

## **Marketing something old, not new**

Every single time I have Dr. Nathan Bryan on the radio he inspires me to write about the work he is doing. Bryan is one of only a couple dozen dietary nitrate researchers in the world and yet the work they do may be the most important in relation to understanding aging and improved human health. The really frustrating part regarding this information is that a few squeaky wheels attempt to create a negative image about nitrates in some meat products when, globally, consumers are actually nitrate deficient.

Dr. Nathan Bryan is a biochemist and researcher in Houston at the University of Texas at The Brown Foundation Institute of Molecular Medicine for the Prevention of Human Diseases. He tells me that by the time we are 40 years old our body only has half of the nitrous oxide production that it did when we were 20. So get ready for this ground breaking scientific breakthrough: Diet and exercise become even more important and lead to improved human health!

These researchers have actually developed a dietary nitrate food index. In other words, they established a list of the most important foods to consume in order that you may enhance nitric oxide production. At the top of the list are leafy green vegetables with kale being the absolute best single source.

Now while I celebrate healthy living in any way we can get it, I am going to be forced to air a bit of a frustration here. It is no secret that in the 70's there was one flawed bit of scientific research that incorrectly labeled the nitrites used in meat processing as cancer-causing agents. Dr. Bryan and other nitrate and nitrite researchers have documented that dietary nitrate absolutely does not lead to cancer. An even bigger mistake is that processed meats get a bad rap for containing nitrites, yet leafy greens contain 80 times more available dietary nitrite. For our health, we need to eat more of these foods not less.

To add more frustration to the mix, Dr. Bryan says that recent research suggests that medical doctors get new dietary information passed along to their patients a disappointing 17 years after the information is released. Yes, the MD's of the world appear to be slower at adopting new information than the cattlemen are at going away from family traditions. Perhaps we need to get the information to the consumers and encourage them to take to the streets in protest of a medical community that is not doing all they can to improve human health by dispensing sound nutritional advice.

When you listen to this man walk through the science behind why dietary nitrites are so vital to the body functioning properly, it just makes sense, basic common sense. But therein lies the problem. When the research surfaces, it clearly says, "Eat all things in moderation with special attention to leafy vegetables and most importantly get plenty of exercise." Exercise actually signals the body to produce more nitric oxide as a means of protecting the heart. Quite simply: dietary nitrites and exercise improve your cardiovascular health.

At the end of the day, eating right and exercising are the solution to improved human health. We all know that the government has no choice but to reduce the amount of money it puts into research and to date most of the research in this area has been funded by the National Institute of Health. No big pharmaceutical company can afford to spend a dollar on research in this arena because when it's all said and done, the only product they would have to sell is information.

Wow! There is my pot at the end of the rainbow. If I can find a way to sell diet and exercise, I would certainly improve my financial health. I am not being critical of Dr. Bryan in this regard because the end result is beneficial for humans, but he and a group of other researchers are now selling dietary nitrite as a supplement that you can take in the pill form. If you don't like kale, at least you can still be healthy.

Somebody please tell me why people refuse to eat properly but if they can go into a health food store and buy some pill to pop they feel all good about themselves. While so many seem to be searching for that silver bullet in turning the tide on public health, it is quite obvious that it is not new technology that gets the job done but instead one of the oldest nutrition concepts in history: eat well and work hard. Nope, not much of a market for that these days!