

Fuel To Feel Better. Fuel To Move Better. Fuel To Perform Better.

EAT REAL FOOD

Note: Choose produce and animal products generally in this order: **Produce:** Certified Organic, Organic, and Locally Farmed. **Animal Products:** Wild, Organic Pasture Raised, Organic, and Locally Raised.

Real food is a source of vital information created by the earth that comes from the earth as opposed to "food-like" products. In the field of Nutritional Genomics, researchers believe that food speaks to the genes by providing information to assist with gene expression. The chemistry of every cell in your body is expecting nutritional information and has the biology that can transform that information into the living, breathing, moving tissue that is your body. Real foods also taste great, and when bought from sustainable sources, help to protect the environment. Here is a listing of the qualities of real food versus processed "food products."

5 Question Food/Ingredient Test

1. **Source:** Where does the food come from? Can you actually envision the landscape? Is it one of beauty, like rolling fields or the peaceful tranquil ocean? Or is it one of industrial post-apocalyptic despair, like what I-5 can look like here in California when you're driving through that feedlot section?
2. **Tradition:** Is there a tradition behind its use? Has this food been used by traditional societies? A classic example is olive oil. There's olive oil in Italy and Greece going back thousands and thousands of years.
3. **Wholeness:** So when the answer to "Is there a tradition behind its use?" is either "No," or "I really don't know," then the next question is "Does this food violate the principle of wholeness?" Like, is it a whole food? Or is it something synthesized?
4. **Non-Destruction:** The next question is "Does it violate the principle of non-destruction?" Destruction occurs during processing. Let's take the example of olive oil again: How was it processed? Was there heat? Was it cold pressed? Were there toxins? Was there care taken to preserve the antioxidants? The way you can tell that is it will say "cold pressed," "unfiltered," "unrefined," or "raw" on the packaging.
5. **Allergies:** Ask yourself: "Is it something I'm allergic to?" If it makes you feel bad, don't eat it.

Real Food

- It's grown, and sold "whole"
- Nutrient dense, life supporting
- Variable quality
- Spoils fast
- Requires preparation
- Vibrant colors and rich textures
- Authentically flavorful
- Strong connection to land and culture

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Processed Food-Like Products

- Produced, manufactured in a factory, and sold in neat, convenient packages
- Nutrient displacing, sub-optimal life support
- Always the same (no quality or taste variance)
- Stays "fresh" for extended periods of time
- No preparation required, just heat and serve
- Contains fillers, additives and preservatives to increase shelf life and taste appeal
- Artificially flavorful
- No connection to land and culture

PROCESSED FOOD

