

By Nastasia Belko

Celiacs Disease is becoming a common disease to many, and an issue for grocery stores. Studies show that one in 133 people have Celiacs Disease. That's over two million people in America. It is hereditary and is most commonly contracted by people who have Down Syndrome or Turner Syndrome (NDDIC). The disease affects people's intestines when they eat wheat, rye, and barley, and causes damage to the villi in the small intestines (Celiaca.com). Villi allows nutrients from foods to be absorbed into the bloodstream. Damaged villi causes people to become malnourished (NDDIC). So, what does this mean for grocery stores and the products they offer?

Celiacs Disease has become a very common disease and actions need to be taken to improve the diets of those who contract the disease. It is recommended that people with Celiacs Disease maintain a complete Gluten-free diet. If people with Celiacs Disease don't remain firm in a Gluten-free diet, they are at risk of having osteoporosis, infertility, and some cancers (CNN Health).

Grocery stores can help customers with Celiacs Disease by providing food options that contain Gluten-free ingredients and specific aisles for Gluten-free products. These substitutes can help save people pain in their intestines and damage to their villi. Grocery stores need to take Celiacs Disease serious and offer more products that are Gluten-free.

Fresh vegetables, fruits, meat, poultry, and dairy products are generally Gluten-free and safe for people with Celiacs Disease to eat. But not everyone with Celiacs Disease is going to want only these food products in their diet. There are cereals that are Gluten-free and Gluten-free flours that grocery stores can offer (The Gluten-Free Chef). Grocery stores need to be willing to supply their stores with more Gluten-free products so it's not inconvenient for customers with Celiacs Disease to travel grocery store to grocery store in order to find the Gluten-free products necessary for every day cooking. Grocery stores need to be aware of the products they put out and how they can supply their customers with the best choices of foods for Celiacs Disease.

By providing customers with Gluten-free products, grocery stores play a large role in preventing debilitating symptoms associated with the disease. With a large Gluten-free selection of food, people will have a healthy diet and be provided with the correct nutrients that are needed for sufferers with Celiacs Disease. In addition, grocery stores providing a wider selection of products may potentially attract the business of new consumers...those with Celiacs Disease.

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