



Americans' Appetite For Organic & Healthy Food Grows

(NAPSA)—“Happy Days,” “The Dukes of Hazzard” and Blondie were big hits 30 years ago when Whole Foods Market opened its first store in Austin and introduced shoppers to organic and natural foods.

Today, according to a recent Harris poll, the number of organic products found in their grocery basket has increased from a year ago. Notably, 27 percent of adults say that organic and/or natural foods comprise more than a quarter of their total food purchases this year, up from just 20 percent a year ago.

As the organic foods industry has grown and become more mainstream, shoppers are also looking for ways to enjoy organic foods as part of a healthy diet.

Whole Foods Market, as it celebrates its 30th birthday, is making it easier for shoppers to eat healthy by offering more recipes with nutritional profiles, and cooking and shopping tips.

Here are some tips for healthy eating:

- Serve whole foods. Avoid artificial ingredients and processed foods such as sugar and bleached flour.

- Choose healthy fats such as in nuts, seeds and avocado. Minimize extracted oils and processed fats.

Focus on plant-strong foods. Think more veggies, fruits, grains, beans and legumes at every meal.

Choose nutrient-dense foods. Look for foods with high micronutrients (i.e., vitamins, minerals, phytonutrients and antioxidants) per calorie.

“Whole Foods Market was started to offer people healthy, high-quality food in its purest state,” says John Mackey, co-founder and co-CEO. “Going forward, we are deepening our commitment to healthy eating by providing education and support tools to inspire



Top this nutritious, hearty breakfast with fresh berries, dried fruit and nuts or flaxseeds and then pour a bit of hemp or almond milk over the top.

interest in foods that help improve and maintain health and vitality.”

Shoppers can find tips on cooking, eating and saving money, coupons and nutrition-packed recipes in Whole Foods Market stores and online at www.wholefoodsmarket.com.

Apple-Scented Oatmeal and Buckwheat

- 1 cup rolled oats
- ½ cup buckwheat groats
- 2 cups pure apple juice
- 2 cups water
- 1 cinnamon stick

Put oats and groats into a medium pot and cook over medium heat, stirring often, until toasted and fragrant, 5 to 7 minutes. Meanwhile, put juice, water and cinnamon into a small pot and heat over medium heat until hot. Carefully add hot juice mixture to oats and groats and return to the heat. Bring to a boil, reduce heat to medium low and simmer, stirring occasionally, until liquid is absorbed and oats and groats are tender, about 10 minutes. Remove and discard cinnamon, ladle into bowls. Serves 4.