

# Help kids with food allergies at school

Back-to-school means back to making lunch. With the dramatic rise of food allergies among children, many parents are careful about the lunchbox contents for both their own kids and for their classmates.

Four-out-of-five accidental exposures occur away from home, according to the Canadian Anaphylaxis Initiative, and food allergies afflict 7 per cent of the population, or about 2.4 million people, cites Health Canada. And about 300,000 children under 18 have food allergies, according to Anaphylaxis Canada. Further to this, about one in every 100 of us has celiac disease and must avoid gluten.

Major food allergens include gluten, milk, peanuts, tree nuts, mustard, sesame, egg, fish, soy and sulphites.

So for parents who have kids with food allergies or whose children are in a classroom with kids affected, the ability to provide safe and delicious allergen-free lunches means peace of mind for all concerned.

This year, one Ontario-based food company is making this easier with an expanded line of gluten- and allergen-free deli meats.

"After our successful launch of Piller's Simply Free allergen-free deli meats last year, we received many appreciative letters and e-mails from parents, com-



munity groups and associations," says Rita Weigel, the director of marketing at Piller's. "One mother of two children with threatening food allergies wrote to thank us, and another called our products a 'miracle'. Responses like these provided encouragement to further expand the line to include more varieties of sliced meats, wieners, sausages, ham and fully cooked breakfast options."

More information, plus recipe ideas, is available online at [pillers.com/simplyfree](http://pillers.com/simplyfree).  
—[www.newscanada.com](http://www.newscanada.com)

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