

Food Truths – from Farm to Table

Guidebook Informs Grocery Shoppers' Food Choices, Checks Guilt off the List

LEBANON, Ind. – March 20, 2017 – Grocery shoppers can save time and take home less guilt if they spend a few hours to learn the truth about their food.

On average, Americans spend over \$7,000 per year for food, and nearly a week shopping for it. So understanding food choices is key, according to Michele Payn, author of a newly-released aisle-by-aisle grocery guidebook. Her aim? Offer an informed voice of reason within an overly sensationalized food and health arena to help consumers feel better about the food they buy and eat.

Payn's ***Food Truths from Farm to Table – 25 Surprising Ways to Shop & Eat Without Guilt*** (ISBN 978-1-4408-4997-8, hardcover), a #1 New Release on Amazon www.amazon.com/Food-Truths-Farm-Table-Surprising/dp/1440849978, outlines "25 food truths" -- providing a transparent window into today's farming and ranching practices. Each chapter includes a story about food producers and answers questions around major food issues such as organics, animal welfare and sustainability. Fifty-five food, agriculture and health experts contributed to the book, which references 119 research studies.

"During National Nutrition Month and National Ag Day, March 21, it's a great time to grow your understanding of how food is produced, said Payn. "It can lead you to confidently make food choices that are nutritious, a good value and consistent with your own beliefs."

"Understanding the 'real story' about food is a critical issue for every health professional, parent, chef, and essentially anyone buying food," said Marianne Edge Smith, MS, RD, LD, FADA, FAND, Past President of the Academy of Nutrition and Dietetics, who reviewed the book. "You will find answers to your most challenging questions around nutrition and health in *Food Truths from Farm to Table*."

"Smart grocery shopping and healthy eating shouldn't require a science degree," added reviewer Phil Lempert, *The Supermarket Guru*, and former NBC News *TODAY Show* Food Trends Editor. "If you are looking to shop and eat with less guilt, read this book. Michele's 25 food truths will give you the freedom to enjoy your food again."

Food Truths from Farm to Table author Michele Payn also wrote *No More Food Fights! Growing a Productive Farm & Food Conversation*. She brings clarity and common sense to the grocery store. Reach her at www.causematters.com.

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