

**THE
HEALTHY
WHOLEFOODS
COUNTER**



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POCKET BOOKS

New York London Toronto Sydney

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INTRODUCTION



What's good for the earth is good for you.

America's food supply is "greening." Organic, natural, sustainable, free range, vegetarian, whole grain, antibiotic-free, eco-friendly—which are the best to buy?

You want answers about planet-friendly, healthy eating options. *The Healthy Wholefoods Counter* has the answers you need in an easy-to-read question-and-answer format.

Our goal is not to persuade you but to inform you. You may already have strong opinions about organic versus conventionally grown fruits and vegetables. Or you may be wondering which is best. You may not eat meat, or you may only buy grassfed beef. You may feel unprocessed foods are better. Or you may see fortified and functional foods as an important part of your healthy diet. There are many ways to eat well, and what's best for one person isn't always best for another.

Today, we expect food producers to give us some assurance about the backstory of the foods we buy. We want to know that the world's resources aren't being depleted so that we can eat. We want to know that food brings to our table the qualities of the land from which it is grown. We want to know where our food comes from.

Was the broccoli grown on a huge industrialized farm or a smaller sustainable farm? Was the milk produced on a highly mechanized farm, where cows are pumped with growth hormones to produce more milk, or on an organic farm? We want to know we can trust the farm or company to be good stewards of the earth. And last, but probably most important, we want assurances that our food is good for us and will help protect our health and prevent disease.

Because almost half of all food purchases are made in supermarkets, we've laid out *The Healthy Wholefoods Counter* like the supermarket aisles. As we go up and down the aisles we'll explore and explain all the different food choices available, and, we hope, clarify some of your concerns and answer most of your questions. So—let's get started.

Bottom line: Focus on wholefoods—tasty, healthy, and planet-friendly.

We can't separate ourselves from the earth that feeds us.

HOW DOES YOUR GARDEN GROW?



The last 100 years has seen a revolution in every aspect of our food environment.

Some things to consider when it comes to wholefoods:

- Every year the U.S. population grows by 3 million, and 3 million acres of farmland are lost to development.
- Looking at food from an ecological perspective makes us think of everything that happens from the soil to our table.
- Using fewer chemicals, pesticides, fertilizers, antibiotics, and growth stimulators should mean healthier soil, air, animals, and ultimately us.
- Your health isn't just about your body; what's good for the earth is good for you, too.

As we've moved away from traditional and organic farming methods toward highly mechanized, monoculture-based agriculture, has the improvement in seed stock improved the quality of our food? Has modern agriculture, with its focus on yield, fulfilled its promise to enrich our

Brand Name, Generic (Nonbranded) and Take-Out Food

THE BEST ADVICE—

Eat tasty, healthy, planet-friendly wholefoods.

FOOD	PORTION	CALS	FIBER	VIT A	FOLIC	VIT C	CALCI	IRON	POTAS
ABALONE									
breaded & fried	1 serv (3 oz)	162	tr	15	6	3	50	5	295
steamed	1 serv (3 oz)	127	0	135	5	3	31	3	253
ACAI JUICE									
<i>Zola Acai</i>									
Juice	1 box (11 oz)	170	1	300	-	15	40	3	30
ACEROLA									
fresh	1 (5 g)	2	tr	37	1	81	1	tr	7
ACEROLA JUICE									
juice	1 cup	56	1	1232	0	3872	24	1	235
ADZUKI BEANS									
canned sweetened	½ cup	351	-	7	158	0	33	2	176
dried cooked w/o salt	½ cup	147	8	7	139	0	32	2	6124
AKEE									
fresh	3.5 oz	223	-	1	-	26	40	3	-
ALFALFA									
sprouts	½ cup	40	tr	26	6	1	5	tr	13
ALLSPICE									
ground	1 tsp	5	tr	10	1	1	13	tr	20
ALMONDS									
almond butter w/ salt	2 tbsp	203	1	0	21	tr	86	1	243
almond butter w/o salt	2 tbsp	203	1	0	21	tr	86	1	243
almond paste	¼ cup	260	3	0	41	tr	98	1	178
chocolate covered	6 pieces (0.6 oz)	102	2	15	4	0	37	1	107
dry roasted w/ salt	¼ cup	206	4	0	11	0	92	2	257
dry roasted w/o salt	¼ cup	206	4	0	11	0	92	2	257
honey roasted	¼ cup	214	5	0	12	tr	95	1	202
jordan almonds	6 (0.7 oz)	99	1	0	3	0	21	tr	54
oil roasted w/ salt	¼ cup	238	4	0	11	0	114	1	274

FOOD	PORTION	CALS	FIBER	VIT A	FOLIC	VIT C	CALCI	IRON	POTAS
guajillo	1 tsp	3	tr	165	-	1	1	tr	-
mulato	1 tsp	3	tr	140	-	1	1	tr	-
pasilla	1 (7 g)	24	2	2503	12	0	7	1	156
pasilla	1 tsp	3	tr	358	2	0	1	tr	22
red	1 tbsp	1	-	309	1	8	1	tr	13
Frieda's									
California Chili	2 tbsp	15	0	3000	-	0	0	0	-
FRESH									
banana	1 (4 in) (1.2 oz)	9	1	112	10	27	5	tr	84
banana	1 cup (4.4 oz)	33	4	422	36	27	17	1	317
chili green hot	1	18	-	346	11	109	8	1	153
chili green hot chopped	½ cup	30	-	578	18	182	13	1	255
chili red chopped	½ cup	30	-	8063	18	182	13	1	255
chili red hot	1 (1.6 oz)	18	-	4838	11	109	8	1	153
green	1 (2.6 oz)	20	1	468	16	95	7	tr	131
green chopped	½ cup	13	1	316	11	45	5	tr	89
green chopped cooked	½ cup	19	-	403	11	51	6	tr	113
green cooked	1 (2.6 oz)	20	-	432	11	54	7	tr	121
habanero	1 tsp	9	1	85	7	27	5	1	99
hungarian	1 (0.9 oz)	8	0	38	14	0	3	tr	55
jalapeno	1 (0.5 oz)	4	tr	30	7	6	1	tr	30
jalapeno sliced	1 cup (3.2 oz)	27	3	194	42	6	9	1	197
red	1 (2.6 oz)	20	1	4218	16	141	7	tr	131
red chopped	½ cup	13	1	2850	11	95	5	tr	69
red chopped cooked	½ cup	19	-	2745	11	125	6	tr	113
red cooked	1 (2.6 oz)	20	-	2745	11	125	7	tr	121
serrano	1 (6 g)	2	tr	57	1	3	1	tr	19
serrano chopped	1 cup (3.7 oz)	34	4	984	24	3	12	1	320
yellow	10 strips	14	-	124	14	95	6	-	110
yellow	1 (6.5 oz)	50	-	442	48	341	20	-	393
Chiquita									
Pepper	1 med (5.2 oz)	30	2	400	-	114	20	tr	-

FOOD	PORTION	CALS	FIBER	VIT A	FOLIC	VIT C	CALCI	IRON	POTAS
veal marengo	1 serv (8.8 oz)	274	1	565	30	9	23	2	733
veal marsala	1 slice + sauce (3.4 oz)	268	tr	375	12	2	15	1	211
veal paprikash	1 serv (8.6 oz)	280	1	445	27	2	37	2	689
veal picatta	1 piece + sauce (3.5 oz)	154	tr	335	11	tr	8	1	195
VEGETABLE JUICE									
vegetable juice cocktail	6 fl oz	34	-	2130	-	50	20	1	351
vegetable juice cocktail	½ cup	22	-	1416	-	34	13	1	234
Bolthouse Farms									
Vedge Tomato Carrot Celery	8 oz	60	2	7250	-	42	40	1	640
Muir Glen									
Organic V8	5.5 oz	50	2	6500	-	48	80	1	-
Lemon Twist	1 bottle (12 oz)	70	3	3000	-	60	40	1	700
VEGETABLES MIXED									
CANNED									
mixed vegetables	½ cup	39	-	9551	19	4	22	1	239
peas & carrots	½ cup	48	-	7386	24	8	29	1	128
peas & carrots low sodium	½ cup	48	-	7386	24	8	29	1	128
peas & onions	½ cup	30	-	96	-	2	10	1	57
succotash	½ cup	102	-	187	59	9	15	1	243
Del Monte									
Mixed	½ cup	40	2	2250	-	2	20	1	-
Mixed Vegetables w/ Potatoes	½ cup	45	2	5500	-	6	40	1	-
Peas & Carrots	½ cup	60	2	5000	-	4	20	1	-
Savory Sides Homestyle Vegetable Medley	½ cup	70	2	2000	-	5	40	tr	-
Savory Sides Rio Grande Vegetables	½ cup	70	2	400	-	6	20	1	-