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New Directions in Healthy Baking

By David Feder, RD, Technical Editor

Wellness Foods

Any way you bake it, filling consumer demand for healthy baked goods takes the cake.

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We're a nation of snackers and sandwich eaters. We're also a nation obsessed by health. While those two notions have been finding increased common ground, the continuing epidemics of obesity and diabetes make the relationship a rocky one. Luckily, cutting-edge technology can deliver bakery goodness with fitness.

"Current market trends in the baked-good industry — and food industry in general — point to a major focus on how to formulate better-for-you products. The use of food phosphates at **ICL Performance Products LP** (www.icl-pplp.com) for disease prevention is a major concern for consumers," she adds.

There are definite directions consumers are pushing healthy foods. These "evolution factors" are noted by George Eckrich, owner of **Dr. Kracker Inc.** (www.drkracker.com), a Dallas maker of healthy crackers. He predicts an expansion of 100-calorie packages and an increase in low-fat products, as well as improved production processes that allow for them (such as controlled oven-cooking and steam cooking). He also predicts more products acting on satiety, burning fat or using L-carnitine and "products with multiple promises."



Even kids' fun snacks can be healthy. Popumz are organic and have both DHA and EPA omega-3s, 3g fiber, 5g protein and zero trans fats. They were launched by Dr. William Sears, "America's pediatrician," with Right Track Global LLC.



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