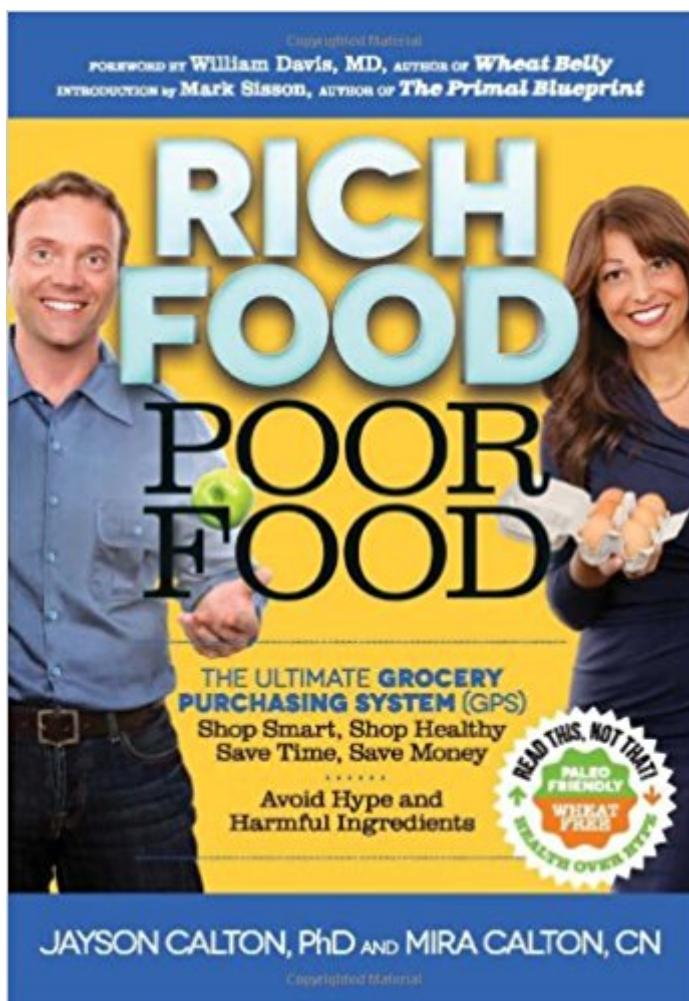


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# Rich Food Poor Food: The Ultimate Grocery Purchasing System (GPS)



## 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

Mira Calton, CN, FAAIM, DCCN, CPFC, BCIH is a Licensed Certified Nutritionist, a Fellow of the American Association of Integrative Medicine, a Diplomate of the College of Clinical Nutrition, a Certified Personal Fitness Chef and is Board Certified in Integrative Health. She holds a Diploma in Comprehensive Nutrition from Huntington College of Health Sciences, has completed the Yale University School of Medicine's OWCH (Online Weight Management Counseling for Healthcare Providers) program, and currently sits on the American Board of Integrative Health. Mira's interest in nutrition came after having been diagnosed at the age of thirty with advanced osteoporosis. Working with her husband Dr. Jayson Calton to become micronutrient sufficient Mira reversed her condition, they now work together to inspire others to do the same. Jayson B. Calton, PhD, FAAIM, DCCN, CISSN, BCIH, ROHP is a Fellow of the American Association of Integrative Medicine, a Diplomate of the College of Clinical Nutrition, and is Board Certified in Integrative Health and Sports Nutrition. He has worked with thousands of international clients over the last 20 years to improve their health through his unique nutritional and lifestyle therapies. Dr. Calton majored in Molecular and Microbiology (pre-med), at the Burnett Honors College, School of Biomedical Sciences and holds a Masters of Science degree and a Ph.D. in Nutrition. He has completed post-doctoral continuing medical education at Harvard Medical School, Cornell University, and Yale University School of Medicine, and sits on the Board of Directors for the American Holistic Health Association (AHHA) and the American Board of Integrative Health (ABIH).

Okay, I appreciate the detailed information provided, although I ended up feeling significantly more discouraged and actually less able to "navigate" than before. Hardly anything worth eating? And much of that very expensive? Zillions of tiny details to keep track of? This is not very helpful, even if all the information is accurate and unbiased, which I have no way to know. But my main difficulty is

the overwhelming focus on problems and negatives, compared to solutions and positives. Scared and suspicious is NOT how I want to feel about the (wonderful) basic human activities of preparing and eating food. A minor annoyance is that several interesting items of information require going to their website and giving them detailed contact information.

The Caltons give a wealth of micro-nutrient information in a manner that is easy to implement in the grocery store. They have very specific positive and negative recommendations for purchasing to improve your nutrient intake and to stretch your grocery dollar. The recommendations are accompanied by the supporting reasons explained in simple English. After a few introductory chapters, the information is laid out the way a grocery store is, with chapters for each section of the store, e.g. produce counter, meat section, dairy aisle, etc. This makes the book easy to use as a reference book after you have read it. They have developed a list of 20 foods which they advise always to buy organic to avoid pesticide residue and/or genetic modification. There is an accompanying list of 14 foods which the non-organic version is as good as the organic in this respect, so buying organic versions of these foods is wasting your money. Their website has downloadable printable pocket guides and they will send you a reusable grocery bag with all this information and a list of ingredients to avoid printed on it. I am very satisfied with the book and bought a copy which I gave to my daughter.

This book changed the way we see food. Much of what we eat today is NOT even food based. It is a compilation of chemicals and flavors meant to taste like food but has no real nutritional value at all. We didn't agree with everything we read but we now eat or try to eat "real foods" with no chemicals and actual real nutritional value. A game changer for us.

I have been researching our food supply. This book explains everything so simply so easy to understand. For those that want to know what is in our food and the ingredients that are harmful to everyone. This is a must read. There are health problems that weren't around 50 years ago. When you read this book you understand why. What I also found, a lot of our health problems, would not be problems any more. NO problems no Dr. and no meds. We are eating a lot of chemicals, only in the United States. Other countries will not buy our food. For all this should be read, if you have children it is a must. If we start our children on the right road, we will be able to keep them away from Doctors and have healthy young ones, that grow up to be healthy adults.

What a great book for anyone interested in learning about what is in our food and what to avoid and why. It's written well enough that my 14 year old can pick it up and read a bit and get the idea easily. He's becoming a great label reader and was rather disgusted by some of the junk the US government allows in our food supply, which other countries ban! The book contains lots of suggestions for what to look for in different sections of the grocery store, and what to look out for. I'd like it if the Caltons had some sort of database on their site where folks could search for certain brands/foods, to see if they have good/bad things to say about them, and where we could ask about things we find in the store that may not be on their lists. We've changed our eating habits a lot since reading this book, and while we can't afford to throw out the entire pantry, we are changing many of the selections we make in the stores, including the stores that we frequent. (Trader Joe's is a drive, so we go after church cause it's closer then, but we are more often in HyVee for their HealthMarket section... even so, read the labels!) While they advise eating as close to the source as possible (and being city folks, we don't have room for a cow and some chickens in our townhouse), the main idea I use is reading the labels, and thankfully the meal replacement shakes that we get from Isagenix fit their guidelines... non-GMO, no artificial ingredients, un-denatured protein from grass fed cows in New Zealand, etc. Try to find other shakes that fit their guidelines, almost ALL of them have artificial stuff, or soy in them! I bought this book to learn about what to eat when I wasn't drinking shakes, and after the Bible I'd rate it as my second most influential book that I've read that has improved my life! Far better to pay a bit more now for organic/healthy choices for food, than pay much more later in life with as many chronic and debilitating diseases/conditions as so many Americans have these days. They should use this book to teach high schoolers what to eat after school, and how to educate themselves... but the government has never been the best choice for that... parents, you learn and then step up and teach those kids to take care of their bodies!

More energy and a whole new perspective on nutrition! I can't tell you how much this book has taught me and is still teaching me about improving my health. As I read, there were so many "Aha!" moments related to why my previous effort to improve had fallen short. I was missing giant pieces of the health puzzle! I am so grateful to The Caltons for the message, it's easy-to-digest delivery, and the products they offer that support their plan. I have been taking their very reasonably priced and superior formula supplements for about a month now.

They're delicious, and I have so much more energy! I signed up for this round of the 28-day plan that launched this past Monday. I am expecting even greater results!

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