

Big View Small Window

Thursday, June 12, 2014

Sophisticated Flavor

A brownie. Cookies. Chips. Fruit cup. Doughnuts. French fries. Soda. Microwave-ready meals.

Which of us can honestly say we thought that slapping words like "**diet**", "**low sodium**", "**low-fat**", "**sugar free**", "**fat free**" on a label for products like these made them better for you? I am so guilty. In fact, I was once convinced that Lean Cuisine, Healthy Choice, Weight Watchers, and a few others that specialize in trimming the waistline, were a great alternative to fast food and full-fat snacks.

What a great deception.

First of all, ANYTHING that comes packaged - you had better believe a process was put in place to get that food from the factory to your mouth. No matter what the label says, your "sugar-free fruit cup" will NEVER amount to the nutrition found in eating a real piece of fruit. I will break it to you as it was broken to me: whole foods, real foods, sustainable foods - do not come microwave ready.

My old mentality towards food - why I needed it, the amount I ate, how often I ate the same things over and over again - appeared to be totally out of control. And in some ways it was. I learned to eat like those who fed me; it was frozen, fried, processed, and fatty. I obeyed my appetite and cravings for more when I did not need the seconds. Now, of course, I am not militant on the issue of having seconds. I often go for it. I mean, who doesn't enjoy an extra helping of pasta or second slice of cheesecake once in awhile? The real issue I dealt with arises from a place of absent-minded or emotional eating (like devouring the WHOLE cheesecake in one sitting). I had a food co-dependency and I lived to eat. After finding freedom from living most of my life morbidly obese and addicted to restaurant chains, oh,

and learning that a portion of my woes were not my fault, my eyes are now open to a brand new way of seeing food.



Ssh! What the food

manufacturers don't want you to know is that they have highly paid, trained, intelligent **scientists** who work hard to create all the artificial and "natural" flavors, scents, and the tastes of food-like products. The, aptly named, Flavorist creates the taste of salty, sugary, and fatty concoctions and is responsible for why chain restaurants have the same taste no matter where you are

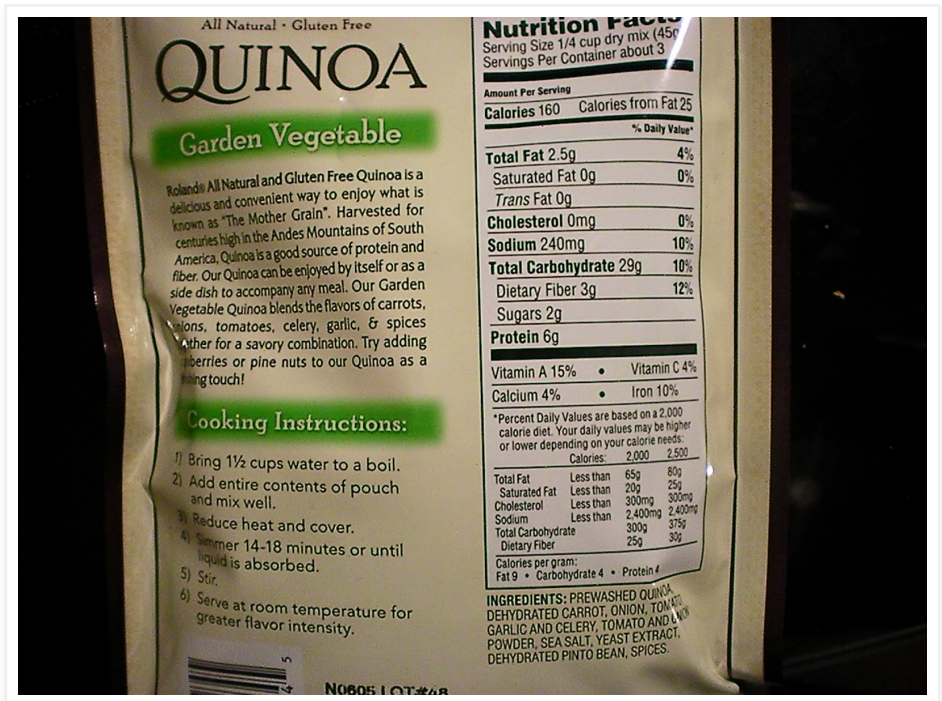
in the country. These scientists thoroughly understand how our palates and sense of smell work together to form a taste when we eat something. This industry is hidden from public view and I only learned of it while reading **this** book (start on page 120). Author Eric Schlosser included a statistic stating that 90% of the money Americans spend on food is used to purchase processed foods...[and] without the flavor industry fast food chains would not exist.

I suppose the consumer is the only one with the power to tip this scale back in a healthier direction. But what's funny about the methods used to create things like Cheetos, orange soda, and ice cream sandwiches is that each flavor is distinctly designed to cause cravings and addiction. The age old chemical flavor enhancer monosodium glutamate (MSG in common tongue) is added to just about any processed food you could think of. Its even added to the canned version of otherwise wholesome foods like fruit and vegetables. Check out these **symptoms** and ask yourself if you ever feel this way after a meal. And then ask yourself, "**why** would I want to keep eating crap that makes me feel this way?"

Meanwhile, the public health mandate is for consumers to take their health into their own hands and make wiser choices. Um...*tsk*...telling someone to "eat right" while you are constantly bombarding them with **cheap** pseudo-nutrient foods is like telling someone not to drive while opening the door and handing them the keys to the vehicle. **What kind of mind game is this anyway?**

I confess, nutrition labels were at one time an **enigma**, a nuisance, an enemy that hindered my ignorant bliss while I enjoyed a tasty snack. My word, you've got percentages, recommendations, and disclaimers. Someone without a sophisticated approach to their diet would not have the patience for this. I

have never been a calorie-counter either. Even when I wanted to start losing weight, it simply was not a reality for me and I needed a long-term commitment to getting healthy.



It wasn't until recently that I **discovered** there was a whole section on the package I was missing! Once more, this section was much easier to read and the chemicals and additives are actually what drives the percentages in the nutrition label. **Ingredients.** Under normal circumstances (you know, like when someone cooks a meal in their own kitchen), things like maltodextrin, soy lecithin, cottonseed oil, and ascorbic acid are probably not going to naturally occur in the stew. However, I have found that these GMOs, and others, do in fact originate from substances that were, at some point, truly natural. Maltodextrin - corn. Soy lecithin - soybeans. Ascorbic acid - vitamin C...and so on. However, I have come to learn that anything found in the ingredients section *as opposed to the actual amount of nutrition labeled above* could mean the product is highly processed and therefore can offer nothing good to the body.

Since I began reading ingredients, I confess, I have not seriously read a nutrition label. I simply do not care if something has 100 calories or 1,000. A hundred calories of artificial garbage is not comparable to whole foods with 3x the amount of calories. Chances are I am better off eating 10 pieces of fruit than a 100-calorie pack of something those little Keebler elves concocted. And don't even get me started on how **good** fat can actually be when it is consumed the right way. There are deceived people running around afraid of gaining weight, meanwhile they are putting deadly toxins and chemicals, unnatural substances, and

fat-causing agents into their bodies - all the while making peace with that "fat free" promise. Obviously, manufacturers want to sell products, so they will lie (and rightfully so) on the front of the package. I say, forget the front and read the back below the nutrition label. And if you really want to make a statement, look for these two labels (together) on your food:



There is no 100% guarantee that foods bearing these seals have not been contaminated with genetically modified organisms. However, manufacturers who invest in the testing and responsible processing of their foods do appear to have the consumer's best interest in mind. These foodmakers are attempting to present themselves as having some sort of integrity in the role they play in consumer health. Its really very simple, a matter of will and determination. If you are in agreement to eating with integrity look for the seals, read the ingredients, and **stop chasing after a taste.**

Posted by Tiffany_B at 9:26 PM



No comments:

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