

We all like to think of our parents as being more knowledgeable about the foods that we should eat and, as babies, were fed, but as adults we must consider some blatant realities about what we were fed as children and what, in turn, we're feeding our children.

Yesterday I spent about an hour in a supermarket, a regular supermarket. And I was there because I wanted to prepare material for today's program. So I just watched people shop and every time there was a person who had gone up to the counter, I would ask them:

"Er, could I ask you a few questions about your er food?"

And generally they didn't have a problem if they knew me, so –and most of them did, they knew me from er television- and so I'd ask them;

"Why do you have the marshmallows, why do you have the jello, why do you have the helper, hamburger helper?"

And with some sense of guilt, they would say:

"Well, I know it's not good for him!"

They were not... not unaware, they were aware and I said :

"But why eat it?"

"Well, because my kids...they like it and if I don't feed them this, you know...then they... they cause all kinds of ranting and raving problems"

"Well, how did they learn about this?"

"Well, television! Everywhere you go! All you see on television is sugared foods and hamburgers and... and junk foods! And so when we go to the supermarket, as kids they start wanting these foods and at school that's also what they eat!"

So... the solution later but now that's just part of the problem.

And of course for themselves they were buying the same bad foods! In fact it was difficult to find anything that represented a healthy choice! And they were not, again, ignoring the fact that the oranges I saw them buying are artificially dyed and sprayed with a known carcinogen! And they could have gone into the health food store and bought an organic orange. It was the inconvenience:

"Well, I don't want to shop at the health food store and shop here, so I do all my shopping in one place! And I'm certainly aware that...the effects this can have"