

# Health food trends in B-CS area on the rise, store managers say

by Brigid Brockman  
Battalion Staff

Consumers traditionally have considered cost, convenience and family preferences in their food choices, but recently shoppers have shown an increasing concern for nutrition quality, food safety and the overall "healthfulness" of the food supply, local store managers say.

Bill Sharon, manager of the Kroger Family Center in College Station, said he sees a growing trend toward better nutrition and believes consumers are buying healthier foods.

Kroger and Safeway Store Inc. in College Station each recently added nutrition centers because of a consumer demand for natural foods.

The nutrition centers sell just about everything — but the foods have more fiber, less sugar and salt and less refined white flour than processed foods. All of the foods are natural, with no preservatives or additives.

"The acceptance of the Nutrition Center by the shoppers

has been overwhelming — especially with the younger shoppers," Sharon said.

Dan Feldman, assistant manager of Safeway, also said the store's nutrition center seems more popular with younger shoppers.

Carmen Lovell, consumer affairs specialist for Kroger, said college students are becoming informed about good health and nutrition and are eating more natural foods — but they're not the only ones following the health food trend.

Lovell said many people are becoming concerned about the dangers of additives. But some consumers have misconceptions about many food additives.

"Many consumers believe stores add red dye to meat or they spray the apples with some kind of chemical, but they are misguided," she said.

Sharon and Feldman both said low sodium products sell very well in the stores — more than products low in sugar. But, they said, the sugar-free and caf-

feine-free soft drinks are big sellers.

But as popular as soft drinks are, water probably still is the most consumed liquid, say the managers. But some people are beginning to shy away from

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drinking tap water — claiming the water has too many chemicals or has too high a concentration of sodium.

Instead of drinking tap water, some people are buying their water in bottles. Feldman said bottled water sells well with many students who don't like the water in Bryan and College Station.

Bottled water, low sodium

products and natural foods are more expensive than the other food products, but spending a little more on health foods might save money, said Allan Needles, sales manager of The General Nutrition Center in Post Oak Mall.

"People are moving away from the clinical approach to health. They are more interested in self-help, so they are going back to the basics and eating better foods."

Needles said the high protein candy bars, which are low in calories, are selling the best right now.

"Sugar-free stuff sells strong this time of year because people want to fit into those bathing suits."

Even though natural foods are generally more expensive, GNC can sell natural foods as cheaply as Kroger or Safeway because it is a large chain, Needles said.

Ann Burns, owner of Calico Natural Foods in Bryan, said her business has decreased since

Kroger and Safeway opened nutrition centers.

She said many store sales were for the more popular items, like crackers or tea. When Kroger and Safeway opened their nutrition centers, customers began buying those items when they shopped for groceries.

Burns said because Kroger and Safeway deal on such a large scale, they can sell natural foods cheaper than smaller health food stores.

But customers still come to her store to buy the natural grains and flours.

"There are some people who want foods that have been organically grown and that have no commercial fertilizers," Burns said.

Calico Natural Foods has a complete line of low salt products, which includes mayonnaise, mustard, pickles, hot sauce, flour and pasta. But Burns said the most popular items — besides vitamins — are the herbs.



staff photo by Gary...

## That's news to me

These five mischievous cadets of Squadron-15 have a little fun before finals by filling up their upper-classman's room with newspapers. Pranks like these are occurring more frequently, due to the upcoming cram sessions and the excitement of finally ending the the school year after all that hard work.

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## Council okays Va election results

by Scott Griffin  
Battalion Staff

The Bryan City Council approved the run-off election results for the place 5 council seat in their meeting Monday night.

The run-off had been between Helen Chavarria and Hugh C. Barnett. Chavarria won the election, thus becoming the first woman to be elected to the council.

In the run-off, Chavarria wound up with 1,671 votes to 1,450 for Barnett.

Chavarria was formally installed as a council member at the meeting.

In other action, the council:

- Elected Councilman Ples Turner to fill the spot of Mayor Pro Tem by a unanimous vote. Turner is the senior member of council, having served seven years. The job is traditionally given to the councilman with longest tenure.

- Considered the establishment of a large city park and the maintenance of existing facilities. Turner said that he would

like to see the development of a major park in the city and would like to see some beautiful older facilities.

- Reviewed the usage of dollars in street maintenance. Councilman Peyton Waller said that the council should study which roads need repaving most and set those up as high priority items.

- Considered changes in garbage pickup hours. Councilman John Mobley said he wanted the garbage collection hours extended. City Manager E. Clark said the city is currently revising its garbage pickup schedule.

- Called for a city beautification effort. Mayor Ron Blatchley said this is an area of special concern to him. Blatchley said many businesses and homes around town are cleaning up and that council members should make it their responsibility to alert the public of the problem.

## Baby deaths dip

United Press International  
HOUSTON — Infant mortality rates in Houston dropped to an estimated 9.75 infant deaths per 1,000 live births in 1982 — a dramatic decrease over previous years, statistics showed Monday.

"If there's one indicator you'd take to see how public health in a city is doing, that's the one you would pick out," said Marcus Key, interim director of the Health Department.

Key said Houston's infant mortality rate in 1982 was good compared to a 1981 rate of 13.74 deaths per 1,000 births.

Out of the 38,033 babies born to Houston women in 1982, 371 died before they reached one year of age. One year of age is the cut-off point in considering a child an infant according to the official definition of infant mortality.

Among whites, the infant mortality rate was 7.85 deaths per 1,000 births, while the rate

for blacks was 14.92 deaths per 1,000 live births.

The city's overall 1982 rate is much lower than the 11.24 estimated for the nation during the same year. Officials say it may be the first time in the city's history that the rate was below the national rate.

The exact reasons for the improved rate were not known. Key said one possible factor was the drop in the U.S. Department of Agriculture's Women, Infants and Children food supplement program.

Through that program, the city health department can provide food supplements to 90 pregnant women, nurses, mothers and their babies each month.

"The WIC program must be working," Key said.

Key said health officials would study the rate to further explain Houston's decrease in infant mortality.

## Klan rally, Alamo guarded by police

United Press International  
SAN ANTONIO — Ku Klux Klansmen who had wanted to guard the Alamo against communist-oriented May Day demonstrations were themselves kept away from the shrine of Texas liberty by a barricade and instead marched a few blocks away.

The 20 men, dressed in their traditional hooded robes and carrying American and Texas flags, were ringed by riot-equipped police during their 15-minute demonstration downtown.

Spectators, many of them yelling anti-Klan remarks, were held a block away from the march by roadblocks and police barricades.

No violence was reported as officers in plain clothes monitored crowds that gathered in streets adjacent to the parade route. Still more officers perched on nearby roofs.

A separate contingent of police stood guard inside the

Alamo, which was partially barricaded with a wire fence.

The Alamo remained open for tourists.

Klan Grand Dragon Charles Lee said last week that plain-clothed Klansmen wanted to patrol the shrine, the site of the May Day demonstrations by communist groups in 1980 and 1981, but City Council denied the Klan's permit request.

Patrolman E. Gerra said he estimated that 300 extra policemen were assigned to duty Sunday afternoon. Officials had estimated earlier the extra security measures would cost about \$30,000.

Members of the All Peoples Congress were on hand, shouting "Death to the Klan" and carrying a banner that read "Reagan and the Klan: We Stand Hand in Hand."

The APC held a brief but long march after the Klansmen were escorted to a waiting bus and driven away.