



**Marinalg  
Carrageenan Media Monitoring  
May 17, 2013**

### **CARRAGEENAN COVERAGE SUMMARY**

#### **NOSB Decision Response Release**

Below is a recap and update the weekly activity of the Marinalg press release titled “USDA Supports Continued Use of Carrageenan for Organic Foods.”

The release was picked up in 372 online outlets and since its release, there have been 2,111 total release views and 8,590 headline impressions. Of the 2,111 views, 615 came from the United States, while 1,496 views were international. In the U.S., the state with the most views was California with 138 followed by Virginia with 103 and Massachusetts with 98.

The release was also sent as part of a SmartBrief for the Grocery Manufacturers Association, the International Dairy Foods Association and Nutritionists.

The SmartBrief sent to GMA was read by Nestle USA, Inc., AMY'S, Del Monte Corporation, DTB Associates LLP, DuPont Safety & Protection, Harlan Bakeries, LLC, Informa plc, Ketchum, MillerCoors, PepsiCo, Inc., and Shook, Hardy & Bacon, LLP. Among those who opened the brief at these companies were Director of Sales, Group Purchasing Manager, Marketing Director, Public Affairs Manager, Senior Counsel, Sr. Quality Auditor, Vice President, and Brand Manager.\*

The SmartBrief sent to IDFA was read by Grain Processing Corporation, Maine Dairy Promotion Board, Martsons Food Corporation, and Stonyfield Organics. Among those who opened the brief at these companies were Office Manager, R&D Scientist, Technical Manager, and Vice President.\*

The SmartBrief to nutritionists was read by Soyfoods Association of North America, Albuquerque Public Schools, Centers for Medicare & Medicaid Services, FED UP, Glendale Community College, Health Solutions, Isagenix International, McCann-Cannard & Associates, Inc., My Body Organic, Paradise Pediatrics, S. Strock & Co., Inc., the School-Community Health Alliance of Michigan, and Wells Enterprises, Inc. Among those who opened the brief at these companies were Communications Director, Director R&D Services, Food Safety Director, Nutrition Communication Specialist, President, Registered Dietitian, and Special Needs Dietitian.\*

*\*Note: SmartBrief metrics do not offer specific information as to which employees from each company opened and reviewed the release. It offers only the executive positions of readers and does not link them to their employer or association.*



### **NOSB Decision Response Hits**

Other notable mentions include: an article in *CommonDreams.org* about the Organic Consumers Association press release about its comment submitted on the federal and its petition to the USDA (this article was picked up in four other online outlets); and an *iEat Green* piece referencing the OCA's petition.

### **Other Notable Hits**

This week's monitoring found 25 non NOSB-related mentions of carrageenan in the news and blogs.

Notable negative mentions include: a story in *Nutritional Outlook* about BevGrad XtraThick, a clean-label stabilizer and thickener from flax, which "can free manufacturers from hydrocolloids such as guar and carrageenan"; a story in *Bare 5* about how carrageenan in gummies can be irritating to the gut; an article in *Wellsphere* about the dangers of carrageenan in a wide variety of foods; a piece in *Natural Endocrine Solutions* about avoiding beverages with carrageenan when following a natural thyroid treatment protocol; a story in *Koko's Kitchen* about preparing Irish moss gel and the fact that it contains "potentially dangerous" carrageenan; a story in the Asian-American women's magazine *Audrey* telling readers they may be eating a dangerous additive in carrageenan and not yet be aware of it; a story in the *Winnipeg Free Press* about avoiding yogurts with carrageenan and other thickeners; and a story in *Examiner.com* about how inmates at Guantanamo are being fed Ensure, which contains carrageenan and notes it has been linked to gastrointestinal inflammation and is banned from infant formula in Europe.

Positive mentions include: a story on the cooking site *The Kitchn* about alternatives to gelatin, which points out carrageenan; a story in *Bubblews* about carrageenan being one of the vegetarian/vegan alternatives to gelatin.



## Carrageenan

### NOSB Response

#### **CommonDreams.org – “OCA Calls on NOP to Get Carrageenan Out of Organics” – May 15, 2013**

The Organic Consumers Association (OCA) today called on the USDA National Organic Program (NOP) to ban the use of carrageenan in all organic products. Carrageenan, an additive commonly used in foods, and allowed in certified organic foods, is linked to gastrointestinal inflammation and higher rates of colon cancer. Under NOP rules, carrageenan’s approval is set to expire, or “sunset.” However, the NOP is recommending approval of carrageenan in organics for another five years.

<https://www.commondreams.org/newswire/2013/05/15-0>

Also featured in:

- **Topix.com** - <http://www.topix.com/us/usda/2013/05/oca-calls-on-nop-to-get-carrageenan-out-of-organics>
- **OccuWorld.com** - <http://www.occuworld.org/news/203538>
- **HumanitarianNews.org** - <http://humanitariannews.org/20130515/oca-calls-nop-get-carrageenan-out-organics>
- **I4U News** - <http://www.i4u.com/2013/05/colon-cancer/calls-organics-oca-out-carrageenan-get-nop>

#### **iEat Green – “Take Action: Get Carrageenan Out of Organic Food, Help 350.org ‘Do the Math’ on Global Warming, Sign the Keystone XL Pledge of Resistance” – May 14, 2013**

Carrageenan, an additive commonly used in foods, including some organic foods, is linked to gastrointestinal inflammation and higher rates of colon cancer. The USDA National Organic Program (NOP) now has an opportunity to end the use of carrageenan in certified organic foods. Instead, the NOP is recommending that carrageenan be allowed in organic for another five years. Carrageenan is an emulsifier used to keep liquids from separating in organic juice, yogurt, chocolate milk and other dairy products, non-dairy alternatives – and even infant formula!

<http://www.ieatgreen.com/take-action-get-carrageenan-out-of-organic-help-350-org-do-the-math-on-global-warming-sign-the-keystone-xl-pledge-of-resistance/>

### Carrageenan in the News & Blogs

#### **The Athlete’s Plate (blog) – “Finally Friday” – May 17, 2013**

This week was actually pretty low key for me, but I’m always happy when the weekend rolls around. A little rest and relaxation is always appreciated. I’m still messing around with my new sleep app. I think my energy levels on a certain day are dependent on my quality of sleep from the previous night. I feel great today. I have plenty of energy and I feel ready to take on the world. I still eat small amounts of high quality dairy, like organic Greek yogurt and raw cheese. I still eat hummus and peanut butter is my favorite food. I’m not perfect, but I feel fine eating these foods. I’ve noticed that I feel the best when I eliminate grains, added sugars, and those funky ingredients you find in “health” foods (like carrageenan).

<http://theathletesplate.com/finally-friday/>

#### **Liberty Planet (blog) – “The 10 worst toxins hidden in vitamins, supplements and health foods” – May 16, 2013**

\*Republic of a previously featured story in *Natural News*\* 7) Carrageenan? The Cornucopia Institute, a highly-effective food activism group that we’ve long supported, recently published a warning about carrageenan in foods. Cornucopia says carrageenan is linked to “gastrointestinal inflammation, including higher rates of colon cancer, in laboratory animals.”

<http://libertyplanet.wordpress.com/2013/05/16/the-10-worst-toxins-hidden-in-vitamins-supplements-and-health-foods/>



***The Kitchn* – “Gelling Without Gelatin: Vegetarian and Vegan Substitutes” – May 16, 2013**

Gelatin is made from animal collagen, but that doesn't mean vegetarians and vegans have to miss out on gelatin-based sweets like panna cotta, mousse, and jellies. Here are some great alternatives and tips for cooking with them. Carrageen or Irish Moss: Carrageen is a flavorless seaweed that can be used for soft jellies, puddings, and mousses. To use the dried seaweed (look for whole, not powdered), rinse it well, soak it in water for about 12 hours until it swells, then blend it thoroughly with your liquid. A carrageen extract called carrageenan is used in some vegan Kosher gel products like Lieber's Unflavored Jel.

<http://www.thekitchn.com/vegetarian-alternatives-to-gelatin-189478>

***Bubblews* – “Is Gelatin Vegetarian?” – May 16, 2013**

Gelatin is not acceptable for vegetarians since it is obtained from the partial hydrolysis of collagen that is from boiled bones, connective tissues, organs and some intestines of animals such as cattle, pigs, chickens...and in some places, horses. Luckily, there are vegetarian alternatives for both gelatin and the products that are frequently made with gelatin. One popular substitute is agar-agar, which is a seaweed. Other sources include carrageenan, pectin, konjak, and guar gum.

<http://www.bubblews.com/news/520869-is-gelatin-vegetarian>

***Tales of Alohi (blog)* – “Carrageenan is evil... and here is why” – May 16, 2013**

“The rising incidence and prevalence of ulcerative colitis across the globe is correlated with the increased consumption of processed foods, including products containing carrageenan.” - Dr. Stephen Hanauer, MD, Chief of Gastroenterology, Hepatology and Nutrition at the University of Chicago School of Medicine. I've been trying to cut back on my dairy as of late. Dairy has a tendency to cause bloat/weight gain, both in which I am trying to avoid. My recent visit to Peet's Coffee in Portland, OR turned sour \*after\* I ordered my iced vanilla soy latte.

<http://talesofalohi.wordpress.com/tag/carrageenan/>

***Natural Endocrine Solutions* – “Can I Drink Anything Else Other Than Water When Following A Natural Treatment Protocol?” – May 16, 2013**

... Coconut Milk. This can be beneficial to drink, although it probably is a good idea to make your own coconut milk. While you can find this beverage pre-made at your local health food store, there most likely will be some additives. An example is carrageenan, which is used as a thickener and emulsifier. Although one study demonstrated that carrageenan is a safe additive (4), another study showed that it has carcinogenic properties in mice (5), while another study suggested that carrageenan may contribute to the development of diabetes (6). This is controversial, but at the very least I would minimize your consumption of products which include this ingredient.

<http://www.naturalendocrinesolutions.com/archives/can-i-drink-anything-else-other-than-water-when-following-a-natural-treatment-protocol/>

***Nutritional Outlook* – “Beverage-Friendly Plant Proteins” – May 15, 2013**

Plant protein sources are sprouting up often, but they aren't always easy to formulate with. By their nature, and by the shortcomings of standard processing methods, some plant proteins can miss the mark on mouthfeel, taste, and functionality in finished products. The problems are perhaps more obvious in beverages, where plant proteins can have a hard enough time just staying suspended in water... The BevGrad family includes beverage-friendly flax in an original format—for beverages of medium-to-high solids—and an “XtraSmooth” format, in which a smaller particle size enables a smoother-textured flax for beverages of lower solids. There's also BevGrad XtraThick, a clean-label stabilizer and thickener from flax. BevGrad XtraThick can free manufacturers from hydrocolloids such as guar and carrageenan, which aren't exactly pantry names.

<http://www.nutritionaloutlook.com/article/beverage-friendly-plant-proteins-3-13114>



**Sweet Leaf Suzie (blog) – “Freezer Jam Tainted By Carrageenan” – May 15, 2013**

This week’s post has gone through many revisions. Where do I begin? I wanted to make a batch of freezer jam with our surplus of strawberries that we’ve been getting from our CSA boxes over the winter. I chose freezer jam for a couple reasons. 1) because you don’t need to sterilize the jars; and 2) because one of the gelling agents I found for freezer jam required significantly less sugar than cooked or freezer jam made with traditional pectin. I made the batch, and everything was hunky dorey, including a glowing post about it. Then I looked into the gelling agent for this freezer jam: carrageenan. <http://sweetleafsusie.wordpress.com/2013/04/15/freezing-summer-in-a-jar/>

**Bare 5 (blog) – “Carrageenan & Friends: Gummy Troublemakers” – May 14, 2013**

As a general rule, the less processed a food is and the more “whole” it is the better. Food products are becoming pretty ubiquitous these days, as the food industry combines more and more things to create food like substances that keep up with changing trends and food fads. One of the most recent and widely used are a family of substances that serve as binding and thickening agents. Carrageenan, guar gum, xanthan gum (and others) are infiltrating foods everywhere around us, making food more viscous, stabilizing different ingredients, thickening things and binding stuff together. On the surface they sound pretty handy but unfortunately it seems these extracted substances are irritating bodies in the process. <http://bare5.com/2013/05/14/carrageenan-friends-gummy-troublemakers/>

**The Picky Toddler (blog) – “This post has a little bit of everything” – May 14, 2013**

... Back to food. My toddler hates soup. The good thing is that last week when my husband made chicken soup she ate it! How did I do it? You guessed it. I just took out the broth. Even though that’s the most nutritious part. So she ate the carrots, pasta, and chicken. Later she had some dessert: almond milk cookies and cream ice cream. Make sure it doesn’t have carrageenan; its carcinogenic. [http://thepickytoddler.blogspot.com/2013\\_05\\_01\\_archive.html](http://thepickytoddler.blogspot.com/2013_05_01_archive.html)

**Boston Business Journal – “Dyax prices \$30M direct offering to develop HAE candidate” – May 14, 2013**

A couple of weeks after Dyax Corp. lowered its expected returns from sales of its lead angioedema drug, the Burlington, Mass.-based biotech is looking to raise \$30 million in a direct stock offering on Wednesday...Dyax presented pre-clinical data in February showing that DX-2930 reduced carrageenan-induced edema - a form of inflammation - in non-human primates. Jennifer Robinson, associate director of investor relations and corporate communications for Dyax, told Mass High Tech that the company plans to file an investigational new drug application before the end of June, and to begin early-stage trials in humans soon after. <http://www.bizjournals.com/boston/blog/bioflash/2013/05/dyax-prices-30m-direct-offering-to.html>

**GoodVeg (blog) – “Weaning Your Child — How to Successfully Transition to Plant-Based Milks” – May 14, 2013**

I nursed my son for the first year of his life, gradually dropping feedings until his first birthday. Our last time nursing was the morning of his 1st birthday. He made sure to bite me extra hard that day, making the decision to stop nursing very easy for both of us!... Another piece of advice: don’t introduce sweetened milks right away! I started David off on some sweetened almond milk and it has been a little difficult to switch him back to unsweetened. I usually try to do a half and half mix—I figure that if he is drinking the milk and gaining the vitamins then it will help balance out the sugar issue. But I do wish I had started with unsweetened! Also, avoid milks made with carrageenan, an emulsifier known to be a carcinogen. <http://goodveg.squidoo.com/living-veg/family-2/weaning-your-child-how-to-successfully-transition-to-plant-based-milks>



**Wellsphere – “MySuperFoods Reader Questions Answered: Carrageenan and Ascorbic Acid” – May 13, 2013**

Yet have you checked out the names of some of the ingredients on even seemingly healthy foods this day and age?!? Hence, this is why I like this reader’s question asking what carrageenan and ascorbic acid are in particular, as they are common ingredients in many foods. To start, carrageenan was once regarded as something completely safe, as it is commonly found in the following foods: ice cream, half & half, cream, cottage cheese, chocolate milk, some hemp milks, rice milk, almond milk, soy milk, cheesecake, processed meats, hot dogs, frozen desserts...

<http://www.wellsphere.com/children-s-health-article/mysuperfoods-reader-questions-answered-carageenan-and-ascorbic-acid/1947573>

**Koko’s Kitchen (blog) – “How To Prepare Irish Moss Gel {Video Tutorial}” – May 13, 2013**

I wanted to talk about Irish Moss today, as it’s a super cool ingredient and it’s come up in the news a lot lately. What is Irish Moss? It’s a seaweed! A red algae to be exact found in the Caribbean and on the Atlantic Coast of Europe and North America. There has been a bit of controversy about that fact that it contains carrageenan. Let me address this a bit with my own personal thoughts, and hey, I’m not a doctor. If you think differently, so be it. Carrageenan is found in an absolute ton of processed foods from almond milk to canned coconut milk, cereals, ice cream, yogurt, toothpaste, pet food, diet pops, sauces, deli meats, and all kinds of other crap. Okay, so it’s in a lot of stuff, but why is it so bad? Carrageenan has been link to allergies, inflammation, and even cancer. It’s said to really take a toll on the gastro-intestinal system, and if you already suffer from Irritable Bowel Syndrome or something like that, you really don’t want this stuff. Personally, I think it should be avoided whenever possible.

<http://kokoskitchen.com/raw/irish-moss-gel/>

**My Pursuit of Fashion (blog) – “The Ugly Truth About Milk” – May 13, 2013**

In a world where everything seems to be bad for you, I was not shocked to learn that milk was also accused of being a harmful and unnecessary part of the adult diet. I was raised in a generation where milk went with breakfast, lunch and dinner. Milk was so delicious, clean and refreshing, and perfect served warm or cold...For those of you that are swearing off milk products after reading this article, try eating sardines, green vegetables, and beans for their high calcium contents. Furthermore, to avoid using milk in your coffee try nut milks, such as soy and almond milk. Be aware of the additives in these milks and stay away from products that include carrageenan.

<http://mypursuitoffashion.blogspot.com/2013/05/the-ugly-truth-about-milk.html>

**Audrey – “You May Be Digesting this Deadly Ingredient Right Now (and Not Even Know It)” – May 13, 2013**

Raise your hand if you were under the impression that the majority of the products sold at Whole Foods or Trader Joe’s is good for you. \*Raises hand\* Yes, I’ll admit it...I’m a Whole Foods whore. While there are a lot of healthy and nutritious items at these stores, don’t be so quick to believe that everything you’re buying is good for you. A perfect example of this is a common food additive called carrageenan, which can be found in items sold at ‘organic’ supermarkets.

<http://audreymagazine.com/you-may-be-digesting-this-deadly-ingredient-right-now-and-not-even-know-it/#more-44389>

**Food Engineering – “Inline monitoring aids in food safety and quality” – May 13, 2013**

While it may be said that food safety and food quality are not necessarily interrelated, get lax about either, and you probably won’t have a brand for long. Various sensors and analytical tools can be used to continuously monitor parameters that affect food safety and quality. These sensors and analytical instrumentation can range from thermocouples for temperature monitoring to chromatographs and spectrophotometric devices for precise chemical measurements...Another pH application is inline pH control in carrageenan manufacturing, according to Dave Anderson, Rosemount Analytical marketing director.

<http://www.foodengineeringmag.com/articles/90659-inline-monitoring-aids-in-food-safety-and-quality>





**Winnipeg Free Press – “Brunch day is gone, focus on eating well” – May 13, 2013**

Admit it. You enjoyed your Mother's Day brunches and dinners yesterday, but you feel stuffed. You overindulged yourself. Now that the sun is out and the temperature is rising, it's the perfect time to kick-start your eating and fitness regimen. Take part 2 of our pop quiz to re-acquaint yourself with some health facts...After the milk and/or cream to make yogurt is heated and enriched with live bacterial cultures, it is strained in a fine filter...It's also extra thick and doesn't require added thickeners such as gelatin, guar gum and carrageenan that are sometimes found in conventional North American yogurt. Nevertheless, there are some Greek yogurt brands that still add artificial thickeners to their products. If you want the best stuff, avoid yogurt with such thickeners.

<http://www.winnipegfreepress.com/arts-and-life/life/brunch-day-is-gone-focus-on-eating-well-207157431.html>

**Spit That Out (blog) – “Dairy Free Winner and Losers: And The Debate Over Carrageenan” – May 13, 2013**

Since I began the journey to dairy free (or at least less dairy) over a month ago, I have definitely noticed clearer sinuses and far less congestion even being pregnant at the height of allergy season. I've enjoyed trying the wide range of dairy substitutes on the market and have found about half to be hits and half to be misses. But before we get into my super scientific study, let's get into some real science that has me a bit concerned. I recently learned about the danger of Carrageenan (an emulsifying ingredient derived from red seaweed) in many soy, almond, and coconut milk products – even the organic ones.

<http://www.spitthatoutthebook.com/2013/05/dairy-free-carrageenan/>

**Five Acres & A Dream (blog) – “Living with Living Foods” – May 12, 2013**

There are quite a few ways to classify foods. There are breakfast, lunch, and dinner foods, finger foods, picnic foods, and snacks. There are fruits, vegetables, starches, dairy, beverages, etc., even protein, fats, and carbohydrates. But also, I tend to think of them in a broader and more philosophical sense, in reference to their state of being. My bottom line categories for foods are: real, artificial, live, dead, and living... The lines between real and artificial can get a little fuzzy because some things can be found naturally that are altered considerably when they become food or food ingredients. Carrageenan comes to mind. It is often listed as natural and does in fact, come from a natural substance, seaweed. It requires a process to extract, however, that is not do-it-yourself.

<http://www.5acresandadream.com/2013/05/living-with-living-foods.html>

**Examiner.com – “Guantánamo hunger strike to expose Ensure as a health hazard” – May 11, 2013**

As the Obama administration's reputation continues slowly deteriorating in the eyes of the American people, so too do the conditions at the Cuban prison Obama used as a high-profile talking point, during his campaign for the White House, over five years ago. One of the many promises made that continue to go unfulfilled...Even the synthetically-derived "vitamins" in the product, such as Ascorbic Acid, sold as Vitamin C and Cyanocobalamin, sold as Vitamin B12, are known to cause more problems within the human body than they can possibly help. Considering that Ensure is being marketed and consumed primarily to the elderly, the sick and now starving inmates at Guantánamo, it should also be noted that the food additive Carrageenan, found in Ensure, has been linked to gastrointestinal inflammation and has been banned from infant formula in Europe.

<http://www.examiner.com/article/guant-namo-hunger-strike-to-expose-ensure-as-a-health-hazard>

**The V Word – “Product Review: Treeline Cheese” – May 12, 2013**

The search for delicious vegan cheese feels like it's never-ending, especially if you want one that isn't filled with chemicals, palm oil, xanthan gum or carrageenan. Well, now the search is over because there is a new brand that meets all those needs. Treeline Cheese is artisan-made in the Catskill region of upstate New York and luckily, very close to me.

<http://theveeword.blogspot.com/2013/05/product-review-treeline-cheese.html>



***FoodSpiracy (blog) – “Carrageenan” – May 11, 2013***

Carrageenan is a common food additive that is derived from a red seaweed, *Chondrus crispus*, which is also known as Irish moss. It is mainly used as a thickener, emulsifier and stabilizing agent to improve the texture of dairy products, ice cream, soy milk, almond milk and processed meats. Studies have shown carrageenan led gastrointestinal disease in laboratory animals, including ulcerative colitis-like disease, intestinal lesions and ulcerations and colon cancer.

<http://foodspiracy.com/carrageenan/>

***Sharing My Two Cents – “Our Week and a Crazy Day” – May 11, 2013***

...I gave up Coffee-mate this week. Besides the carrageenan, the long list of mysterious ingredients finally made me realize there are probably better things I could be putting in my body. And sadly my fat-free vanilla coffee-mate wasn't one of them. I switched to organic half & half (or milk if I'm out of the half & half). The half & half is only cream and milk, no carrageenan or strange ingredients. It's pretty good and I'm still enjoying my morning cup(s) of coffee. I did have a headache for three days this week, merely a coincidence or related to giving up the creamer I'm not sure?

[http://www.sharingmytwocents.com/2013/05/our-week-and-a-crazy-day.html?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+SharingMyTwoCents+\(Sharing+My+Two+Cents\)](http://www.sharingmytwocents.com/2013/05/our-week-and-a-crazy-day.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+SharingMyTwoCents+(Sharing+My+Two+Cents))

***Paleo Sistah (blog) – “Carrageenan” – May 6, 2013***

If you are saying to yourself, carra - what as you read my blog title, I really urge you to google carrageenan! When I was reading ingredients on boxes of almond milk and coconut milk, I saw this and wondered what it was and what was its purpose. I thought it was some kind of preservative but wanted to make certain. Turns out, its an FDA approved, yet possible CARCINOGEN added to many items, even organic items, to keep products from separating- hence why it's in almond milk and coconut milk and some ice cream and some yogurts.

<http://paleosistah.blogspot.com/2013/05/carrageenan.html>