

# Kids Need Nutrition Too

What kids eat today are the bricks and mortar for their adulthood.



By Dan Young



No kidding! But all too often we give in to the pressures of time, anxious children or life in general. Let's face it, sometimes the tail wags the dog and life takes over – we lose control of our healthy diets. Ultimately though, who suffers? Your kids! Don't be afraid to say no sugary, fattening foods. Believe it or not, your kids may say "thanks" in 30 or 40 years.

## WHY DO KIDS NEED NUTRITION?

Simply put: because kids are growing, their cells are dividing and regenerating at an incredible rate and the nutrients in food are the building blocks of strong cells. Just imagine this, once upon a time, each and every one of us was made up of just one cell - for about 30 minutes. Then, in the blink of an eye, we divided and then divided again and

again, each cell somehow miraculously knowing what its purpose in life would be. One cell would develop into an organ while another dividing from that organ would develop into a gland or a muscle, bone or brain. Until one day, some nine months later, we are comprised of 300 bones and everything else that makes us who we are and then we are born. Amazing isn't it? You might think, "Okay, that's me, I can eat whatever I want; my body will adjust." But, cells do not last forever; heck, we don't last forever. A cell's life cycle occurs in just a fraction of your lifetime. Each cell, once created, will live a maximum of one year, most of them - far less time. In fact, 98% of every cell in our bodies will die and regenerate in one to nine months at least once. Just look at the cells that line your stomach;

50 million of these cells die and are recreated every two days! Only your brain cells will remain fixed in place.

## WHAT KIDS EAT TODAY ARE THE BRICKS AND MORTAR FOR THEIR ADULTHOOD

"Well," you might ask, "if cells are recreating themselves so fast in children, what difference does it make what they do nutritionally, they're gonna grow up regardless, right? We all do. Nonsense! The simple answer is this, "better nutrients create better cells and inferior processed foods create inferior cells." The decisions we make today for our children may make a big impact on their lives years from now. Imagine taking a picture of a cell. Next, take that picture and Xerox it. Now take the copy and Xerox it again and repeat this process for let's say, hmmm.... 100 - 200 times. Do you think that the last copy will look as good as the first copy? Well, my guess is, no. The same thing is happening on the inside of your child's body. Finally, one day, they grow up and develop a degenerative disease and we scratch our heads and wonder why.

## THE PROBLEM WITH PROCESSED FOODS

Read the label. Are there artificial ingredients, synthetic sweeteners or hydrogenated oils? I believe that almost anything is okay in moderation, but these ingredients should be kept to an absolute minimum. Most processed foods have one or all of these elements. As cells are recreated, they do so using the nutrients that you make available for your children. Remember, we reap what we sow.

## Eat well and remember, you are what your food eats!

Dan Young is President and CEO of Performance Food Centers, Corp. He is certified in personal training, sports nutrition and is a triathlete. He has competed in Body Building as well as Endurance Sports Activities. Accomplished in juice bar concept and design, he applies this knowledge to whole-foods nutrition and the efficiency to serving them.