Making Sense of Current Food Trends
Bruce Mylrea

"The quality of our presence is the most positive element that we can contribute to the world"
Thich Nhat Hanh

Facts vs. Fiction
Marketing vs. Science

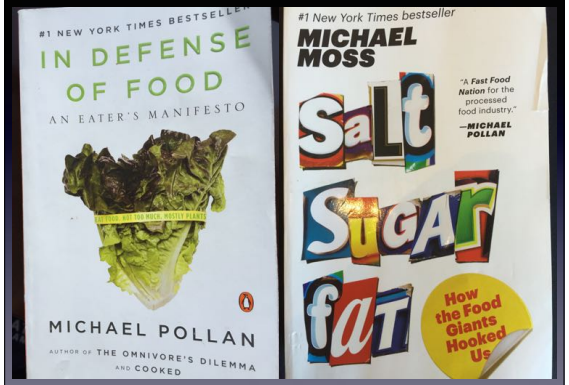
A Brief History of Industrialized Food

What we know

Current Diets

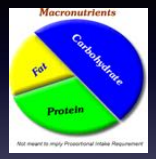
Current Food Trends

What we can do



A Brief History of Industrialized Food

1870's: Macronutrients isolated and identified



1912 - Vitamins are isolated and identified

A Brief History of Industrialized Food

1870 - Flour rollers introduced in Europe

Reducing to chemical essence (elimination of nutrients)

Cheap to produce

Easy to transport - long shelf life

Delivering Rapid glucose adsorption is introduced to the American diet

First fast food is born

Followed by rice, corn, and soy

A Brief History of Industrialized Food

1950's & 60's Industrialized agriculture explodes

A Brief History of Industrialized Food

100 years ago the average farmer grew more than 30 different crops

Today the average industrial farm grow 2 - 3 crops:
All subsidized and destined as industrial animal feed or to be processed into food like products

A Brief History of Industrialized Food

1977: Senate select committee recommends cutting back on red meat and dairy

1977: Firestorm ensues from meat and dairy industry lobbyist

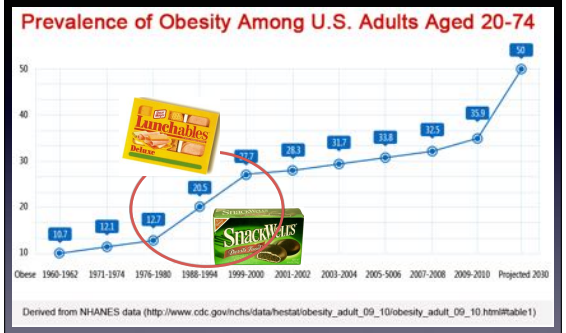
1977 - NOW:

Food is replaced by nutrients and food like products

A Brief History of Industrialized Food

1985:

USDA (the same government body that created the food pyramid) assists beef and dairy industry in selling off excess stockpiles to ease subsidy reductions



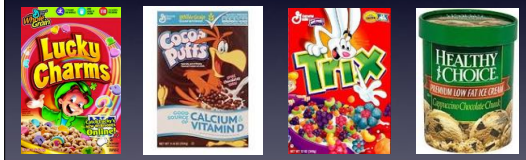
A Brief History of Industrialized Food

1950's: Baby Formula widely marketed

To this day babies fed the "most nutrient complete" formula fail to thrive as well as babies fed on mother's milk

American Heart Association

American Heart Association bestows it's "heart healthy seal" (for a fee) for:



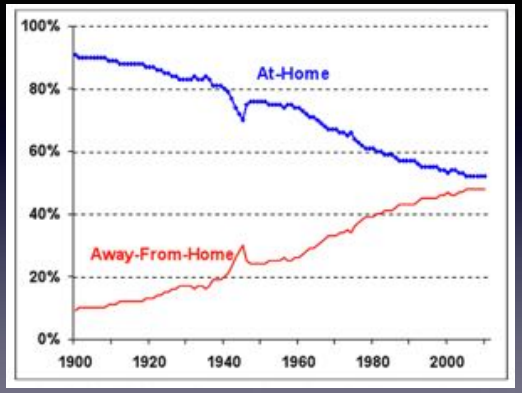
A Brief History of Industrialized Food

1970's - present: Nutrients at war

Industrial food producers — FDA — you and me

A Brief History of Food

1970's - present: Mom is replaced by science in the kitchen



What do we do with the extra time created by less time in the kitchen?

Eat more!

Breakfast

Lunch

Dinner

SNACK

The era of "secondary eating" is born

Since 1970, Americans now consume 500 more calories per day

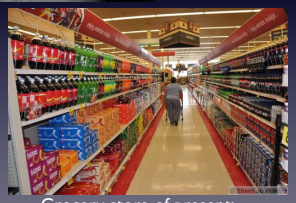
We have added half a meal's worth of food to our daily intake

Recent research has shown that:

Obesity rates are inversely correlated with the amount of time spent on food preparation

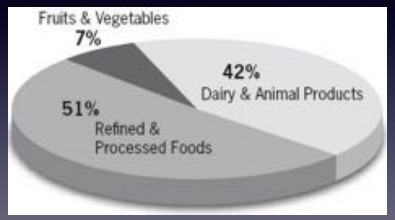
A 1992 found that poor women who routinely cooked ate a more healthy diet than wealthy women who did not

Grocery Store of the past:
Around 100 items



Grocery store of present:
17,000 new food-like products every year

Standard American Diet (SAD)



Our dietary patterns are threatening to bankrupt our country

75% of health care cost are diet related

Social engineering: yes to industry / no to government

Eat anything you want, just cook it yourself!

We have become a nation of overfed and undernourished people!

Russet Burbank Potato

"Monitor" pesticide

Farmers won't go near crop for 5 days after spraying

6 weeks required to "off gas" prior to bulk packaging

But wait……..

1970's to present:

Scores of research studies begin and continue showing the undeniable benefits of going back to where we came from:

Whole Unprocessed Food

Closest to the source

Nutrient Dense

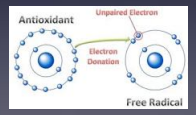
Limited or no animal product intake

Primarily Plant Based

Oxidation

Produces inflammation and free radicals

Antioxidants combat adverse effects of oxidative damage



IGF-1

Insulin like Growth Hormone

Diets high in animal products and refined foods are linked to increased levels of IGF-1

High levels of IGF-1 are linked to increased risk of cancer

What we do know:

People who eat a western diet suffer substantially higher rates of heart disease, cancer, and other chronic diseases than people who eat a more traditional diet (lots of fresh fruits and vegetables)

People who move to westernized societies and adopt our way of eating adopt the same disease profile

What we do know

Healthiest and longest lived societies eat a plant based diet

Industrial food producers benefit from food controversy not consumers

Areas with high consumption of animal-based foods more likely to have higher death rates from "Western" diseases

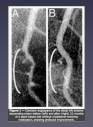
T. Colin Campbell, Phd

Dr. Dean Ornish

Lifestyle Heart Trail - reversal of heart disease using a plant based diet

UCSF Prostate Cancer Study - reverse progression of prostate cancer

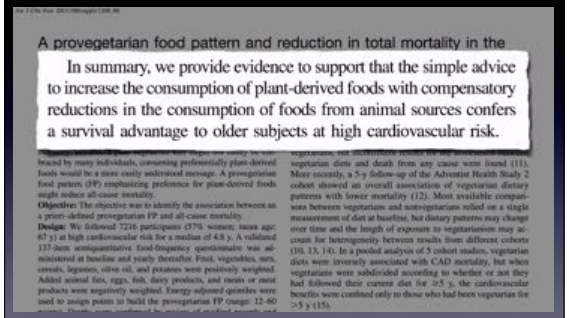
Caldwell Esselstyn



12 year Cleveland Clinic Plant based nutrition reverses heart disease

The US government Dietary Guidelines Advisory Committee:

"A diet higher in plant-based foods and lower in calories and animal-based foods is more health promoting and is associated with less environmental impact than is the current U.S. diet.



A provegetarian food pattern and reduction in total mortality in the

In summary, we provide evidence to support that the simple advice to increase the consumption of plant-derived foods with compensatory reductions in the consumption of foods from animal sources confers a survival advantage to older subjects at high cardiovascular risk.

Popular Diets

What are carbohydrates?

What are carbohydrates?






What is a Diet

Verb - restrict oneself to small amounts of special kinds of food to lose weight

Noun - the kind of foods that a person or community habitually eats

Diets

Can't change the way you eat until you change the way you think about food

1. Is it sustainable?

2. Is it high in Nutrient Density

Nutrients / Calories

3. Is it healthy for the long haul?

4. Is it based on current unbiased nutritional research

Paleo Diet

Eat what our ancient ancestors ate consisting of meat, fish, vegetables, and fruit

Excluding dairy, grains, and processed foods

Paleo Diet - the good:

No processed foods

Lots of vegetables - hopefully

High in fiber if you eat the veggies

No dairy

Paleo Diet - the bad:

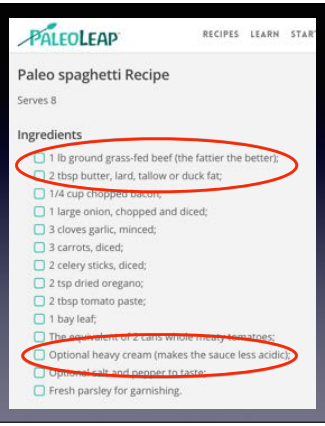
No definitive scientific evidence to supporting health benefits

High in saturated fat

Elimination of nutrient dense grains and legumes

Paleo Diet - what we know:

- Insulin goes up with high meat diet
- IGF-1 goes up with high meat diet
- ldl cholesterol goes up with a high meat diet
- delitrious effects on blood sugar and fat triglyceride level


PALEOLEAP RECIPES LEARN START

Paleo spaghetti Recipe

Serves 8

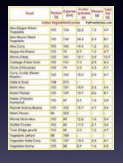
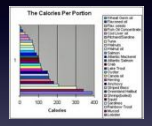
Ingredients

- 1 lb ground grass-fed beef (the fattier the better);
- 2 tbsp butter, lard, tallow or duck fat;
- 1/4 cup chopped bacon;
- 1 large onion, chopped and diced;
- 3 cloves garlic, minced;
- 3 carrots, diced;
- 2 celery sticks, diced;
- 2 tsp dried oregano;
- 2 tbsp tomato paste;
- 1 bay leaf;
- The equivalent of 2 cans whole meaty tomatoes;
- Optional heavy cream (makes the sauce less acidic);
- Optional salt and pepper to taste;
- Fresh parsley for garnishing.

Swing Shift Operator at Olive Oil Factory (circa 12BC)

Calorie Counting Diets

Gained popularity early 1900's

All Calories are not created equal

Calorie Counting Diets

The good:

Calorie restriction has been proved to increase longevity in animals

Guidance for portion control

Easier to count calories than understanding complex effect of foods in our bodies

Calorie Counting Diets

The bad:

Difficult to count calories accurately

Difficult to sustain for the long haul

All calories are NOT created equal

Calorie Counting Diets what we know

Nutrient density matters more than total calories

Whole plant based foods have more nutrients per calorie

Plant based foods require more energy to digest and metabolize than others

For chronic disease mitigation your calories should consist of nutrient dense foods

Don't count calories - make calories count

Whole Food Plant Based Diets

Flexitarian

Vegan

Pescatarian

Vegetarian

Whole Food Plant Based Diet: The Bad:

Must monitor B12 and Vitamin D

Skittles are vegan

Whole Food Plant Based Diet: The Good:

Only diet scientifically proven to reduce the incidence of heart disease

Only diet scientifically proven to reduce the incidence of cancer

Whole Food Plant Based Diet - What we know

Achieve your ideal weight

Improve your overall health

Prevent and reverse heart disease and type 2 diabetes

Protect yourself from cancer and dementia

Reduce or eliminate your need for medication

Raise heathy children and safeguard their future health

Slow down the aging process

Traditional Diets of Long Lived Cultures

	Abkhasia Russia	Vilcabamba Equador	Hunza Pakistan
% of calories from carbohydrates	65%	74%	73%
% of calories from fat	20%	15%	17%
% of calories from protein	15%	11%	10%
Overall daily calories (adult males)	1900	1800	1900
% of diet from plant foods	90%	99%	99%
% of diet from animal foods	10%	1%	1%
Sugar consumption	0	0	0
Processed food consumption	0	0	0
Incidence of obesity	0	0	0

Current Food Trends

Let's take a look at a few hot food trends:

- Coconut Oil
- Gluten Free
- Greek Yogurt
- Energy Bars
- GMO
- Soy
- Juicing / Fasting
- Shakes
- Supplements
- Organic

Coconut Oil: the good

It taste delicious!

High smoke point is great for frying

Coconut Oil: The Bad

All oil is 100% fat

A tablespoon of coconut oil has about 12 grams of total saturated fat.

No significant vitamin or mineral in coconut oil.

Coconut oil is absent of any omega 3 fatty acids.

No fiber

120 calories per tablespoon

Stored immediately as fat

What about SOY?

"All 3 human studies on soy and breast cancer survival suggest that soy consumption improves breast cancer survival."
Michael Greger, M.D.

"Minimally processed soy intake is positively associated with reduced risk of cancer - period."
Joel Furhman, M.D.

Highly refined with lots of oil, sugar, and salt

Engineered food-like product

Gluten Free: The good

A must if you have Celiac Disease
Less than 1 in 133 people

Non-Celiac gluten sensitivity may not actually exist

The only way to know if you have a gluten sensitivity is to be tested

Gluten Free: The bad

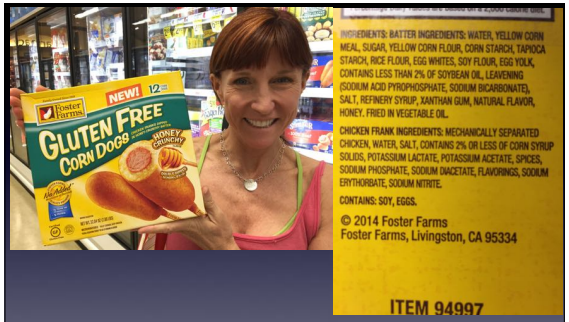
Removing gluten requires excessive processing that removes high quality nutrients (including gluten)

added sugars and oils, and are low in nutrients

No evidence that specifically implicates gluten in weight gain

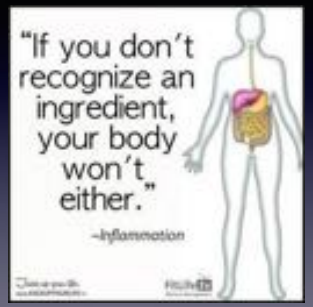
No evidence removing gluten from diet accelerates weight loss

No studies showing that removing gluten helps to reduce body weight



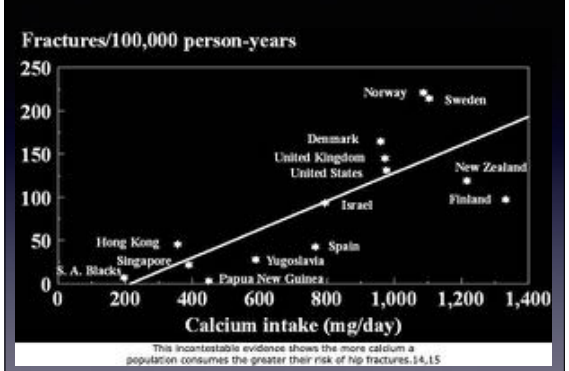
Engineered food-like product

Food-like product with added oil, sugar, and other engineered items



Yogurt
(runny meat)

- Highly processed food-like product derived from hormone injected industrial tortured cows
- Twice the amount of problematic animal protein
- Lots of added sugar!



Energy Bars

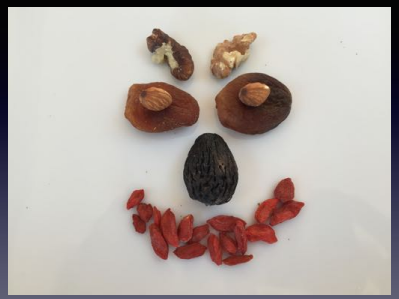
This is NOT food

Energy Bars

Don't forget the kids!

Lots of extra salt, sugar, and fat!

Bruce's pre-surf energy mix



Ingredients:
walnuts, almonds, dried apricots, dried fig, goji berries

Juicing is a form of processing removing most of the fiber

Eat the orange!

Don't juice - Blend!

Shaketown take down
Fakeology

No scientific evidence to support claims

No food - only lab engineered traces of what was food

Shake town take down

Don't forget the kids!

INGREDIENTS: Filtered Water, Organic Cane Sugar, **Orgain Organic Protein Blend** (Organic Grass Fed Milk Protein Concentrate, Organic Whey Protein), Organic High Oleic Sunflower Oil, Organic Rice Syrup Solids, Organic Brown Rice Syrup, Organic Inulin, Organic Cocoa Powder, Organic Natural Flavors, Organic Rice Bran Extract, Tricalcium Phosphate, Potassium Chloride, Sodium Phosphate, Carrageenan Gum, Sea Salt

Orgain Vitamin Blend Tocopherol Acetate, Sodium Ascorbate, Magnesium Sulfate, Zinc Gluconate, Niacinamide, Calcium Pantothenate, Copper Gluconate, Vitamin A Palmitate, Thiamine Hydrochloride, Pyridoxine Hydrochloride, Riboflavin, Folic Acid, Biotin, Potassium Iodide, Cholecalciferol, Cyanocobalamin

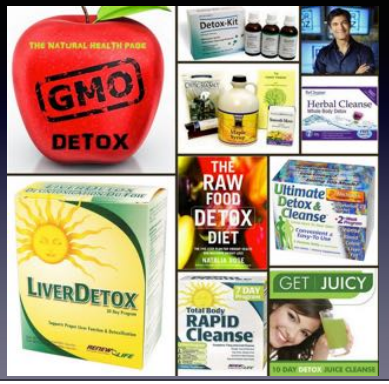
Orgain Organic Veggie Blend (Organic Kale, Organic Beet, Organic Spinach, Organic Carrot, Organic Tomato) 50mg

Orgain Organic Fruit Blend (Organic Blueberry,

Supplements

You can't supplement yourself to health with a bad diet

Cleansing / Detoxing



Cleansing / Detoxing - the good:

~~Compelling evidence demonstrating removal of toxins from the body~~

~~Sustainable~~

~~Manufactured chemicals in magic cleanse formula are superior to real food found in nature~~

Somebody (not you) will make a lot of money

Cleansing / Detoxing

No credible evidence demonstrating that detoxing does anything at all

Focus attention on irrelevant issues

Cannot "flush away" a bad diet

Only thing being "cleansed" is your wallet!

Organic vs. Inorganic

organic produce:
grown without the use of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, or ionizing radiation.

Animals that produce meat, poultry, eggs, and dairy products do not take antibiotics or growth hormones.

Organic vs. Inorganic

The Good:

Grown in healthy soils without synthetic fertilizers

Organic foods have higher percentage of nutrients and antioxidants than non-organic

Organic vs. Inorganic

The Bad:

Food industry marketing has latched onto the "organic" craze

High-fructose corn syrup in processed foods and cola can be organic

Take the time to understand what you feed yourself and your children

Do NOT take nutritional advice from the government / food industry / multilevel marketing

Stop eating a western diet

Get out of the of the grocery store

Stop snacking!

Shake the hand that feeds you

Shop at the farmers market

Spend more / eat less

Foods that SHOULD BE TRENDS

nutrient dense

nori

B12, iodine, calcium, protein

turmeric

Anti- inflammatory

mushrooms

Anti-cancer

nutritional yeast

B complex, iodine, calcium, protein

beans

Fiber, protein, folate, iron

berries have the highest nutrient-to-calorie ratio of all fruits

Additional Resources

Michael Greger M.D

http://nutritionfacts.org

Dr. Fuhrman How to live, for life

http://www.drfuhrman.com