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What's Cooking At EatingWell

by Joyce Marcel

The universe of magazines is in tremendous flux. The Internet ducks, weaves and threatens. Old-school behemoths like Reader's Digest have been sold off. Time Magazine recently laid off 289 employees. And the Big Momma of celebrity journalism, People Magazine, recently closed bureaus - who even knew People had bureaus? - in Austin, Chicago, Washington and Miami.

Amid the turmoil, one Vermont magazine is taking root and growing - for the second time.

EatingWell Magazine of Charlotte sits at the intersection of nutrition, diet and what the industry calls "food porn" - glamorously glossy gourmet cooking. Not only is it thriving, but from its rural base it is finding a host of ways to successfully navigate the world of advanced technology.

From its beginnings in the late 1980s, when it was called Eating Well (with a space between the words), the magazine has attempted to combine the subjects of food and nutritional health into a world-class national periodical aimed at a health-conscious, sophisticated and aging Boomer population.

It was started by a group of people in Charlotte who were already publishing a successful magazine, the late lamented Harrowsmith Country Life.

"In the late 1980s, a lot of people on our staff just happened to turn 40," said editor and founder James Lawrence. "We were just facing our own mortality and joking about cholesterol and blood pressure and other related issues. Out of that came the notion that we could create an intelligent food magazine. Harrowsmith had always covered food in terms of food safety and organic food and recipes, but this was different."

The first issue was published in September 1990 to critical acclaim. Paid circulation climbed to more than 400,000 within the first year, Lawrence said. By 1995, it had a paid national circulation of 650,000. By comparison, this magazine has a circulation of 7,000, mostly in Vermont.

"It was a time when people started caring about cooking and food and how to do it yourself," said EatingWell's current managing editor Wendy S Ruopp, 48, who was also with the magazine in its Harrowsmith days. "And it wasn't so easy to find ingredients. People didn't know what is couscous or shiitake mushrooms."

It was a time when that was really gourmet. The magazine was more an appreciation of how can you make things yourself and enjoy them and know where your food comes from. It's different than Gourmet Magazine, which is more fantasy food. This was more about helping people in their life."

The magazine was financed by a now-defunct Canadian-owned multimedia company, Telemedia Communications, with a managing partner in New York, Hachette Filipacchi Media US, Inc. Soon Hachette was trying to change Eating Well and reach people in their 20s.

"It got put under the editor-in-chief of Woman's Day," Ruopp said. "She had a different vision. It was a New York versus Vermont thing. 'You're in a field in Vermont, you must be hicks,' they thought. They didn't always appreciate the quality of what we could do here. But we all come from other places. I worked at the Book of the Month Club in New York before I came to Vermont."

The New York office tried to push the circulation higher than it should have been, Ruopp said. And it introduced a new emphasis on lifestyle, beauty and entertaining. "It was not our message or what we knew best how to do," Ruopp said.

"And it was not for our core audience. It distracted us. There was a lot of unhappiness. We were being managed from afar and not being allowed to work the way we needed to."

Ruopp and the rest of the Vermont staff were fired just after Christmas of 1999, when Hachette closed the magazine down. The general consensus today is that the first Eating Well was too advanced.

"The old Eating Well, in the 1990s, it was an idea ahead of its time, quite frankly," said Tom Witschi, 46, the dynamic new CEO of EatingWell Media Group, Inc. A big man with a shock of dark hair and preppy clothes, Witschi has so much energy and enthusiasm that he is a natural salesman for his brand.

"What happened to Eating Well then, and to most magazines today, they say, 'Let's do a little more in food, let's go into beauty, let's go into fashion and exercise,'" Witschi said. "And suddenly the pages of the magazine become 40 percent other stuff and 60 percent food. That's the formula that (rival) Cooking Light is using - 50 percent is about a healthy lifestyle.

There's nothing wrong with that, but that's what's different about us. We are focused on the intersection of health and food. We don't want to be any more than that. We want to be the dominant media company in the healthy eating space. It requires us to be very focused on what we do. There are plenty of things to do, plenty of dollars to make, if we focus."

In 2002, Lawrence decided to restart the magazine. "The founders of the original Eating Well believe that, using a simplified business model and the talents of the original launch team, the magazine's tested and proved editorial formula could be used to create a very successful new magazine of food and health," he wrote in his new business plan.

Lawrence also pointed out that Charlotte was a "low overhead" environment, already provided with test kitchens and incubator office space, and "the launch of a high quality national magazine could be accomplished from Vermont for a fraction of the investment typically required for a national magazine launch today."

He bought back the name, the subscriber lists and the archives from Hachette. He squished the name together and purchased a domain name, EatingWell.com. He wrote a business plan that predicted 400,000 paid circulation and \$12 million in annual sales in five years. He called in some of the old staff members. And he went searching for \$750,000 in start-up capital.

He found it in Vermont. According to Cairn Cross of Fresh Tracks Capital of Middlebury, who now serves as chairman of the board of EatingWell Media, the magazine represents the largest of the venture capital firm's investments - with \$1.5 million invested in it. Fresh Tracks takes the lead in coordinating with other company investors. To date, close to \$9 million total has been invested in the new EatingWell.

"Our thesis, when we first looked at this, was that Americans are increasingly confused about what to eat," Cross said. "It's not simple, if you're a busy consumer, to figure out what's good for you and what's not. The whole transfat issue - are there good fats and bad fats? - goes back 10 or 15 years. There are all these nuances involved in eating and making healthy choices. There's a growing awareness that natural is not organic and organic is not necessarily local, and how should we, as a thoughtful consumer make decisions? Should we eat local and not organic? There's a tremendous amount of confusion and interest.

We felt that a Vermont-based content company was uniquely positioned to lead a discussion in these areas."

After the magazine published two issues - without advertising - in 2002, it went quarterly in 2003 and 2004. But then, for undisclosed reasons, Lawrence left the company. He remains a stockholder and still has close ties to the company. He has an office in the same building as the magazine and his phone number is an extension on EatingWell's main number. But he runs his own publishing business, Microcosm Ltd, as well as doing special book publishing projects with his former company.

By all accounts, it was an amicable separation. "James continues to be involved in a book capacity," Cross said. "He's got good connections and a really good eye. But increasingly, and as expected, as we've built up this base of content, we've been pushing it out on-line, which is fascinating because there's this huge demand."

Lawrence was first replaced by a woman with a "traditional publishing circulation background," Cross said. "When we were growing the magazine circulation fairly rapidly, she was a huge asset. Then she got a job offer from Hallmark. It was right up her alley and she took it."

Enter Witschi

Witschi has a great deal of magazine business experience and strong ideas. He was first introduced to the magazine in 2004, when it was looking for investors. At the time, he was serving as a consultant to private equity companies which dealt in major publishing acquisitions.

"That's how I got introduced to some of the people up here," Witschi said. "Ultimately, the group I was advising did not invest, but I liked what I saw. I felt optimistic about it. I came away very excited. Then they called me in August of 2005 and asked if I would be interested in consulting with the company. We started discussions, and soon they started talking about me coming on board." It sounded like a good opportunity.

"I wanted to run my own show," he said. "I wanted to get back into something where I had a team, an operation, as opposed to being a consultant and running my own business. I had been, for most of my career, in large companies like Reader's Digest Assoc, Hachette Filipacchi, Advance. I had had my fill of the large corporations. I felt in a lot of situations they were making poor decisions. It was a hard place to operate from. I also wanted an equity stake in the business."

For Cross, Witschi was a natural. "We felt like there was a need for a person able to lead the company across a wide variety of challenges," Cross said. "One was marketing the print advertising part of the business in the magazine. We felt the property was under-marketed. And Tom had some good connections in that area and some deep experience."

But more important, they wanted to find someone with the skills to help the company survive in the new and fast-growing Internet world.

"With a traditional magazine mindset, the magazine drives everything else and your creative side is driven by deadlines," Cross said. "On the other side, a company like Yahoo, for example, thinks of themselves as a content company. It's driven by what consumers want and are willing to pay for. We believe the companies which are going to survive in the content world are going to have to bridge that gap and do it well."

Tom was a natural fit. He's been a great asset. It's not easy herding a bunch of creative cats, and that company was filled with a bunch of creative folks with all kinds of ideas. And they're passionate about them. You have to motivate people in a way that's not threatening."

Witschi started at EatingWell in December of 2005. He still lives with his family in Darien, CT, and divides his time between New York, which he calls "the ad center of the world," and Vermont. But he also has strong Vermont ties. He's a University of Vermont graduate, for one thing. His sister graduated from Middlebury College. And his parents have retired to Norwich.

Being halfway between Vermont and New York has its advantages, Witschi said.

"I spend about 12 days a month here in Vermont," he said. "Right now I have a personal situation that doesn't fit with moving here. But this is a business that counts on partners, whether they be advertisers or the Internet. And these partners aren't in Vermont. I need to be out and external. I'm only 50 minutes out of New York City. Provided the company is stable and everyone is working well together, this situation works well."

The first thing Witschi did was create a new umbrella company, EatingWell Media Group, Inc.

"It's not a major deal, but what we're trying to say with our name is this is a company that crosses many platforms and delivers information to customers in many different ways," he said.

Eating Well Today

EatingWell Magazine - "Where good taste meets good health" - is published bi-monthly out of bright, modern, light-filled offices, test kitchens and a photo studio located at the back of an industrial park in Charlotte.

There are two gas grills outside the front door for test-driving meat marinades. Dress and atmosphere is casual - people bring their dogs to work. The large test kitchen provides opportunities for frequent sampling - employees consider this to be a major perk - but as recipes are worked out, there can also be a lot of failures.

"I can always feel great about what's in the magazine because I've eaten it all," Ruopp said. "Everybody who works here really cooks from the magazine. Once you start, you see how good the food can be. We know the recipes work because we test the heck out of them. And I've seen the editing process because I'm the last step in the process, so I know it's right. They tested five, six - a dozen times."

The magazine is full of beautiful, sharply-focused contemporary-style food photos done by in-house photographer Ken Burris. Each recipe is annotated for carbs, diets and its relationship to special illnesses such as diabetes and heart disease. Stories deal with salad greens and weight loss as well as the dangers of diet supplements.

Desserts are not faulted and frozen and packaged foods are not scorned. For example, the December 2006 issue taste-tested low-sodium canned vegetable soups. (In case you're interested, a 70-calorie Baxters Country Garden Soup from Scotland was the winner. One tester called it "a bowl of sunshine." But Progresso garden vegetable also made the final cut.)

Who reads the magazine? According to EatingWell's data, mostly women (86.5 percent) with a median age of 48.1. They are mostly college-educated, working, and have a household income of about \$75,865. About 72 percent own their own homes, and about 74.7 percent are "married or living in a partnered relationship."

Readers are located all over the country. "We're very strong in Colorado and California and Oregon," Witschi said. "There's more interest in our subject there than in Mississippi, just to give you an example. We're very strong in the Northeast, too, and that's not a surprise either."

The EatingWell reader is not necessarily the reader of Gourmet, Saveur or Bon Appetit - the magazines for what Ruopp called "fantasy food." Upscale food magazines are designed for epicures, foodies and urban trend-setters, not necessarily for people with bike racks on their cars. (And yes, there are statistics to back this up. According to EatingWell's subscriber profile, 79.9 percent of their readers do not read Gourmet, and 84.9 percent of them don't read Martha Stewart Living, either.)

Circulation for the magazine is rising. For the period ending June 30, 2006, it was at 315,221, with paid subscriptions accounting for 258,247. According to the Audit Bureau of Circulations, in the second half of 2005, EatingWell was the third fastest-growing magazine in the lifestyle/Epicurean market.

Advertising revenue is also growing. At one point in its history, EatingWell, like its rival, Cook's Illustrated, didn't even accept advertising. Those days are long gone. Now full-color ads for wines, cookware, chocolate and canned organic tomatoes fill the pages.

Staff levels are also slowly rising. By the end of this year, Witschi plans to have 30 full-time employees - including a sales staff scattered around the country. And last year EatingWell generated about \$5 million in sales, Witschi said.

The Business Of Magazines

The magazine business is divided into two essential parts: readers - or circulation - and advertisers. In the old days, readers were solicited by mail. They bought a subscription and had the magazine delivered to their door. Those days are going fast.

"In your mailbox today are 20 letters from solicitors," Witschi said. "Twenty years ago, magazines were one of the few that had that avenue. The response rates are tanking. It's very difficult to do direct mail today and be successful with it."

Other ways of getting readers are from-the-publisher letters to people pre-selected to be interested in the content of EatingWell; "agent subscriptions;" and by sending magazines to doctors' offices.

Subscriptions are the means, not the money. Real magazine revenue comes from advertising. Rates for advertisers are based on circulation numbers: the more readers the advertisers can reach, the more money they will pay to reach them. Because of this, most consumer magazines inflate their circulations, Witschi said.

"Most are well above their natural size," Witschi said. "You use outside sources to get subscriptions at extremely low rates."

For subscribers, the deal is almost too good. "Most magazines today are monthly and charge subscribers in the \$12 range," Witschi said. "It's a pretty sad formula. High, high quality journalistic, photographic publications are delivered to your doorstep, 12 times a year, most of them running 150 pages of content, and for \$12? It costs you \$9 to go see a cruddy movie for an hour and a half.

Magazines are a form of entertainment, and they have to think of themselves that way. But they've essentially priced themselves in such a way that consumers expect to get them for a certain rate. And if you raise the price, it's difficult to get the readers."

Each individual issue of EatingWell costs about 80 cents to produce, Witschi said. "That's with everything added in except internal overhead," he said. "It includes making the issue, printing, binding, distributing. Pretty costly. And costs are going up."

Raising the subscription fees would be one way to increase revenue, but in the cutthroat competitive world of today's media, it would be dangerous.

"A lot of these big publication could cut their circulation in half and raise their subscription price and probably have a more comfortable economic model," Witschi said. "And then you're putting your advertising base into jeopardy. By lowering your circulation, you're saying to advertisers, 'We're not as strong.' And who's going to blink first?"

The Internet Is King

In the on-line world, content is king. And one thing EatingWell has is content - thousands upon thousands of kitchen-tested recipes.

"The Internet is growing at a very, very fast clip, and I felt our message is applicable in many forms," Witschi said. "It's not just a magazine product or a book product. It can go in many different places. Advertising's up another 35 percent in 2006 on the Internet. And it's expected to go up another 35 percent this year. From the ad perspective, that's the growth medium by far. Print? Flat.

Radio and TV are having their problems as well. The Internet is surging, and more and more advertisers are using it to reach consumers and get immediate action. We feel very good that we're chasing the right kind of money. We're putting resources into areas we think are growing and have a better chance of grabbing dollars as it grows." Witschi has taken the lead in putting EatingWell content on-line in a variety of ways. For one thing, he has created partnerships with some of the biggest on-line sites, including Yahoo and WebMD.

"This magazine has superior content," Witschi said. "It is very well respected within the circles of healthy eating and nutrition. And increasingly, as that subject gets more mainstream, people want to showcase it. They're coming to us to get that content. So we signed an agreement in the fall of last year with Yahoo, and now on Yahoo Food you will see EatingWell content and recipes. We have just inked a deal in December with MSN and MSN.com. Starting in February, they will be launching a healthy section of their web site and we'll be a part of that."

Which way does the money move in Internet deals? Does Yahoo pay EatingWell or does EatingWell pay Yahoo? "The contracts come in many forms," Witschi said. "We negotiate each deal differently. Our currency is always content. Their currency can be a variety of things. They can pay us a licensing fee - just cash. It can be a revenue share situation - they can say we're selling advertising against this content and you can get a cut of it. So for instance, if we're on Yahoo, and they were selling Kraft ads in their food section within EatingWell recipes, we are getting X percent of what the advertiser is

paying them. But those are just two examples. We have 16 partnerships in place, and we will probably have 35 or 40 by the end of the year."

Also, in every deal, are provisions for direct links back to EatingWell.com, which launched in March of 2006. These serve to increase traffic to the site, which in turns attracts advertisers.

Electronic newsletters are a good way to keep in touch with readers, and the company sends out three. As people subscribe - or come to EatingWell.com from its business partners - information about them is collected and added to a data base.

"For example, what's driving them to get more information?" Witschi said. "Are they simply healthy people who are doing this for diet purposes? Or is it something else? And what is it? Once you can start segmenting, you can start delivering content people really want, and begin to start charging. We have 170,000 names in our electronic data base, and it's growing. It will probably be a little over 400,000 by the end of 2007. Traffic is a very important asset."

Work Those Platforms

When you have good content - and remember, content is king on the Internet - the idea is to spread it over as many "platforms," or money-making sites, as possible.

The company flagship is the original product, the bi-monthly magazine, with its 325,000 guaranteed circulation. In 2004 it started the book publishing business with five now in print, including "The Healthy in a Hurry Cookbook," "The Eating Well for Diabetes Cookbook" and "Eating Well Serves Two." One on "heart-healthy eating" is scheduled for February 2008.

"The book business is becoming an important part of what we do," Witschi said. Advertising is doing well, Witschi said. EatingWell generated \$750,000 in net advertising revenue for its last three issues of last year.

"That's a lot of money for us," Witschi said. "Not for most magazines, but when you start at three or four pages per issue, our last issue ended up at 30 ad pages. That's a huge jump."

Given the inflated circulation of most consumer magazines, putting the brakes on circulation growth might be counter-intuitive. But it was one of the first things Witschi did. "One, we had not proven that we could sell advertising yet," Witschi said. "We needed an ad structure. When I came in, I said, 'Look we either do it right, or partially right, with dedicated sales employees, or it's not worth doing.' The expectation of getting advertising with no infrastructure - it's not going to work. Two, as we were more aggressive in all our business avenues, whether launching an Internet site or developing business partnerships, we are still a very undermarketed brand.

I knew over the next two years, word would be getting out increasingly about EatingWell and our mission and we would have some natural circulation ability. We needed to get people to believe we could be successful. Most people don't even know we're here."

To sell its content, the magazine has to own it outright. Since the 1970s, traditionally, newspapers and magazines have bought only the first North American print rights from the contributors not employed on their staffs. That meant EatingWell had to buy all the rights to articles written by freelance journalists, cooks and nutritionists.

"In 2006, we went back and bought back a significant amount of the content we didn't own outright," Witschi said. "One of your greatest assets as a publisher is your content, and if you don't own it, it's not worth anything. When you're putting content across multiple platforms, you obviously have to have the right to put it up on your Web site, you have to have the right to give it to Yahoo to put it up on their Web site, you have to have the right to put it in your books. So we're building this asset."

By the end of 2007, Witschi intends to have roughly 3,500 "100 percent healthy recipes" branded and ready for sale.

"Plus, we have a writing staff here," he said. "We have recipe developers, three people full-time in our test kitchen, two other editors, nutritionists. It's a combination of us developing our own content here and using stuff from recipe developers. We take those recipes, we work with them, change things, add things."

For a small company, charging for information on the Internet is not an option. (Almost no media except for The Wall Street Journal charge. The New York Times charges only for access to its columnists and archives.) So selling ads and hooking up with larger companies is the best way to grow.

Cross and his investors are pleased. "It's fascinating because there's this huge demand," Cross said. "We started out last year with a goal of signing three on-line deals. And that worked. We signed with MSN, Yahoo and WebMD. In October, Yahoo basically launched a food channel as part of their site. They partnered with eight companies, including EatingWell. The other partners were well-known, like Rachael Ray, Martha Stewart and Epicurious. According to Yahoo, we're the second-highest performer. Only Rachael Ray is ahead of us, to our knowledge, and she's about the hottest brand in food lifestyle."

As technology innovates, ways of receiving EatingWell content can only expand.

"I can envision a day when a viewer gets a recipe of the day sent to their cell phone," Cross said. "And it's tailored to their specific diseases or diet and links back to a whole well of content that includes books and short snippets of video. And on and on and on. We have the capability to do all that stuff. What sets us apart is a group of people in the test kitchen, the writers and contributors, who are just excellent. So the distribution can be in a whole variety of different ways."

Small Company, Big Partners

As the Kraft Food Companys, Wal-Marts and General Millses of the world start looking at healthy food, EatingWell is well situated to partner with them.

"But we felt strongly, in coming in, we need to do a better job of aligning ourselves with what I would call our endemic ad market - independent, healthy-product companies, whether in food or beauty," Witschi said. "They make all kinds of food-related products, and there is tremendous synergy. We had never made a conscious effort against that group. So we brought in a new sales manager who had spent 16 years in the health food business and had a lot of contacts.

Suddenly we started talking to companies one-on-one and saying, 'We should be doing work together, and you should be advertising in this magazine.' That started to pay off immediately. It doesn't mean we don't call on Kraft or Hershey or Nestle or any of the other big food companies. They are now starting to come as well."

The fact that Yahoo is buying EatingWell content means that healthy living is "hot," Witschi said.

"More and more people are aware of it," he said. "And why are they doing business with this little company in Vermont? They can get this stuff elsewhere. But when they sit down with us and understand how we can break this content down every way, from diet to diabetic content to high cholesterol to you name it - and we're getting better and better at reorganizing our content - they say, 'Wow, this is amazing stuff.' Our business partners are responding incredibly well."

While EatingWell is creating partnerships, it still maintains a natural separation - Witschi calls it "church-and-state" - between editorial content and the advertisers. But that doesn't mean EatingWell won't eventually be partnering with big advertisers to produce recipes.

"We're not writing about their products," he said. "But when we go to a portal or a health care company, they're saying, 'We're interested in featuring eating well-branded content on our site or to our audience or our constituency, and we'd like you to put together a package.' It's not customized. We're not going to alter our recipes for an advertiser. No way. But we might develop new recipes for someone using Kraft products on a custom basis. That's a possibility we'd consider. But we'd never put in our recipes, 'use Kraft cream cheese,' or whatever branded name. We'd never do that. That's not appropriate. They're taking content that exists. It's really a repackaging of it."

What keeps Cross and the other investors up at night is that if EatingWell is too successful in defining for itself a new niche market, that market might attract larger companies. After all, Yahoo once was king of the Internet. Then Google invented a new way of searching and became, in Cross's words, "king of the world." Things change quickly on the Web.

"There are a tremendous amount of well-funded entities that have zeroed in on the intersection of lifestyle and eating," Cross said. "Look at Revolution Health, which was founded by AOL's Steve Case. It wants to be all things health and fitness and wellness related - from owning a chain of spas to providing healthy nutritional-based content to insurance to products. And they've got hundreds of millions of dollars. So how quickly is all this stuff moving? We have Wal-Mart going organic and putting a push on that. On one hand, that validates that there's a big market for what we have to say. But it's also scary. What happens if Wal-Mart wants to be in the media business? Or have a food and nutrition based web site? So how can we continue to keep growing this company on a shoestring? There's a lot of money chasing around some pretty interesting ideas. We think we're up to the challenge."

The Future

The long-term vision of EatingWell Media is to extend the brand to other products besides food. Kitchen utensils and appliances are naturals, the "low-hanging fruit," as Witschi calls them. But automobiles, travel and beauty are other areas he mentioned.

Product licensing is another area the company is exploring. "We are now in discussions with two very large companies in the direct grocery business," Witschi said. "For instance, one of them operates in a geographic area that is densely populated, and they service this area with groceries or freshly prepared meals. It's a very large volume that they do. They have 190 trucks delivering in this small vicinity delivering. Without mentioning names - because the contract isn't signed yet - we're looking at product licensing. We would develop recipes for a direct retailer and they would introduce a line of EatingWell products.

It could be EatingWell for Health, EatingWell Diet, all kinds of things. It could be a freshly prepared meal, vacuum-sealed. We think that area lends itself to our expertise. But we'd have to be careful. We would be putting our name on a product that says food, and it better be healthy and it better be delicious and it better meet our standards. or it will damage our brand. That's another area of our licensing that we think is going to pop at some point in 2007." Television is another area to explore.

"We're launching a video on our site early in 2007, and we have it in our plans for 16 videos for the Internet," Witschi said. "It's sort of our entryway into television. And we have other plans. We have terrific people on staff who are very photogenic, and know what they're talking about. There is high, high demand now on the Internet for video. It's not just something we can put on site, but also sell to our partners."

As the company grows, Fresh Tracks is interested in keeping employees vested.

"There's a diverse ownership pool," Cross said. "Virtually all the employees are option holders or stock holders. You have to be on-board for six months or a year, but at that point you're granted stock options commensurate with your salary level and responsibilities. That's pretty typical for Fresh Tracks. It's a great tool - giving the employees a stake in the ultimate success of the company." But when it comes to the future, all bets are off - even about remaining in Vermont.

"I don't want to be coy on that," Witschi said. "We're not at that stage right now. We have a privately-held company with all kinds of options. Whether that would be continuing to remain independent and growing, or acquiring other companies, or going public, or selling, they are all options to us and increasingly being discussed as we get bigger and make more decisions."

In the meantime, EatingWell keeps pumping out information on healthy eating to an increasingly interested America. "What we're saying is that eating healthy can be incredibly fun, delicious and of a high variety," Witschi said. "You would be surprised. If you like to eat or cook and use this magazine, you'll find great tasting recipes. Our message is not about sacrifice. You can eat healthy and not eat cardboard - and that's the message."

Joyce Marcel is a freelance writer and author from Dummerston. Her new book, a collection of her columns called, "A Thousand Words or Less," is now available. Learn more about her and how to order the book at her Web site: www.joycemarcel.com.