

# MARKET

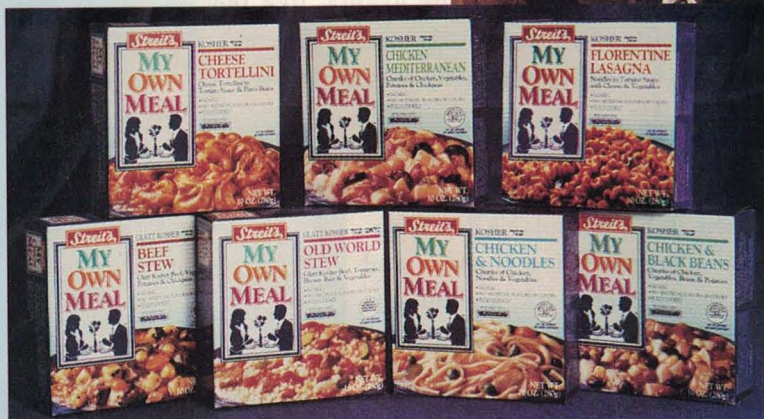
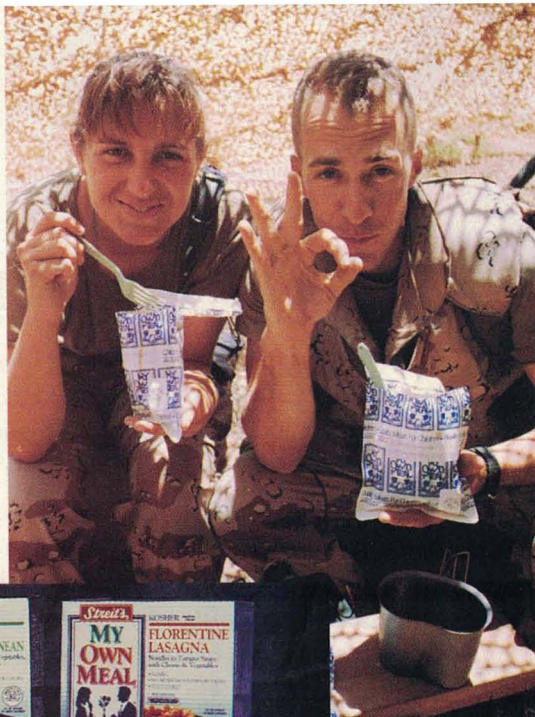
## WATCH

### My Own Meals go kosher

**W**hen we last left Mary Anne Jackson of My Own Meals, Inc., she was marketing shelf-stable children's meals. Today her meals have grown up and she markets My Own Meals to adults in both kosher and vegetarian varieties. The shelf-stable line includes 14 varieties, including three aimed at kids.

What happened?

In 1990, many shelf-stable food manufacturers were busy churning out military rations for Operation Desert Storm. Many of the key service personnel required Jewish, Muslim



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### Who ya gonna call?

and vegetarian meals. My Own Meals jumped in to fill the tiny niche. However, the need vanished when the war ended.

So My Own Meals found itself in a new business. Jackson immersed herself in the study of religions with dietary laws: She read, stayed with families practicing dietary codes and studied with rabbis. "Succeeding in the ethnic/kosher market would provide me one of my biggest challenges ever," says Jackson. "This is partially because our products are specifically marketed as kosher instead of mass-marketed and incidentally kosher."

**W**ho is most likely to give reliable information about healthy eating? More than 88 percent of consumers said a dietitian, in a survey by CDB Research & Consulting, Inc., New York, NY. Slightly more women (91 percent) than men (83 percent) trust in a dietitian's advice.

However, the genders display equal trust in a physician's advice, with 72 percent saying so.

As to the most reliable advice regarding maintaining health, 37 percent chose pamphlets in medical offices, and an equal number choose magazines. More women (42 percent) than men (28 percent) trust magazines. Finally, to restore your faith in your fellow human being, only 1 percent name TV talk show hosts and fewer still, 0.3 percent, cite radio talk shows as their most reliable source for maintaining health.

### Consumers Name Two Top Sources of Healthy Eating Advice:

Dietician	88%
Doctor	72
Health Club	11
Pharmacist	9
Newspaper Food Columnist	7
Health Food Store	3

Source: CDB Research & Consulting, Inc.