

MEDIA CONTACT:
Nickcole Watkins
Morgan James Publishing
516.900.5674
Nickcole@morganjamespublishing.com

****FOR IMMEDIATE RELEASE****

Are you buying the “right” food or B.S. claims?

New book sheds light on bogus nutritional claims, offers ways to overcome fear in food

NEW YORK—OCTOBER 15, 2019—Food is now a battleground where marketing labels and misinformation are used to bully and demonize people about their eating choices. *Food Bullying: How to Avoid Buying B.S.*, by Michele Payn, takes a startling look at the misrepresentation of food and sheds light on bogus nutritional and environmental claims to help you recognize and stand up to the bullies.

Food Bullying reveals the \$5.75 trillion secret that food marketers and celebrity spokespeople don't want consumers to know: many foods perceived as “the right food” are actually Bull Speak (B.S.). Positioning one food as superior to another lies at the heart of food bullying and profits those making false claims where you shop and eat. More than 200,000 label claims on the 40,000 products found in an average grocery store have led to fear, confusion, and overwhelm in choosing the “right” food.

An international award winning author, Payn calls out the unfounded claims surrounding food fads. She challenges people to consider how the food bullying epidemic has made food an unnecessarily emotional topic, leading to choices being removed in eating and farming. Payn empowers readers to discern fact from fairytale and identify their own social, ethical, environmental, and health standards to overcome food bullying.

“Food cuts to the core of our identity and is laden with powerful emotional associations. In *Food Bullying*, Michele Payn cuts a clear trail through the jungle of nonsensical claims that unscrupulous food marketers make, using fear to tap into these emotions, about the supposed health benefits of food fads in their greedy attempts to build market share,” said reviewer L. Val Giddings of the Information Technology and Innovation Foundation.

Food Bullying, available November 5, offers an easy six-step action plan to simplify eating choices, overcome fear in food, and save time in the grocery store. Payn helps readers decipher food label claims and exposes “the hidden world of farming.” She writes with families, dietitians, and health/fitness professionals in mind, hoping to upend the way people think about food. Armed with compelling stories, science, and a lifetime on the farm, Payn gives you permission to make eating choices based on your own standards, rather than groupthink.

About the Author:

Michele Payn is an international award winning author and a mom who is tired of food bullies. Known as one of North America's leading voices in connecting farm and food, Payn helps you simplify safe food choices. She's a highly sought-after professional speaker who has helped thousands of people around the world. Michele's work has appeared in USA Today, Food Insight, CNN, Food & Nutrition Magazine, NPR and many other media outlets. Payn writes from a small farm in Indiana, is the author of *No More Food Fights!* and *Food Truths from Farm to Table*, an IPPY award winner, and co-host of the Food Bullying podcast. Learn more about her at <http://causematters.com/>.

More About This Title:

Food Bullying: How to Avoid Buying B.S., by Michele Payn, will be released by Morgan James Publishing on November 5, 2019. *Food Bullying*—ISBN 9781642794090—has 236 pages and is being sold as a trade paperback for \$17.95. The digital version of *Food Bullying* released in August, when it was an Amazon number one best seller.

###

For more information, images, or to schedule an interview with Michele Payn, please call Nickcole Watkins of Morgan James Publishing at 516-900-5674 or Michele at 765-427-4426.