to small plots of weedy Bermuda and colored gravel—home sites. Half of Tovrea's feedlot—one of the world's largest—has been torn down for sale as industrial sites.

These, then, are some of the major trends which will shape the future of American agriculture. The Land Grant College of Agriculture has had an important role in bringing agriculture to its present productive state, and can do so in the future providing it recognizes the changing complexion of the industry with which it works and adjusts its program to this change.