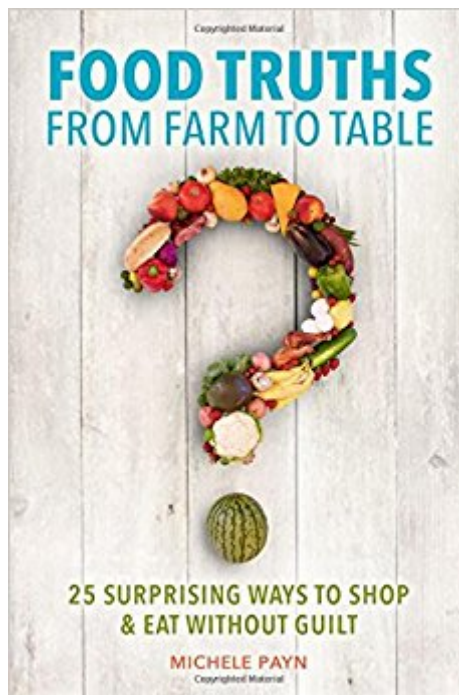




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Food Truths From Farm To Table: 25 Surprising Ways To Shop & Eat Without Guilt



Synopsis

Don't believe everything you're told about food • most of it is highly misleading or completely untrue. Written by a farm and food advocate, this book identifies marketing half-truths and guides you through the aisles of the grocery store to simplify smart food shopping and restore your freedom to enjoy food. • Turns food confusion into clarity, enabling readers to have confidence regarding how to buy, prepare, and serve safe, healthy, and nourishing food • Offers an informed voice of reason to the overly sensationalized food and health arena • Provides practical tips and accurate information that allows readers to make decisions based on their own social, ethical, environmental, and health standards • Reveals why parents should not feel guilty if they cannot afford the "right" label or the "right" food when food-shopping for their family

Book Information

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Customer Reviews

"This book is for the 7 billion people who eat each day. Michele Payn highlights how family farms are fighting food waste, hunger, and other issues, and the solutions they're coming up with in fields across the world." (Danielle Nierenberg, Food Tank) "Smart grocery shopping and healthy eating shouldn't require a science degree. Food Truths from Farm to Table guides you through the grocery store and saves you time. If you're looking to shop and eat with less guilt, read this book. Michele's 25 food truths will give you the freedom to enjoy your food again." (Phil Lempert, The Supermarket Guru, former NBC News' Today Show Food Trends Editor, Author and Speaker) "This is an important topic whether you are an academic, dietitian, or consumer. Michele Payn's 25 food truths

are grounded in science and she offers an unheard voice in the debate around food, nutrition, and health. If you want to give yourself permission to be smart about food, read Food Truths from Farm to Table today." (Sonya Meyer, PhD, Director, Margaret Ritchie School of Family and Consumer Sciences, University of Idaho)"Buy, prepare, and serve healthy, affordable food with confidence after reading Food Truths from Farm to Table: 25 Surprising Ways to Shop & Eat without Guilt. This book is a must-read for anyone interested in food, nutrition, and health!" (Elizabeth Pivonka, PhD, RD, President & CEO of Produce for Better Health Foundation)"In Food Truths from Farm to Table, Michele Payn cuts through the incredible noise that surrounds our food choices to provide clear, insightful answers to some of the most common questions about food. Organized in a creative way, she provides a highly informative 'guide book' to the grocery store, bringing both current research and insights from those who produce our food to unpack some of the most vexing questions and widespread myths about food. This candid and common sense book will help you be a much more informed consumer and take the shame out of the food choices you make." (Jay Akridge, PhD, Glenn W. Sample Dean of Agriculture, Purdue University)"Food Truths from Farm to Table is very refreshing as the book exemplifies critical thinking skills needed in any discussion about food. Michele Payn offers readers an inside look at farmer's abilities and initiatives, as well as the technologies and knowledge of many others in producing safe and affordable food. Her personal experiences and transparency build trust—and when combined with Michele's extensive research, these food truths become real to readers. This book will help consumers sort through how to make the best food choices for their families." (W. Dwight Armstrong, PhD, Retired CEO, National FFA Organization)"Food Truths from Farm to Table provides a transparent window into modern day agriculture so you can better know the people and practices behind your food. Michele Payn has a unique ability to connect the values of farming and food buyers through story and science." (Charlie Arnot, CEO, Center for Food Integrity)"Everyone can benefit from a clearer understanding of why farmers and ranchers produce food the way they do. Michele Payn takes readers inside farms and ranches to answer questions about the food issues on consumers' minds. Food Truths from Farm to Table provides a much-needed, well-rounded, and accurate perspective on today's farming and ranching." (Zippy Duvall, President, American Farm Bureau Federation)"It's time to celebrate and enjoy our abundant, wonderful food choices without angst, guilt, shame, or fear. Food Truths from Farm to Table will help you be smart and comfortable about all food choices, while identifying marketing half-truths and misinformation that take the joy out of eating. Michele Payn connects farming, food, nutrition, and health throughout this useful book." (Kim Galeaz, RDN CD, Registered Dietitian Nutritionist and Culinary Consultant)"This is an awesome book that provides usable

information about food, farming, and nutrition. Michele Payn's insight is contrarian to the sensationalism of fashionable food, but will help you take the drama out of food choices. Food Truths from Farm to Table is an important read for every dietician, grocery shopper, and anyone who wants to enjoy food." (Mary Lee Chin, MS, RD)"An engaging defense of modern agricultural production practices." (Jayson Lusk, Professor of agricultural economics and author of Unnaturally Delicious)"This is an important topic for anyone who eats! Michele Payn's writing makes tough topics approachable; she gives an insider's look at all types of farming and ranching. Food Truths from Farm to Table will give you reasonable answers to your biggest food questions." (Crystal Mackay, CEO, Farm & Food Care Canada)"As a dietitian for grocery store chain, I know this book will not only help answer questions our customers have about the food they see on our shelves but also be a valuable resource to other supermarket dietitians throughout the country. Michele Payn gives practical insight to address myths around food, nutrition, and health. Read Food Truths from Farm to Table if you want to bring clarity to your food experience, based on science and real-life experience." (Leah McGrath, RDN, LDN)"Understanding the 'real story' about food is a critical issue for every health professional, parent, chef, and essentially anyone buying food. You will find answers to your most challenging questions around nutrition and health in Food Truths from Farm to Table •and learn to enjoy, not fear, food." (Marianne Edge Smith, MS, RD, LD, FADA, FAND, past president of Academy of Nutrition & Dietetics; President, MSE & Associates and Farm Owner)

Michele Payn is an author and a media resource who speaks from the intersection of farm and food to bring clarity and common sense to the grocery store.

From the food myths that are debunked, marketing and labeling myths that we buy into - to the personal stories of those who are growing our food: this book gave me new insights into the enormous process that it takes to grow food for the world. To buy a package of chicken labeled "hormone free" is like buying bottled water labeled "gluten-free". Shame on us for buying into the half-truths that are splashed across the food packages. Get a glass of milk and enjoy.Â Food Truths from Farm to Table: 25 Surprising Ways to Shop & Eat without Guilt

I just finished reading this book via the Kindle App on my phone ... it covers an amazing amount of information in about a 4-hour read! As a Registered Dietitian Nutritionist, I found the food and nutrition information accurate and well-documented by science-based sources. It was originally recommended to me by one of my friends who is trained in agriculture and who felt it gave a very

balanced and accurate view of his discipline also. It doesn't take sides, but presents the facts in an interesting way and down-to-earth way. The author reminds readers how the best choice may vary according to a person's situation and preference ...no food shaming! What I liked most was how the author gently debunked various food myths ... for example, chickens that lay eggs prefer being in a climate-controlled, pest-controlled cage that provided sufficient room, rather than being cage-free. The reader may be surprised to learn the carbon footprint of various methods of food production and which methods actually have the lowest carbon footprint.

What a great book, and so timely. In a world where everything in the grocery is labeled for what it's NOT, Michele helps us understand what is important, how our food is produced, and how to shop/eat without guilt. This book helped to put my mind at ease about what I purchase and feed my family.

Could not put this book down and have never written a review before. But this book is so informative. If you have ever questioned how to eat and what to eat - organic, natural, paleo, dairy, meat, please please buy this book. I am a farmer and I learned so much. I feel like I can defend what I do so much better with the knowledge I now have. We get so much information from sources other than the farmer that grows your food like Dr. Oz and Food Babe that only give you snippets and not the whole story This gives you the whole story and more. The USA has the safest food supply and we need to keep it that way. Science is helping to feed the world not destroy it.

Finally, a book that helps us, as consumers, know and understand how our food is produced and how we shouldn't feel guilty about the choices that we make for our family in the grocery store or farmer's market. This book is easy to read and understand without being too scientific so the common soccer mom, like me can understand! My next grocery store experience will be so much better and I won't give in to the misleading marketing schemes that are out there.

This is a great book for the conscious eater. There are so many fallacies out there about where our food comes from. Michele does a wonderful job easing dispelling those myths. A bit of the writing is repetitive, but she sure drives her message home for the reader.

Excellent read for the consumer and advocate for agriculture. The author does a great job explaining food myths for a better understanding of how and where our food comes from.

Very factual and educational. I highly recommend this to anyone looking for science based information.

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