

## Natural Buzz Today

NOVEMBER 13, 2015

1. **We're still getting fatter.** We're drinking less soda and new dietary guidelines are on the horizon, yet new government data from 2013 and 2014 show that about 38 percent of American adults were obese during those years—a 3 percent increase from 2011 and 2012. The research also yielded a few surprises.

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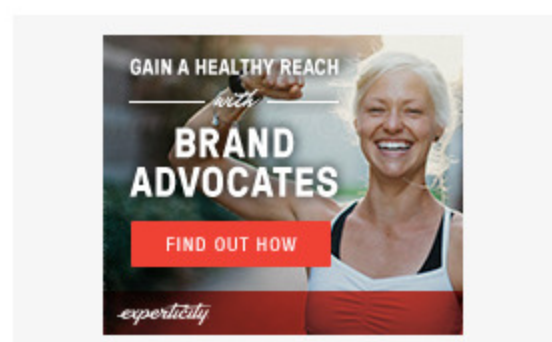


2. **But will they be shaped like Mickey?** Snacks with Character is a new line of allergen-free, better-for-you snacks that Disney will offer in its theme parks in collaboration with Way Better Snacks, Enjoy Life Foods, WOW Baking Co. and Ocean Spray. See what they've created.

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3. **Wild slammers.** Zora and Josh Tabin, co-founders of meat and veggie bar company Wild Zora, won the Naturally Boulder Pitch Slam, which in addition to street cred, includes a \$58,000-value prize package. Find out how they did it.

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4. **This ain't CSI.** DNA evidence seems to solve every episode of CSI on television. But DNA barcoding is a lot trickier than most people realize, and according to one professor who uses it in her lab, "The data is not reliable enough to launch lawsuits." What's the problem?

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5. **Bad news for omegas.** This Friday the 13<sup>th</sup> brings unlucky programming to the omega-3 industry with two Canadian TV shows about "big, bad supps," questioning fish oil safety. Learn what retailers should tell customers.

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Fast fact

Baby boomers are less likely than millennials to always think of calories in what they eat but more likely to diet on an ongoing basis to lose weight —although they're less likely to try diets when they just come out. **Read [Don't forget this critical segment of the market when designing and selling natural products...](#)**

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