

Processed Foods

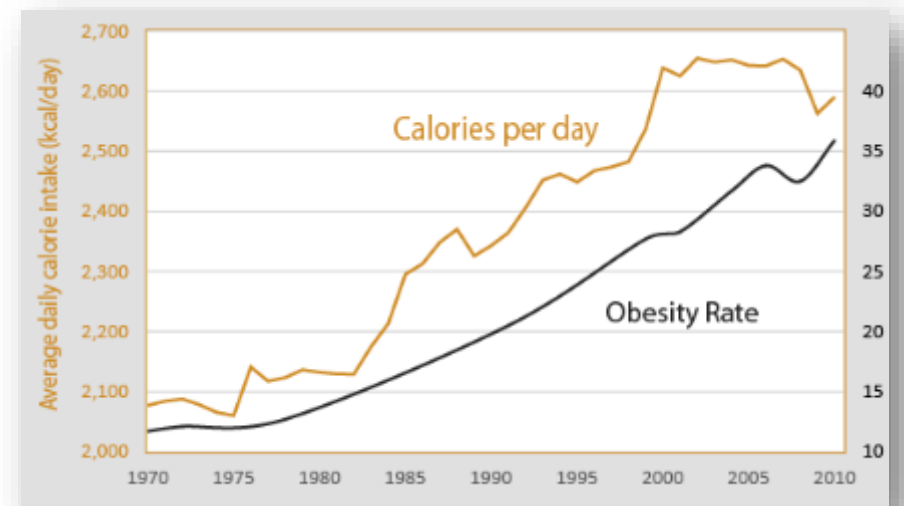
Objectives

- What are processed foods?
- Why are processed foods unhealthy?
- Eat this – not that!
- How can you eliminate/minimize processed foods in your diet?

Please remember: The Content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition.

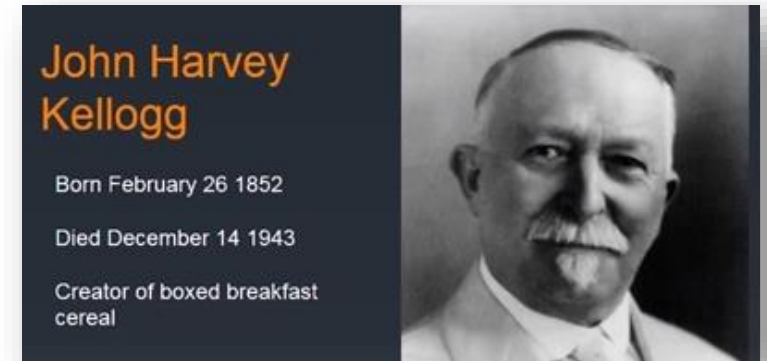
History of Processed Foods

- The human body runs on food
- Once food shortage was the major concern. After WWII technological advances in food production led to a new era that was characterized by an over abundance of inexpensive food.
- In the following decades other sociocultural shifts started to contribute to the way we ate (i.e. eating in front of the television, women entering the workforce in significant numbers).
- The processed food industry began capitalizing on our need for fast and convenient food. This led to fewer meals being cooked at home.
- Since convenience foods are generally more calorie dense the average person's calorie intake increased dramatically.



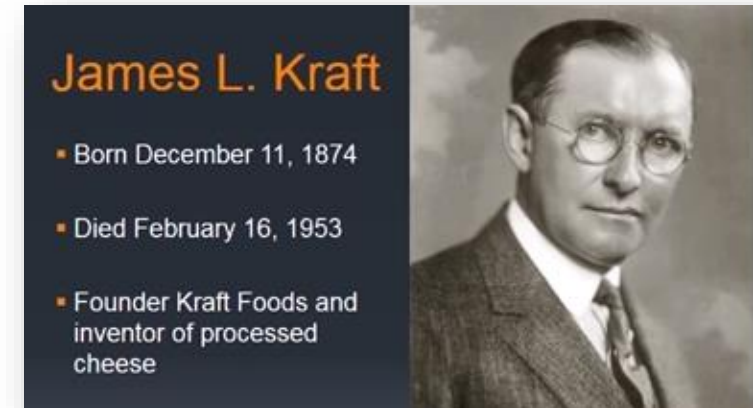
History of Processed Foods

- Often times starts with a good intention
- In 1907 he knew people needed more fiber so he created the first breakfast cereal.
- He started with whole wheat flakes with minimal processing.
- His brother joined the team and they started experimenting and they then switched to corn flakes.
- As they started selling grocery stores they ran into a problem. The cereal was healthy and utilizing whole corn grains. In the stores the cereal became to be rancid.
- They ended up removing the germ and the bran and using just the starchy middle “sweetheart of the corn.”



History of Processed Foods

- James Kraft was a cheese seller in 1915.
- Noticed inefficiencies with cheese
- In 1915 Kraft patented his cheese that was “permanently keeping” and “sterilized”. This cheese was sold in 3 oz. tins.
- There was a tradeoff. Extra shelf life however, processed cheese has twice the sodium than the fresher cheese. This is due to additional food processing sodium preservatives and emulsifiers.
- Kraft singles were called “pasteurized prepared cheese food”; however, in 2003 they added another ingredient (milk protein concentrate) and they were required to list it as a “pasteurized prepared cheese product.”



History of Processed Foods

- Food industry started getting people to cook less.
- “Swell dinner”



History of Processed Foods

- McDonalds became a national success story.
- First store opened in Chicago IL in 1955
- Current day there are 232,000 fast food stores in America.
- Gallup survey in 2013:
 - 8/10 eat fast food monthly
 - 40% eat fast food weekly
 - 76% state: fast food is “not too good” or” not good at all for you”



History of Processed Foods

- In America 70% of calories are coming from processed foods.
- Food industry scientists are engineering these individual processed ingredients into things that they are selling as food. However, this is not food.
- The more you process food the more you take away from the nourishing ability.
- What happens during processing:
 - Intensely high heat processing, Chemical hydrogenation, Hydrolyzation, Bleaching.
- Processing destroys nutrition. Food with nutritional value speaks for itself.



Twin Screw Extruder:

Products go into funnel, then it gets churned up, then through the barrel and it gets churned up by incredibly high pressure that creates heat. Molecular mills foods together. Used to make cereals, bars, snack foods, etc.

What are Processed Foods?

- Highly or minimally refined foods.
- Refining foods includes:
 - Eliminating the water
 - Reducing/eliminating the fiber
 - Reducing/eliminating the nutrients
- More than 50% of the American diet is “ultra-processed”
 - Ultra processed: Formulations of several ingredients which, besides salt, sugar, oils, and fats, include food substances not used in culinary preparations, in particular, flavors, colors, sweeteners, emulsifiers and other additives used to imitate sensorial qualities of unprocessed or minimally processed and their culinary preparations or to disguise undesirable qualities of the final product.

Why are processed foods unhealthy?

- Processed foods contain an excessive amount of:
 - Refined grains (i.e. white flour),
 - Refined sugars
 - Salts
- More than 3,000 food additives that are allowed to be added to our food.
- What is not in processed foods = Nutrition (plant foods found naturally in our environment). Our bodies are missing out on all the beneficial
 - Antioxidants
 - Phytochemicals

What is this food?

Enriched Flour Bleached (wheat flour, malic acid, niacin, ferrous sulfate, thiamin mononitrate), Water, Palm And/or Soybean Oil, High Fructose Corn Syrup, Sugar, Maltodextrin. Contains 2% or less of: Eggs, Starch, Dextrose, Modified Corn Starch, Dry Yeast, Hydrogenated Palm Oil, Salt, Whey, Strawberry Puree, Baking Powder (baking soda, sodium acid pyrophosphate), Corn Syrup Solids, Citric Acid, Mono and Diglycerides, Sodium Citrate, Egg Yolk, Preservatives (potassium sorbate, sodium benzoate, TBHQ, citric acid), Xanthan Gum, Natural and Artificial Flavor, Polysorbate 60, Guar Gum, Locust Bean Gum, Colored with (red 40, artificial color, blue 1), Sucralose



Eat this – Not that!



Water



Soft & energy drinks/sports drinks/high calorie coffee

Eat this – Not that!



Oatmeal



Ingredients: Whole grain rolled oats, whole grain rolled wheat, brown sugar, canola oil, whey, inulin, almonds, nonfat dry milk, whey protein concentrate, honey, natural flavor (contains coconut ingredients), sunflower oil, mixed tocopherols (added to preserve freshness).

CONTAINS ALMOND, WHEAT, MILK AND COCONUT INGREDIENTS.

Granola Cereal

Eat this – Not that!



Mixed Veggies



Veggie Straws

Eat this – Not that!



Potatoes



Potato Chips

Eat this – Not that!



Rice & Beans



Prepared Chicken Meal

Eat this – Not that!



15 bean soup



Ingredients

INGREDIENTS: TURKEY BREAST, WATER, MODIFIED CORNSTARCH, CONTAINS LESS THAN 2% OF SODIUM LACTATE, SALT, SUGAR, SODIUM PHOSPHATES, CARRAGEENAN, NATURAL FLAVOR, SODIUM DIACETATE, POTASSIUM CHLORIDE, SODIUM ASCORBATE, SODIUM NITRITE, CARAMEL COLOR.

Turkey Lunch Meat

Eat this – Not that!



Ingredients

Nonfat Milk, Cake Crunch [Bleached Wheat Flour, Sugar, Palm Oil, Coconut (Sodium Metabisulfite to protect quality), Salt, Sodium Bicarbonate, Artificial Flavor, Soybean Oil, Red 40 Lake, Soy Lecithin, Red 3, Red 40], Corn Syrup, Water, Sugar, Palm Oil, Soybean Oil, Coconut Oil, Contains 2% or less of each of the following: Whey, Strawberries, Citric Acid, Mono and Diglycerides, Locust Bean Gum, Natural and Artificial Flavor, Carrageenan, Red 40, Caramel Color, Vitamin A Palmitate



Mixed Berries

Strawberry Ice Cream Bar

Eat this – Not that!



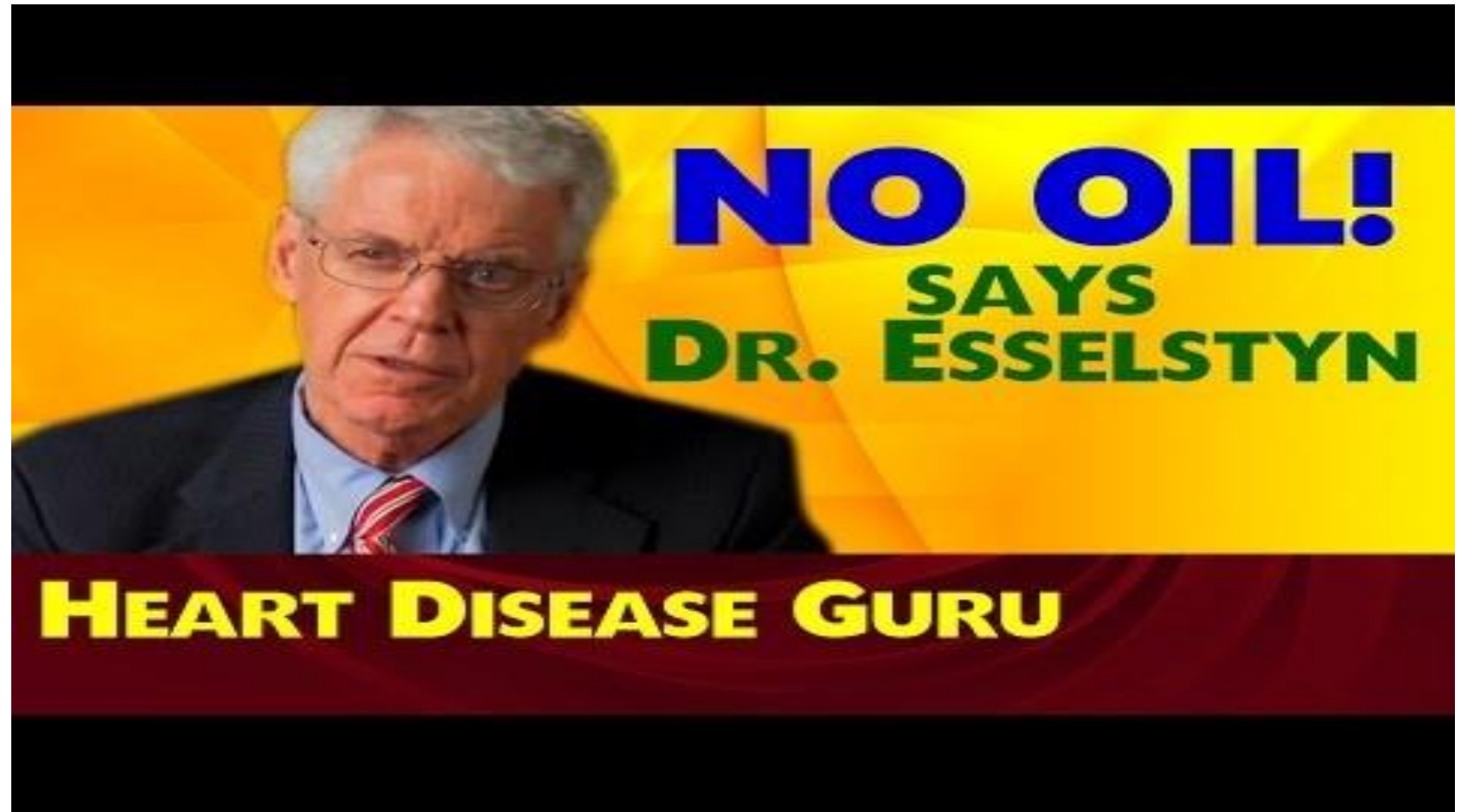
Olives



NUTRITIONAL INFORMATION	
Serving Size 1 Tbsp. (1.5mL) Servings Per Container 17	
Amount Per Serving	
Calories	120
Calories From Fat 120	% Daily Value*
Total Fat 14g	28%
Saturated Fat 2g	4%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	

Olive Oil

No Oil!



Olive Oil damages the endothelium lining in our arteries

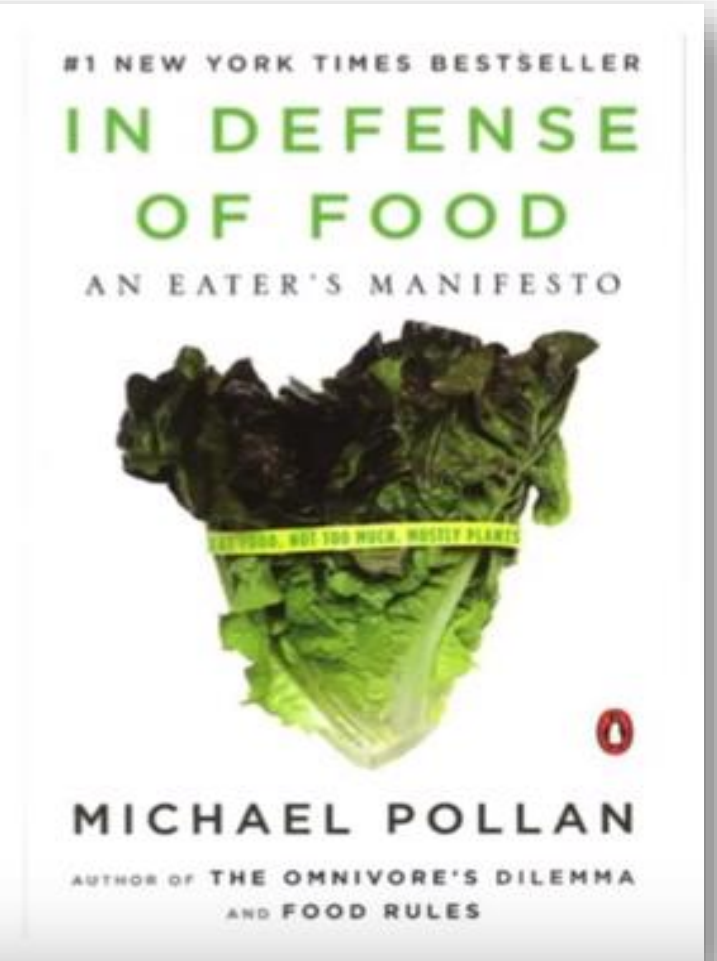
Some Good News

- Annual volume of packaged food down 1% for past two years in U.S.
- McDonalds same store sales down
- Subway removes azodicarbonamide from its bread
- Panera Bread bans artificial ingredients
- Taco Bell removes artificial flavors and colors
- No more artificial food dyes in Kraft Mac n Cheese
- Walmart, McDonalds, Tyson: Restrictions on antibiotics in chicken production.

How can you eliminate/ minimize processed foods in your diet?



- Eat Food
- Not too much
- Mostly Plants



Food Rules:

Eat Food:

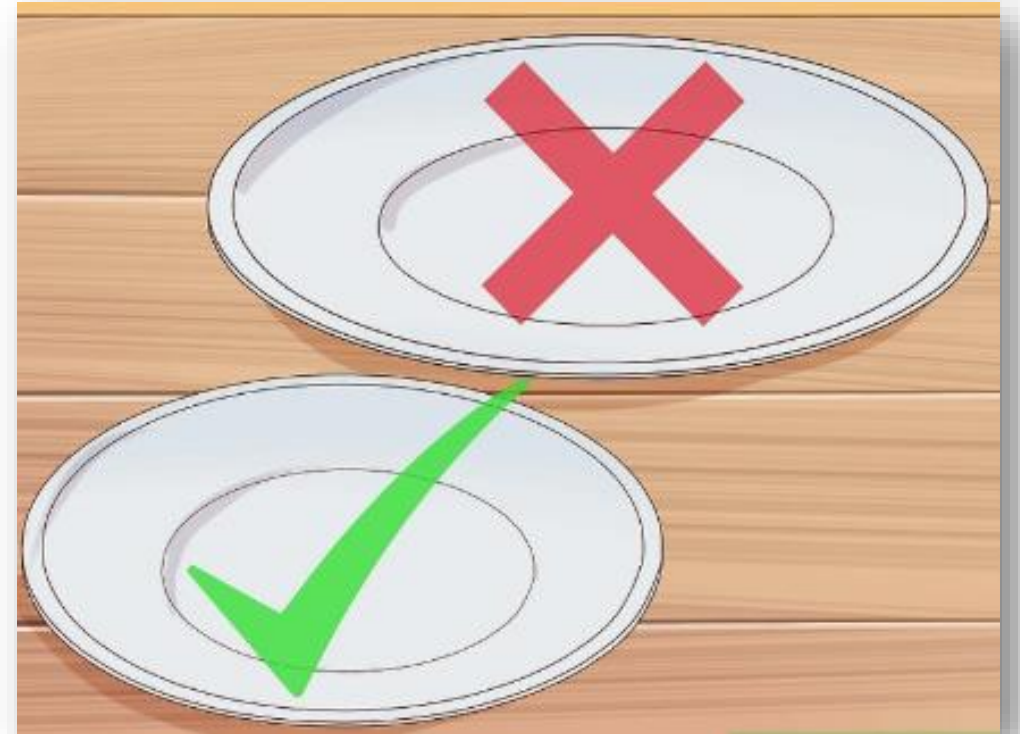
- Don't eat anything that your great-grandmother wouldn't recognize.
- Eat only foods that will eventually rot.
- Minimize use of the center aisle of the grocery store.
- Eat only foods that have been cooked by humans
- Avoid foods with nutritional labels
- Avoid foods you see advertised on television



Food Rules:

Not Too Much:

- Use smaller plates and glasses
- Serve the vegetables first
- Make water your beverage of choice
- Stop eating before you are full
- Try to spend as much time enjoying the meal as it took to prepare it.



Food Rules:

Mostly Plants:

- If you eat meat, treat meat as a flavoring or special occasion food.
- If it came from a plant eat it, If it was made in a plant don't.
- Eat your colors (eat as many different kinds of plants as possible)
- Break the rules once in a while (if you want to)



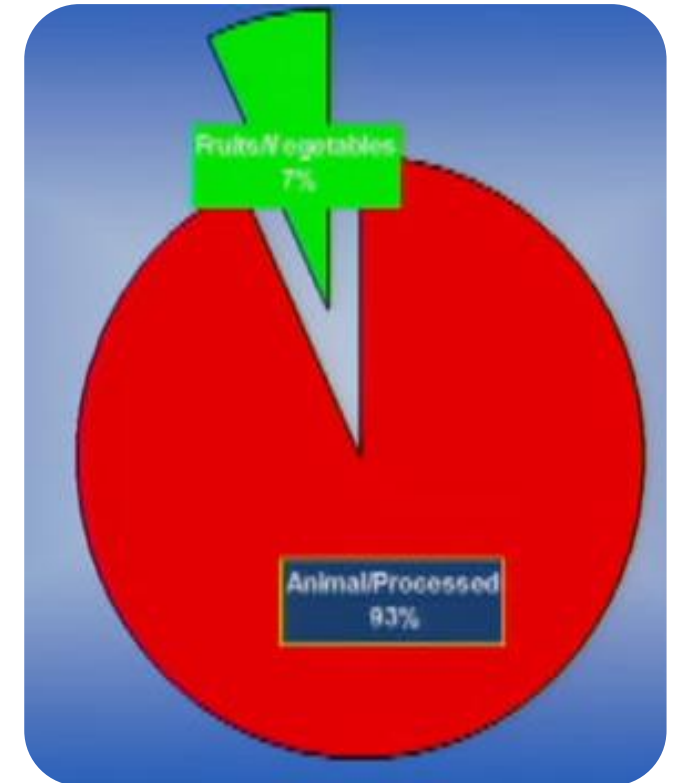
From nutrients to foods

- Don't focus on 'nutrients.'
- Focus on:
 - Including whole/minimally processed plant foods:
 - Whole grains
 - Vegetables
 - Legumes
 - Fruits
 - Avoiding all animal foods
 - Avoiding all oils
 - Limit Processed Plant Based Foods
 - Drinking water



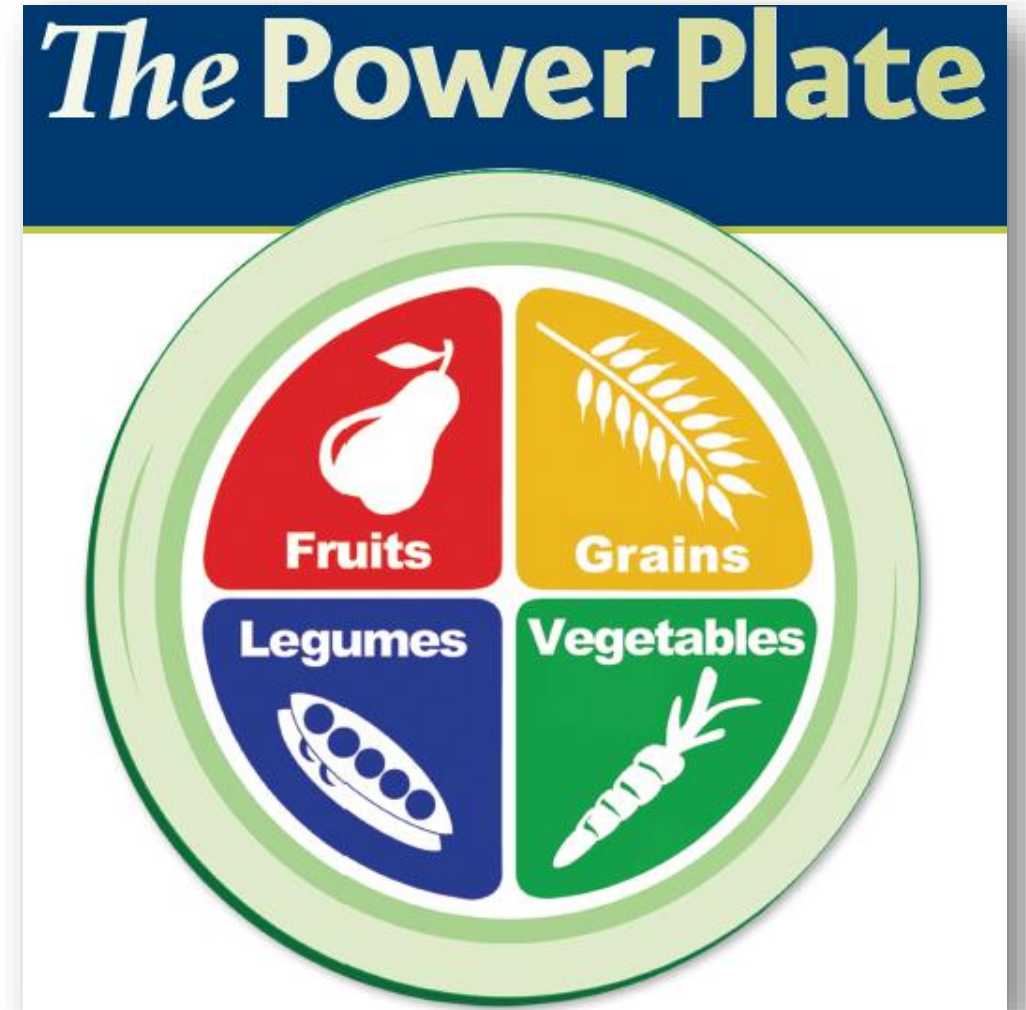
The Dietary Pleasure Trap

- Specific chemicals added to food to improve appeal and increase consumption. (Artificially stimulate the dopamine cascade in their brains from these chemicals).
- Highly refined “Pleasure Trap” Foods:
 - Foods containing added oil, salt and sugar (SOS)
 - Foods containing refined flour products including bread, pasta, crackers and cookies
 - Foods containing dairy products including cheese, butter and yogurt



The Power Plate

- Focus on filling your plate with a variety of:
 - Colorful fruits
 - Vegetables
 - Whole grains
 - Legumes
- You do not need to focus on serving sizes or calorie counting



Recap

- Processed foods are a staple of the American Diet and are causing devastating health implications for millions of Americans.
- Processed foods are not food, they are food like substances.
- By following seven words you can set yourself up for success:
 - Eat Food
 - Not Too Much
 - Mostly Plants
- A whole-food plant based diet has the potential to not just prevent, but actually reverse chronic illnesses such as heart disease and diabetes.

