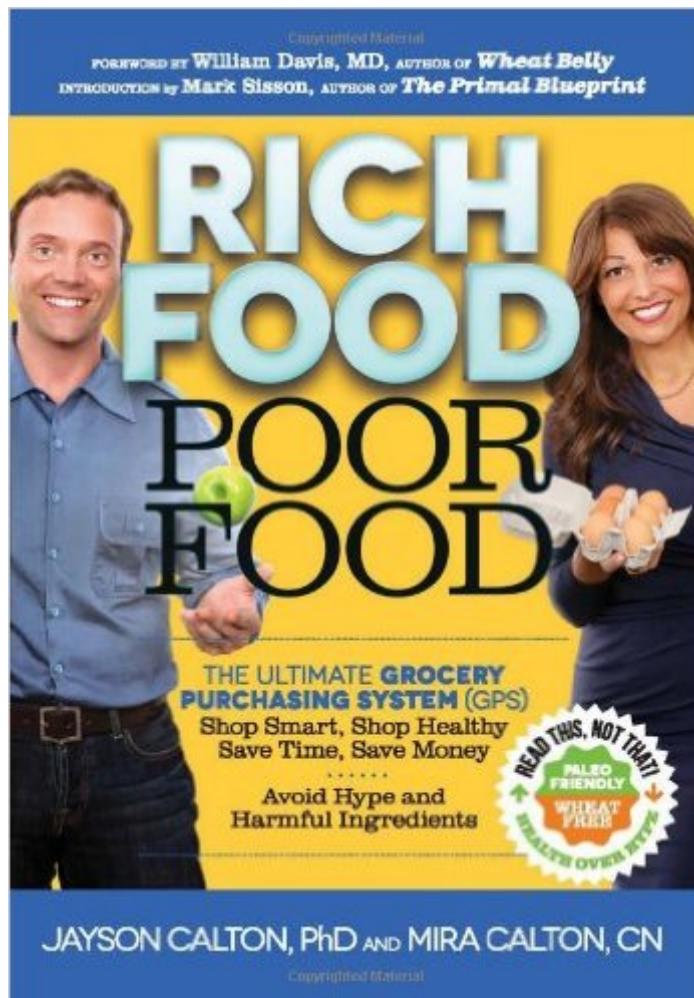


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# Rich Food Poor Food: The Ultimate Grocery Purchasing System (GPS)



## Synopsis

Do you get confused while poring over labels at the grocery store, trying to determine the healthiest options? What makes one box of cereal better for you than another, and how are we supposed to decipher the extensive lists of mysterious ingredients on every package, and then determine whether they are safe or toxic to your family's health? With nearly 40,000 items populating the average supermarket today, the Rich Food Poor Food - Grocery Purchasing System (GPS), is a unique guide that steers the consumer through the grocery store aisles, directing them to health enhancing Rich Food options while avoiding health detracting Poor Food ones. Rich Food, Poor Food is unique in the grocery store guide arena in that rather than rating a particular food using calories, sodium, or fat as the main criteria, it identifies the products that contain wholesome, micronutrient-rich ingredients that health-conscious shoppers are looking for, like wild caught fish, grass-fed beef, raw/organic cheese, organic meats, pastured eggs and dairy, organic produce and sprouted grains, nuts and seeds, while avoiding over 150 common unwanted Poor Food ingredients such as sugar, high fructose corn syrup, refined flour, GMOs, MSG, artificial colors, flavors and sweeteners, pesticides, nitrites/ nitrates, gluten, and chemical preservatives like BHA and BHT. So while other food swapping grocery guides may give the green light to eating Kellogg's Fruit Loops with Sprinkles, Oscar Mayer Turkey Bologna and Hostess Twinkies based on their lower calories, sodium, and/or fat levels, you won't find these heavily processed, food-like products identified as Rich Food choices in Rich Food, Poor Food. That doesn't mean this guide to micronutrient-sufficient living leads readers to a boring culinary lifestyle. Quite the contrary! The Caltans offer Rich Food choices in every aisle of the store including desserts, snacks, sauces, hot dogs, and other fun foods! This indispensable grocery store guide raises the bar on food quality as it takes readers on an aisle-by-aisle tour, teaching them how to identify potentially problematic ingredients, while sharing tips on how to lock in a food's nutritional value during preservation and preparation, save money, and make homemade versions of favorite grocery store staples. Regardless of age, dietary preference or current health, Rich Food, Poor Food turns the grocery store and farmer's market into a micronutrient pharmacy--filling the shopping cart with a natural prescription for better health and longevity.

## Book Information

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## Customer Reviews

I was sorely disappointed with this purchase, particularly given the glowing endorsements from Mark Sisson and the like, and the book being featured on several podcasts. It feels to me far more like a niche exploitation of an already fairly saturated market. More importantly, if you already know anything about nutrition, it's just not necessary. The Caltons begin with this disclaimer: "If you're reading this book, you are likely quite far ahead of the pack when it comes to knowledge and interest about healthy eating. You're likely familiar with the popular adages to avoid foods with stuff you can't pronounce on the label or to shop the perimeter aisles of the grocery store, where the fresh foods are typically located. You may have even embraced the Primal/Paleo/evolutionary health movement and optimized your diet to be free of naked calories and centered upon the micronutrient rich planet and animal foods that our ancestors evolved on." So good, so far. They continue: "One things for sure, whoever you are and whatever your current level of knowledge and commitment is, there is always room for improvement." The question is: How much improvement? The answer: Very little. Honestly, the previous paragraph sums up the main message of the book: Shop the perimeter, and don't buy foods with ingredients you can't pronounce. Rich Food, Poor Food never truly delves any deeper than that, except to give you specific details on the deleterious effects of said ingredients. What I found more discrediting, however, was that the Caltons engage in the same sort of (what Michael Pollan termed) 'nutrititionism' they seem to denounce.

During the journey to improve my health, I stumbled upon the book Naked Calories by Mira and Jayson Calton. With regard to diet, all we ever hear about in the media is macronutrients (protein, fat and carbohydrates) and how they impact your diet. Here was this couple telling me how micronutrients play an integral part in what you eat! This was a real eye opener for me and I could not put the book down until I read it cover to cover. When I heard that the Calton's getting ready to

launch new book, I could not wait to get my hands on it! My wife and I were fortunate to see the Calton's give a talk recently and I was able to purchase a copy of the book early. Rich Food Poor Food is the perfect follow-up companion to Naked Calories. It takes the theory of eating nutrient dense, real food and helps us learn how to shop and obtain the maximum amount of micronutrients in the food you eat. It was immediately clear that an amazing amount of time and research went into creating this book. Over the last year, I have read numerous books, blogs and articles on nutrition and still learned so much more from reading Rich Food Poor Food! The book is beautifully designed in a logical manner that anyone can follow. The perfect mix of science and practicality allows the reader to literally walk through the grocery aisles chapter by chapter to learn what optimal foods to buy. Each recommendation is clearly defined and you are taught why you should choose certain products over the other. I do consider myself to be a savvy shopper when it comes to food and I still found products listed that I should "Steer Clear" of that I do consume. I have now purchased three copies of this book.

This is my review from my website [...]. I was sent an advance copy from the Publisher. There are 2 parts to Rich Food, Poor Food. Part I is the part you read page for page and is titled, "Know Before You Go". It is less than 40 pages long, is an easy read and gives its readers the necessary tools and background information on things to look for. One of my favorite examples came on page 8 describing the difference between Lay's Classic Potato Chips vs. Baked Lay's Original Crisps and which one is actually the better choice. Next there's The Owner's Manual, which explains how to utilize Part II when in the grocery store, followed by Everyday Micronutrient Depleters (EMDs) describing how certain ingredients can deplete micronutrients and where they are found. I particularly found the section on GMOs, very insightful. And the last chapter in Part I is "Villainous Variables", which not only list ingredients that are legal in the U.S., but banned in other countries, it also explains how the food industry tricks consumers with deceptive advertising with words such as healthy, made with, etc. Part II is where the real meat and potatoes (pun intended) of the book is. Rather than Chapters, each section is called an Aisle, depicting how you may use this book to navigate through your own grocery store. I believe this section was designed to use more as a reference guide rather than a section that you sit down and read from front to back. Aisles consists of, Dairy, Meat, Fish & Seafood, Produce, Condiments, Grains, Baking, Snacks & Beverages. Each aisle gives explanations on what various terms mean and what to look for when buying various products.

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