

# Clinician Award

*Leanna J. Standish, Ph.D., ND, LAc, FABNO, Bastyr Univ.*



**D**r. Leanna J. Standish is medical director of the Bastyr Integrative Oncology Research Clinic in Kenmore WA. She was the director of the Bastyr University Research Institute from 1987-2001. Previously, she was senior fellow in biophysics, assistant professor at Smith College, and also completed postdoctoral work at Yerkes Primate Center and the University of Massachusetts. Standish is currently a research professor for the School of Naturopathic Medicine at Bastyr, a clinical professor for

**Dr. Standish has served as principal investigator on several NIH research grants.**

the School of Public Health at the University of Washington, and affiliate research professor in the University of Washington's School of Medicine's radiology department. She has served as principal investigator on several National Institutes of Health (NIH) research grants since 1994. Standish teaches classes on death and dying; pulmonology; and science, spirituality and medicine, and her interests include naturopathic oncology and neurology, and chronic hepatitis C.

# Industry Champion Award

*Keith Kantor, Ph.D., CEO, Service Foods*



**The Industry Champion Award recognizes individuals who have made notable contributions to the natural products industry above and beyond commercial success.**

**K**eith Kantor, Ph.D., is CEO of Service Foods, Inc., a shop-at-home food service offering gourmet, natural food, specializing in all-natural, meats, poultry, seafood, and organic vegetables. After college and service in the U.S. Marine Corps as an officer, Kantor earned an MBA, then later, a masters and doctorate in Nutritional Science after becoming CEO of Service Foods in 1994. Under his leadership, Service Foods has grown to be one of the fastest growing private companies in the country, and 6th fastest in Georgia.

**Dr. Kantor serves on the NPA Foods Work Group.**

In 2000, Kantor refocused his business into an all-natural food service, and established a team of health professionals as staff, including registered dietitians, registered nurses, fitness experts, chefs, physicians and dentists. His company was the first natural products business to break down and digitize customer food and supplement orders and make the information available for customers to have added to their medical records. Kantor has given years of service to the All Natural Food Council of North America (which adopted its current name under his guidance) and to NPA, where he currently serves on the committee that is establishing product criteria and label specifications for all natural products.

# When is Natural Really Natural?

By Keith Kantor, Ph.D.

**We all feel better** when we eat well. But did you know that not all “all-natural foods” are equal? Retailers need to be careful about what they are actually offering to their customers.

Many companies (especially producers of beef and chicken) are now becoming more clever with their product labeling to create an illusion that their food is healthy or all natural, when in reality it's anything but, if you ask me. A 2009 article in the Wall Street Journal reported that about a third of the chicken sold in the U.S. is plumped up with salt, water and even seaweed extract. Surprisingly, the U.S. Department of Agriculture says fresh chicken processed this way can still be labeled “all natural” or “100 percent natural” because those are natural ingredients, even though they aren't naturally found in the chicken.

So-called enhanced or “plumped up” chicken has between 200-400 mgs of sodium per serving, almost as much as a serving of fast-food French fries. If your customers are trying to watch their sodium intake to cut their risk of high blood pressure, heart attack and stroke, it pays for them to stay away from this unneeded salt intake, and for retailers to be vigilant against this issue.

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Why do these companies include these additives? The answer is money. Chicken is sold by the pound and adding saline increases its weight and the company profits.

But not everyone confuses the term “all natural” like these other companies. I think when a company says a product is “all natural” they should actually mean it. I think customers should get quality meats and poultry that are hormone, chemical, preservative and salt-free, and to me that's nature at its best.

The Natural Products Association is working to write a standard and certification for natural food (meat and poultry), and I am proud to be a part of this important effort. We hope to publish the standard and launch the certification program in 2012. Shortly thereafter, retailers and their customers will be able to feel confident that a product is “natural” when they see the NPA Natural Seal proudly displayed. 🍌



*Keith Kantor, PH.D., is CEO of Service Foods, Inc. He is also a recipient of the 2012 NPA Industry Champion Award. He can be reached at [kkantor@servicefoods.com](mailto:kkantor@servicefoods.com).*