

EVERY BITE COUNTS



How to Eat Cleaner, Everyday

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Feed your body, not your face

My fear was eating me alive. You could say I had an extreme love/hate relationship with food. What saved me was my first real job, in the marketing department at Alfalfa's Natural Foods Market in Boulder, Colorado, 18 years ago.

The idea of entering into a job that was centered around everything edible scared the stomach out of me. But this didn't look like any other store. Filled with clean, locally grown and natural alternatives to the stuff I found on most grocery shelves, I started to warm up to the idea – and more importantly, needed this job. Gradually, I began my food rehab with education and became editor for our monthly magazine called 'Healthy Choices.' I also ran the demo department for all 11 stores, so my role to help our customers understand what 'certified organic, hormone, and artificial ingredient-free' meant and to create recipes around the foods we featured.

I had to learn to walk the talk, so I started reading labels on the shelves like books in a library and looked up every ingredient I didn't know. I interviewed every department manager and asked an abundance of questions. I'd find what was in season, played with textures, cooking methods and colors and married these wonders of nature with picks from the seafood and poultry case, which was always brimming with appeal. Even the bakery offered treats made with whole grains, vegetables and low sugar. I traded out 9 of the 10 cups of coffee I was drinking a day with pure, unadulterated water. I learned and lived what it meant to feed my body at the cellular level, not just my face. Diet became a 4-letter word, because there was a healthier choice for everything. What was a sponge cake filled with cream and a 20 year shelf life going to do for me? Food was meant to keep my body moving and thriving and even though there were a lot of (tempting) choices out there, I learned which ones were best.

Now that I'm a mother of two, I understand how important it is to have a healthy relationship with food because I set the example. Baby see, baby do. If all my kids see me eating pre-packaged diet foods and empty calories, I've set them up for disaster. If all I ever do is feed them processed meals, preservative laden snacks and diss on veggies, I'm almost certain their health will be compromised. I'll go so far as saying I think that would make me an unfit parent, knowing that this generation of children is already on course to live fewer years than their parents due to disease complicated by poor eating habits.

My mission is to help clear the confusion on a clean approach to food and break the 'diet' mindset and what's truly healthy and sustainable. Just like life, it's one bite at a time, and knowledge is power. On my 18 year journey and counting, I've come to realize being a Fit Foody means enjoying all the food that's fit to eat, making the most informed choices we can.

We're in this together, for the well being of everyone.



The Fit Foody





Eat Cleaner, Get Leaner.

Deciding what to put in your mouth these days feels like a game of heads or tails. Should I eat organic everything? Will carbs kill me? What's a GMO and does it stand for Get Me Outta here?

The key to a balanced diet is not to diet - meaning, there is no food group you have to avoid completely. But you can make better choices with every meal with a balanced approach to food – from its nutritional content to how it's prepared. Your relationship with your plate has never felt more filling.

- Eat 5-9 servings of fresh fruit and vegetables daily, raw as often as possible
- Focus on whole grains (get down with brown)
- Opt for plant-based fats and cut out all trans fats
- Say no to soda - especially the 'diet' variety - and other sugary juices and drinks and drink at least 8 cups water every day
- Cut high-calorie, zero nutrient foods
- Just say no to artificial preservatives, chemicals, additives and sweeteners and fluorescent food

You can find a nutrient-rich alternative to everything you love.

If you eat cleaner, you'll get leaner. By avoiding a lot of the processed, packaged alternatives out there, you'll be enjoying foods in a purer state – feeding your body instead of feeding your face and running that well-oiled machine of yours like a humming Ferrari instead of a junky jalopy.



The Fit Foody Mantra: Eat and Repeat after Me

- 1) **Fruit and veggies own half the plate.** It may be hard to keep track of 5-9 servings a day but if you stick to a half the plate approach, getting your produce in at every meal is a cinch. Fresh fruit and veggies deliver more phytonutrients and antioxidants than any other food on the planet. For the rest of the plate, pick lean protein and a complex carbohydrate and keep your portion sizes in check.
- 2) **Limit oil and steer clear of saturated and trans fats.** That means fried foods, hydrogenated fat and foods loaded with animal fat, delivering heart clogging cholesterol and fat that can't be processed by your body, meaning they will collect in your arteries and start to gunk up your gut. According to the American Heart Association, limit total fat intake to less than 25–35 percent of your total calories each day.
- 3) **Avoid processed and refined foods and snacks.** Learn how to be a label lover and look for artificial flavors, colors and preservatives in everything you buy. If you can't pronounce it, you might not want to stick it in your body. Also watch for frozen, prepared meals as they tend to be high in sodium. Fill your shopping cart with foods from the perimeter of the store and opt for complex carbohydrates that are richer in nutrients.
- 4) **Choose pesticide and antibiotic-free options.** Chemical pesticides, preservatives, colors and additives can act as 'obesogens' and actually prevent you from losing weight, interfering with the body's ability to properly process nutrients. This includes produce, dairy and all animal protein.
- 5) **Drink 8 glasses of water a day.** Water helps flush toxins, keeps you hydrated and controls your appetite. Thirst often disguises itself as hunger and water helps to keep things moving, if you know what I mean. Don't wait until you're thirsty to drink. Keep a reusable water bottle with you at your desk, while you workout, in the car and next to your bed. Drink it like your life depends on it.

*****Print this certificate and keep it on your fridge as your accountability partner. And remember, we're here to support you. Welcome to the Cleaner Plate Club*****



*I've made a pledge to eat cleaner
and become a fit foody for a lifetime of good health.*

- 1) Fill half the plate with fruit and veggies
- 2) Limit oil and steer clear of saturated and trans fats
- 3) Avoid processed and refined foods and snacks
- 4) Choose pesticide and antibiotic-free options
- 5) Drink 8 glasses of water a day.

Name

Date



Top 5 Tips to Think About Before You Bite

There's never been a better time to think before you bite. Understanding where your food comes from, how it's been handled and what to do to keep your family safe is a big part of being a Fit Foody. According to the Center for Disease Control (CDC), there are over 80 million reported cases of food borne illness, 325,000 hospitalizations and 5,000 deaths in the U.S. annually.

For every case, it's estimated another 27 go unreported – resulting in billions of bouts ranging from bad belly aches to hospitalization and tragically, even death. Children, pregnant women, seniors and others with lowered immunity are even more at risk, but *anyone* can get sick.

How to Protect Your Plate

1. **Remember the CCSC's of Food Safety.** According to the Food Safety and Inspection Service (FSIS) the four basic things to play it safe in the kitchen are: CLEAN (wash hands, utensils, and cutting boards before and after contact with raw meat, poultry, seafood, and eggs); SEPARATE (keep raw meat, poultry, and seafood apart); COOK (use a food thermometer — you can't tell food is cooked safely by how it looks) and CHILL (keep leftovers refrigerated at 40 °F or below) especially when it comes to perishables like meat, dairy and fresh fruit + veggies. With proper attention to food handling and adequate washing techniques, you can greatly reduce your risk of food borne illness and exposure to potentially harmful contaminants.
2. **Pick your perishables wisely.** Before your food reaches you, it has been touched by around 20 different sets of hands and has traveled at least 1,500 miles. The further food travels, the more potential points of

contamination. Shop for what's in season and ask your retailer or green grocer about where their food comes from. When picking fruit and vegetables, avoid bruised, cut skin as this can breed bacteria and contamination. With cheese and milk, you'll want to make sure foods have been properly pasteurized, chilled, and purchased by the suggested 'Enjoy by' date.

3. **Bag the rinse and really wash.** Contaminants from soils and dirt residue, chemical fertilizers and dirt that gets locked under non water-soluble waxes can lead to Salmonella and E. coli. The last few major produce recalls have featured bagged lettuce and spinach, so make sure to re-wash pre-washed cut fruit and veggies. Take the extra two minutes to really wash – not just casually rinse –especially produce with lots of nooks and crannies. Studies show many food pathogens will not be easily removed with water alone.
4. **Don't let your fowl go fowl.** Which came first, the chicken or the egg? If you're talking about Salmonella, both can be breeding grounds for bacteria, but chicken is the number one cause of food poisoning. Handling these foods with the utmost care and cooking them properly will help reduce your risk of contamination. Clean your uncooked chicken to remove the 'fecal soup,' that liquid your bird is swimming in (that accounts for up to 15% of your chicken's weight, by the way.) Wash your hands regularly when handling both raw chicken and eggs and avoid contact with your mouth. Interior temperature of your cooked chicken should be 165F degrees, 160F for dishes containing eggs.
5. **Select your seafood safely.** Sushi is as ubiquitous as burgers nowadays, but taking extra care when it comes to raw food in general, especially seafood, is critical. Fish shouldn't smell fishy or taste funky. If you're at a restaurant, don't hesitate to ask where they get their 'fresh' catches and when they came in. Also, ask if it's been prepared anywhere near other raw foods. Opt for wild caught seafood vs. farm raised. A big surge of the available seafood is being raised in closed quarters that can spread disease and bacteria more rampantly than line caught counterparts. When grocery shopping, choose seafood that is properly refrigerated or iced and take special care to avoid cooked seafood that's been displayed in the same case as raw fish or handled by gloves that have touched raw fish "Bottom feeders" such as shrimp and other shellfish such as mussels and clams should be cleaned and well scrubbed before cooking.

Food 4 Thought: Keep it cool.

Love leftovers? Then you'll want to make sure your refrigerator thermostat is set to the right temperature if you want to enjoy them safely. According to the American Dietetic Association, more than a third of people typically keep their refrigerator set at 40 degrees Fahrenheit or higher, and 41 percent admit they don't know the proper temperature to which their refrigerator should be set. Don't let bacteria shorten your leftovers' life – use a refrigerator thermometer to make sure your fridge is always set **below 40 degrees** Fahrenheit. It's just one more step to play it cool, and safe.



The Adds and the Add-Notes

To celebrate Chinese New Year a few years ago, we set out to find a really authentic restaurant in Los Angeles' Chinatown. We asked around, looking for a recommendation from people in the neighborhood and settled on a popular favorite. After about an hour of eating, I started to feel short breasted and was literally gasping for air. My face was flush and I felt pangs of anxiety, followed by an intense need to sleep. For a moment, I thought I was having a heart attack. Or was I just losing it altogether? Come to find out I had taken in a serious dose of MSG. Monosodium Glutamate, a common additive that enhances flavor is also linked to obesity, learning disabilities and even brain lesions. I kicked myself over the fact that I forgot to make sure they weren't adding that awful chemical to our meal.

There are over 14,000 additives used in commercially prepared foods today. Some are far more complicated and potentially dangerous than others and manufacturers, restaurateurs and those who make our food are not required to disclose the hazards. Whether you're eating out or preparing food at home, it's critical to know what to protect you and your family's plate against.

(BUTYLATED HYDROXYANISOLE. Do you put it in your body or your gas tank? See answer below.)

Nowadays, it feels like you have to have a science degree to decipher most food labels. Rightly so, there are over 14,000 man-made chemicals added to our American food supply, many with long, hard to pronounce names that don't add any nutritional value to our plates. What's worse is many of these additives are associated with weight gain but worse, chronic disease, cancer and diabetes. Make sure to carefully read the labels and avoid these additives like the plague.

STEER CLEAR OF THESE PHONY BALONEYS:

1. **Artificial sugars:** Created to pacify the sweet cravings of dieters, sweeteners do more than sweeten your food -- they serve as a health hazard. Aspartame, Acesulfame K and Saccharine are all chemically produced to sweeten our foods without the calories of sugar. Even Splenda, which has a better reputation is not as clean as it should be. Ironically, these empty calories can create a vicious cycle of craving more sweets, with the inevitable consequences of weight gain. They have been linked to behavioral problems, hyperactivity, allergies and cancer. Sweeteners are rampant in diet, lite or sugar-free products. They are used in dry mixes for beverages, instant

coffee and tea, gelatin desserts, puddings, non-dairy creamers, chewing gums, breath mints, diet soda, yogurt, even children's medicine and vitamins.

THE FIT FOODY TIP: Try more natural sources of sugar as in agave, stevia, honey, molasses, and maple syrup in moderate quantities.

2. **Artificial colors:** Food colorings are used to make the food look more appealing or to replace colors lost in processing. However, don't let these colors deceive you. Artificial colorings are synthetic dyes that are mostly coal-tar derivatives. They are suspected to cause allergies, asthma, hyperactivity and are possibly carcinogenic. Chief culprits: Candy, beverages, soda, gelatin desserts, pastry, sausage, baked goods, even fruit like green oranges sprayed with red dye to make them look ripe.

THE FIT FOODY TIP: Keep it real with a rainbow of fresh fruit and veggies, natural juices and additive-free snacks

3. **Artificial preservatives** (BHA, BHT, EDTA, etc): You may see these ingredients in chips, fried snack foods, baked goods, carbonated drinks, cheese spreads, chewing gum, ice cream, breakfast cereals and even cosmetics.

These preservatives are actually synthetic petroleum-based and fat soluble antioxidants, used by manufacturers to prevent oxidation and retard rancidity. They can cause cancer, allergic reactions and hyperactivity, and BHT may be toxic to the nervous system and the liver.

THE FIT FOODY TIP: Choose food and drinks labelled with "no artificial antioxidants." Avoid poor quality vegetable oils. Look for cold-pressed virgin oil which contains natural antioxidants such as Vitamin E. Eat fresh produce that doesn't contain these preservatives.

4. **Nitrites and Nitrates:** Love your bacon in the morning and salami at lunch time? Cured, preserved, smoked meats are saturated with nitrites and nitrates to preserve shelf life and give it the healthy pink hue. These two preservatives may prevent the growth of bacteria but they transform into cancer-causing agents called nitrosamines in the stomach. They also produced noticeable side effects like headaches, nausea, vomiting and dizziness.

THE FIT FOODY TIP: Look for nitrite-free processed meats and opt for meat-free alternatives to mix it up.

5. **Monosodium Glutamate (MSG):** You may be happy that you're dining in restaurants that carry the "No MSG" declaration. But do you know that MSG lurks in all kinds of sauces used to prepare the foods that you thought are MSG-free? They are also significant in all kinds of snacks, seasonings, candy, even infant formula, over-the-counter medications and nutritional supplements.

THE FIT FOODY TIP: Buy MSG-free snacks and read labels, so you can make healthier choices.

(BUTYLATED HYDROXYANISOLE is a cancer causing additive found in some cereals, chewing gum potato chips, vegetable oil and is definitely on the 'don't put it in your stomach' list.)



Welcome to the **Cleaner Plate Club.**

We can't wait for you to try our EAT CLEANER® products and enjoy cleaner, safer, longer lasting produce. The great thing is you can clean your produce before storing in the fridge to get longer life out of it, and so it's ready for healthy snacks and dishes when you are. Join us at www.eatcleaner.com.



EAT CLEANER® Fruit + Vegetable Wash Spray:

Turn child lock under the trigger to the side. Spray surface of produce until lightly coated. Wait 2-5 minutes. Meanwhile, pet the dog, grab a snack or check out our latest FB post. Times up! Rinse produce with clean water, dry and enjoy or store in the fridge for next time. They'll keep for up to 200% longer! Now that's green, cleaner, leaner eating.



EAT CLEANER® Seafood + Poultry Wash Spray:

Turn child lock under the trigger to the side. Spray surface of seafood and poultry until lightly coated. Wait 2-5 minutes. Marvel at how the smell of your fish has disappeared. Times up! Rinse with clean water and reapply to act as a tenderizer. You'll be amazed how fast your food will cook, while staying moist.



EAT CLEANER® Fruit + Vegetable Wash Concentrate: You have options.

Pour entire contents of 1 bottle into a spray bottle and add 4 oz. of clean, filtered water. Shake well and spray surface of fruit and veggies liberally. Let sit for 2-5 minutes and rinse. You can also pour 2-3 capfuls into an 8 cup of water and soak fruit and veggies for 2-5 minutes, then rinse and enjoy or store.



EAT CLEANER® Fruit + Vegetable Wipes: Pull wipe out of the center of the canister. Wipe surface of firm fruit and veggies thoroughly. Even produce with peels should be wiped first. No rinsing necessary and no more apple rubbing on your pant leg! Use them to clean hands, mouths, utensils – even a binky! Pack them in a lunchbox, purse, computer bag, in the car, in a suitcase, in the diaper bag, at the farmer's market...just don't leave home without them.