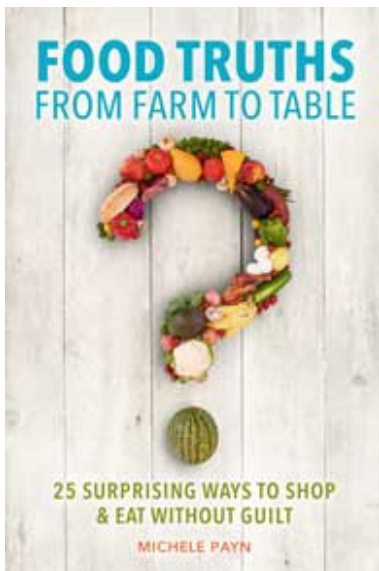


Food Truths from Farm to Table



25 Surprising Ways to Shop & Eat without Guilt

Michele Payn

1 VOLUME

What is the only "food" on your dinner table that does not contain hormones? How can animals raised for food also be treated with respect? Is it true that a typical serving of broccoli has more estrogen than a serving of steak? Why is more than 40 percent of food wasted in the United States? *Food Truths from Farm to Table: 25 Surprising Ways to Shop & Eat without Guilt* answers all of these questions and many more, bringing an unheard voice into the highly emotional food debate. Authored by Michele Payn, a leading farm and food advocate with an in-depth understanding of both sides of the plate, this intriguing book helps readers understand how food is really produced, answers food critics, and points out how food marketing and labels are often half-truths or even "less-than-half truths."

These 25 food truths enable an understanding of how food is grown, providing a transparent window into today's farming and ranching practices that empowers you to make informed personal choices and determine what is right for your family. Each chapter presents a farm or ranch story, answers questions around a major issue, provides science-based information, and includes a sidebar section of food truths and myths.

Readers will gain insights from a food expert who offers a viewpoint that stands in stark contrast to the typical sensationalist and often negative perspective on fashionable food—accurate information that will help you to better trust the intentions and processes in farming and ranching. The revelations in this book will simplify food shopping, reduce guilt about being a consumer, and give you the freedom to enjoy your food again.

FEATURES

Turns food confusion into clarity, enabling readers to have confidence regarding how to buy, prepare, and serve safe, healthy, and nourishing food

Offers an informed voice of reason to the overly sensationalized food and health arena

Provides practical tips and accurate information that allows readers to make decisions based on their own social, ethical, environmental, and health standards

Reveals why parents should not feel guilty if they cannot afford the "right" label or the "right" food when food-shopping for their family

Michele Payn is an author and a media resource who speaks from the intersection of farm and food to bring clarity and common sense to the grocery store. Known as one of North America's leading advocates, Payn is passionate about getting back to the truth in food—consumables raised the right way, by the right people, for the right reasons. She is an in-demand media resource whose work has appeared in *USA Today*, *Food Insight*, *Food & Nutrition Magazine*, *Grist*, and others as well as on NPR and CNN. As a Certified Speaking Professional, she has addressed hundreds of groups and audiences, such as dietetic associations, universities, Genome Prairie, the Michigan Vegetable Growers' Association, the Farm Credit Council, the Apple Processors Association, and farm bureaus in more than 30 states, helping thousands of people around the world translate farm to food. Payn is the author of *No More Food Fights! Growing a Productive Farm & Food Conversation*. Her website is www.causematters.com and her social media identity is @mpaynspeaker.