

**Food Truths from Farm to Table:
25 Surprising Ways to Shop & Eat Without Guilt
Endorsements**

“This book is for the 7 billion people who eat each day. Michele Payn highlights how family farms are fighting food waste, hunger, and other issues, and the solutions they're coming up with in fields across the world.” —Danielle Nierenberg, Food Tank

“We have to eat in order to live and we might as well be as knowledgeable as possible about what we buy at the grocery store. As consumers of food, we should have a better scientific understanding of how it is grown and produced, giving us more power in our daily food choices. I'm a big believer in healthy eating for a healthy life. This book provides a unique look at food, how modern day farming can help our health and is an approachable read about the power of nutrition.” —Dr. David Samadi, chairman of urology, chief of robotic surgery at Lenox Hill Hospital in New York City

“Smart grocery shopping and healthy eating shouldn't require a science degree. *Food Truths from Farm to Table* guides you through the grocery store and saves you time. If you're looking shop and eat with less guilt, read this book. Michele's 25 food truths will give you the freedom to enjoy your food again.”—Phil Lempert, The Supermarket Guru, former NBC News' Today Show Food Trends Editor, Author and Speaker

“This is an important topic whether you are an academic, dietitian, or consumer. Michele Payn's 25 food truths are grounded in science and she offers an unheard voice in the debate around food, nutrition, and health. If you want to give yourself permission to be smart about food, read *Food Truths from Farm to Table* today.” —Sonya Meyer, PhD, Director, Margaret Ritchie School of Family and Consumer Sciences, University of Idaho

"Buy, prepare, and serve healthy, affordable food with confidence after reading *Food Truths from Farm to Table: 25 Surprising Ways to Shop & Eat Without Guilt*. This book is must-read for anyone interested in food, nutrition, and health!" —Elizabeth Pivonka, PhD, RD, President & CEO of Produce for Better Health Foundation

“In *Food Truths from Farm to Table*, Michele Payn cuts through the incredible noise that surrounds our food choices to provide clear, insightful answers to some of the most common questions about food. Organized in a creative way, she provides a highly informative ‘guide book’ to the grocery store, bringing both current research and insights from those who produce our food to unpack some of the most vexing questions and widespread myths about food. This candid and common sense book will help you be a much more informed consumer and take the shame out of the food choices you make.” —Jay Akridge, PhD, Glenn W. Sample Dean of Agriculture, Purdue University

"*Food Truths from Farm to Table* is very refreshing as the book exemplifies critical thinking skills needed in any discussion about food. Michele Payn offers readers an inside look at farmer's abilities and initiatives, as well as the technologies and knowledge of many others in producing

safe and affordable food. Her personal experiences and transparency build trust—and when combined with Michele’s extensive research, these food truths become real to readers. This book will help consumers sort through how to make the best food choices for their families.” —W. Dwight Armstrong, PhD, Retired CEO, National FFA Organization

"*Food Truths from Farm to Table* provides a transparent window into modern day agriculture so you can better know the people and practices behind your food. Michele Payn has a unique ability to connect the values of farming and food buyers through story and science."—Charlie Arnot, CEO, Center for Food Integrity

“Everyone can benefit from a clearer understanding of why farmers and ranchers produce food the way they do. Michele Payn takes readers inside farms and ranches to answer questions about the food issues on consumers’ minds. *Food Truths from Farm to Table* provides a much-needed, well-rounded, and accurate perspective on today’s farming and ranching.” —Zippy Duvall, President, American Farm Bureau Federation

“It’s time to celebrate and enjoy our abundant, wonderful food choices without angst, guilt, shame, or fear. *Food Truths from Farm to Table* will help you be smart and comfortable about all food choices, while identifying marketing half-truths and misinformation that take the joy out of eating. Michele Payn connects farming, food, nutrition, and health throughout this useful book.”—Kim Galeaz, RDN CD, Registered Dietitian Nutritionist and Culinary Consultant

"This is an awesome book that provides usable information about food, farming, and nutrition. Michele Payn's insight is contrarian to the sensationalism of fashionable food, but will help you take the drama out of food choices. *Food Truths from Farm to Table* is an important read for every dietician, grocery shopper, and anyone who wants to enjoy food."—Mary Lee Chin, MS, RD

“An engaging defense of modern agricultural production practices.” —Jayson Lusk, Professor of agricultural economics and author of *Unnaturally Delicious*

“This is an important topic for anyone who eats! Michele Payn’s writing makes tough topics approachable; she gives an insider’s look at all types of farming and ranching. *Food Truths from Farm to Table* will give you reasonable answers to your biggest food questions.”—Crystal Mackay, CEO, Farm & Food Care Canada

“As a dietitian for grocery store chain, I know this book will not only help answer questions our customers have about the food they see on our shelves but also be a valuable resource to other supermarket dietitians throughout the country. Michele Payn gives practical insight to address myths around food, nutrition, and health. Read *Food Truths from Farm to Table* if you want to bring clarity to your food experience, based on science and real-life experience.” —Leah McGrath, RDN, LDN

“Understanding the ‘real story’ about food is a critical issue for every health professional, parent, chef, and essentially anyone buying food. You will find answers to your most challenging questions around nutrition and health in *Food Truths from Farm to Table*—and learn to enjoy, not fear, food.”—Marianne Edge Smith, MS, RD, LD, FADA, FAND, past president of Academy of Nutrition & Dietetics; President, MSE & Associates and Farm Owner