

The Vital Relationship Between Flavor and Nutrition

[How Flavor Drives Nutrition](http://www.wsj.com/articles/how-flavor-drives-nutrition-1428596326), a recent article by Mark Schatzker in the *Wall Street Journal* (April 9, 2015) reveals information that is so important, so logical, and so useful that everyone interested in health and diet will want to read it. <http://www.wsj.com/articles/how-flavor-drives-nutrition-1428596326>

Historically, people select their food based on taste. This worked well because much of the flavor in food comes from important nutrients, and our systems are geared to like the tastes of the things we need most. The current problem is that as food companies seek to produce more and more food at a lower cost, it has become both less tasty and less nutritious. To replace the lost flavors, artificial ones created in chemistry labs are being added, often with large measures of sugar and salt. By trying to deceive us into thinking that what they are selling is naturally delicious and nutritious, the foods we eat are being turned into con-artists, and we end up eating things that are much less healthful than our taste buds are being fooled into believing. Interestingly, food giant General Mills just announce that they are removing all artificial colors and flavors from their products!

I have always believed that great taste is essential for a healthful diet, because people who appreciate good food will not permanently add items to their diet unless they really like them, and I based [Naturally Healthy Mexican Cooking](#) on that premise. What I was unaware of was how scientifically important the relationship actually is. The message that I took from the article is that when something tastes really good to us there is a good chance it will be nutritionally beneficial. But we need to make sure that those flavors are real and come from food that is produced naturally, with great care in soil that has not been depleted. That is exactly the kind of food that all great chefs select for their restaurants and makes a good case for home gardens and shopping at farmers' markets!

Please note that Mr. Schatzker's book, *The Dorito Effect: The Surprising New Truth About Food and Flavor*, was recently released.