

# Eating All Natural Is Becoming All American

(NAPSA)—The adage “everything old is new again” is especially true when considering the growing popularity of natural food products.

As consumers seek higher quality and better taste, they are becoming concerned with foods that seem overly processed and contain mysterious sounding ingredients, according to Philip Jones, president, Jones Dairy Farm. Today, many types of chemical preservatives are added to food products including Propyl Gallate, Monosodium Glutamate (MSG) and Butylated Hydroxytoluene (BHT).

The trend toward natural foods can be attributed to many factors. Aging baby boomers, for example, continue to drive heightened interest in health and wellness. And general awareness of the negative impact of pesticides, food additives and genetically engineered food is growing. Once found only in health food stores, natural foods are now featured in retailers, restaurants and cafeterias nationwide.

Jones believes the popularity of natural foods comes down to consumers wanting what’s best for themselves and their families. Yet, they won’t sacrifice great taste when buying products that are better for them. He says that’s why his family-owned business has made the conscious decision to never change its all natural sausage recipe that was created in 1889.

“Reading labels is important when learning about the types of additives found in food,” said Jones. “Oftentimes products that have a wholesome, natural appearance are actually loaded with preservatives.”

Sales of natural food products have been estimated at 17.5 billion in 2003. According to the USDA, foods can only be labeled “natural” if they contain no artificial flavor or flavorings, coloring



ingredients, or chemical preservatives. Products also should be minimally processed.

Incorporating natural foods into your daily diet is getting easier. Jones offers the following simple recipe that uses natural sausage and other minimally processed ingredients. Additional recipes are available at [www.jonesdairyfarm.com](http://www.jonesdairyfarm.com).

## Southwestern Breakfast Wraps

- 2 tbsp. butter**
- 6 large eggs**
- 8 Jones Golden Brown precooked sausage links, cut into ½-inch thick slices**
- ⅓ cup salsa or picante sauce**
- ¼ cup milk**
- 4 (6 to 8 inch) flour tortillas, warmed**
- 1 cup shredded cheddar cheese**
- 2 tbsp. chopped fresh cilantro**

**Melt butter in a large skillet over medium heat. Beat together eggs, milk, sausage and salsa. Pour mixture into hot skillet. Cook, stirring frequently, until eggs are desired consistency. Spoon mixture onto warm tortillas; top with cheese, and, if desired, cilantro. Wrap up burrito style. Makes 4 servings.**