RDM
CLEAN EATING 101

ROCKSTAR
DOGGY MOMMA

Master the Marketplace

In this day and age, knowing how and what to eat can be very confusing. For instance, what does it mean to eat clean? What foods should you choose at your local grocery store? It all begins with learning to master the marketplace.

Smart shopping means choosing foods that are minimally processed with healthy ingredients. Begin by staying on the perimeter of the store, which will naturally limit the packaged/processed foods that you purchase. Always read the Nutrition Facts panel as well as the Ingredient list carefully. The ingredients are listed by weight in descending order. Therefore, the first few ingredients are the most important.

Know what you are putting into your body

Awareness is the key to avoiding additives, artificial sugars, pesticides, herbicides, antibiotics, hormone residues and genetically engineered foods. Here is a summary of what you may be consuming in various foods.

- **Produce** - Herbicides and pesticides, including xenoestrogens and other endocrine- disrupting pesticides.
- **Poultry, Pork, Beef and Eggs** - Antibiotic and hormone residues, herbicides/pesticides from the animal feed, dioxins, as well as nitrates and nitrites used as preservatives that may be linked to stomach cancer.
- **Dairy** - Antibiotic residues, herbicides and pesticides from the animal feed, and hormones used to increase milk production.
- **Fish** - Mercury, carcinogens such as PCBs, DDT and dioxins.

How do these substances affect your health? Here is some food for thought…

Xenoestrogens and endocrine-disrupting pesticides: Our bodies are designed to follow an intricate set of cell signaling pathways. Often cell signaling relies on hormones, such as estrogen or testosterone. Xenoestrogens are chemical pesticides that, when ingested, act similarly to estrogen. This can disrupt complex biochemical pathways and shift hormone production, which may increase the risk of cancer and promote the early onset of menstruation in adolescent females. These pesticides are found primarily in our produce, which is why buying fruits and vegetables organic or locally grown is beneficial.

Routine antibiotic administration: 70% of the antibiotics produced in the US are fed to healthy livestock to promote growth and reduce disease occurrence, which is common in the confinements of farms and ranches. Repeated consumption of these meats can lead to antibiotic resistance in humans.

Hormone use: Growth hormones are used in several animal species. In chickens, growth hormones are used to produce larger breast weight to meet consumer demand. Under natural conditions, it takes five years for a pasture raised cow to reach a size and weight suitable for slaughter. With hormone administration, cows reach slaughter weight in just over one year. Exposure to multiple sources of hormones is related to early onset of puberty in girls and increased risk of cancers, including breast cancer.

Dairy cows are administered the recombinant bovine growth hormone (rBGH), which increases milk production by 25%. Consumption of dairy products from these cows may result in elevated blood levels of insulin-like growth factor-1 (IGF-1). IGF-1 is associated with prostate, colon and breast cancers in adults.

Pasture-or-grass-fed: Optimal growth of poultry and cattle requires that the animals be given plenty of room to graze. When cattle are not overcrowded, and grow at a natural pace without hormone therapy, infection rates are quite low. Consequently, preventive antibiotic use is not necessary. Compared with conventional meats, these contain more of the vitamins A and E, four times the amount of the anti-inflammatory omega-3 fatty acids, and more conjugated linolenic acid that is cancer protective and promotes healthy weight. Pasture-raised hens produce eggs with 20% more omega-3 fats and 30% more vitamin E than factory-farmed eggs.

PCBs (Polychlorinated Biphenyls), dioxins and DDT: PCBs are probable carcinogens found in dangerously high amounts in farmed salmon and fish from the Great Lakes. See Seafood Watch for more information on safe shellfish and fish. PCBs are suspected to cause developmental delays and low IQs in children of women who frequently eat contaminated fish during pregnancy. Dioxins, chemicals produced during the burning of organic compounds, are known carcinogens. These are concentrated in the fatty tissues of animals and fish. DDT, a known carcinogen, is a pesticide banned in 1972, but remains in United States soil and water.

Reduce exposure to mercury from fish: Mercury is an industrial waste released into the air, which falls into the oceans and is converted into methylmercury, a highly toxic compound. Methlymercury accumulates in the algae and other plant life that are eaten by small fish. Large predatory fish feed on small fish and accumulate methylmercury in their fatty tissues, a process known as bioconcentration. The FDA has issued warnings against the high level of mercury found in swordfish, tilefish, king mackerel and shark. Eating up to 12 ounces of low mercury fish per week, will keep most adults below mercury contamination level. Feel free to enjoy anchovies, cod, crab, flounder, haddock, herring, lobster, mahi, salmon, sardines, sole, tilapia, trout and whitefish often.

Choose fats and oils which are cold pressed and expeller pressed to avoid processing: Oils that are cold pressed or expeller pressed are in a heat-controlled environment to keep temperatures below 120 degrees F. The introduction of heat to the process of making oil will degrade the flavor, nutritional value, and color of the oil.

Avoid trans-fat (partially hydrogenated oils): Trans-fat, a byproduct of the chemical hydrogenation process, can promote inflammation, elevate cholesterol levels and are more artery-clogging than saturated fats. Trans-fats may also be associated with increased risk of certain cancers, osteoporosis, altered regulation of blood sugar and possibly Alzheimer's disease.

Choose organic foods whenever possible: Eating a diet focused on fruits and vegetables is the best way to stay healthy (not to mention *rock* those skinny jeans). But the pesticides used on many crops remain a major health concern as they disrupt the normal functioning of the nervous and hormone systems, as well as increase risks of cancer. Therefore, by choosing organic and locally-grown produce, you can take advantage of the health benefits of fruits and vegetables without exposing yourself, your family and your pup to potentially harmful chemicals.

What does organic mean?

- 100% Organic = According to the USDA, organic food is produced without using synthetic pesticides, petroleum-or-sewage-sludge-based fertilizers, bioengineering, or ionizing radiation. Organic meat, poultry, eggs and dairy products must come from animals fed 100 percent organic feed and given no antibiotics or growth hormones.

- Organic = at least 95% of the ingredients are organically produced and the food does not contain sulfites.

- Made with organic ingredients = at least 70% of the ingredients are organic; the remaining 30% must come from the USDA's approved list and cannot contain sulfites.

Each year the Environmental Working Group (EWG) updates their Shopper's Guide to present the newest "Dirty Dozen Plus" list - produce that contains the highest pesticide residues, as well as the "Clean Fifteen" list - produce least likely to hold pesticide residues. This can also help you save money because it highlights which foods you should buy organically.

The Dirty Dozen:

Apples
Peaches
Nectarines
Strawberries
Grapes
Celery
Spinach
Sweet Bell Peppers
Cucumbers
Cherry Tomatoes
Snap Peas (Imported)
Potatoes
Hot Peppers
Kale
Collard Greens

The Clean Fifteen:

Avocados
Sweet Corn
Pineapples
Cabbage
Sweet peas frozen
Onions
Asparagus
Mangos
Papayas
Kiwi
Eggplant
Honeydew Melon
Grapefruit
Cantaloupe
Cauliflower

Choose natural sweeteners: Small amounts of natural sweeteners, such as maple syrup, honey and natural sugar, are preferable to chemically altered sweeteners, such as artificial non-caloric sweeteners and high fructose corn syrup. High fructose com syrup may also have negative effects on weight management, appetite, blood glucose, blood lipid control and liver health. Additionally, corn is a highly genetically modified crop, unless organically farmed.

Limit preservatives, additives and food colorings: Limit packaged and processed foods. Rely upon whole foods in their natural forms (a.k.a. fruits, vegetables, whole grains, legumes, seeds). If considering a packaged food, scan the ingredient list to ensure that the ingredients are whole foods rather than synthetic preservatives, colorings and flavorings.

Food Additives

Here is a quick cheat sheet of what to look for when you are reading ingredient lists.

Safe

Alpha tocopherol (Vitamin E) preservative
Beta-carotene, coloring
Vitamin C, preservative
Ferrous Gluconate (Iron), used as black coloring
Gums (guar, xanthan, locust bean, arabic) thickening agents
Alginate and propylene glycol alginate, seaweed derivative emulsifier
Agar-agar (red algae) gelling agent
Casein, protein in milk (avoid if sensitive to dairy)
Annatto, natural coloring (potential allergen for some people)
Lecithin, emulsifier
Pectin, gelling agent
Inulin, soluble fiber
Lactic acid, prevents spoilage
Lecithin, emulsifier

Limit

Carrageenan, thickening gel made from seaweed
Stearic Acid, anticaking agent
Mono-and Diglycerides, used to keep oils from separating out of products
Polysorbate 60 and 80, emulsifier
Corn syrup (not processed like high fructose com syrup)
Dextrose, sweetener
Fructose, sweetener
Sucrose, sweetener
EDTA, stabilizes fats and oils, prevents discoloration and changes in flavor
Maltodextrin, corn based starch used as a thickening agent
Caramel coloring, coloring agent that can be made from a variety of sources including milk and corn
Stevia, herbal sweetener

Avoid

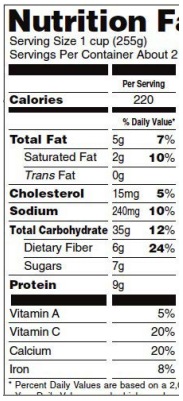
Artificial Colorings
Acesulfame-K, artificial sweetener
Artificial Flavorings (specific ones not generally noted)
Aspartame (Equal, NutraSweet), artificial sweetener
Benzoic Acid or Sodium Benzoate, preservative
Butylated Hydroxyanisole (BHA), preservative to prevent rancidity of fats
Butylated Hydroxytoluene (BHT), preservative to prevent rancidity of fats
High Fructose Corn Syrup, sweetener
Monosodium Glutamate (MSG), flavor enhancer (also listed on products as: Hydrolyzed Vegetable Protein or HVP, Textured Protein, Yeast Extract, Autolyzed Yeast, Hydrolyzed Plant Protein or HPP, Sodium Caseinate, Glutamate, Monopotassium Glutamate, Vegetable Protein Extract, Senomyx (a wheat extract), or natural or artificial flavor)
Olestra (Olean), fat substitute
Partially Hydrogenated or Hydrogenated Vegetable Oils, trans-fat
Potassium Bromate, used to increase the volume of bread
Propyl Gallate, preservative
Saccharin, artificial sweetener
Sodium Nitrite or Sodium Nitrate, preservative, coloring, flavor enhancer added to cured meats
Sulfites (Sulfur Dioxide, Sodium Bisulfite), preservative, bleaching agent
Sulphur Dioxide, preservative used on dried fruit
Splenda (sucralose), artificial sweetener
Sorbitol, sweetener and thickening agent

How to read Nutritiona Facts Labels?

When reading a nutrition "facts" label you want to focus on three main components:

- Calories per serving

Be sure to decipher how many calories are actually in one serving. For instance, in this "individual-sized" beverage, there are actually two servings or 440 calories.



Nutrition F
Serving Size 1 cup (255g)
Servings Per Container About 2

	Per Serving
Calories	220
	% Daily Value*
Total Fat	5g **7%**
Saturated Fat	2g **10%**
Trans Fat	0g
Cholesterol	15mg **5%**
Sodium	240mg **10%**
Total Carbohydrate	35g **12%**
Dietary Fiber	6g **24%**
Sugars	7g
Protein	9g
Vitamin A	5%
Vitamin C	20%
Calcium	20%
Iron	8%

* Percent Daily Values are based on a 2,

- Sodium content

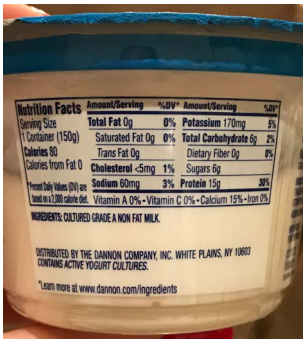
Sodium plays a critical role in regulating our bodies, but too much sodium can cause bloating, heart and kidney disease.

Adults need about 1,500-2,000 mg of sodium per day, but the average intake is 5 times that amount. High sodium levels are commonly used as a preservative in soups, sauces and frozen "diet" dinners.

For instance, in a ½ cup serving of the following soup, there is 890 mg of sodium. Therefore, if you consume just 1 cup (or 2 servings) you will be getting 1,780 mg of sodium.

Further, there is 590 mg of sodium in just 1 tablespoon of the following Teriyaki sauce.

- Sugar content



Did you know that sugar has the same addictive properties as tobacco and alcohol? The more sugar you eat, the more you need to satisfy your cravings. Sugar is one of the leading culprits behind the childhood obesity epidemic and can be found hidden in an alarming number of our favorite foods. For instance, it is best to buy unsweetened Greek yogurt and add in your own fruit. Sugar naturally occurs in lactose so nonfat Greek yogurt has approximately 6 grams of naturally occurring sugar.

Many low-fat yogurts, however, contain added sugar. This brand of nonfat strawberry yogurt contains 18 grams of sugar. This means there is an extra 12 grams of added sugar.

In addition, manufactures love to trick us into believing there is less sugar in a product by using clever food labeling.

Here is a list of the most common names for hidden sugar in food products:
Cane juice, Dehydrated cane juice, Evaporated cane juice, Cane juice solids, Cane juice crystals, Dextrin, Maltodextrin, Dextran, Barley malt, Beet sugar, Corn syrup, Corn syrup solids, Caramel, Buttered syrup, Carob syrup, Brown sugar, Date sugar, Malt syrup, Diatase, Diatastic malt, Fruit juice, Fruit juice concentrate, Dehydrated fruit juice, Fruit juice crystals, Golden syrup, Turbinado, Sorghum syrup, Refiner's syrup, Ethyl maltol, Maple syrup, Yellow sugar, Sucrose, Maltose, Dextrose, Fructose, Glucose, Galactose, Lactose, High fructose corn syrup, Glucose solids.

Look at the following so called "healthy" protein bar. There is a whopping 22 grams of sugar, labeled by a variety of names.

RDM Exercise

Do not panic! You do not have to throw out everything in your refrigerator and pantry. The key take-away here is awareness.

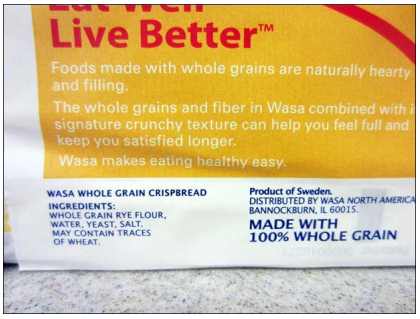
- Be conscious of what you are putting into your body.

Go through your refrigerator and pantry this week and just be aware of the foods you regularly consume. Are these foods filled with *safe* ingredients or are these foods filled with *toxic* ingredients that you cannot even pronounce? If so, ditch the item or simply make a better choice next time.

- Be conscious of what you are buying.

On your next trip to the grocery store (and going forward), read food labels carefully, both the Nutrition Facts panel as well as the Ingredient list. Choose minimally processed foods with *safe* ingredients for you, your family and your doggy.

For instance, look at these two brands of crackers. The first one is one of my favorite brands called Wasa. As you can see, there are only five familiar ingredients. This is a minimally processed *safe* food.



On the other hand, the next label is from a cracker that has well over 20 ingredients, many of which are on our list of food additives to avoid.

- Be conscious of what is in your doggy's food and treats.

Take a look at your pup's food and treats. Be sure to feed your dog the highest quality food that you can afford. Look for commercial foods made with quality proteins, human-grade ingredients, no artificial preservatives or additives and no cheap fillers. Your pup's food should be wheat and corn free as well. For instance, Gatsby's treats from Bocce's Bakery are a great choice (organic barley flour, blueberries, peanut butter...that's it!)

As opposed to the following treat brand's label:

INGREDIENTS: Wheat flour, water, ground wheat, corn gluten meal, sugar, glycerin, hydrogenated corn syrup, ground yellow corn, bacon (preserved with sodium nitrite), dried cheese powder (source of cheddar cheese flavor), soybean meal, salt, animal fat preserved with mixed-tocopherols, phosphoric acid, added color, sorbic acid (a preservative), dried Monterey Jack cheese powder, calcium propionate (a preservative), natural and artificial smoke flavors, Yellow 5 Lake, Yellow 6 Lake, Red 40. B-4016

Basically, if there is an ingredient in your pup's food that is toxic for you then it is toxic for your pup too.

And with a little practice, you will master the marketplace in no time!

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