

# The SAD

## State of Whole Food Nutrition



### The Standard American Diet goes by the acronym SAD—an accurate description to say the least.

In news that will surprise few, the United States leads the world in packaged food consumption. Over the last five decades, a steady stream of consumers has received more and more of their “nutrition” from processed, packaged foods. The Standard American Diet (SAD) has become reliant on the cheap calories provided by these foods.

Understanding the reasons behind this can be a frustrating exercise until you consider the economics of the situation. Simply put, packaged foods generally contain more calories-per-dollar than whole foods. In basic economic terms, the demand for cheap calories has ensured that the supply remains steady. One look at aisle upon aisle of cellophane-wrapped and bag-in-box foods is enough to confirm this.

The issues created by our SAD diet are obvious, but that makes them no less concerning. The human body requires an enormous array of nutrients to function. Our bodies need to either make those nutrients or get them from an outside source—period. In a rush to seek convenience, with our wallets firmly in hand and mind, Americans have traded nutrient density, in the form of whole foods, for inexpensive sources of calories.

The net effect is that we are getting plenty of calories—a whopping 67 percent of Americans are overweight or obese—yet we aren’t getting nearly as much as we need

in the way of nutrients. As a country, we are undernourished and overfed. Ironically, our desire to spend less on what we eat has resulted in skyrocketing medical costs that are due in no small part to our diets.

### The (Scale) Tipping Point

Jordan Rubin, publisher and founder of *Extraordinary Health*, has a favorite saying that sums up the whole food conundrum: “You can pay the farmer now or the doctor later.” Later is now here. The years spent feasting on empty calories are finally catching up in the form of “diseases of commerce.” The increasing medical costs associated with this are troubling. While statistics vary, medical costs associated with obesity-related illnesses are estimated between \$150 to \$200 million per year. It turns out that cheap calories aren’t so cheap. Hopefully, the reality of the true cost of our dietary decisions will hit home, and we can tip the scales back towards whole foods and the healthier life they promise.

Perhaps the saddest part in the story is that the answer is spread out in front of us in the acres upon acres of farmland that stretch from the Atlantic to the Pacific. In the short term, increasing the demand for whole foods will increase the price, but knowing what we know about the long-term health effects of the Standard American Diet, buying whole foods should be a price we are willing to pay. Likewise, we have ample room to grow more whole foods, and eventually, supply would meet demand. In essence, we lower the cost of the healthiest foods, but decrease the cost of health expenses—and that’s happy news, not sad.

## #2 Jordan’s CRITICAL 5 RAW Organic Protein & Meal

Raw protein foods are the best rebuilding foods on the planet, and they all contain the same four components. The first component is un-denatured amino acids—non-altered, natural or native amino acids. Number two is proteolytic enzymes—*proteo* means protein; *lytic* comes from the word *lysis*, which means to break down—so enzymes that break down protein. Remember, you’re not what you eat—you’re what you digest. The third component is probiotics that help further break down the protein when they secrete enzymes, cleansing your body of residual undigested material. Number four is fat-soluble vitamins A, D, E and K.

Garden of Life created RAW Protein—a RAW, vegan, USDA Certified Organic protein with all four components of raw protein foods. Containing 17 grams of quality protein from sprouted grains and seeds, enzymes, probiotics and fat-soluble vitamins, RAW Protein is both gluten- and dairy-free and contains no synthetic ingredients, binders, fillers or GMOs.

We also took the same great RAW Protein formula and created the first RAW, vegan, USDA Certified Organic meal replacement called RAW Meal. Packed with 34 grams of raw protein, 9 grams of fiber, 2.5 grams of healthy fat, 26 superfoods and 20 raw food vitamins and minerals, RAW Meal is the best value going. You just can’t beat the amount of nutrients in this formula—all without anything artificial.

So, be sure to add these healthy, RAW, Certified Organic products to your supplementation program.

