about information on food labels (44.2%). 82.8% of the subjects claimed they read food labels when shopping. The findings revealed the effect of awareness on the use of food labels. So those in the highest quartile of awareness about food labels paid more attention to the food labels as compared with those in the lowest classification score of awareness.
Conclusion: The results suggest that standardized food label designs, long-term nutrition education, and training on interpretation of information listed on food labels and the importance of using it in order to select the correct food to reduce the nutritional diseases are necessary.
Keywords: Awareness, Consumer behavior, Food labeling

THE GLYCEMIC INDEX OF COMMONLY CONSUMED BREADS IN WEST-ASIA VARIES SIGNIFICANTLY (RUNNING TITLE: WEST-ASIA BREADS AND GLYCEMIC INDEX)

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Background and Aim: Bread is the main staple and the major source of carbohydrates in the West-Asia diet. This study was carried out to determine the difference among the glycemic indices (GIs) of ten popular breads for healthy persons.
Methods: The GIs of 10 popular breads were measured on 17 healthy volunteers (all male; body mass index: 26 kg/m^2; age: 23.5 ±2.12 years). The breads tested were Baguette, Barbary, Barley Razavi®, Lavash, Machine-made, Bran-added Razavi®, Sangak, Shir Mal Razavi®, Tanoori and Bran-added Tanoori. Capillary blood samples were taken immediately before (0min) and 15, 30, 45, 60, 90 and 120 min after consumption of the standard and test foods. The blood glucose response was obtained by calculating the incremental area under the curve. The GI values were determined according to the FAO/WHO standard method.
Results: This study reports the GI of ten commonly consumed breads in West-Asia. The GI of the Baguette, Barbary, Barley- Razavi, Lavash, Machine- made, Sangak, Shirmal Razavi, Tanoori and Bran-added Tanoori was 106, 76, 69, 45, 74, 69, 64, 59, 63 and 70, respectively. The GI of different types of breads varies significantly, which accounts for the range of low to high GI.
Conclusion: The study indicates the importance of advising a specific type of bread that should be consumed in a weight management program or as a part of a healthy life style.
Keywords: Glycemic index, Bread, Blood glucose, Diet

THE EFFECT OF INCUBATION TEMPERATURE AND MAINTENANCE ON THE SURVIVAL OF STARTER MICROORGANISMS IN THE KEFIR DRINK PREPARED FROM EWE'S MILK

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Background and Aim: Kefir is a milk fermented drink. Kefir grains can ferment the milk from most mammals. It contains the probiotics, which could improve the health level of consumers. In this study, commercial kefir was made from ewe milk to study the effects of incubation temperature and storage temperature on the viability of probiotic bacteria over time.
Methods: Kefir drink was made by adding the commercial kefir starter (Chr Hansen, Denmark). The ewe's milk was allowed to ferment at 18 and 25° C. The samples were kept at 7 and 25°C immediately after the completion of fermentation. Lactobacilli, lactococci and yeasts were counted on days 1,7 and 14.
Results: Statistical analysis showed that lactobacilli were significantly high in mean number (10.93±0.26) at day 21, 25°C, non-refrigerated. Lactococci and yeasts were significantly high in mean numbers at day 14, 25°C, non-refrigerated (11.96 and 8.4±016, 6±0.15, respectively).
Conclusion: The samples' count of lactococci and yeasts was high. It seems that high temperature incubation and storage at refrigeration temperature can survive more lactobacilli in kefir drink tht at non-refrigerated conditions.
Keywords: Ewe milk, Kefir, Lactobacilli, Lactococci, Yeasts

SURVEY OF ZEARALENONE, AFLATOXINS AND OCHRATOXIN A IN SOME IRANIAN FOODS BY USING HPLC METHOD

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Background and Aim: Mycotoxins are secondary metabolites produced by fungi, which contaminate a large variety of foods, with toxic effects in animals and humanS. Aflatoxins (AFs) are produced by various strains of Aspergillus, mainly A. flavus, A. parasiticus, A. tamarii and A. nomius. They have immunotoxic, mutagenic and carcinogenic effects. Ochratoxin A (OTA) is