

The Active Consumer

America's Appetite For Natural Products Grows Stronger

(NAPSA)—More than ever, consumers are informing themselves about what's in the items they're buying. According to a recent study, 57 percent of consumers now purchase natural products.

To meet this growing demand, manufacturers are producing a greater variety of minimally processed products.

According to Philip Jones, president, Jones Dairy Farm, consumers purchase natural food products to maintain or develop a more healthful lifestyle and because products without fillers and preservatives tend to taste better. That's why his family-owned business recently reformulated its popular precooked breakfast sausage to make it all natural.

"With more consumers reading labels because of concerns over food allergies and intolerances, it was important to produce a product made without artificial ingredients, preservatives, gluten and allergens that people would still enjoy eating," said Jones.

According to the USDA, foods can only be labeled "natural" if they contain no artificial flavor or flavorings, coloring ingredients, or chemical preservatives. Products also should be minimally processed. As more grocery aisles are dedicated to natural products, incorporating them into your daily diet is simple. Jones offers the following recipe that uses natural sausage and other minimally processed ingredients. Additional recipes are available



at www.jonesdairyfarm.com.

Italian Ravioli & Sausage Stew

- 1** teaspoon olive oil
- 1** red bell pepper, cut into chunks
- 1** green bell pepper, cut into chunks
- 3** cloves garlic, minced
- 14** ounces reduced-sodium chicken broth
- 9** ounces refrigerated cheese-filled ravioli
- 14½** ounces canned diced tomatoes, undrained
- 6** Jones All Natural Golden Brown breakfast sausage patties, coarsely chopped
- ¼** cup Parmesan cheese, grated
- ¼** cup fresh basil or parsley

Heat oil in large, deep skillet over medium-high heat. Add bell peppers and garlic; cook and stir 2 minutes. Add broth; simmer. Add ravioli; cover, simmer 5 minutes. Stir in tomatoes and sausage; simmer uncovered 5 minutes or until ravioli and vegetables are tender. Ladle into 4 bowls; top with cheese