



# Food For Thought

## Making Organic A Matter Of Taste

(NAPSA)—As more Americans turn to organic foods out of personal health and/or environmental concerns, most would agree that when it comes to taste, the majority of organic cereals just don't measure up.

As a result, organic food providers have been focusing on making their products taste better, while maintaining the many benefits associated with organics.

"Mainstream consumers are unwilling to sacrifice taste for other benefits," says Tim Bennett, marketing manager of new business for Cascadian Farm, a 30-year-old leader in the organic industry. "Our focus is to offer consumers the best of both worlds...organic cereals that taste great and offer all the health benefits associated with foods made with whole grains."

According to the Food and Drug Administration, diets rich in whole grain foods and other plant foods—and low in total fat, saturated fat, and cholesterol—may reduce the risk of heart disease and some cancers.

The company's cereals include:

- Honey Nut O's, which contain whole grain oats flavored with the sweet taste of real honey and almonds. Without milk, one three-quarter cup contains only 110 calories, 1.5 grams of fat, no cholesterol, 8 grams of sugar and 3 grams of protein.

- Wheat Crunch Flakes, a tasty combination of whole grain wheat and rice with a touch of



**Tasty new organic foods are driving consumers to the organic aisles.**

molasses. Without milk, one three-quarter cup contains 105 calories, 0.5 grams of fat, no cholesterol, 6 grams of sugar and 2 grams of protein.

- Oats & Honey Granola, a delicious blend of honey-coated whole oats and crisp rice. Without milk, one three-quarter cup contains only 230 calories, 6 grams of fat, no cholesterol, 12 grams of sugar and 5 grams of protein.

- Multi-Grain Squares, a combination of whole grain wheat, corn, rice and a hint of sugar. Without milk, one three-quarter cup contains only 110 calories, 0.5 grams of fat, no cholesterol, 4 grams of sugar and 2 grams of protein.

All of the company's products are produced without the use of synthetic pesticides or synthetic chemicals.

For more information, visit the Cascadian Farm Web site at [www.cfarm.com](http://www.cfarm.com).