

# "Dear General Foods, 77R Imitation this. Artificial that. Synthetic this. What's wrong with real food?"



"THERE MUST BE A REAL EGG HERE SOMEWHERE!"

Actually, there's nothing wrong with "real" food. Or with any foods, natural or man-made, that you're likely to come across in the supermarket.

But there *is* some confusion regarding imitation eggs or artificial bacon, or any of those foods variously called synthetic or man-made. Now, the more you know about what you eat, the better. So toward that end, we'd like to clear up some of that confusion and provide a few explanations here.

#### Man-made foods: who needs them?

As with everything else you can buy, it's consumers who determine whether or not man-made foods exist. If people are willing to buy these foods, supermarkets will sell them. So when we're asked who wants these man-made foods, it isn't a glib answer to say that people do.

Okay. People need them. But why?

Because, for one reason, they can save you money. You actually spend less of your income on food than most people in other countries. Man-made foods are part of the reason. They usually cost less to produce, and therefore to buy, than many of the fresh foods they may replace.

Another reason for man-made foods

is simply that they taste good—not occasionally, but consistently. Since they can be made under conditions more controllable and predictable than the weather, man-made foods don't fluctuate in quality quite the way natural foods do. And, of course, they're produced and available year-round, winter and summer.

Then, too, most man-made foods store for a long time without spoiling and are usually easy to prepare—points so obvious we sometimes overlook them.

Finally—and maybe most important—man-made foods will help make sure the world has enough to eat. We're producing more and more people, and conserving less and less farmland to feed them. In a world with some 4 billion mouths to feed, man-made foods perform an important role now, and will perform an increasingly important one in the future.

#### How "imitation" butter became "real" margarine.

It's sometimes assumed that there are two kinds of food in the world: (1) real and (2) everything else. Actually, the distinction between "real" and man-made is nowhere near as sharp as it might seem.

Take margarine. It was invented over

a century ago as a sort of "imitation" butter. The margarine people couldn't have been very happy with the "imitation" label, suggesting, as it did, some inferior version. But over the years, margarine came to be known as something else: a good-tasting, long-lasting alternative that's especially useful for people concerned about animal fats and cholesterol. It's not "imitation" anything, anymore. It's genuine margarine. Not "imitation" butter, but certainly "real" food.

And that's the point: there are any number of man-made alternatives to natural foods in the supermarket, and these are no less "real" for being alternatives. In fact, the alternatives usually offer some benefit the original doesn't, or else there'd be no need for them.

Take our Dream Whip® Whipped Topping Mix. It isn't whipped cream. But it is a good-tasting alternative that's readily available, low-calorie, certainly long-lasting, and probably more dependable (it virtually always whips). Or take our Tang Instant Breakfast Drink. It's made with natural orange flavor. A 4-fluid-ounce serving gives you a full day's supply of Vitamin C, and not even an orange can give you better Vitamin C than Tang. It won't spoil quickly, and you can mix up as little or as much at a time as you want, without waste.

What's wrong with "real" food? Not a thing. It's just that today it comes in more varieties, and with more alternatives, than even the inventors of margarine ever dreamed.

#### For more information.

We hope this brief discussion of man-made foods has taken a little of the mystery out of why they're made.

If you have any questions about them, please feel free to ask. Just write to Miss Peggy Kohl, V.P., Consumer Affairs, G.F. Consumer Center, White Plains, N.Y. 10625.

Our reasons for telling you all this are a mixture of helpfulness and pride in our products. The more you understand about food, the better off you'll be. And the more you understand about our foods, the better off we'll be.



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