

May 2009 Mushroom Media Placements

MUSHROOM COUNCIL PLACEMENTS:

White vegetables: The forgotten color

KIVI-TV, kivitv.com, May 28, 2009

Mushrooms are very low in calories and boast **lots of nutrients**, including vitamin C, **potassium and B vitamins**. White button mushrooms even have small amounts of **vitamin D**. Some varieties have been shown in small studies to have **anti-cancer properties**, though more research is needed.

Doctor uses some foods as medicines

Washington Post, washingtonpost.com, May 26, 2009

Some of the most compelling mushroom research has been done by **Keith Martin**, a nutritionist at Arizona State University and author of more than 30 papers in peer-reviewed journals. Martin and his colleagues have tested a variety of **common mushrooms**, such as white buttons and shiitakes, and **found that in the presence of viruses such as those that cause cold and flu symptoms, all of them can raise the levels of the immune system's proteins to three to five times normal.**

Unearthing the benefits of mushrooms

Seattle Post Intelligencer, blog.seattlepi.com, May 26, 2009

Along with their anti-cancer properties, mushrooms also boast small amounts of several vitamins and minerals. These small wonders are rich in the important minerals **selenium, copper, potassium and zinc**. They also provide the **B vitamins thiamin, riboflavin, niacin and pantothenic acid**, which help break down proteins, fats and carbohydrates so they can be used for energy. In addition to these nutritional highlights, crimini and portabella also contain trace amounts of **B6 and B12**. And mushrooms are the **only plant food known to naturally contain high levels of Vitamin D**, a vitamin important for bone health.

Mushrooms: A nutritious part of a balanced dinner

Wilmington News Journal, wnewsj.com, May 26, 2009

Mushrooms should be a part of everyone's diet. They have **few calories, no cholesterol** and are virtually **free of fat and sodium**. They provide essential minerals including **selenium, potassium and copper**. Mushrooms also **provide B-Complex**. Shorter cooking time gives a delicate texture, whereas a longer cooking time makes them denser and tougher. Adding mushrooms to your favorite entrée can **provide nutritional value** and a unique flavor and texture.

Research indicates increased mushroom sales and opportunities

The Produce News, theproducenews.com, May 26, 2009

Additionally, in the **first quarter of 2009, white mushroom sales grew in both dollars and pounds, brown mushrooms experienced strong growth** in both dollars and pounds by 10 percent or more in the month of February, and **specialty mushrooms grew in sales by more than 3 percent** in the first quarter, and by 6.4 percent from a year ago. As a result of the data, **the Mushroom Council recently released its latest recommendations regarding four methods to boost sales.**

The You Docs have a beef about red meat

Idaho Statesman, idahostatesman.com, May 25, 2009

Move to the meaty mushroom. Big, thick and juicy, **portobello mushrooms have been rated as satisfying and tasty as beef in studies**, and they make your arteries younger. **Use in place of beef** in stroganoff, or **throw 'em on the barbecue** for a "make yourself younger with great taste" burger.

Carl's Jr. Carnivores rekindle love affair with mushrooms

Radio Business Report, rbr.com, May 21, 2009

Carl's Jr. brings fancy back to fast food with the Portobello Mushroom Six Dollar Burger, returning to the menu this week. The award-winning burger, a customer favorite which set the standard for fine-dining taste at a quick-serve price when introduced in 2005 and again in 2007, **now will become a permanent menu item at Carl's Jr. Topped with sautéed Portobello mushrooms**, Carl's Jr. makes it easy for burger fans to get their fine-dining fix.

Portobello mushroom \$6 burger back at Carl's

Fast Food News, foodfact.info/blog, May 20, 2009

"This is a momentous day for mushroom fans," said Bart Minor, president of the **Mushroom Council**. "**Portobello mushrooms are delicious, versatile and part of a nutritious diet**, especially for young hungry carnivores. We know fun guys will really like this burger. Fun guys, fungi...get it?"

Carl's Jr. Carnivores rekindle love affair with mushrooms

Business Wire, businesswire.com, May 20, 2009

"This is a **momentous day for mushroom fans**," said Bart Minor, president of the **Mushroom Council**. "**Portobello mushrooms are delicious, versatile and part of a nutritious diet**, especially for young hungry carnivores. We know fun guys will really like this burger. Fun guys, fungi...get it?"

Mushroom info (Hardcopy available)

Foodservice Director, May 15, 2009

The **Mushroom Council** has released its latest issue of **The Savory Connection: The Pizza Edition**.

Mushroom best practices - a Mushroom Council report

The Packer, thepacker.com, May 13, 2009

Fresh mushrooms are one of the highest profit per square-foot items in the entire produce department, according to an **AC Nielsen study**, and consumers who purchase fresh mushrooms have a basket size that is more than double the value of a shopping basket without mushrooms.[1] By **leveraging the following best practices with mushrooms, retail stores may see a significant lift in their overall sales.**

Smart ideas to make you healthier (Hardcopy available)

Woman's World, May 11, 2009

The healthiest mushrooms? The regular white button ones sold in the supermarkets have more immunity-boosting antioxidants and nutrients than the more exotic—and more expensive!—varieties like maitake, oyster and shiitake, reveals a new study.

Avoid additives when hoping for 'fifth taste' (Hardcopy available)

Dayton Daily News, May 10, 2009

The **Mushroom Council is promoting** its products to chefs as a way to bring out the **taste of umami** in food. Adding **sautéed mushrooms** to steak creates an **intense flavor called a "U-bomb."**

Foods for an ironclad immune system

Yahoo! Food, food.yahoo.com, May 8, 2009

You'll be happy to know that the mouth-watering mushroom gravy over your favorite steak is actually a tremendous immune booster. According to recent studies, increased intake of **white button mushrooms, which represent 90% of the mushrooms consumed in the U.S., enhances those natural killer cells, thus promoting immunity.**

What's growin' on? (Hardcopy available)

The Fresno Bee, May 7, 2009

Choose **one mushroom variety** [listed above] and **search for a related recipe at www.mushroominfo.com**. Try this recipe with your family this week!

Create new recipes, share memories at cooking school

Ask Dr. Elliot, newhampshire.com, May 7, 2009

Recipes for the country-wide tour come from national sponsors including Crisco Olive Oil, Domino Sugar/C&H Sugar, Gallo Family Vineyards, McCormick, **Mushroom Council**, Ziploc Containers and Zip 'n Steam Bags.

Cooks calendar

The State, thestate.com, May 6, 2009

CONTESTS Mushroom Council: Contest deadline is May 18. Prize: \$2,000. **mushroominfo.com**.

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The Fresno Bee, May 6, 2009

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Food events

Inside Bay Area, insidebayarea.com, May 6, 2009

"Mushroom Every Day, Every Way Recipe Contest" — Through May 18. Top entries in each category will receive \$1,000. The grand prize winner will receive an additional \$1,000.

Win for Mom

Marin Independent-Journal, marinij.com, May 5, 2009

Or, if **mom is fungi-friendly**, get her **favorite mushroom recipe featured as the online "recipe of the week."** The **Mushroom Council is sponsoring "Mom's Most Memorable Recipe" contest**; just send

in the most memorable mushroom recipe your mom used to make to twitter **@Mushroom Channel** or at the **Mushroom Channel**, www.themushroomchannel.com, by May 10. The recipe as well as a tribute to the winner's mom will be announced and posted the following week.

Mushroom sales grow despite the economy (Hardcopy available)

The Packer, May 4, 2009

The San Jose, Calif.-based **Mushroom Council** said the economy hasn't slowed the category's growth by much. "There is certainly a market for organic mushrooms," said Laura Fries, a council spokeswoman.

Mushroom may offer natural solution for vitamin D deficiency (Hardcopy available)

Post Register, May 3, 2009

Preliminary research shows that **all mushrooms may provide vitamin D**. Adding mushrooms to everyday meals is an easy and tasty way to increase your vitamin D intake. Simply try the "**Mushroom and Smoked Salmon Frittata**" or "**Baked Mushroom Parmesan**" recipes to add vitamin D and other nutrients to your diet. To uncover America's favorite recipes, the **Mushroom Council is hosting the "Every Day, Every Way Recipe Contest"** from January 26 through May 18, 2009. "Mushrooms are especially significant as they are the **only fruit or vegetable with natural vitamin D.**"

Eat for your health (Hardcopy available)

Body + Soul, May 1, 2009

Shiitake mushrooms deliver **immune-boosting** chemicals called **polysaccharides**.

Magnificent mushrooms (Hardcopy available)

School Nutrition, May 2009

Taste of Home is looking for your favorite mushroom recipes for its **Mushroom Every Day, Every Way recipe contest**.

Vitamin D (Hardcopy available)

Vegetarian Times, May 2009

Most foods have little or no **vitamin D**. **Among the exceptions** are certain fish species (salmon, sardines, herring) and **mushrooms** (shiitakes and chanterelles).

Health eating

The Daily Journal, print2webcorp.com, May 2009

They may be small, but they're **loaded with great nutrition and delectable taste!** **Mushrooms have no fat, no sodium, no carbohydrates and just a few calories**—five mushrooms have 20 calories among them. What's not to love? Sauté them for a side dish. Stuff them for an appetizer. Feature them as an entree—see the **Baked Mushroom Parmesan** recipe below.

Get the most nutritional bang for your buck (Hardcopy available)

Bottom Line Health, May 2009

Mushrooms, such as white button or cremini, are a **good source of vitamin D** as well as the mineral **selenium** and the **phytochemical ergothionine**, both of which have **cancer-fighting properties**. With their **meat-like texture**, mushrooms are **an inexpensive supplement to beef**—for example you can use mushrooms to replace some of the beef in hamburgers or meatloaf.

La magia de los hongos (Hardcopy available)

Selecciones del Reader's Digest, May 2009

En un estudio de la Facultad de Salud Publica **Johns Hopkins Bloomberg**, cuando se **sustituyo la carne molida por setas en lasaña**, slopp joes y chili, los adultos **consumieron 400 calorías menos por día**.

MUSHROOMS IN THE NEWS:

Deadly mushroom toxin exposed

Science News, sciencenews.org, May 27, 2009

When ingested, the **lethal toxin of Russula subnigricans mushrooms** leads to the breakdown of muscle tissue, a mode of **poisoning that is unusual in the mushroom world**.

Mushroom man

Planet Jackson Hole, planetjh.com, May 27, 2009

All of **his mushrooms are matro-nutritional**, Tilt said, meaning they have **health benefits** beyond the typical proteins and vitamins. **Shiitakes are high in vitamin D** and are also thought to **have cancer-fighting properties**, and oyster pearls **contain a drug that helps reduce cholesterol**.

Skip the burgers and throw some veggies on the grill

Forbes, forbes.com, May 22, 2009

If you're given the **choice between a grilled hamburger or a grilled Portobello mushroom this Memorial Day weekend, go for the veggie.**

New products fill spring retail displays

The Packer, thepacker.com, May 21, 2009

Monterey Mushroom, Royal Oaks, Calif., is **expanding its Sun Bella line this summer to cover nearly all its mushroom varieties, including portabello caps, white mushrooms and some organics.** Reed said **up to 20% of the company's retail mushrooms have boosted vitamin D content** and the company wants to reach 100% within a year. Monterey Mushroom also is **rolling out new recyclable tills in May nationwide, Reed said, to replace Styrofoam.**

5 great dishes to grill for Memorial Day

Examiner, examiner.com, May 21, 2009

#5. Sara Moulton's **[Portobello Burgers with Red Peppers and Gorgonzola](#)**. Looking for a good veggie option for the grill? This **wonderful meatless summer sandwich stars a marinated and grilled portobello mushroom cap**, which is filled with melted Gorgonzola, and topped with roasted red peppers, the whole of it pinned down between slices of toasted garlic bread.

Changing the way Americans eat mushrooms

Examiner, examiner.com, May 20, 2009

The Hokto Corporation produces mushrooms at 25 facilities across Japan and starting in 2009, at their location within the United States in the state of California. The company produces four types of mushrooms: **King Trumpet** (Eryngii or King Oyster); **Maitake** ("hen of the woods"); **Brown Beech** (Bunashimeji); and **White Beech** (Bunapi). **The American facility is the only one of its kind to produce all four varieties under the same roof.**

Turn down grill heat on cancer risk

Health News Digest, healthnewsdigest.com, May 18, 2009

Throw a slice of pineapple on the grill instead of a chicken leg? A **portobello mushroom instead of a burger?** Meat lovers may call foul, but **as grilling season heats up, Duke University Medical Center researchers say that's the best way to lower your cancer risk** especially as recent findings add fuel to the link between grilled meat and cancer.

Foodies flock to Twitter-friendly carts

NBC Philadelphia, nbcphiladelphia.com, May 18, 2009

In short order, the **Kogi name has become recognizable to foodies around the country.** No small accomplishment for a pair of taco trucks, says Kate Krader, restaurant editor for *Food & Wine* magazine. "That's **90 percent thanks to Twitter.**" And she thinks the **success of food truck Tweets likely will inspire a broader use of Twitter across the food world.** "Chefs will be **Tweeting from the farmers market about the mushrooms they just picked up and will be part of their mushroom pasta that evening,**" she says.

Commission takes action over nicotine mushroom mystery

AP Food Technology, ap-foodtechnology.com, May 12, 2009

The European Commission is taking risk management measures over the occurrence of high nicotine levels in wild mushrooms following an urgent investigation by EFSA, and implementing on-going monitoring. The Commission asked EFSA to investigate the possible impact of **nicotine in wild mushrooms on 27 April**, after food companies reported finding that 99 per cent of wild mushrooms tested from 2008 had levels exceeding the default MRL of 0.01mg/kg for substances for which a specific level has not been set.

Commission takes action over nicotine mushroom mystery

Food Quality News, foodqualitynews.com, May 12, 2009

The Commission asked EFSA to **investigate the possible impact of nicotine in wild mushrooms on 27 April**, after **food companies reported finding that 99 per cent of wild mushrooms tested from 2008 had levels exceeding the default MRL of 0.01mg/kg** for substances for which a specific level has not been set. EFSA scientists responded that **the presence of nicotine in fresh wild mushrooms of up to 0.5mg/kg is not safe**, and proposed a level of 0.036mg/kg. For dried mushrooms, this would equate to 1.17mg/kg.

Too much nicotine in wild mushrooms: EU watchdog

Reuters, reuters.com, May 11, 2009

Wild mushrooms consumed in Europe contain too much nicotine and may raise blood pressure and heart rate, **Europe's major food risk assessment agency said on Monday**. High nicotine concentrations were **found in wild mushrooms** -- mainly **porcini mushrooms** (*Boletus edulis*), but also **truffles and chanterelles** -- of various origins, although **most of them came from China**, it said. It was **unclear what caused the presence of nicotine** in these mushrooms: it **could be pesticide use** or **some other factors such as accidental contamination during the drying process**, it said.

Could there be the magic in mushrooms to beat swine flu

Short News, shortnews.com, May 10, 2009

Mushrooms could improve our health because of a **protein called cytokines playing an important role in defending the body against viral infections and tumours**, according to researchers at the Tufts University in Massachusetts.

Mushrooms can beat Swine flu

Mindanao Examiner, mindanaoexaminer.com, May 10, 2009

The ordinary **white button mushroom can help you beat the swine flu with an immunity boost**, researchers at Tufts University say. This **lowly fungus**, which was thought for many years to have no medicinal or nutritional value, **actually bolsters immunity systems**, the researchers say.

Everything you need to know about "The Swine Flu"

Total Health Breakthroughs, totalhealthbreakthroughs.com, May 8, 2009

Reishi Mushrooms. These medicinal mushrooms are used in Chinese medicine to **fight all types of viral and bacterial infections**. They are **high in antioxidants and soothe the respiratory tract**. Reishi mushrooms are available raw or as a supplement or tea.

Fight swine flu with mushrooms

News Max, newsmax.com, May 8, 2009

The ordinary **white button mushroom can help you beat the swine flu**, researchers at Tufts University say. They have discovered that this lowly fungus, which for many years was thought to have no medicinal or nutritional value, in **actuality gives our immune systems a big boost**.

Nurture by nature: Mushrooms

University Daily Kansan, kansan.com, May 7, 2009

With the **swine flu scare on the front page of every newspaper**, people are looking for ways to **boost their immune systems**. Many are turning to Tamiflu or other medications, but your favorite pizza topping could help prevent this disease. If your favorite pizza topping is **mushrooms, then you're in luck**. Asian countries have used **mushrooms for centuries to strengthen the immune system and promote a long life**, says Deena Kosh, a naturopathic physician in Shawnee.

USA: Mushrooms fight flu

Foodweek, foodweek.com, May 6, 2009

The potential for mushrooms to fight influenza is being examined following US **research suggesting the body's natural immune response against viral infections and tumours is boosted through the consumption of white button mushrooms**.

Magic mushrooms (Hardcopy available)

Men's Health, May 2009

Most of us don't **get enough vitamin D. Portobellos could help**. Scientists at a California food company and the USDA increased the **fungus's exposure to UVB rays and developed a mushroom that contains 100 percent of a person's daily vitamin D** needs in a 3-ounce serving. They're sold under the name **Sun Bella** and are available at **montereymushrooms.com**.

MUSHROOM RECIPES:

- **Pizza with mushrooms, goat cheese, arugula and walnuts**, *New York Times*, nytimes.com, May 25, 2009
- **Chicken tenders with shiitake mushroom sauce on a bed of spinach**, *Sun-Sentinel*, sun-sentinel.com, May 21, 2009
- **Coffee mushroom cream sauce**, *Modesto Bee*, modbee.com, May 20, 2009
- **Savory Dutch baby pancake, mushroom pancake filling**, *Seattle Times*, seattletimes.com, May 20, 2009
- **Magic mushroom burgers**, *The Plain Dealer*, blog.cleveland.com, May 19, 2009

- **Creamy mushroom soup with apple wood smoked cheddar**, KSEE - Fresno, CA, ksee24.com, May 19, 2009
- **Curried crab and mushroom salad**, *Miami Herald*, miamiherald.com, May 14, 2009
- **Brown rice with pineapple and shitake mushrooms**, Turn to 10 News, turnto10.com, May 13, 2009
- **Chard, leek and mushroom quiche**, *Detroit Free Press*, freep.com, May 7, 2009
- **Chicken livers with caramelized onions and mushrooms**, *New York Times*, nytimes.com, May 5, 2009
- **Portobello mushroom burgers**, KSBW - Salinas, CA, ksbw.com, May 1, 2009

VITAMIN D NEWS:

Asthma's possible link to vitamin D

USA Weekend, usaweekend.com, May 31, 2009

Every day, 40,000 Americans miss work or school and nearly 5,000 visit the ER because of asthma. About 20 million suffer from the disease, and its impact is huge, personally and economically. That's why researchers study asthma's various links, looking for any modifiable associations.

Researchers from Harvard, the Medical University of South Carolina and the Hospital Nacional de Niños in San José, Costa Rica, **recently studied a link between asthma and vitamin D levels.**

Low Vitamin D Levels in Blacks Could Contribute to higher rates of cancer, other diseases, researcher says

Kaiser Network, kaisernetwork.org, May 28, 2009

Low vitamin D levels in blacks could contribute to health gaps between white and black U.S. residents, Michael Holick, a professor at [Boston University](#) and a vitamin D researcher, said recently, the [GNS/Chicago Sun-Times](#) reports. According to Holick, **blacks have lower levels of vitamin D than whites in part because the higher amount of pigment in their skin makes it harder for their body to absorb the nutrient, which is produced in response to sun exposure.**

Another reason to take vitamin D: Your lady business

Fit Sugar, fitsugar.com, May 27, 2009

Much has been said recently about the **health importance of vitamin D**, the sunshine vitamin that the body creates after exposure to ultraviolet rays. As a population, our vitamin D levels are low due to spending less time in the sun and wearing more sunscreen. The impact of **being vitamin D-deficient goes beyond softening our bones; it affects the health of your lady business.** A [new health study](#) found that **low levels of vitamin D increase the risk of a woman developing vaginosis, the most common bacterial infection for women of child-bearing age.**

Low vitamin D level raises risk of bacterial vaginosis

Smart Brief, smartbrief.com, May 26, 2009

A study of 469 women seen at a Pittsburgh clinic found a vitamin D level of 50 nanomoles per liter or less raised a woman's risk of bacterial vaginosis by 26% and a level under 20 increased the risk by 65%. A reading of 80 is considered normal, but more than half the women in the study had vitamin D levels below 37.

Nutrition: Vaginal infection tied to low vitamin D

New York Times, nytimes.com, May 25, 2009

Bacterial vaginosis is the most common vaginal infection in women of childbearing age, and [a new study](#) has found that it is associated with [vitamin D deficiency](#). The disorder is treatable with [antibiotics](#), but it can lead to premature birth and is a major cause of [infant mortality](#).

Low levels of vitamin D linked to common vaginal infection in pregnant women

EurekAlert, eurekalert.org, May 22, 2009

Pregnant women with low levels of vitamin D may be more likely to suffer from bacterial vaginosis (BV) – a common vaginal infection that increases a woman's risk for preterm delivery, according to a **University of Pittsburgh study**. Available online and published in the June issue of the *Journal of Nutrition*, the study may explain why African-American women, who often **lack adequate vitamin D, are three times more likely than white women to develop BV.**

Vitamin D for quicker thinking?

Web MD, webmd.com, May 21, 2009

Men 60 and older may think faster if they have adequate blood levels of vitamin D, according to a European study. The study, **published in the Journal of Neurology, Neurosurgery and Psychiatry**,

included more than 3,100 men 40 and older in eight European cities: Florence, Italy; Leuven, Belgium, Lodz, Poland; Malmo, Sweden; Manchester, England.; Santiago de Compostela, Spain; Szeged, Hungary, and Tartu, Estonia.

Low vitamin D may slow cognition in older men

MedPage Today, medpagetoday.com, May 21, 2009

Here's yet **another reason to worry about vitamin D deficiency: low levels of 25-hydroxyvitamin D may be linked to slower information processing in men of middle age and older**, researchers say.

Vitamin D and Olympic athletes

Looking Fit, lookingfit.com, May 13, 2009

According to a **paper published in The American College of Sports Medicine, vitamin D may give American athletes an advantage in the 2012 Olympics. The paper, "Athletic Performance and Vitamin D,"** says vitamin D—which **improves reaction time, muscle strength, speed and endurance**—may give Americans the same edge that Russian and German athletes received in the 1950s and 1980s, when they used sunlamps to stimulate vitamin D production to increase performance and reduce injuries.

Got vitamin D?

Seattle Post Intelligencer, seattlepi.com, May 11, 2009

Vitamin D-deficiency screenings are available. These tests **measure the hormone levels in your blood to determine whether you fall within the accepted guidelines.** More and more people are **urging these screenings as a routine part of doctor visits**, including Albany Nutritionist Nan Windmueller. Windmueller's own husband was suffering from a vitamin D deficiency, she said, "and he's well-fed compared to the average person." It's taken two years of supplements, diet modifications and sun exposure to get his vitamin D regulated, Windmueller said. This personal struggle has prompted her to start recommending all her patients be tested. **Many people take vitamin D supplements as part of their health routine, but without knowing what their current levels are, they're "shooting blind,"** Windmueller says.

Vitamin D may help Olympians

Natural Products Marketplace, naturalproductsmarketplace.com, May 11, 2009

Vitamin D may give American Olympians an advantage in 2012, according to a paper published in by [The American College of Sports Medicine](#). The paper, "Athletic Performance and Vitamin D," **says vitamin D, which improves reaction time, muscle strength, speed and endurance**, may give Americans the same edge that Russian and German athletes received in the 1950s and 1980s. Those Olympians were irradiated with Vitamin-D producing UVB radiation. Most athletes are deficient in vitamin D and upping the intake would not be considered doping, but rather maintaining a healthy vitality.

Researchers see link between vitamin D, flu immunity

Milwaukee Journal Sentinel, jsonline.com, May 10, 2009

If the **current strain of H1N1 swine flu is like flu strains of years past**, it likely will mysteriously subside in the coming weeks. For whatever reason, in temperate areas such as North America, flu largely is a fall and winter phenomenon. A couple of theories have tried to explain that seasonality, but in recent years an intriguing new idea has emerged: **Levels of flu-fighting vitamin D reach their lowest point in the winter when ultraviolet light disappears.**

Avoid Swine Flu: Boost vitamin D

Looking Fit, lookingfit.com, May 8, 2009

Suzy Cohen, the "Dear Pharmacist" writer for Tulsa World, recently wrote about natural ways **to boost your immune system to avoid contracting the swine flu. One method she recommends is increasing vitamin D:** You can get it from the sun for free. Get 15 minutes of sun exposure daily when the sun is not at its peak; don't use sunscreen. If you'd rather supplement, take vitamin D3 a.k.a. cholecalciferol. Dose: 2,000 to 5,000 IUs daily.

Vitamin D often low in mothers and newborns

Reuters, uk.reuters.com, May 4, 2009

More than one third of mothers and more than half of their infants have vitamin D deficiency at the time of birth, investigators report. What's more, **prenatal vitamin D supplements do not fully protect against this deficiency**, according to data released at Pediatric Academic Societies annual meeting.

Lack of vitamin D in kids linked to risks later in life

Globe and Mail, theglobeandmail.com, May 4, 2009

There has been a flurry of medical interest in **vitamin D** because of tantalizing hints that it plays a far wider role in promoting good health than just helping ensure proper bone development, for which it is well known. New research has **linked deficiencies to many cancers, heart disease, to such autoimmune conditions as MS and diabetes and even influenza**. What many researchers would like to see is children maintaining the same levels of vitamin D that they would get from modest, summer sun exposure, year round. At Canada's high latitude, this is **only possible through taking supplements or consuming large amounts of the foods containing the nutrient**.

The vitamin-D debate

TIME, time.com, May 2009

Turns out the debate about **how much vitamin D we need** has intensified over the past 10 years. One part of the discourse focuses on the growing body of research that points to **numerous health benefits of the chemical (actually a hormone): it can help prevent rickets in children and severe bone loss in adults and potentially lowers the risk of multiple sclerosis, juvenile diabetes, cancer, heart disease, colds and influenza**. Amid all this new evidence, the **Institute of Medicine (IOM)** has assembled a panel of experts to re-evaluate just how much vitamin D we really need and can safely tolerate.